

More than 10m iPhone 6 units sold last weekend

WASHINGTON, USA: Apple broke its sales record for an opening weekend delivering 10m iPhone 6 units in the first three days and boasting it could have sold more if it had them.



Apple's Chief Executive Tim Cook says the company sold 10m of its iPhone 6 and iPhone 6 Plus units in just three days adding that if the company had more stock it would have sold those too.
Image: Twitter

"Sales for iPhone 6 and iPhone 6 Plus exceeded our expectations for the launch weekend, and we couldn't be happier," Apple's Chief Executive Tim Cook said.

"We could have sold many more iPhones with greater supply and we are working hard to fill orders as quickly as possible," he said.

The opening weekend for the large-screen iPhones allowed Apple to break its record for launch weekend sales of nine million, which it set last year when it launched the iPhone 5S and 5C.

The new models were launched last week in the United States, Britain, Australia, Canada, France, Germany, Hong Kong, Japan, Puerto Rico and Singapore.

They will be available in more than 20 additional countries from 26 September, and in 115 countries by the end of the year.

Larger screens, more features

Both new iPhones have larger screens as Apple catches up with the "phablet" trend pioneered by competitors such as

Samsung, which has had success with its Galaxy Note series.

The new iPhones come when Apple has steadily been losing market share to low-cost Android devices from Samsung and others. While Apple sold more than 35m iPhones in the second quarter, its growth was slower than that of many rivals and its market share dipped to 11.7%, according to the research firm IDC.

It said Samsung led the global smartphone market in the quarter with sales of 74m and a market share of 25%. But the strongest growth in the past quarter came from Chinese manufacturers such as Huawei and Lenovo, which boosted their market share in their home markets.

Along with the new iPhone, Apple released an updated mobile operating system, iOS 8 with more features for fitness monitoring and home automation.

Source: AFP via I-Net Bridge

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