

APPLE - IPHONE PRE-LAUNCH - PHONE NUMBER CONCEPT
1 OF 9

THIS LAUNCH CONCEPT USES SOMEWHAT CRYPTIC PHONE NUMBERS THAT WOULD BE PLACED AS WILDPPOSTINGS THROUGHOUT THE THREE LAUNCH CITIES. THESE PHONE NUMBERS WOULD BE USED AS THE PRIMARY COMMUNICATION VEHICLE FOR DELIVERING THE 10 DIFFERENT INNOVATION MESSAGES ABOUT THE APPLE IPHONE. IN ADDITION, THE CALLER WILL BE PROMPTED TO REGISTER FOR ONE OF THE FIRST TEN IPHONES BY VISITING THEIR NEAREST APPLE STORE OR BY VISITING APPLE.COM.



"Hello.

Please enter star plus the number you saw...

Hmmm. Good choice. Number one. Better than coming in second. Or being a zero. It's almost as good as lucky number 7, although all the numbers from 1 to 10 are pretty amazing when you think about it. So, why did you call this cryptic phone number? Expecting to talk to Steve Jobs? Well, unfortunately, Steve can't get to the phone right now, but he did want us to share a little something with you.

You've called, in case you didn't know, a special phone number - 800-A-iPhone. Yes, iPhone. Not iPod. Not iMac. It is indeed a phone - similar to the one you are using right now - but different. iPhone will change the way you think about what a phone actually is and what a phone can actually do. And since you pushed "star one", we'll tell you about the first amazing thing that will make even Alexander Graham Bell just a little bit jealous. That is, if he was still around.

iPhone uses a touch-screen. No buttons. Just one big flat, amazing hi-def color screen that is twice as large as the iPod. Now we are even making Jane Jetson a little jealous. That is, if she were real. Anyway - this touch-screen is so amazing that it even has it's own patent number #0198576589. (Sorry Bill.) If you'd like to see it in person, please visit one of our Apple Stores. We also invite you to check out apple.com/iphone to learn more. Or, if you want to push another button, push "2" now to hear twice as much about the new iPhone from Apple.

If you want to be one of the first 10 people in the world to have a piece of the future, press # to leave your number. We'll call you when the Apple iPhone is available. Or, we'll call you at midnight on June 15th if you are the lucky winner of a new iPhone. Who says that "1" isn't the luckiest number?

Talk to you later.
Good-bye.

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THIS IS THE RECORDED MESSAGE THAT CONSUMERS WOULD HEAR UPON DIALING THIS PARTICULAR PHONE NUMBER. EACH PHONE NUMBER WOULD BE LINKED TO ONE OF TEN DIFFERENT INNOVATION MESSAGES REGARDING THE IPHONE. THE MESSAGE ENDS BY PROMPTING THE USER TO USE THEIR EXISTING PHONE TO ENTER THEIR PHONE NUMBER SO THAT THEY WILL BE ALERTED AS TO WHEN AND WHERE THEY WILL BE ABLE TO PURCHASE THE NEW AND HIGHLY INNOVATIVE IPHONE.

Call now! iPhone

8 0 0
4 i P h o n e
* 1



It's for you. iPhone

8 0 0
4 i P h o n e
* 2



Operators standing by. iPhone

8 0 0
4 i P h o n e
* 3




Hello. iPhone

8 0 0
4 i P h o n e
* 4



Smartest phone. iPhone

8 0 0
4 i P h o n e
* 5




Phone home. iPhone

8 0 0
4 i P h o n e
* 6



Hi opposable thumbs. iPhone

8 0 0
4 i P h o n e
* 7



Touch me. iPhone

8 0 0
4 i P h o n e
* 8



AbraCaiPhone! iPhone

8 0 0
4 i P h o n e
* 9




Conversation starter. iPhone

8 0 0
4 i P h o n e
* 1 0



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 THE TEN DIFFERENT WILDPOSTINGS WITH EACH PHONE NUMBER FEATURING ONE OF TEN DIFFERENT IPHONE INNOVATIONS.

