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Apple announces iPhone 3G, App Store, iPhone 2.0

Official release hits the wires

by Amy-Mae Elliott published on 10 July 2008

Apple's official press release announcing the iPhone 3G launch, the release of iPhone 2.0 and the App Store has now been sent out, although access is already available to those who have downloaded the iTunes 7.7 update.

The iPhone 2.0 software is due to be released on Friday, although some are already accessing it today via some kind of backdoor link on Apple's site.

It confirms that more than 500 native applications will be available on the iPhone's App Store, with more than 125 applications being offered to iPhone customers for free.

Apple recaps that the App Store, available as a homepage direct press button on the iPhone or iPod touch, works over cellular networks and Wi-Fi, as well as on Macs or PCs via iTunes with USB syncing to the device.

The company has drafted in some of the corporate App creators to comment on the launch, including Facebook founder Mark Zuckerberg who says:

"iPhone is one of the most popular ways for people to enjoy Facebook on-the-go and we're excited to deliver a great native application via the App Store."

"Facebook is even cooler on the iPhone 3G, with the ability to discover friends nearby, or to effortlessly take pictures and upload them instantly to their Facebook account."

Apple reminds us that in addition to the App Store, the iPhone 2.0 software update includes enterprise support, contact search, complete iWork and MS Office document viewing support,



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the ability to delete or move emails in bulk, saving images from emails, a scientific calculator, parental controls and support for 16 additional languages.

iPod touch owners will have to pay for the update which will cost \$9.99.