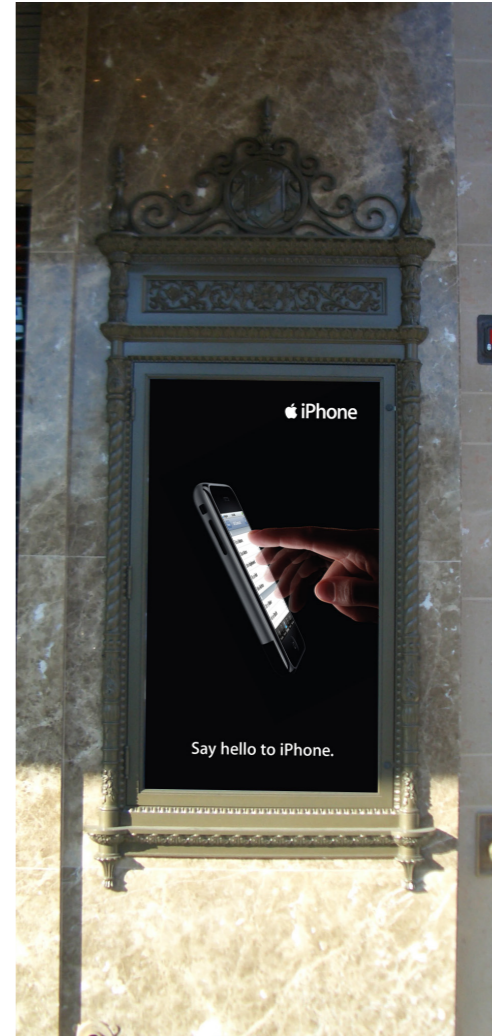




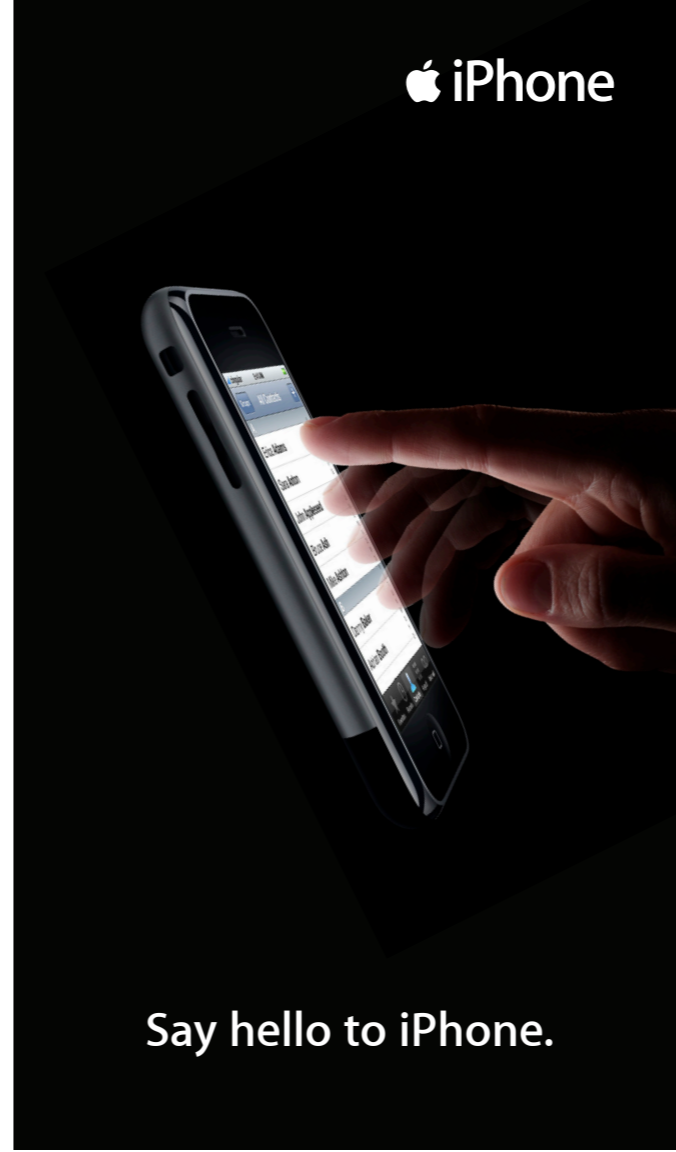
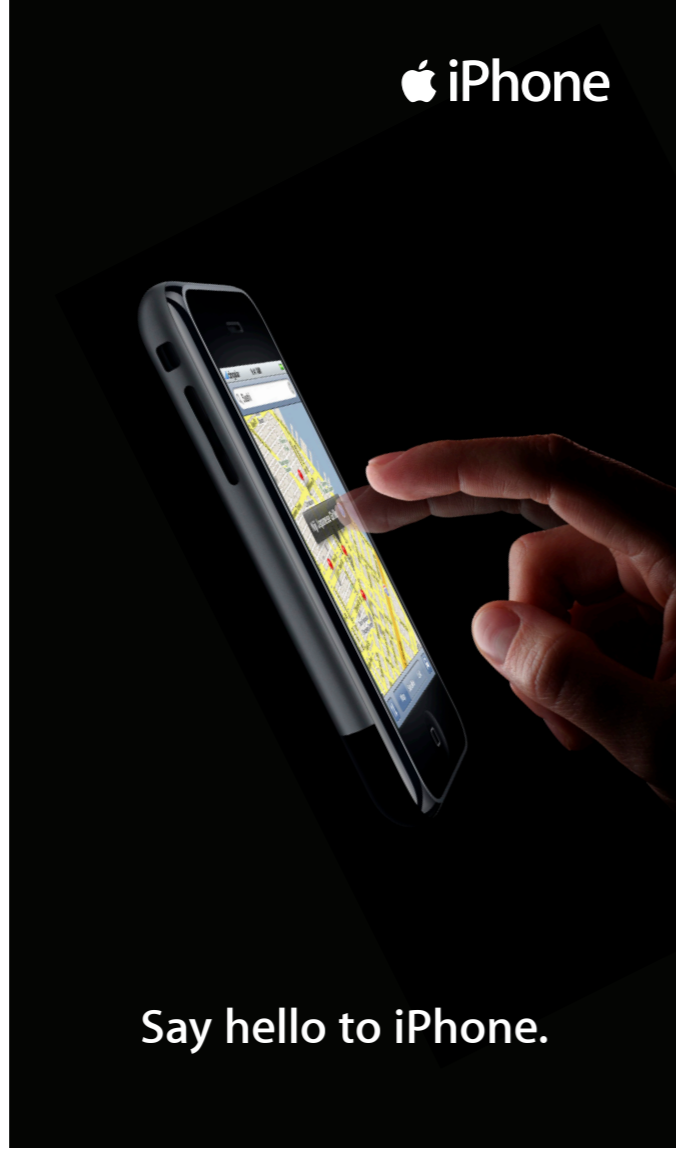
APPLE - IPHONE LAUNCH EVENT
1 OF 9

ON JUNE 26TH, A SPECIAL IPHONE LAUNCH EVENT WAS TO BE HELD AT THE HISTORIC CALIFORNIA THEATER IN SAN JOSE. THIS IMAGE SHOWS THE MAIN ENTRANCE TO THE THEATER WHICH INCLUDES A LARGE HANGING BANNER DRAPED OVER THE FACADE OF THE BUILDING, AS WELL AS TWO SMALLER ENTRANCE POSTERS THAT FLANK THE DOORS OF THE THEATER.



APPLE - IPHONE LAUNCH EVENT - MAIN ENTRANCE POSTERS (IN-SITU)
2 OF 9

CLOSE-UP IMAGES OF THE FRONT ENTRANCE TO THE THEATER.



