iPhone 5

Marketing Guide

Two phases

Over the following pages, you'll find everything you need to create an effective marketing plan for iPhone 5, as well as guidance for iPhone 4S and iPhone 4. The plan contains two phases: the Launch phase and the Sustain phase.

① **Launch** + **②** **Sustain**

The Launch phase materials let people know that iPhone 5 has arrived and that you will be offering it. To support your efforts, we will also run iPhone 5 advertising in certain markets and provide a television spot for localization in others.

The Sustain phase materials provide guidance on how you can concept, create, and execute post-launch campaigns that feature iPhone 5 and communicate why a customer should buy it from you.

Marketing timeline

The materials in this guide are designed to roll out during the Launch and Sustain phases.

① Launch

Pre-Availability

These materials let people know iPhone 5 is coming.

Web Banners
Web Product Page
Web Comparison Page
Email
Window Poster
Search Engine Marketing

Availability

These materials announce iPhone 5 is available for purchase.

Web Banners
Email
Window Poster
In-Store Signage

② Sustain

Post-Launch

These materials allow you to build sustaining campaigns that can run as soon as 30 days from when you start selling iPhone 5.

Web Banners
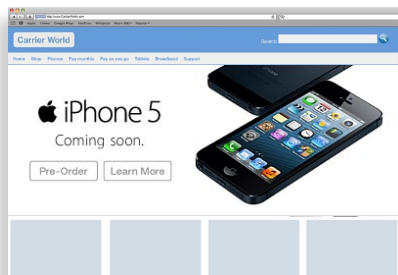Email
Window Poster
Easel Sign
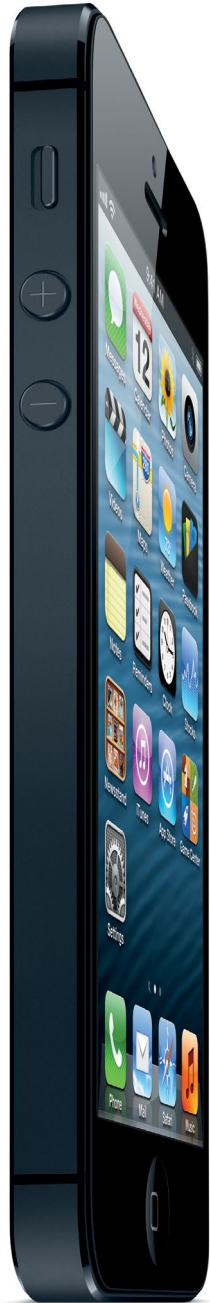In-Store Magazine
Print Advertising
Online Display Advertising
Search Engine Marketing
TVC

iPhone 4S and iPhone 4 partner communications are permitted throughout launch and sustain periods.

1
Launch

This section provides you with materials to let people know that you have iPhone 5 in your store and that you will be offering it.

Web Banners

Pre-Availability

iPhone 5 web banners should appear in the most prominent positions on your home page and other relevant pages

The "Learn More" button should link customers to the Apple-provided iPhone 5 Web product page
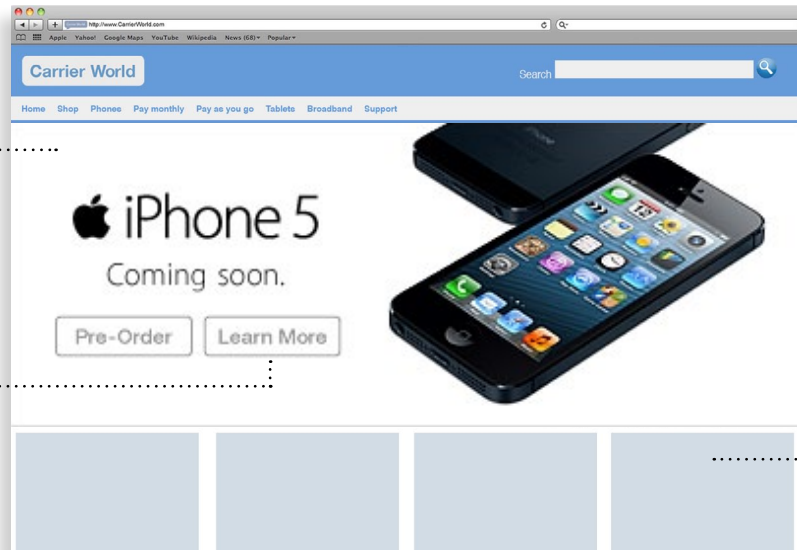
Web banners can be used to market iPhone 4S or iPhone 4 in the secondary position

Availability

iPhone 5 web banners should appear in the most prominent positions on your home page and other relevant pages

The "Learn More" button should link customers to the Apple-provided iPhone 5 Web product page

Web banners can be used to market iPhone 4S or iPhone 4 in the secondary position

Guidance

✅ You can use a "Pre-Order" button if you choose to take pre-orders. Or you can include a "Notify Me" or "Register Now" button on the web banner to capture data or gather interest.

✅ The "Learn More" button should link customers to the Apple-provided iPhone 5 product page.

✅ Once iPhone 5 is available, you can use a "Buy Now" button, which can link directly to your buy page.

✅ Buttons can be designed in your identity.

✅ Resize the web banner file to fit your site architecture.

❌ Do not modify the artwork by adding your brand color, logo, or messaging.

❌ Do not animate the banner.

Web Product Page

Learn More

The "Learn More" button on web banners or email should direct people to iPhone 5 Web product page
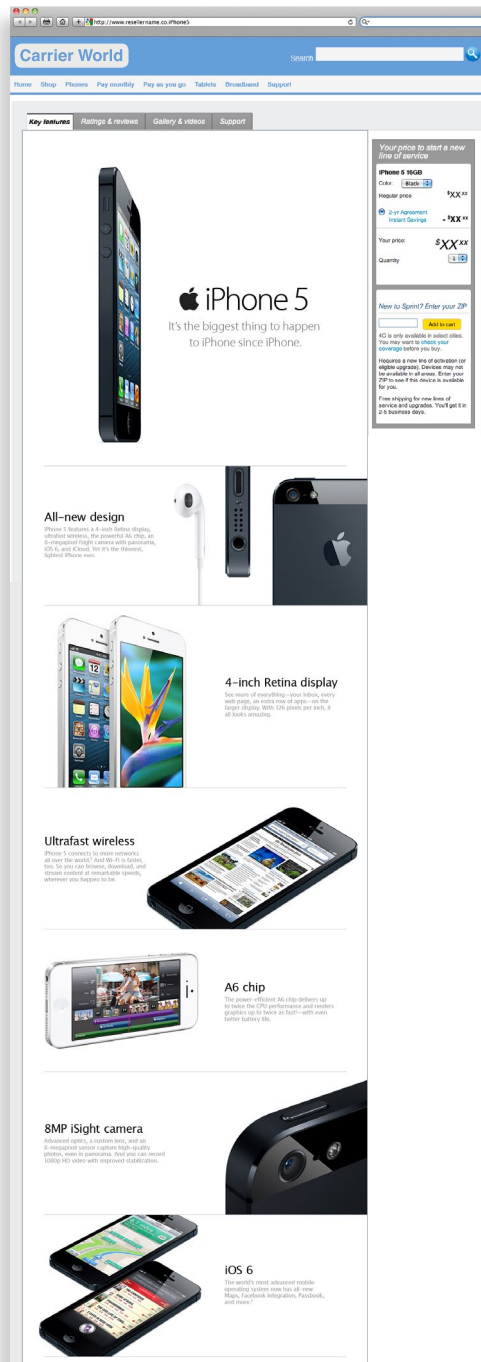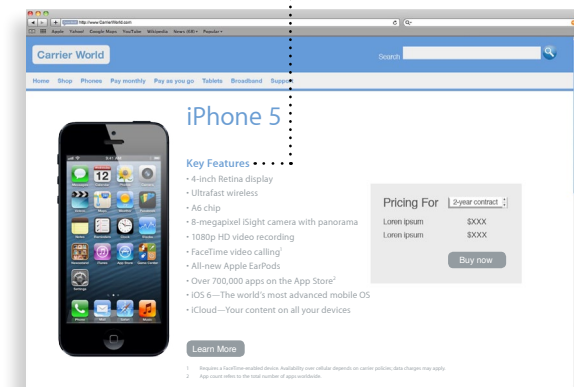
Guidance

The iPhone 5 Web product page includes iPhone 5 features, why iPhone is unique, and includes short descriptions about iPhone 4S and iPhone 4.

✅ Please embed the product page within the overview, features, or detail part of your iPhone 5 product page where you would normally include product information.

✅ Remove iPhone 4S overlay.

❌ Do not modify the artwork by adding your brand color, logo, or messaging.

If you have a separate buy page, please include the iPhone 5 feature copy points on page 26.

Buy Page

Web Comparison Page

Guidance

- This web page lets you provide product comparison information to your customers.

- The comparison page should appear as a link to its own page on your website.

- Do not edit or alter the content.

- Do not create your own content.

Email

Pre-Availability

Write your own
email subject line

Subject line here.

