

## Apple iPhone 5: analysts' reaction

Analysts were upbeat about the iPhone 5 but expressed concern that the technology giant had not included swipe-and-pay technology in the new handset. This is what they said:



Analysts were upbeat about the iPhone 5 Photo: EPA/CHRISTOPHER DERNBACH

By Katherine Rushton

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### **Francisco Jeronimo Research manager, European mobile devices at IDC**

“ The device comes with noticeable improvements to the previous iPhone 4S, the most important being the screen size.

What Apple has been doing over the last few years is to improve each hardware and software feature of the iPhone to offer the best experience possible, rather than packing the handset with features that consumers don't use or don't understand. [However] the iPhone 4S and previous versions were losing their "coolness" compared with their main competitors from Samsung, HTC, and the new Windows Phones from Nokia.

The improvements to the iPhone 5 give current iPhone users strong reasons to upgrade. For a new smartphone user it also closes the gap to the popular Android devices with bigger screens and high resolution displays. The devices continue to offer a unique premium feeling due to the design and

materials, so we foresee a strong Christmas season for Apple.

### **Tudor Aw, KPMG's European head of technology**

“ Most of the evolutionary new features such as faster speeds, better camera, bigger screen and new docking cable were widely anticipated and will be welcomed by customers. But it is the lack of a NFC chip to enable mobile payments that is perhaps the biggest surprise and disappointment.”

Mobile payments have long been touted as the 'next big thing' but to date, has simply not happened in any significant way. It had been hoped that Apple would turn its famous ability to deliver new technology through great user experience to kick-start the widespread adoption of mobile payments by consumers. The interesting question is whether this omission will mean further delay in mobile payments taking off or if it presents an opportunity for its competitors to take a lead in this field.

### **Shaun Collins, founder of CCS Insight**

“ [The launch] goes beyond just the launch of the iPhone5. With the iPhone 4S 8GB, Apple is now able to offer its products with iOS6 at ever more aggressive price points in the UK. As an entry level iPhone, it's a formidable competitor. The question is, will the iPhone be different enough for customers who have been impressed by products from Samsung and HTC this summer? This remains to be seen, but with many UK subscribers waiting to see the iPhone5 before committing to their next contract, the operators will have a fight on their hands for these customers in Q4.

### **Guy Potter, director and market researcher at Usurv**

“ We ran an immediate poll to gauge people's instant reactions to the new phone and as with most Apple launches there seems to be a fair bit of positive excitement. The fact that 44pc of existing iPhone users already want to upgrade – without needing to think about it – shows the loyalty to the brand. However, none of the new features seemed to instantly grab people – with 39pc saying none of them really appealed.

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