APPLE - IPHONE LAUNCH EVENT - MAIN ENTRANCE POSTERS
3 OF 9

THE ENTRANCE POSTERS THAT FLANKED THE ENTRANCE. THESE IMAGES WERE CHOSEN TO REFLECT THE PRINT ADVERTISEMENTS THAT WOULD SOON BE RUNNING IN VARIOUS PRINT PUBLICATIONS.



APPLE - IPHONE LAUNCH EVENT - ADDITIONAL OUTSIDE THEATER POSTERS (IN-SITU)
4 OF 9

THE RIGHT SIDE EXTENSION OF THE THEATER FEATURED THREE IMAGES OF THE IPHONE REPRESENTING THE THREE PRIMARY FUNCTIONS OF THE PHONE...BREAKTHROUGH INTERNET DEVICE, BEST IPOD EVER, AND A REVOLUTIONARY MOBILE PHONE.



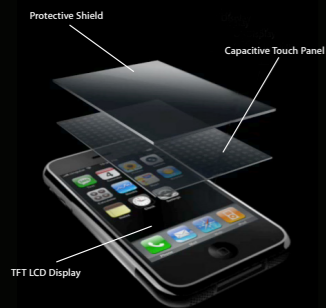
APPLE - IPHONE LAUNCH EVENT - ADDITIONAL OUTSIDE THEATER POSTERS
5 OF 9
CLOSE-UPS OF THE POSTERS.



APPLE - IPHONE LAUNCH EVENT - INNOVATION LOBBY POSTERS (IN-SITU)
6 OF 9

THIS IS THE INSIDE LOBBY OF THE CALIFORNIA THEATER. THESE SIX POSTERS WENT INTO SOME TECHNICAL DETAIL ABOUT THE VARIOUS TECHNOLOGICAL INNOVATIONS OF THE IPHONE SUCH AS THE PROXIMITY SENSOR. FOR THE PRESS, THIS WOULD ALLOW THEM TO GET A BIT MORE TECHNICAL INFORMATION ABOUT THE IPHONE AND ITS TECHNOLOGY WHILE LINGERING ABOUT IN THE LOBBY.

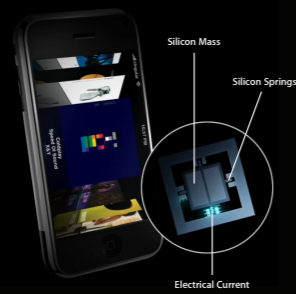
Multi-Touch Display



iPhone

Scroll through your songs, artists, albums, and playlists with just a flick of a finger. Album artwork is dramatically presented on the large display. And now use Cover Flow to browse your music library by album artwork for the first time on an iPod.

Accelerometer



iPhone

Scroll through your songs, artists, albums, and playlists with just a flick of a finger. Album artwork is dramatically presented on the large display. And now use Cover Flow to browse your music library by album artwork for the first time on an iPod.

OSX

Make a phone call while emailing a photo while surfing the web and listening to music.



iPhone

Scroll through your songs, artists, albums, and playlists with just a flick of a finger. Album artwork is dramatically presented on the large display. And now use Cover Flow to browse your music library by album artwork for the first time on an iPod.

Wireless



iPhone

Crystal-clear voice calls and high-speed EDGE access around the world. Instantly connect to the iPhone Wireless Headset and other Bluetooth-enabled devices. iPhone automatically finds and connects to trusted Wi-Fi networks so you can surf the web at blazing speeds.