Delete Junk Reply Reply All Forward Print

From: Carrier World
Subject: Subject line here
Date: September 21, 2012, 12:01:00 PM PDT
To:

Carrier World   Pre-Order   Learn More

 iPhone 5

Coming soon.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam,exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit

Your message
goes here

Availability

Write your own
email subject line

Subject line here.

Delete Junk Reply Reply All Forward Print

From: Carrier World
Subject: Subject line here
Date: September 21, 2012, 12:01:00 PM PDT
To:

Carrier World   Buy Now   Learn More

 iPhone 5

The biggest thing to happen to iPhone since iPhone.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam,exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit

Your message
goes here

Guidance

✓ You can use a "Pre-Order" button if you choose to take pre-orders. Or you can include a "Notify Me" or "Register Now" button on the email to capture data or gather interest.

✓ The "Learn More" button should link customers to the Apple-provided iPhone 5 product page.

✓ Once iPhone 5 is available, you can use a "Buy Now" button.

✓ Buttons can be designed in your look and feel.

✗ Do not modify the artwork by adding your brand color, logo, or messaging.

✗ Do not include Facebook, Twitter, or other social media share functionality.

Search Engine Marketing (SEM)

Guidance

✅ Please bid on keywords such as "iPhone on [carrier name]," "best smartphone," or "new mobile phone." A strong negative list is encouraged that includes competitive keywords covering carriers, phone models, or brands.

✅ Keywords should use a combination of phrase and/or exact match type bidding. Please avoid broad match type bidding.

✅ Bid to average position two through five when targeting desktop browsers; two to three on mobile browsers. In both cases, your ads should always appear below Apple.com ads. Bid caps may be communicated to avoid artificial inflation.

✅ Destination URL should be submitted to ensure relevance and quality of customer experience. Ads should be directed to a page free of competitive phones.

✅ Sitelinks extensions can be used with your ads but should be reserved for iPhone or carrier-specific messaging. We also encourage use of local extensions that direct customers to your nearest retail location.

✅ Title and description copy should clearly communicate the carrier benefit/pricing message. Product feature/functionality copy is not permitted.

✅ Submit all media plans using the media template provided by your Apple marketing representative.

❌ Competitive phones should not be featured with iPhone ads or sitelinks.
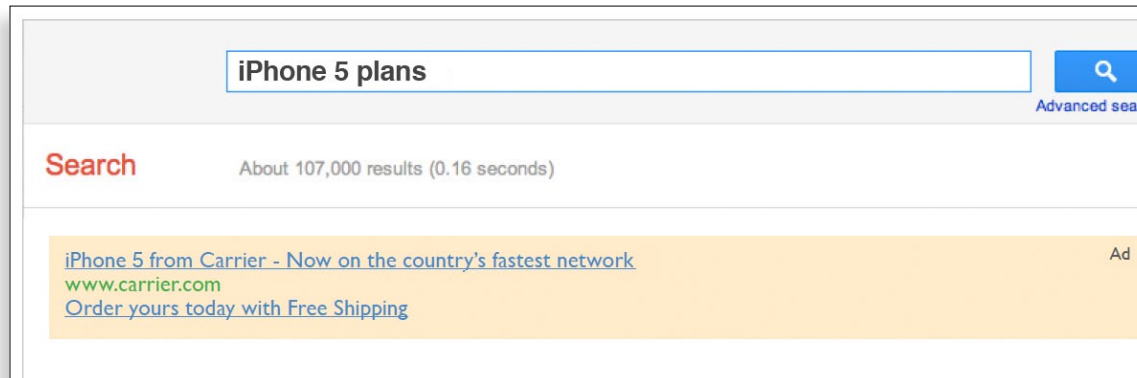
Social Media

Twitter

Facebook

Guidance

✅ You can use Facebook or Twitter to let people know when iPhone 5 is coming and available.

✅ Only the date of availability, partner name, and partner URL can be communicated.

❌ Do not post about iPhone 5 more than once per day during pre-availability and availability.

❌ Do not link to Apple.com sites within social media posts; link only to your website.

❌ Do not attach product images to your posts or tweets.

❌ Do not retweet or repost secondary resources.

❌ Do not create chat forums about iPhone on social media sites.

❌ Do not run any social media campaigns featuring iPhone.
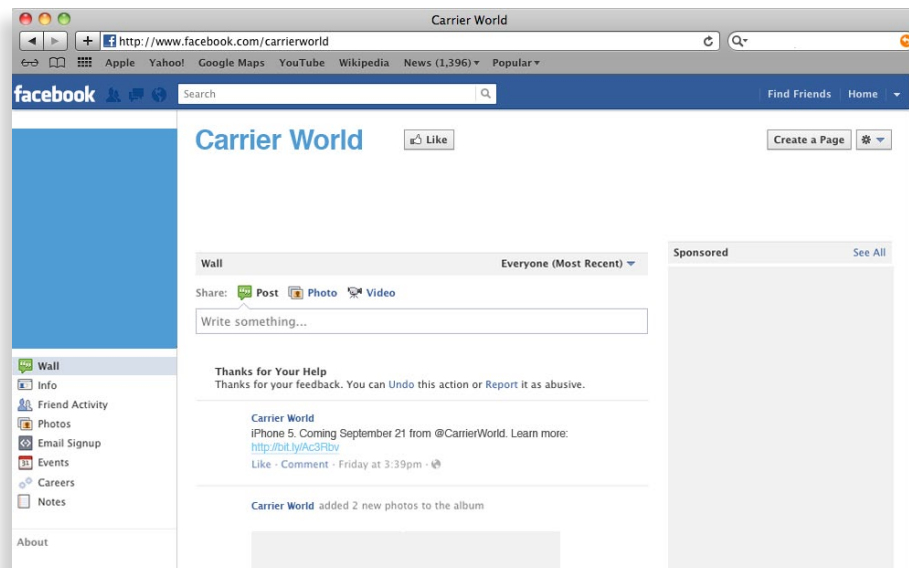
Window Posters

Availability
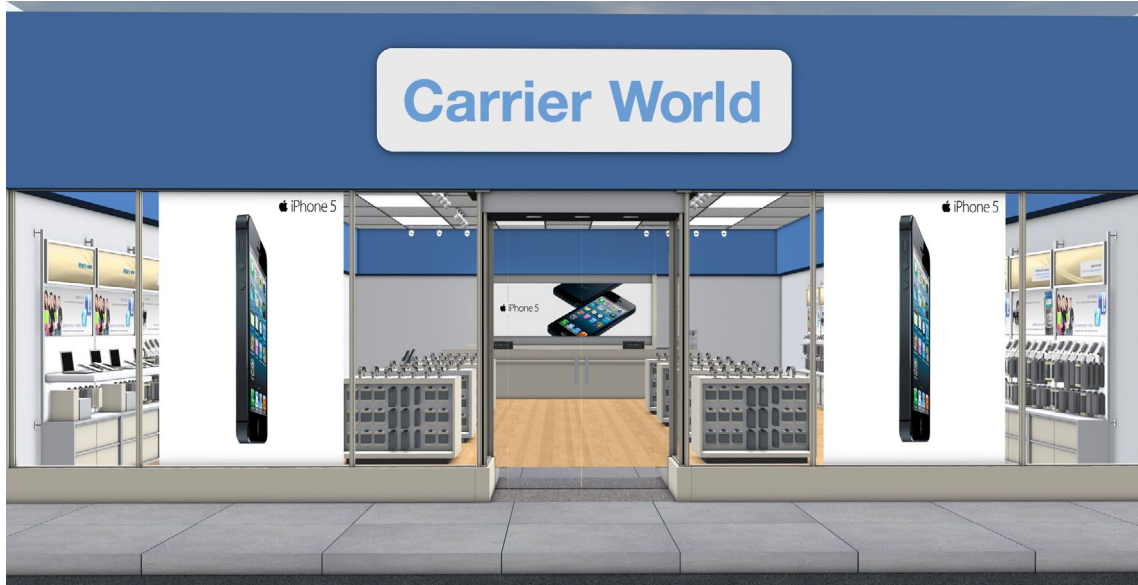
Three or more window opportunities

✅ Produce the poster(s) in as large a format as possible.

✅ Follow the production recommendations outlined on page 41.

✅ If you have a double-sided window, use the same creative on both sides.

✅ If you have interior or exterior large format graphic opportunities, please contact your Apple marketing representative for assistance.

✅ If you have iPhone 5 in one or two windows, please use the version with the black iPhone on the white background. When you have three or more window opportunities in your store, you should alternate between the black and white creative, as shown below.

❌ Do not add your brand color, logo, or messaging, or modify the creative in any way.

Pre-Availability
Coming soon posters are available to let people know iPhone 5 is coming.

In-Store Signage

In-Store Poster

Cash Wrap Graphic

Guidance

✅ Place in-store signage in premium locations in your store, such as brand walls or cash wraps.

