

- iPhone 3G
 - First off- what are we going to call this thing? It's really the 2G iPhone, but Apple Calls it 3G. What happens when there's the next version of the iPhone?
 - Includes 2.0 Software (discussed below)
 - Available July 11th
 - Exclusive to AT&T
 - \$199 – 8GB
 - \$299 – 16GB white or black
 - Sadly, no 32GB model
 - Requires signing of New 2 year contract.
 - Note price of unlimited data plan goes up to \$30 on new contract
 - Voice plans still “start at \$39.99”
 - Includes GPS with Maps
 - No more recessed headphone jack
 - Quad-Band GSM and tri-band HSDPA
 - Supports Wi-Fi, 3G and Edge. Detects strongest network.
 - 802.11 b/g only, no n
 - 10 hours talk time on 2G networks, 5 hours on 3G
 - 5-6 hours of web browsing
 - 7 hours of video playback
 - 24 hours audio playback.
- iPhone 2.0 Software
 - Enterprise Support
 - Push Email, Contacts, Calendars
 - Auto Discovery of Exchange Servers
 - Global Address Lookup
 - Remote Wipe
 - I want that for consumers, is it ?
 - Cisco Secure VPN and more network security
 - 35% of Fortune 500 participated in Beta Program
 - SDK
 - Same API and Tools that are used internally at Apple.
 - APIs
 - Coca Touch
 - Media
 - Core Services
 - Core OS
 - Same OS X Kernel that forms basis of OS X
 - New End User Features
 - Microsoft ActiveSync
 - Third Party Apps and App Store
 - Download programs <10MB over 3G
 - Complete iWork document support
 - Complete Office Document Support (now includes power point)
 - Mass move & Delete multiple email messages
 - Search for contacts
 - New scientific Calculator
 - Parental Controls

- More languages
 - “Push type” notification for third party Apps -Apple announced a method for developers to have their applications receive information while not in use since said that they would not allow background applications to run on the iPhone. This new service will allow applications to be alerted of server-side events (i.e. new IM received, new mail, etc) without having to run in the background and eat CPU cycles. This functionality is scheduled to be delivered in September, however it will be seeded to developers "soon."
- Snow Leopard
 - Note Steve called it “next version of OSX” not necessarily 10.6
 - No major new features
 - Optimized for multi-core processors
 - Takes advantage of more RAM (theoretically up to 16TB)
 - Out of box support for Exchange 2007
 - “Grand Central” – Technology for developers to take advantage of multiprocessor Macs
 - New Safari
 - New Java Engine
 - QuickTime X
 - No word on pricing
 - “Available next year”
- Other Impressions:
 - First WWDC sold out, record 52,000 attendees
 - Steve looks thin, looks old
 - Steve said there are “3 parts to Apple”
 - Mac,
 - Music
 - iPhone
 - No mention of AppleTV
 - AAPL Down
 - Down about \$8 after keynote
 - Down about \$4 after market close
 - No more Revenue sharing – less profits
 - Cheaper price – less profits
 - However, much wider expected adoption