Visual Voicemail



iPhone

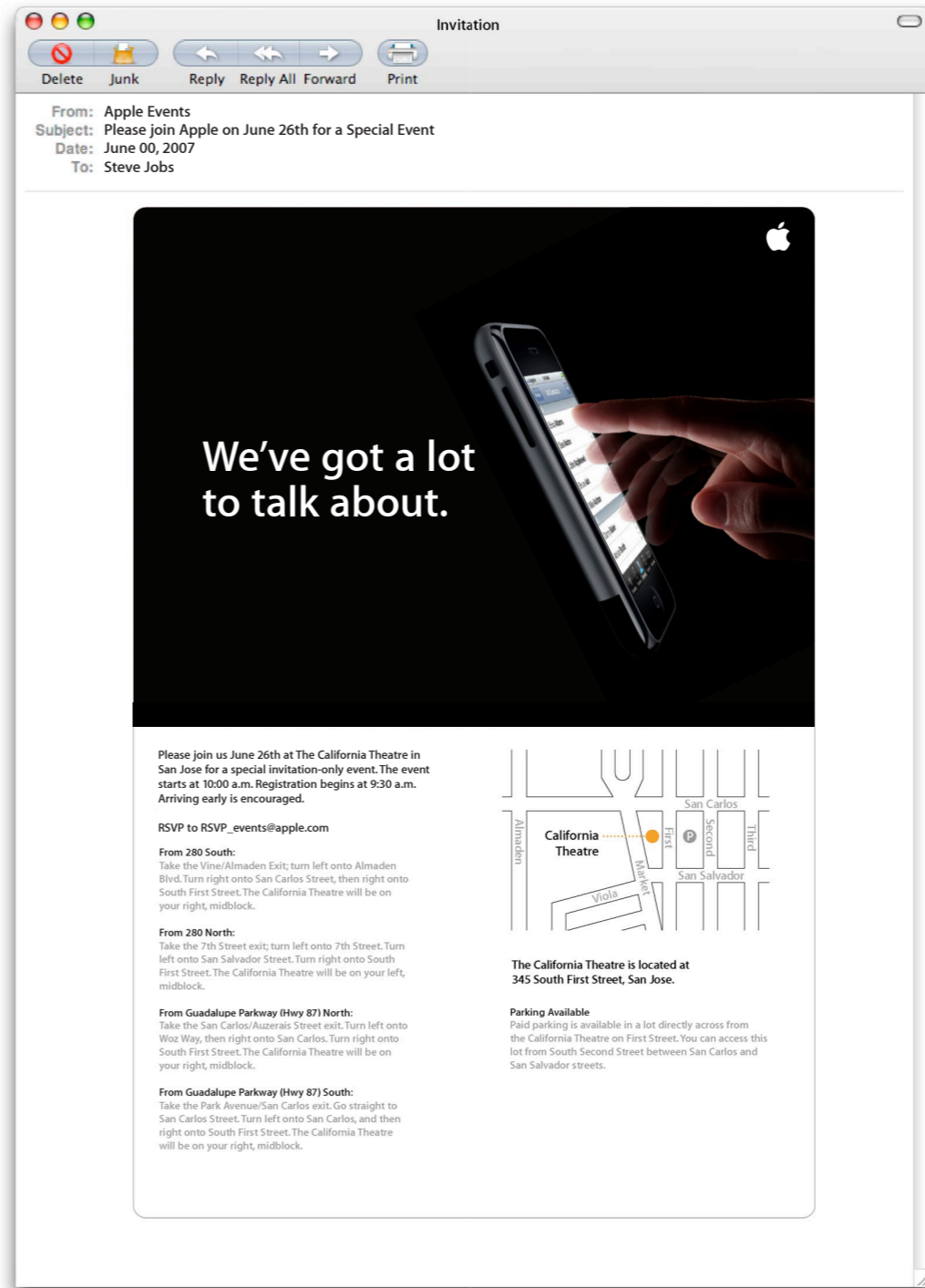
Scroll through your songs, artists, albums, and playlists with just a flick of a finger. Album artwork is dramatically presented on the large display. And now use Cover Flow to browse your music library by album artwork for the first time on an iPod.

Proximity Sensor



iPhone

Scroll through your songs, artists, albums, and playlists with just a flick of a finger. Album artwork is dramatically presented on the large display. And now use Cover Flow to browse your music library by album artwork for the first time on an iPod.