❌ Do not add your brand color, logo, or messaging, or modify the creative in any way.
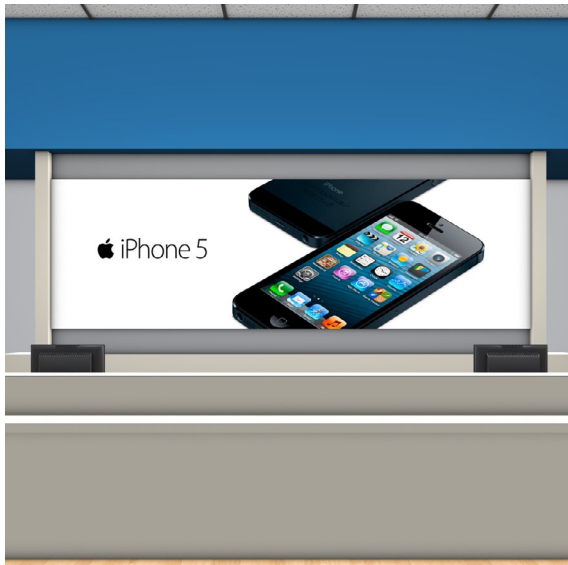
Getting the work approved through meeting room

Note: Only for markets where Apple does not run TV.

Step 1

Submit a completed TVC Order Form to TVCorder@apple.com. Download the form on the iPhone ASW page under Advertising.

Not registered on ASW? See page 33.

Step 2

Adapt the spot to your market using the guidelines in the TVC Order Form.

Step 3

Upload the final spot and media plan to Meeting Room for review.

Not registered on Meeting Room? See page 30.

2
Sustain

This section provides guidance on how you can concept, create, and execute ongoing campaigns that feature iPhone 5 and communicate why a customer should buy it from you.

Messages

You may want to develop different types of campaigns that link iPhone 5 to key differentiating features of your network. At all times, we want to ensure that iPhone is portrayed correctly and is in a prominent position. We request that you develop campaigns using this idea: *An amazing phone deserves an amazing carrier.*

You may want to feature iPhone in promotional messages, such as price cuts, special tariffs, and upgrades. Please keep this idea in mind: *An amazing offer to get an amazing phone.*

In some instances, you may want to feature iPhone in campaigns that we typically do not participate in. These include product and app bundles, smartphone roundups, and special app or service offerings. These fall outside our guidelines, and we prefer not to have iPhone featured in campaigns with these types of elements. There are some instances where things like trade-in programs and rewards or loyalty points may be used in conjunction with iPhone, but they would need to be in a subordinate or supporting position in the campaign. And we are happy to review these on a case-by-case basis.

Campaign development

After consumers have been introduced to the features of iPhone 5, you may want to develop campaigns that feature iPhone 5 and highlight key benefits of buying it from you.

As we continue our iPhone 5 advertising campaign, we ask that you build your campaigns using the communication channels below:

Online Display Advertising

Print Advertising

SEM

Above the Line

Below the Line

Email

Easel Sign

Window Poster

In-Store Magazine

Web Banners
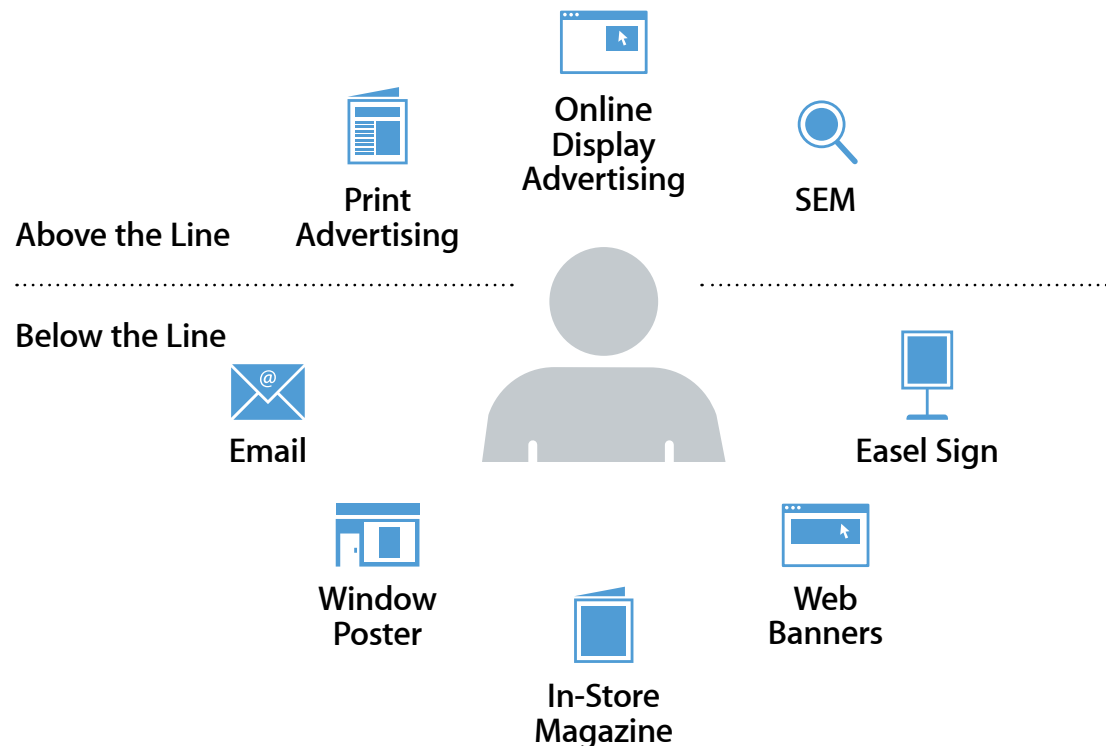
Guidance

In general, we don't approve use of the types of media listed below. However, you may reach out to us to discuss ideas you have that may include the use of these channels.

- ⊗ TV
- ⊗ Radio
- ⊗ Social media
- ⊗ Mobile
- ⊗ Printed materials, such as direct mail, bill inserts, and flyers
- ⊗ Outdoor

Two ways to format your message

Assets are provided that let you choose between two formats. Both formats allow room for your campaign messaging while ensuring that iPhone is portrayed correctly and in a prominent position.

Option 1: Your look and feel

Get the phone you've always wanted.

 iPhone 5

iPhone 5 for XX/month.

Carrier World

Create campaigns using your own identity

The iPhone image must be at least 50 percent of the size of the media

The iPhone 5 logo should be 65 percent of the iPhone image width and placed beneath the iPhone image at a distance equal to the cap height of the iPhone logo

Your logo must be included

Option 2: Apple-created template

 iPhone 5

iPhone 5 for XX/month.

Carrier World

Do not edit or alter this portion of the template

You must use a background color that is not white

Your logo must be included

Examples that work

Print examples
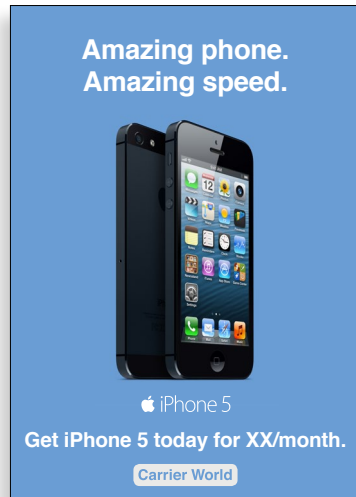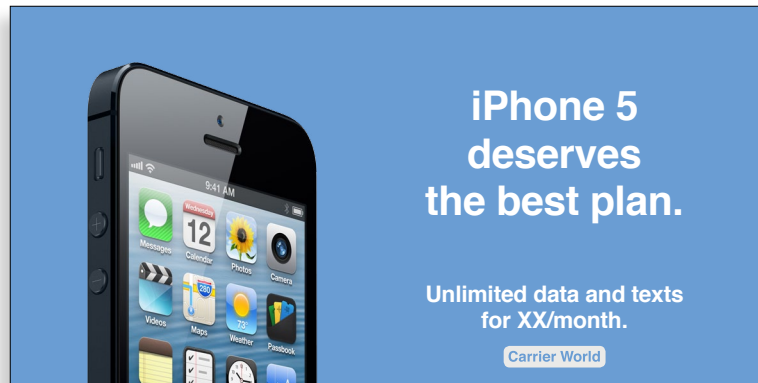
Amazing phone.
Amazing speed.

 iPhone 5

Get iPhone 5 today for XX/month.

Carrier World

No better price.
No better phone.

 iPhone 5

Get iPhone 5 today for XX/month.

Carrier World

 iPhone 5

Trade up and
save XX/month.

Carrier World

 iPhone 5

iPhone 5 for
XX/month.

Carrier World

Online examples

iPhone 5
deserves
the best plan.

Unlimited data and texts
for XX/month.

Carrier World

Only include your logo for online display advertising.

 iPhone 5

Unlimited data and texts for XX/month.

Carrier World

Only include your logo for online display advertising.

Examples that don't work

Apple products cannot appear as "one of many" mobile handsets.
Do not use distracting backgrounds.

