

Apple iPhone, a Late Reality in Europe!

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US people have tasted the Apple's pie, the [iPhone](#) and the whole of the web is crowded with the reviews of the product. But, the Apple buffs in Europe will have to wait to lay their hands on the so-called revolutionary device (it's in real [so-called revolutionary phone](#)) as the iPhone will hit the European shelves later this year.

Costing **\$499** (360 Euros) for the 4GB model and **\$599** (450 euros) for the 8GB version, analysts are reporting that between 310,000 and 700,000 of the iPhones have been sold by Apple since its launch on June 29. It will be interesting to see that which operator in Europe will be able to mint the profits with the hotly anticipated phone that merges together an iPod music player, a mobile telephone, e-mail, and Internet access.

Only three countries in Europe will see iPhone this year, including France, Germany and Britain. I don't know what's the reason behind that? Might be some in-house strategies! Anyway, **O2**, the British unit of Spanish telecommunications group Telefonica, was touted as the first European service operator to get into a deal with Apple over the iPhone. Interestingly, T-Mobile has outstripped its competitor Vodaphone to win marketing rights for iPhone in Germany.

Till the date, none of the operators have confirmed the news officially. While an O2 spokesman called the news a mere speculation, France Telecom, is also tight-lipped on the issue.

Pricing:

The rumors say that iPhone is going to cost a whopping **899 or 999 euros**, which is far higher than that of in the States. But, specialists are seeing a cost of between 400 and 500 euros.

3G network:

A rumor sprouted up way back in February that Apple is readying a 3G version of the iPhone for the European launch. Although the device uses the slower 2.5G network in US, we can certainly expect iPhone to sport 3G network in Europe. European operators have poured in a lot of bucks into 3G networks, so the hope is high.

Revenue sharing:

It's not a problem in the States with AT&T as an exclusive distributor. But, in Europe, the situation may be different. Apple has always said to reach deals with the market-leading operators who agree with their demands. European operators might be forced to revise their economic models as the iPhone, as stated by **Dubreuil Sia** of Conseil consultancy, "**short-circuits the operator and establishes direct contact with the client.**" Customers will buy music, video and games content with the iTunes platform and that would pass many sources of mobile phone revenue from the operator to the phone maker.

Are the hackers ready?

A few days back, the Norwegian hacker Jon Johansen claimed to bypass AT&T Inc.'s network in order to use the phone's music and internet features. Apple didn't comment anything on this but now, when Apple is ready to ship the device outside US, they need to make network more secure to prevent phishing and unauthorized hacking. I have no doubts that some nasty minds in France, Germany, or Britain are already thinking of playing with the device.

After iPhone gets a European launch later this year, it will be headed for the Asian shelves in 2008. Apple nerds in Europe must be waiting anxiously to lay their hands on the Apple's chic creation but I don't think they would be pleased with the iPhone until and unless Apple drops a 3G model on the shelves and pricing- I don't think that would be much an issue for the Apple fans.