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iPhone 3G to launch in 20 more countries by 22 August

Production ramp promised

by Amy-Mae Elliott published on 22 July 2008

Despite predictions that stock of the iPhone 3G will be short on the ground until at least September, Apple has revealed plans for the next phased international roll out of the device.

The iPhone 3G is due to launch in 20 more countries by 22 August, it was announced during a quarterly conference call with financial analysts following the release of Apple's third quarter results.

Chief operating officer Tim Cook and chief financial officer Peter Oppenheimer discussed the device's continued roll out with Cook stating that shortages are a result of "overwhelming demand".

Despite this admission, the Apple officer said the company was confident it could boost production in order to satisfy demand across these new territories: "I like what I'm seeing in the production ramp", Cook said.