Do not modify or place a violator on any iPhone images.
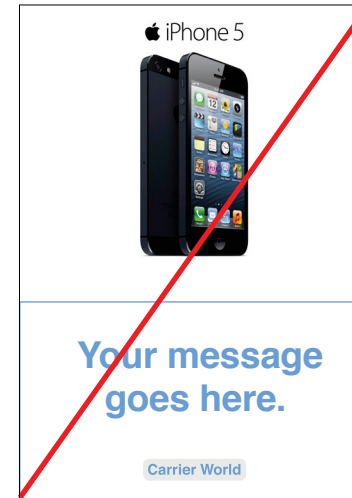
Do not change the proportion of the template. Use a solid color in your area.
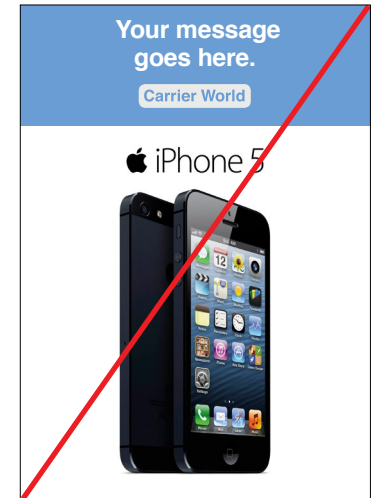
Do not flip the orientation of the template.

Do not use any iPhone images other than the iPhone images provided on pages 25, 26, and 27.
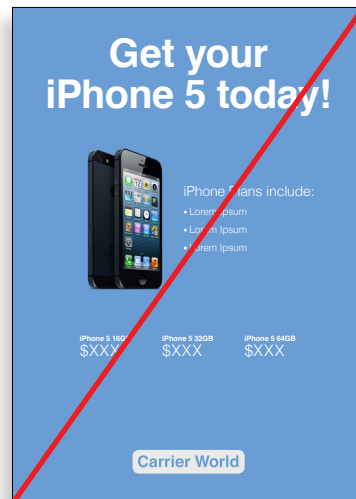
Do not reduce the iPhone image size to less than 50 percent of the overall size of the media.

Your messaging should not extend outside your area.

Do not include iPhone images in your area.

Web Banners and Email

Web Banners

Option 1: Your look and feel

Option 2: Apple-created template

Email

Option 1: Your look and feel
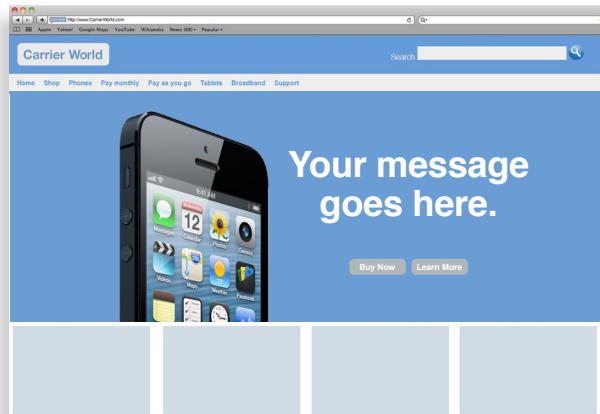
Option 2: Apple-created template
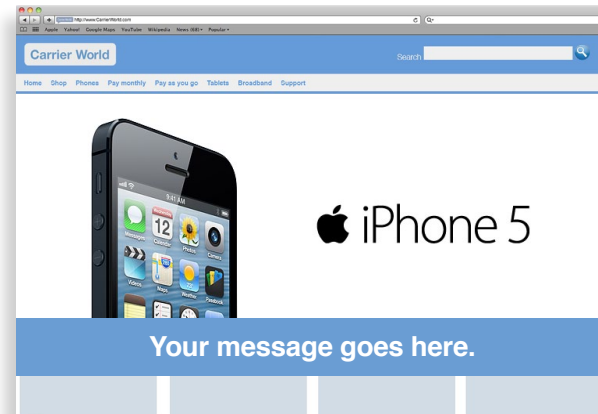
Guidance

✅ The "Learn More" button should link customers to the iPhone 5 Web product page.

✅ Buttons may be designed in your look and feel.

✅ Resize the web banner file to fit your site architecture.

❌ Do not modify the artwork by adding your brand color, logo, or messaging.

❌ Do not animate the banner.
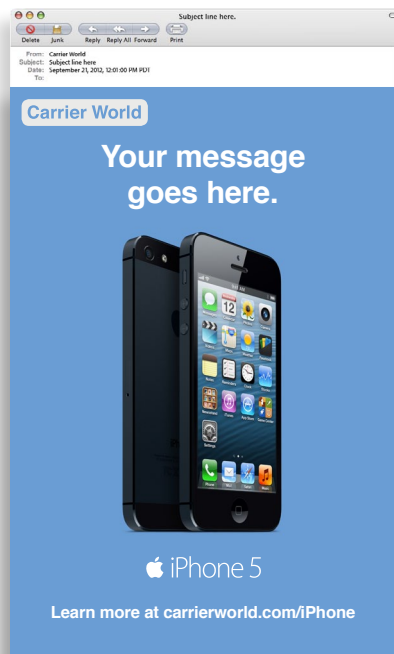
Window Posters

Option 1: Your look and feel

Option 2: Apple-created template

Guidance

✅ Produce the poster(s) in as large a format as possible. Follow the production recommendations outlined on page 41.

✅ If you have a double-sided window, use the same creative on both sides.
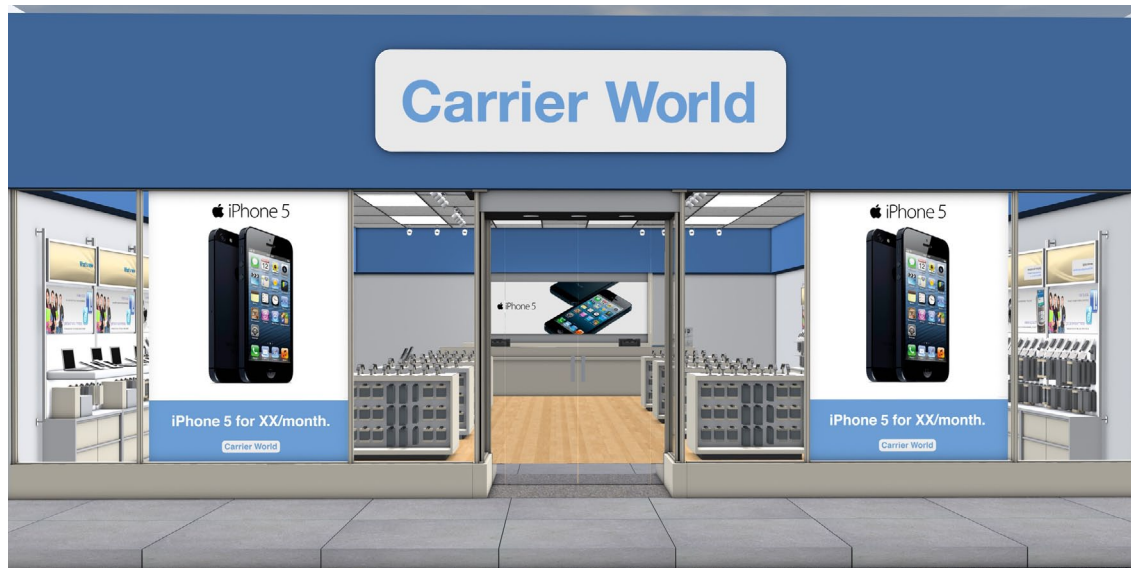
Easel Sign

Option 1: Your look and feel

Option 2: Apple-created template

Guidance

✅ Position the easel sign near the main store entrance and be sure it's visible from all possible angles.

✅ The creative should be the same on both sides.

❌ Do not hinder normal traffic flow through the store or place near trash receptacles.

In-Store Magazine

Option 1: Your look and feel

Option 2: Apple-created template

Print Advertising

Option 1: Your look and feel

Get the phone you've always wanted.

 iPhone 5

iPhone 5 for XX/month.

Carrier World

Option 2: Apple-created template

 iPhone 5

iPhone 5 for XX/month.

Carrier World
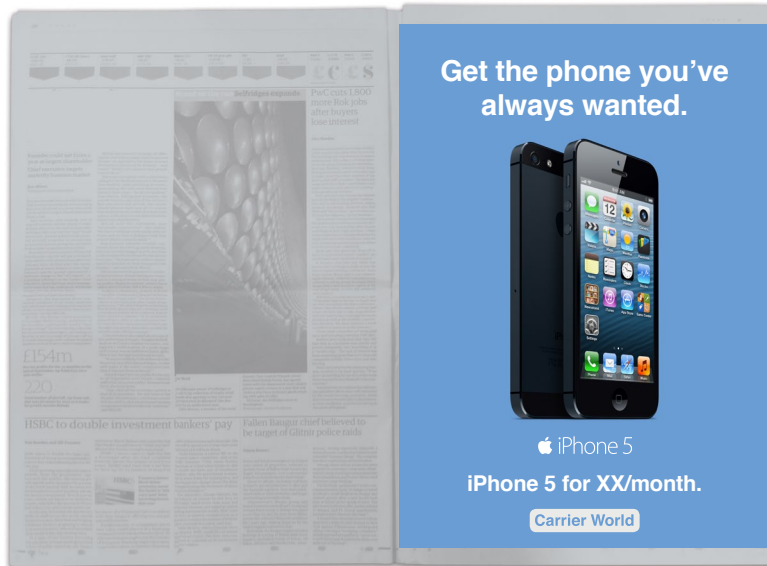
Guidance

✅ Please use full-page or page-dominant, 4-color placements in high-quality magazines and newspapers.

✅ A list of approved publication titles will be provided to you.

✅ Aim for a six-page separation from handset competitors.

✅ Submit all media plans using the media template provided by your Apple marketing representative.

