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## Apple shows off iOS 6, new MacBooks

### Mobile software features new mapping tool, Facebook integration

By **Rex Crum**, MarketWatch

**SAN FRANCISCO (MarketWatch) —** In a presentation heavy on upgrades to software and its laptops, Apple Inc. on Monday showed off new mapping functions and more integration with Facebook for iPhones and iPads.



CEO Tim Cook speaks during the company's Worldwide Developers Conference in San Francisco.

The announcements at the annual Worldwide Developers Conference were in line with most analysts' expectations. Apple shares closed trading down about 1.6% to \$571.17 on Monday.

Despite the drop on Monday, Apple (NASDAQ:AAPL) shares are still up more than 40% year to date.

Chief Executive Tim Cook took the stage to deliver the keynote address — which came one year after the late Steve Jobs headlined the same event, in what would be his final public appearance before dying of cancer four months later.

On Monday, most of the company's focus was on the software platforms that power its Mac computers as well as its popular iPhone and iPad devices. Apple plans to release iOS 6, the next version of its mobile operating system, sometime this fall, though no specific release date was given.

The main event of interest at the conference was the newest version of iOS, the operating system that powers the iPhone and iPad. Apple gave a preview several new features, including tighter integration with Facebook Inc. (NASDAQ:FB) and a new mapping tool that will include turn-by-turn navigation. Previous iOS versions have used a mapping developed by Google Inc. (NASDAQ:GOOG).

Additionally, Apple's Siri voice-recognition technology, which was released with the iPhone 4S, will be available on the new iPad. The company's FaceTime video-calling app, which currently only works over Wi-Fi networks, will also soon work over cellular networks.



The newest version of iOS will work with the iPhone 3GS and later iPhone models, the second and third generations of the iPad and the fourth generation of the iPod touch.

Gene Munster, Apple analyst with Piper Jaffray, said in a research note that the company appears to be "tightening the ecosystem with other Apple devices," as well as making its products work closer with Web partners such as Facebook.

"Today's news lays the groundwork for Apple to gain share faster than Android in the U.S. and potentially in western Europe over the

Reuters next year," said Munster, who also has an overweight rating and \$910-a-share target price on Apple's stock.

Apple shows off a new design for its MacBook Pro on Monday.

AAPL 571.17, -9.15, -1.58%



Apple said a beta version of the new iOS version is available for developers now. The new software will work on the iPhone 3GS and newer models, as well as the two most recent versions of the iPad and the fourth generation of its iPod touch.

Nothing was said at the event of the next version of the iPhone, which most analysts expect to also launch

sometime in early fall.

That a new iPhone wasn't shown off wasn't a concern for Francisco Jeronimo, a mobile-device analyst with IDC. Jeronimo said that compared with Apple, its competitors "haven't understood the importance of focusing on users capabilities rather than phone capabilities."

"Apple already understood that applications or features per se are not enough to drive stickiness and loyalty," Jeronimo said. "Apple is focused on providing the right experience to users that makes their lives easier."

The company also updated its line of MacBook Air laptops with the latest chips from Intel Corp. (NASDAQ:INTC) and Nvidia Corp. (NASDAQ:NVDA). The new line will include Intel's Core i5 and i7 dual-core processors, and the larger version will also include Nvidia's GeForce GT 650M discrete graphics chip.

The new Air models will start at \$999 and are already available for shipping.

Apple also unveiled a redesign of its MacBook Pro line of laptops, with a much thinner version of the computer along the high-resolution retina display that is part of the current iPhone and iPad models. The laptops are about 0.71 inches thick and weigh slightly less than 4.5 pounds. The cheapest version with a 15-inch screen will start at \$2,199.

Regarding the next update to its OS X operating system that powers the Macs, Apple said the Mountain Lion version will be available for download next month for \$19.99 for customers who have the latest versions of the system software.

### Siri warms up crowd at WWDC

The iPhone's Siri tells a series of tech-related jokes to warm up the crowd before Apple CEO Tim Cook takes the stage at the 2012 World Wide Developers Conference.

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