

## ***iPhone 4G: So many problems and no solutions***

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The new iPhone 4G success is shadowed. Seems like the problems of the iPhone 4G have no solutions. The malfunctioning of the iPhone 4G antenna is ready for a new chapter. Apple has convened a surprise press conference for Friday at 10 am local time at the company headquarters in Cupertino, California. At the heart of the conference should be precisely the problems to receive the new iPhone 4G model of smartphone from Apple, the subject in recent weeks of a real storm of criticism and negative opinions, as well as controversy over the line by the required date on the complaints. A reference model, the iPhone 4G, according to analysts, is unlikely because too expensive for Apple, but of course it can not be excluded from sales. Ed Snyder of Charter Equity Research analyst, said that "having the pressure on Apple to problems that affect the iPhone 4G, there will probably be the announcement of a settlement or compensation for those who bought it." According to Toni Sacconaghi of Bernstein Research, the full withdrawal of the iPhone 4G from the market could cost the company in Cupertino over half billion dollars.

The new iPhone 4G was launched a month ago in grand style, as is usual for new products from Apple. But the iPhone 4G immediately showed some weaknesses, so that a few days ago, the magazine Consumer Reports has rejected, saying that it is not being able to recommend the iPhone 4G purchase, because of problems with reception that persists on iPhone 4G. The reviewers of the journal have in fact tried three new iPhone 4G, and found that touching a point on the left side of the device may have a 'significant loss of signal, if not total, in case you are in an area with little field. Because of this issue - said the monthly magazine published by Consumer read by more than 7 million Americans - we can not recommend the purchase of the iPhone 4G. For Consumer Reports is a running back, as they wrote in an internal blog, last July 2, that the problems of the iPhone 4G were not serious enough to abandon the purchase. According to Consumer Reports tests of the iPhone 4G problems encountered in data transmission can not be attributed only to the telephone company AT & T exclusive but to the new iPhone 4G.

Apple, which in recent days has suffered a decline in prices of its shares on the U.S. lists, he first denied that the iPhone 4G has a problem with the antenna and then deleted so cobbled together references to the review of Consumer Reports that users post on the forum Apple's official website. For a company that has always been reliability and superior quality of its products a true flag is a serious crisis, especially given that image

so far sales of the iPhone 4G seem very satisfactory. We will see if and how it will be addressed.