❌ Please opt out of digital print platforms, such as print ads online or on tablets.

Online Display Advertising
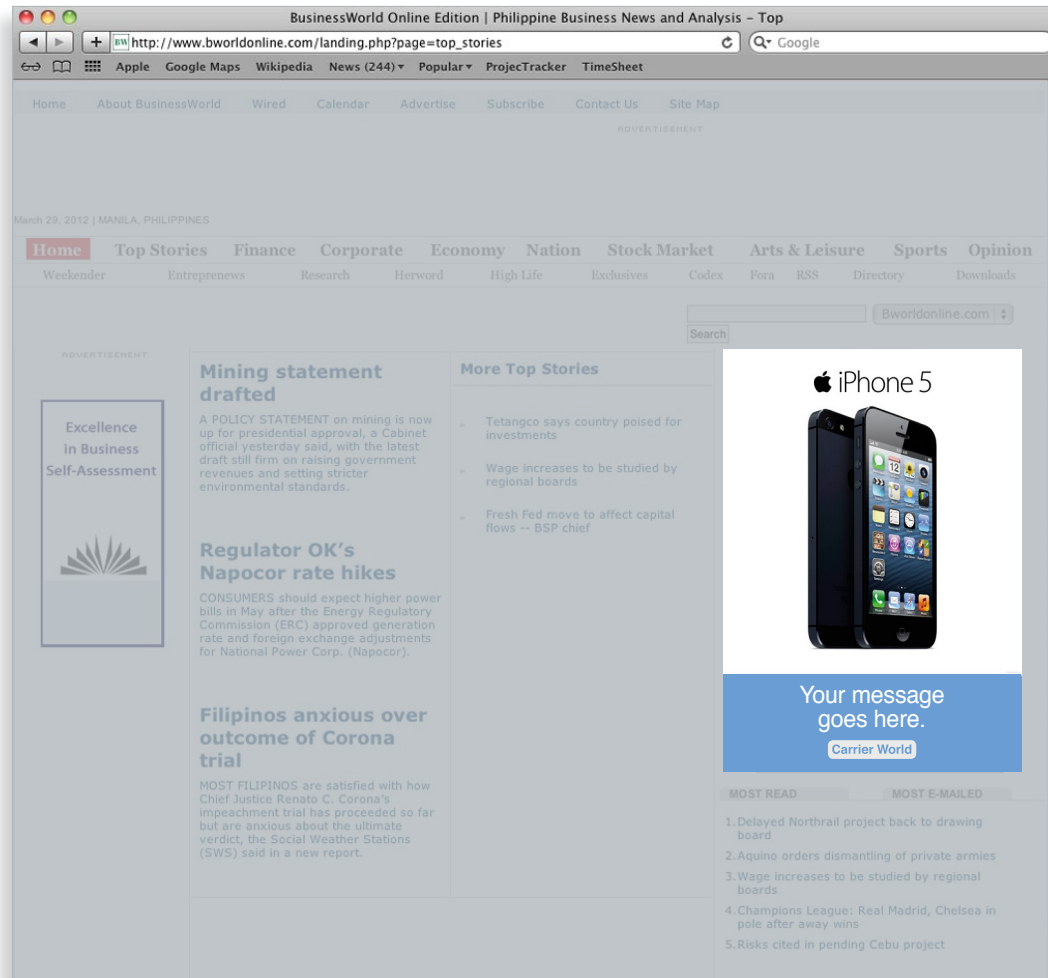
Guidance

✅ Select high-quality sites and ad placements. Avoid low-quality tech or entertainment gossip sites, low quality retail environments, and sites with low-quality or provocative journalism.

✅ If there are network buys that you would like to consider, submit them for approval and include the specific sites and placements.

✅ Placement selection should be above the fold in any of the following large iab standard formats: 728 x 90, 300 x 250, 160 x 600, 300 x 600.

✅ Ads should be in the following formats: HTML5, dHTML/HTML4, animated gif, or static gif. We do not permit any flash advertising banners.

✅ First-party targeting on sites is permitted, but not on networks. We do not permit any retargeting or third-party data added to media buys.

✅ Submit all media plans using the media template provided by your Apple marketing representative.

❌ Aim to have no other competitor handset advertising on the same page at the same time.

❌ Avoid run-of-site or blind network buys. Avoid real-time buying or other mechanics where selection is based on audience rather than site.

❌ Avoid floating ads, pre-expanded banners, auto-sound, pop-overs/unders, full skins, site takeovers, billboards, text links, affiliate listings, content syndication, or small tiles.

Your Assets – iPhone 5

The images, copy, and templates on this page are provided for use in your communications. Before developing work, we encourage you to reach out to us to discuss a brief.

Copy

iPhone 5 features a 4-inch Retina display, the powerful A6 chip, an 8-megapixel iSight camera with panorama, ultrafast wireless, iOS 6, and iCloud. Yet it's the thinnest, lightest iPhone ever.

Feature list

4-inch Retina display
Ultrafast wireless
A6 chip
8-megapixel iSight camera with panorama
1080p HD video recording
FaceTime video calling[1]
All-new Apple EarPods
Over 700,000 apps on the App Store[2]
iOS 6—The world's most advanced mobile OS
iCloud—Your content on all your devices

Legal

1 Requires a FaceTime-enabled device. Availability over cellular depends on carrier policies; data charges may apply.

2 App count refers to the total number of apps worldwide.

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Images

Crop (online only)

iPhone logo lockup

Templates

Guidance

✅ Product copy is supplemental to your messaging and should appear in a secondary position if used in your communications.

✅ The iPhone 5 logo should be 65 percent of the iPhone image width and placed beneath the iPhone image at a distance equal to the cap height of the iPhone logo.

✅ Resize the web banner file to fit your site architecture.

✅ Include your logo when using the web banner template for online display advertising.

✅ Include iPhone 5 in your own font and messaging for web banners you create. Do not use iPhone 5 logo lock-up.

✅ Use the black iPhone 5 logotype on light backgrounds. Use the white logotype on darker backgrounds.

❌ Do not use iPhone 5 only as a headline.

❌ Do not copy text or graphics from any other websites, including Apple's websites. Do not use the Apple logo.

Your Assets – iPhone 4S

The images, copy, and templates on this page are provided for use in your communications. Before developing work, we encourage you to reach out to us to discuss a brief.

Copy

iPhone 4S has an 8-megapixel iSight camera with panorama and 1080p HD video recording, the A5 chip, and iCloud. And iOS 6 brings all-new Maps, Facebook integration, Passbook, and more.[1]

Feature list

A5 chip
8-megapixel iSight camera with panorama
1080p HD video recording
3.5-inch Retina display
FaceTime video calling[2]
Over 700,000 apps on the App Store[3]
iOS 6—The world's most advanced mobile OS
iCloud—Your content on all your devices

Legal

1 Some features may not be available for all countries or all areas See www.apple.com/ios/features-availability for more information.

2 Requires a FaceTime-enabled device. Availability over cellular depends on carrier policies; data charges may apply.

3 App count refers to the total number of apps worldwide.

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Images

Crop (online only)

iPhone logo lockup

Templates

Your message goes here.

Guidance

✅ Product copy is supplemental to your messaging and should appear in a secondary position if used in your communications.

✅ The iPhone 4S logo should be 65 percent of the iPhone image width and placed beneath the iPhone image at a distance equal to the cap height of the iPhone logo.

✅ Resize the web banner file to fit your site architecture.

✅ Include your logo when using the web banner template for online display advertising.

✅ Include iPhone 4S in your own font and messaging for web banners you create. Do not use iPhone 4S logo lock-up.

✅ Use the black iPhone 4S logotype on light backgrounds. Use the white logotype on darker backgrounds.

❌ Do not use iPhone 4S only as a headline.

❌ Do not copy text or graphics from any other websites, including Apple's websites. Do not use the Apple logo.

Your Assets – iPhone 4

The images, copy, and templates on this page are provided for use in your communications. Before developing work, we encourage you to reach out to us to discuss a brief.

Copy

iPhone 4 features a high-resolution Retina display, a 5-megapixel iSight camera, FaceTime video calling, and long battery life. And with iOS 6 and iCloud, it does more than ever.

Feature list

3.5-inch Retina display
FaceTime video calling[1]
5-megapixel iSight camera
HD video recording
Over 700,000 apps on the App Store[2]
iOS 6—The world's most advanced mobile OS
iCloud—Your content on all your devices

Legal

1 Requires a FaceTime-enabled device and a Wi-Fi connection. Not available in all areas.

2 App count refers to the total number of apps worldwide.
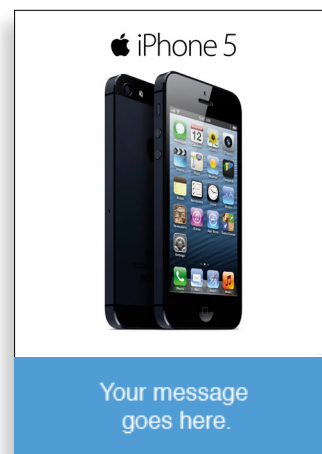
Images

Crop (online only)

iPhone logo lockup

 iPhone 4

Templates
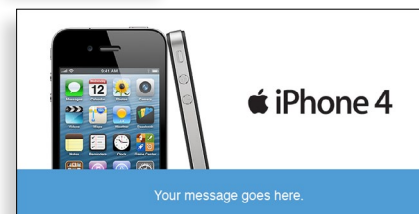
Guidance

✅ Product copy is supplemental to your messaging and should appear in a secondary position if used in your communications.