Invitation
Delete Junk Reply Reply All Forward Print

From: Apple Events
Subject: Please join Apple on June 26th for a Special Event
Date: June 00, 2007
To: Steve Jobs



Please join us June 26th at The California Theatre in San Jose for a special invitation-only event. The event starts at 10:00 a.m. Registration begins at 9:30 a.m. Arriving early is encouraged.

RSVP to RSVP_events@apple.com

From 280 South:
Take the Vine/Almaden Exit; turn left onto Almaden Blvd. Turn right onto San Carlos Street, then right onto South First Street. The California Theatre will be on your right, midblock.

From 280 North:
Take the 7th Street exit; turn left onto 7th Street. Turn left onto San Salvador Street. Turn right onto South First Street. The California Theatre will be on your left, midblock.

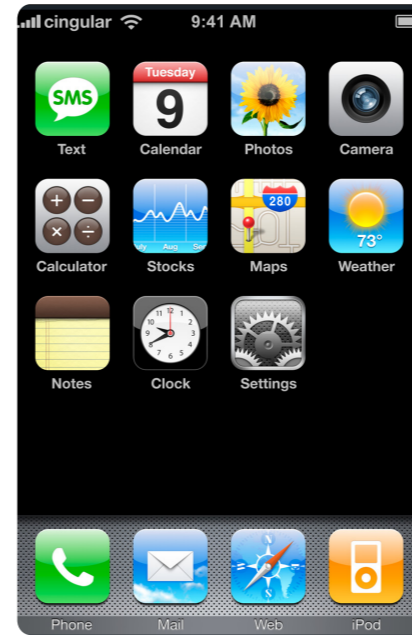
From Guadalupe Parkway (Hwy 87) North:
Take the San Carlos/Auzerais Street exit. Turn left onto Woz Way, then right onto San Carlos. Turn right onto South First Street. The California Theatre will be on your right, midblock.

From Guadalupe Parkway (Hwy 87) South:
Take the Park Avenue/San Carlos exit. Go straight to San Carlos Street. Turn left onto San Carlos, and then right onto South First Street. The California Theatre will be on your right, midblock.



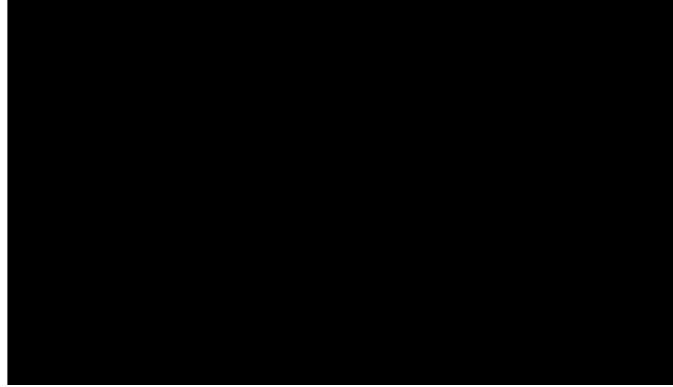
The California Theatre is located at 345 South First Street, San Jose.

Parking Available
Paid parking is available in a lot directly across from the California Theatre on First Street. You can access this lot from South Second Street between San Carlos and San Salvador streets.



APPLE - IPHONE LAUNCH EVENT - ITUNES GIFT CARD GIVEAWAY
9 OF 9

PRESS ATTENDEES OF THE LAUNCH EVENT WOULD BE GIVEN THIS IPHONE GIFT CARD ENCLOSURE. IT WAS DESIGNED AS AN ACTUAL SIZE IPHONE, AND INSIDE WAS AN ITUNES GIFT CARD WITH THE FRONT SIDE SHOWING THE MAIN "SPRINGBOARD" SCREEN OF THE IPHONE AND THE BACKSIDE OF THE CARD HAVING THE "LITTLE SOMETHING TO CALL HOME ABOUT."



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