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m-
ig.
ll.
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et,
a

meets the eye. Call me. Linda.
 579295

HELLO

Looking for a smarty pants with
opposable thumbs to touch me in
just the right way. You must like
to talk on the phone and enjoy
all things shiny and new. Call me!
800-447-4663. If you like pushing
buttons, press *1.

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IN ADDITION TO WILDPPOSTINGS IN THE THREE CITIES, "PERSONAL" ADS WOULD BE PLACED IN ALTERNATIVE NEWSPAPERS (LA WEEKLY, NY VILLAGE
VOICE, SF WEEKLY) TO ALLOW FOR MORE A MORE UNIQUE EXPOSURE TO THE LAUNCH CAMPAIGN.





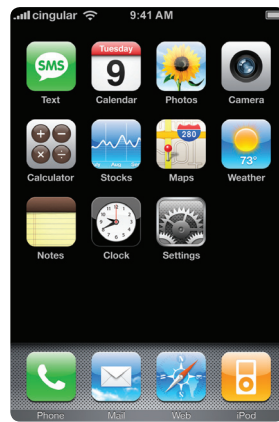
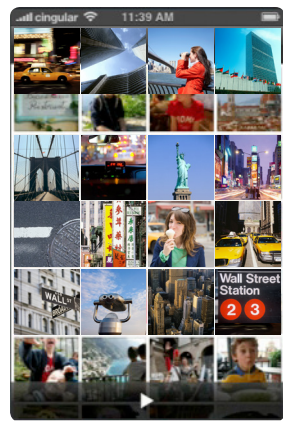
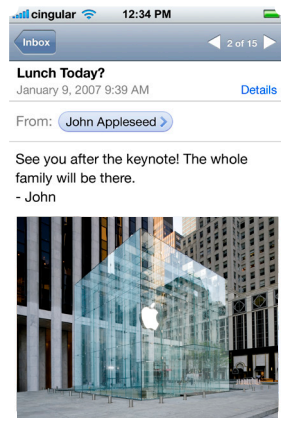
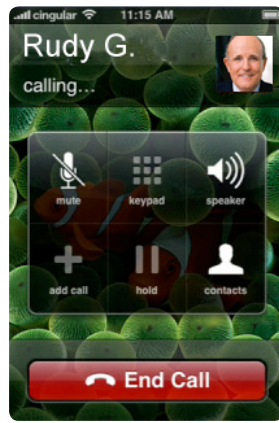
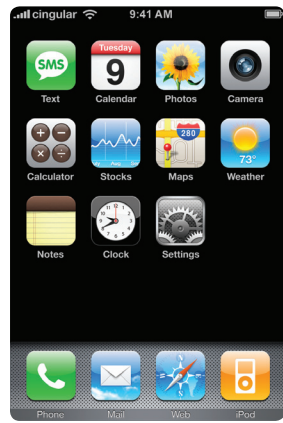
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IN ADDITION TO T-SHIRTS AND BUTTONS, SCREENSAVERS FOR THE RETAIL STORE COMPUTERS WOULD BE CREATED GENERATING A COUNTDOWN AND THE NEW YORK STORE - WHERE THE MEDIA LAUNCH WOULD CENTER - WOULD FEATURE A 360 DEGREE MOTION GRAPHICS PROJECTION FROM THE INSIDE OF THE GLASS CUBE.



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THE NEW YORK APPLE RETAIL STORE WOULD FEATURE A 360 DEGREE MOTION GRAPHICS PROJECTION, INCLUDING A FINGER SWIPE THAT WOULD COUNTDOWN THE DATE UNTIL LAUNCH. THE OTHER IPHONE SCREENS WOULD WALK CONSUMERS THROUGH ONE OF THE TEN DIFFERENT IPHONE INNOVATION MESSAGES.