✅ The iPhone 4 logo should be 65 percent of the iPhone image width and placed beneath the iPhone image at a distance equal to the cap height of the iPhone logo.

✅ Resize the web banner file to fit your site architecture.

✅ Include your logo when using the web banner template for online display advertising.

✅ Include iPhone 4 in your own font and messaging for web banners you create. Do not use iPhone 4 logo lock-up.

✅ Use the black iPhone 4 logotype on light backgrounds. Use the white logotype on darker backgrounds.

❌ Do not use iPhone 4 only as a headline.

❌ Do not copy text or graphics from any other websites, including Apple's websites. Do not use the Apple logo.

iPhone Family Layout

Your message here.

iPhone 5
iPhone 5 features a 4-inch Retina display, the powerful A6 chip, an 8-megapixel iSight camera with panorama, ultrafast wireless, iOS 6, and iCloud. Yet it's the thinnest, lightest iPhone ever.
$XXXxx

iPhone 4S
iPhone 4S has an 8-megapixel iSight camera with panorama and 1080p HD video recording, the A5 chip, and iCloud. And iOS 6 brings all-new Maps, Facebook integration, Passbook, and more.[1]
$XXXxx

iPhone 4
iPhone 4 features a high-resolution Retina display, a 5-megapixel iSight camera, FaceTime video calling, and long battery life. And with iOS 6 and iCloud, it does more than ever.
$XXXxx

Carrier World

Guidance

✅ iPhone 5 must always be in the hero position.

✅ All three phones must be included (no other combination is allowed).

✅ You can write your own headline but do not edit or modify the product copy.

❌ Do not include iPhone logos on multi-product layouts.

Getting the work approved through meeting room

Meeting Room is an online system that lets you send in campaigns and other marketing materials featuring iPhone. Apple reviews your materials and sends creative feedback and gives approvals of your campaigns. Please contact us if you have any questions.

Meeting Room instructions

Access to Meeting Room requires approval by Apple Marcom, as well as a log in and password.

How to register/log in to Meeting Room

Access Meeting Room at: meetingroom.apple.com

– New users should request access using an Apple Connect ID from ASW. Approval will come via email within 24 hours. Be sure to use your work email address.

– New access should be done through the iPhone Meeting Room account.

Process

The submission process for assets and expectations for feedbackare as follows:

– Upload your creative work and submit all relevant information within the form.

– When submitting media plans, please use the media template provided by your partner manager.

– Apple will receive notification that your item was posted and will route for review/approval.

– You will receive an email when comments/approval are available to view online. To view the comments, log in to Meeting Room and click the thumbnail of the item. The numbered comments and notes will appear.

– If required, upload a revised creative.

– Apple typically reviews within two to three business days, but we always strive to give feedback as quickly as possible, especially during launch phase.

Merchandising Guidelines

We will provide you with a toolkit of materials that will help you merchandise iPhone in a way that adapts to your existing fixturing systems in your stores. You will receive separate merchandising guidance that describes how you can present iPhone in a variety of common retail environments.
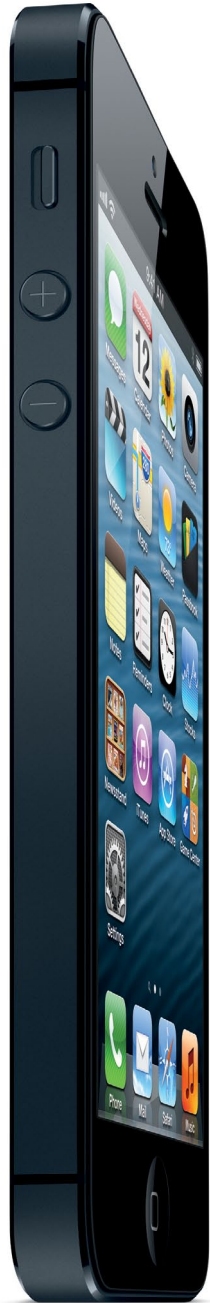
Etc.

Other important things you should know.

ASW registration process

**Register for Apple Sales Web (ASW) to download
Apple marketing assets**

1 Click on the ASW program URL:
   https://portal.apple.com/landingpage?action=register&pid
   =nS0r-w2bRa4

2 Click the "Sign Up" button.

3 Enter your business email address.

4 Fill in the information on the Account Info screen. Click the
   "Apple Website Terms and Conditions of Use" link. In the
   new window that opens, check the box agreeing to the
   Terms and Conditions. Click Continue.

5 A verification email from Apple should arrive within five
   minutes. Click the enclosed link.

6 Watch for a welcome email from Apple (typically sent
   within fifteen minutes of verification).

7 Once the registration is complete, you can log in to ASW by
   visiting portal.apple.com.

Technical Specifications for iPhone 5

Display

4-inch (diagonal) Multi-Touch Retina display

Resolution

1136-by-640-pixel resolution at 326 ppi

Storage

16GB, 32GB, or 64GB[1]

Cellular

UMTS/HSPA+/DC-HSDPA (850, 900, 1900, 2100 MHz);
GSM/EDGE (850, 900, 1800, 1900 MHz);
CDMA EV-DO Rev. A and Rev. B (800, 1900, 2100 MHz)[2]

Wireless data

802.11a/b/g/n Wi-Fi (802.11n 2.4GHz and 5GHz)

Bluetooth 4.0 wireless technology

GPS

Assisted GPS

Camera

8-megapixel camera for photos and 1080p HD
video recording

FaceTime HD camera for video calls

Battery

Built-in rechargeable lithium-ion battery[3]

Talk time

Up to 8 hours on 3G[3]

Standby time

Up to 225 hours[3]

Internet use

Up to 8 hours on 3G, up to 10 hours on Wi-Fi[3]

Video playback

Up to 10 hours[3]

Audio playback

Up to 40 hours[3]

Dimensions

123.8 mm by 58.6 mm by 7.6 mm[4]

Weight

112 grams[4]

In the box

iPhone 5, Apple EarPods with Remote and Mic, Lightning
to USB Cable, USB Power Adapter, documentation

Input and output

Lightning connector, 3.5-mm stereo headphone minijack,
built-in speaker, built-in microphone, SIM card tray

System requirements

Apple ID (required for some features)

Internet access

Syncing with iTunes on a Mac or PC requires:

- Mac: OS X v10.6.8 or later
- PC: Windows 7; Windows Vista; or Windows XP Home
  or Professional with Service Pack 3 or later
- iTunes 10.7 or later
  (free download from www.itunes.com/download)

For a complete set of iPhone 5 technical specifications, go
to www.apple.com/iphone/specs.html.

**Whenever you use iPhone 5 technical specifications, use
these notes:**

1   1GB = 1 billion bytes; actual formatted capacity less.

2   CDMA available only if iPhone 5 is sold and activated for
use on a CDMA network.

3   All battery claims depend on network configuration and
many other factors; actual results will vary. Rechargeable
batteries have a limited number of charge cycles and may
eventually need to be replaced by an Apple service
provider. See www.apple.com/batteries for more
information. For more details of iPhone performance tests
for talk time, standby time, Internet use over 3G, Internet
use over Wi-Fi, video playback, and audio playback, see
www.apple.com/iphone/battery.html.

4   Actual size and weight vary by configuration and
manufacturing process.

Technical Specifications for iPhone 4S

Display

3.5-inch (diagonal) Multi-Touch Retina display

Resolution

960-by-640-pixel resolution at 326 ppi

Storage

16GB[1]

Cellular

UMTS/HSDPA/HSUPA (850, 900, 1900, 2100 MHz);
GSM/EDGE (850, 900, 1800, 1900 MHz);
CDMA EV-DO Rev. A (800, 1900 MHz)[2]

Wireless data

802.11b/g/n Wi-Fi (802.11n 2.4GHz only)

Bluetooth 4.0 wireless technology

GPS

Assisted GPS

Camera

8-megapixel iSight camera for photos and 1080p HD
video recording

FaceTime camera for video calls

Battery

Built-in rechargeable lithium-ion battery[3]

Talk time

Up to 8 hours on 3G[2]

Standby time

Up to 200 hours[3]

Internet use

Up to 6 hours on 3G, up to 9 hours on Wi-Fi[3]

Video playback

Up to 10 hours[3]

Audio playback

Up to 40 hours[3]

Dimensions

115.2 mm by 58.6 mm by 9.3 mm[4]

Weight

140 grams[4]

In the box

iPhone 4S, Apple Earphones with Remote and Mic,
Dock Connector to USB Cable, USB Power Adapter,
documentation

Input and output

30-pin dock connector, 3.5-mm stereo headphone minijack,
built-in speaker, built-in microphone, SIM card tray

System requirements

Apple ID (required for some features)

Internet access

Syncing with iTunes on a Mac or PC requires:

- Mac: OS X v10.6.8 or later

- PC: Windows 7, Windows Vista or Windows XP Home
  or Professional with Service pack 3 or later

- iTunes 10.7 or later
  (free download from www.itunes.com/download)

For a complete set of iPhone 4S Technical Specifications,
go to www.apple.com/iphone-4s/specs.html.

**Whenever you use iPhone 4S technical specifications,
use these notes:**

1 1GB = 1 billion bytes; actual formatted capacity less.

2 CDMA available only if iPhone 4S is sold and activated
   for use on a CDMA network.

3 All battery claims depend on network configuration
   and many other factors; actual results will vary.
   Batteries have limited recharge cycles and may
   eventually need to be replaced by an Apple service
   provider. See www.apple.com/batteries for more
   information. For more details of iPhone performance
   tests for talk time, standby time, Internet use over 3G,
   Internet use over Wi-Fi, video playback, and audio
   playback, see www.apple.com/iphone/battery.html.

4 Actual size and weight vary by configuration and
   manufacturing process.

Technical Specifications for iPhone 4

Display

3.5-inch (diagonal) Multi-Touch Retina display

Resolution

960-by-640-pixel resolution at 326 ppi

Storage

8GB[1]

Cellular

UMTS/HSDPA/HSUPA (850, 900, 1900, 2100 MHz);
GSM/EDGE (850, 900, 1800, 1900 MHz);
CDMA EV-DO Rev. A (800, 1900 MHz)[2]

Wireless data

802.11b/g/n Wi-Fi (802.11n 2.4GHz only),
Bluetooth 2.1 + EDR wireless technology

GPS

Assisted GPS

Camera

5-megapixel iSight camera for photos and 720p HD
video recording

FaceTime camera for video calls

Battery

Built-in rechargeable lithium-ion battery[3]

Talk time

Up to 7 hours on 3G, up to 14 hours on 2G[3] (GSM)

Standby time

Up to 300 hours[3]

Internet use

Up to 6 hours on 3G[3]

Video playback

Up to 10 hours[3]

Audio playback

Up to 40 hours[3]

Dimensions

115.2 mm by 58.6 mm by 9.3 mm[4]

Weight

137 grams[4]

In the box

iPhone 4, Apple Headphone with Remote and Mic,
Dock Connector to USB Cable, USB Power Adapter,
documentation

Input and output

30-pin dock connector, 3.5-mm stereo headphone mini
jack, built-in speaker, built-in microphone, SIM card tray

System requirements

Apple ID (required for some features)

Internet access

Syncing with iTunes on a Mac or PC requires:

- Mac: OS X v10.6.8 or later

- PC: Windows 7, Windows Vista or Windows XP Home
  or Professional with Service pack 3 or later

- iTunes 10.7 or later
  (free download from www.itunes.com/download)

For a complete set of iPhone 4 Technical Specifications,
go to www.apple.com/iphone-4/specs.html.

**Whenever you use iPhone 4 technical specifications,
use these notes:**

1   1GB = 1 billion bytes; actual formatted capacity less.

2   CDMA available only if iPhone 4S is sold and activated for
    use on a CDMA network.

3   All battery claims depend on network configuration and
    many other factors; actual results will vary. Rechargeable
    batteries have a limited number of charge cycles and may
    eventually need to be replaced by an Apple service
    provider. See www.apple.com/batteries for more
    information. For more details of iPhone performance tests
    for talk time, standby time, Internet use over 3G, Internet
    use over Wi-Fi, video playback, and audio playback, see
    www.apple.com/iphone/battery.html.

4   Actual size and weight vary by configuration and
    manufacturing process.

AppleCare Protection Plan

Headline

Service and support from the people who know your iPhone best.

Copy Block

Every iPhone comes with one year of hardware repair coverage and 90 days of technical support. The AppleCare Protection Plan for iPhone extends your coverage to two years from the original purchase date of your iPhone. You get up to two years of expert telephone support for iPhone, iOS, iCloud, and Apple-branded iPhone apps such as Mail, iPhoto, and Calendar.[1] You also get up to two years of iPhone repair coverage, including the battery.[2]

Legal

1   Local telephone fees may apply. Telephone numbers and hours of operation may vary and are subject to change.

2   Service coverage may be subject to certain restrictions. Service coverage is available only for the iPhone and its original accessories that are defective in materials or workmanship or for battery depletion of 50 percent or more from original specification. Products returned for service may be repaired or replaced with parts equivalent to new in performance and reliability. This plan extends your coverage to two years from the date of your iPhone purchase. You must purchase the plan while your iPhone is still under its original one-year limited warranty from Apple. AppleCare Protection Plan benefits are in addition to any legal rights provided by consumer protection laws in your jurisdiction. For details, see terms at www. apple.com/legal/applecare/appforiphone.html.

Guidance

✅   Use this image and messaging for marketing communications related to the AppleCare Protection Plan for iPhone.

Note: Not all markets sell the AppleCare Protection Plan. Use these assets only if the AppleCare Protection Plan is available in your market.

iOS 6

Headline

Update your iPhone to iOS 6.

Copy Block

The free iOS 6 Software Update is now available from Apple. Learn more about iOS 6 from Apple.
www.apple.com/ios

("Apple" in the copy above is hyperlinked to the local apple.com/ios/ios6 <http://apple.com/ios web page.)

Guidance

We understand that you will want to let your existing iPhone customers know that iOS 6 is available from Apple as a free upgrade. Below is copy and guidance on what to communicate.

✅ For use only on your website.

✅ Link to the Apple.com URL provided.

✅ Create a small web tile to indicate the software update is available.

❌ Do not use SMS or email to promote the iOS 6 software update.

❌ Do not post until September 20, 2012.
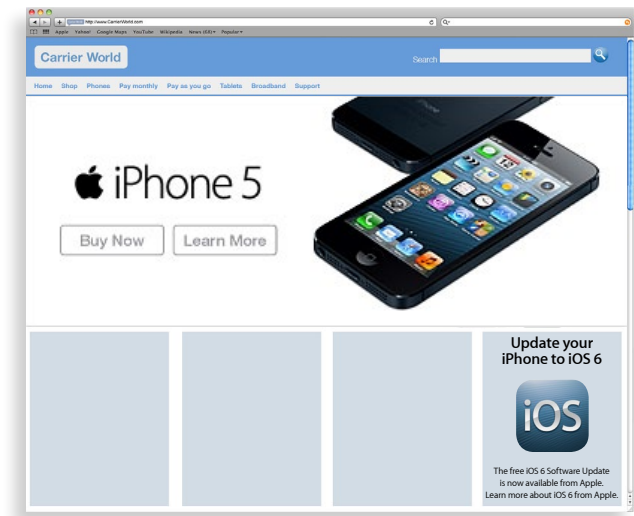
iPhone Accessories

Use these images and corresponding copy in your iPhone marketing communications.

All iPhone models

USB Power Adapter
Use this ultracompact and convenient USB-based adapter to charge your iPhone or iPod at home, on the road, or whenever it's not connected to a computer. Compatible with all iPhone models.

EarPods with Remote and Mic
Apple EarPods with Remote and Mic are designed to rest comfortably inside—and stay inside—a variety of ear shapes and sizes. The audio quality is so superior that they rival high-end headphones. Use the improved remote to adjust volume, control music and video playback, and answer or end calls on your iPhone. Storage and travel case included.

In-Ear Headphones with Remote and Mic
Hear every detail of your music every time you tune in with the Apple In-Ear Headphones with Remote and Mic. They offer pro audio performance and impressive sound isolation, and convenient buttons let you adjust the volume, control music and video playback, and answer or end calls on your iPhone. Compatible with iPhone 5, iPhone 4S, iPhone 4, and iPhone 3GS.

iPhone TTY Adapter
This adapter lets you use your iPhone with standard TTY devices. Just plug the cable from your TTY device into one end of the iPhone TTY Adapter, then plug the other end of the adapter into your iPhone. Compatible with all iPhone models.

iPhone 5

Lightning to 30-pin Adapter
Use this intelligent and ultra compact adapter to connect iPhone 5 featuring the Lightning connector to many of your 30-pin accessories. Provides charging, syncing, and audio playback. Video output not supported.

Lightning to 30-pin Adapter (0.2m)
Use this intelligent adapter to connect iPhone 5, featuring the Lightning connector, to many of your 30-pin accessories. The 0.2m long cable provides extra length to connect to 30-pin accessories. Provides charging, syncing, and audio playback. Video and iPod Out not supported.

Lightning to Micro USB Adapter
Use this adapter to connect an iPhone 5 or iPod with a Lightning connector to a micro USB cable to sync and charge, or to a compatible micro USB charger to charge your device.

Lightning to USB Cable
Use the Lightning to USB Cable to charge and sync your iPhone or iPod with a Lightning connector to your Mac or Windows PC. Works with the Apple USB Power Adapter for convenient charging from a wall outlet.

iPhone Accessories

Use these images and corresponding copy in your iPhone marketing communications.

iPhone 4S and iPhone 4

Universal Dock
The Apple Universal Dock offers easy access to a USB port for charging and syncing your iPod or iPhone or for connecting to a TV or speakers. It includes the Apple Remote for easy control from across the room. Compatible with iPhone 4S, iPhone 4, and iPhone 3GS.
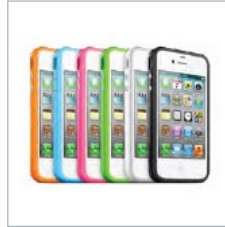
iPhone 4 Bumpers
Choose one of six colors— white, black, blue, green, orange, or pink—and slip it around the edge of your iPhone. With metal buttons for volume and power, two-tone colors, and a combination of rubber and molded plastic, Bumpers add a touch of style to any iPhone 4S, or iPhone 4.

iPhone 4 Dock
With the iPhone 4 Dock, you get easy access to a dock connector port for syncing or charging, and an audio line out port for connecting to powered speakers via an optional audio cable. The iPhone 4 Dock also works with the Apple USB Power Adapter. Compatible with iPhone 4S and iPhone 4.

Digital AV Cable Adapter
Put your slides, movies, photos, and everything else that fills your iPhone 4S screen on an even bigger screen—your HDTV. The Apple Digital AV Adapter mirrors exactly what you see on iPhone 4S so that everyone in the room can enjoy it on your widescreen TV, video projection screen, or other HDMI-compatible display. The Apple Digital AV Adapter also supports video out for iPhone 4, iPad, or iPod touch (4th generation). Mirroring is also supported by iPad 2. Not compatible with iPhone 5.

Dock Connector to USB Cable
This USB 2.0 cable connects your iPhone or iPod—directly or through a Dock—to your computer's USB port for efficient syncing and charging or to the Apple USB Power Adapter for convenient charging from a wall outlet. Compatible with iPhone 4S, iPhone 4, and iPhone 3GS.
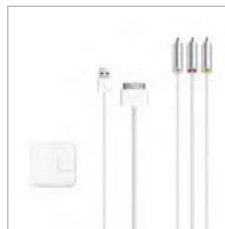
Composite AV Cable
Easily connect your iPod, iPhone, or iPad to the composite video inputs on a TV. The cable also features audio and USB connectors. Compatible with iPhone 4S, iPhone 4, and iPhone 3GS.

Print Production Guidelines

Images/Mechanicals

The images provided from Apple are high resolution and supplied as CMYK (also known as 4-color process) and RGB color files. CMYK files should be used for offset and digital printing. The RGB files should be used for any web-based and photographic executions (such as Durst Lambda, LightJet, or Chromira).

General Guidelines for Printing

As a general rule, avoid any materials with a gloss finish. The Apple standard is to use either a silk or a matte type of finish for all materials, including paper, vinyl, plastics, and so on. Always use the best-quality grade of items when printing Apple support items. This includes T-shirts (100% cotton), paper, vinyl, plastic, and so on. Your printer can give you options to choose from and will be happy to provide you with samples or guide your selection.

GRACol 7

For CMYK printing (offset or digital), please use only printers who are G7 (GRACol 7) certified. G7 is a trademark process for the proof-to-print process and is based on principles of digital imaging, spectrophotometry, and computer-to-plate (CtP) technologies. This new methodology utilizes the existing ISO 12647 Standards as the basis for good printing. GRACoL 7 examines the rationale behind the new visual appearance-based GRACoL press and proofing system, gray balance characterization, and calibration methods.

Press Checks

Each piece being printed should be reviewed on press before the job is authorized to print as a full run. This is handled by attending a press check. This is the final opportunity to ensure that the piece is printing as desired, and it is the final check for color-balance (referencing the match prints you have provided to the printer), colormatching (for spot colors), registration, trapping, and overall condition of the printed piece. The fine-tuning that occurs during the press check usually takes one to two hours. Press checks should be attended by a representative with a print production background who can communicate and direct a printer for the desired visual look of a printed piece. Once the color and content are approved on press, the final press sheet should be signed as a guide for the pressman to follow. You should also ask for a "same as" sheet to take with you for future reference or archiving purposes.

Point-of-Sale Materials

Posters

Preferred paper stock and method of production and finishing (as applicable): 100# Utopia One X Silk Cover or comparable stocks, such as McCoy Silk. Number of inks being used will depend on the piece, but in most cases you will need a printer that has a 6-color press (offset lithography). This press will print CMYK (4-color process) plus one PMS color (usually the gray PMS 429, and possibly one more spot color) and a satin aqueous coating on each side. The reason for a PMS color for the gray is that it is common to use this color for some of the smaller type. By printing the gray type as a PMS color, the type is more solid and the readability is greatly increased. Satin aqueous coating gives the piece a nice, smooth finish that will resist fingerprints. Your print vendor should be instructed to print the materials at 175–200 line screen.

Easel Signs

Preferred paper stock and method of production and finishing (as applicable): Digital-C print mounted to either black or white Sintra (6 mm thick or .25 inch thick). We typically prefer the white Sintra unless the imagery looks better on black (usually due to the background of the image being black). The prints have a "luster lamination" applied to the face that dulls the glossy look of the photographic paper. Please note that we have used other substrates (like GatorBoard) in the past, but have found such materials to dent and crush easily, requiring the easel signs to be replaced. Easel signs are printed digitally on a photographic output device (usually a Durst Lambda). These prints are also called C-Prints. This is an effective way to produce smaller quantities, and produces a poster that is better at resisting fading or rapid deterioration (which is important since these are at the front of the store and they get a lot of sun).

Window Graphics

Preferred paper stock and method of production and finishing (as applicable): 8 pt. Stoplight depending on the quantity needed to print, either litho or digital printing can be used. For lower quantities the preferred printing method is digital printing (screen printing is not recommended) using Durst Rho 900, VuTek QS 3200, or other large format printers. If you use digital printing, be sure to instruct the printer to use the highest-resolution setting on their printer.

Banners

Preferred paper stock and method of production and finishing (as applicable): 18 oz. Matte Vinyl. Preferred printing method is digital printing (screen printing is not recommended) using Durst Rho, VuTek QS 3200, or other large format printers. If you use digital printing, be sure to instruct the printer to use the highest-resolution setting on their printer. Pole pockets (if applicable) should be sewn or heat set. We would not recommend the use of grommets as a means of hanging the banner at its final destination.

Legal Disclaimers

Using the Name *iPhone* in Text

When using the name *iPhone 5*, *iPhone 4S*, *iPhone 4,* or *iPhone* in text, always typeset *iPhone* with a lowercase *i* and an uppercase *P* followed by lowercase letters. The name *iPhone* should start with a lowercase *i* even when it is the first word in a sentence, paragraph, or title.

When using the name *iPhone 5*: It is acceptable to use *Apple iPhone*, *iPhone*, *Apple iPhone 5*, or *iPhone 5*. (The name *Apple* does not need to precede the name *iPhone* when the product is mentioned in body copy.)

When using the name *iPhone 4S*: It is acceptable to use *Apple iPhone*, *iPhone, Apple iPhone 4S,* or *iPhone 4S*. (The name *Apple* does not need to precede the name *iPhone* when the product is mentioned in body copy.)

When using the name *iPhone 4*: It is acceptable to use *Apple iPhone*, *iPhone, Apple iPhone 4, or iPhone 4.* (The name *Apple* does not need to precede the name *iPhone* when the product is mentioned in body copy.)

Do not translate the name *iPhone 5*, *iPhone 4S*, *iPhone 4,* or *iPhone* in headlines or body copy. Always set the names in English even when they appear in text set in a language other than English.

Using the Name *Apple* in Text

Business communications such as press releases may refer to the company name, *Apple.* Never translate the name *Apple.* Typeset *Apple* in English even when it appears in text set in a language other than English. The legal company name, Apple Inc., is reserved for legal documents. In consumer communications, simply use the name *Apple.*

Never use the Apple logo in place of the name *Apple* in headlines or body copy.

Using Other Apple Trademarks in Text

When using other Apple trademarks in text, always spell and capitalize the names as follows:

iPod

iTunes

Mac

Multi-Touch

The names *iPod* and *iTunes* should start with a lowercase i even at the beginning of a sentence, paragraph, or title. Do not translate the names in headlines or body copy. Always set the names in English even when they appear in text in a language other than English. Always spell and capitalize Apple trademarks exactly as they are shown. For more information, go to:
www.apple.com/legal/trademark/appletmlist.html.

Trademark Symbols and Credit Lines

Use the appropriate trademark symbol (®) after each Apple trademark the first time it appears in text, as follows: Apple® iPhone®, iPhone®, Apple® iPhone® 5, iPhone® 5, Apple® iPhone® 4S, iPhone® 4S, Apple® iPhone® 4, or iPhone® 4.

iPod®

iTunes®

Mac®

Multi-Touch™

Do not add a trademark symbol to the iPhone logo lockup.

Credit Lines

Include the following credit line in all marketing communications:

TM and © 2012 Apple Inc. All rights reserved.

Legal Notices

Include the following legal disclaimer on materials communicating features, applications, or services:

Some features, applications, and services are not available in all areas. See your carrier for details.

Include the following on materials in which apps from the App Store are shown:

Some applications are not available in all areas. Application availability and pricing are subject to change.

Include the following disclaimers for these features and apps, when they are shown:

• FaceTime

FaceTime video calling requires a FaceTime-enabled Mac with an Internet connection or a FaceTime-enabled iOS device with a Wi-Fi connection. Not available in all areas.

• Battery life

Battery life varies by use and configuration.

• Number of applications

App count refers to the total number of apps worldwide.