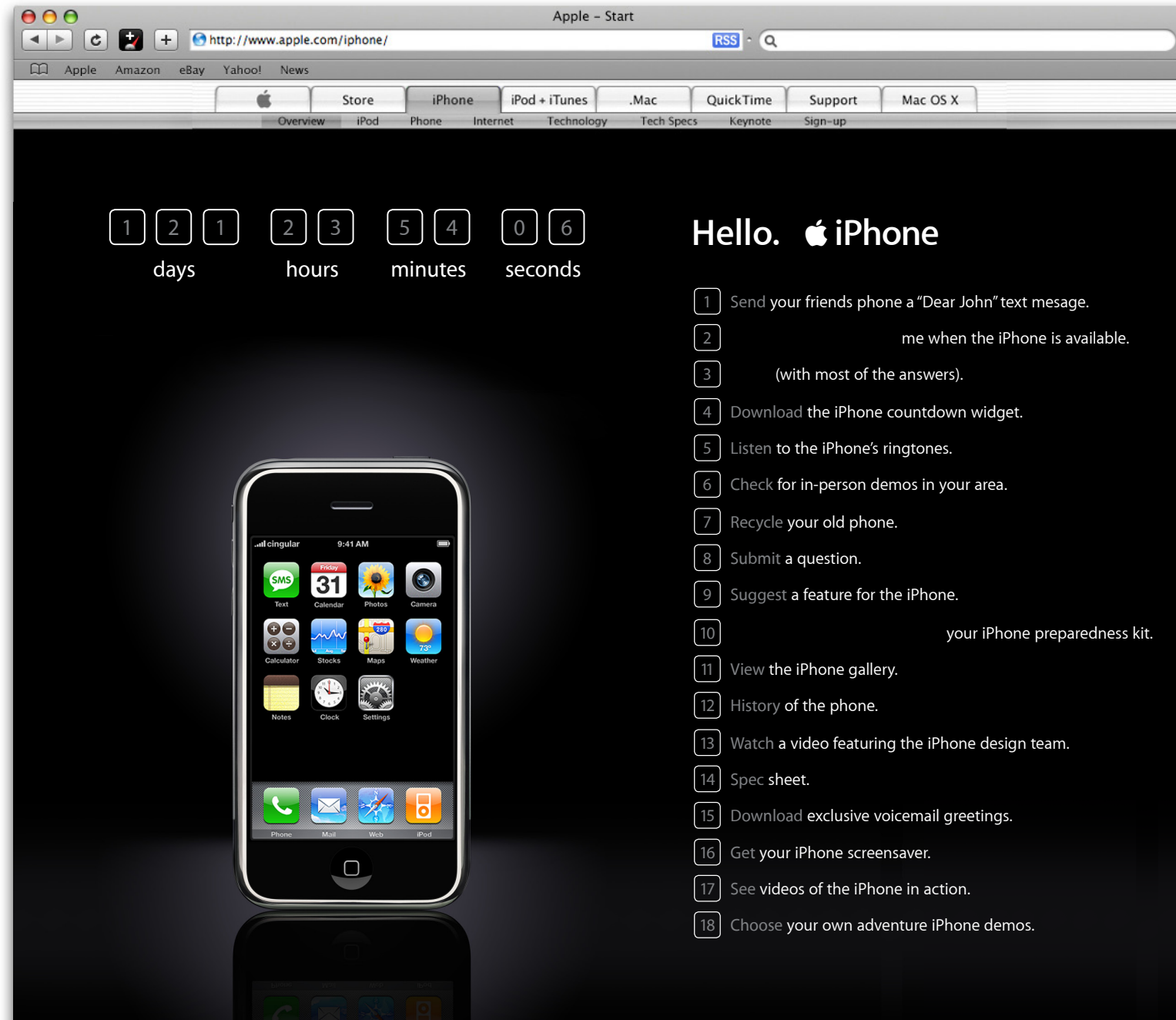


Projected Motion Graphics Demo

- Main Screen
- Phone rings. Caller ID displays "Rudy Guilliani". Accept. End Call.
- Main Screen : Select "Mail"
- Compose email to "Mom", attach image of Fifth Avenue Apple Store, Send.
- Main Screen : Select "iPod"
- Scroll through "NY, NY playlist" : Select "New York, New York - Tony Bennett"
- Main Screen : Select "Maps"
- Search for "Statue of Liberty", show map, show satellite view
- Main Screen : Select "Safari"
- Display NYTimes webpage, show zoom and scroll functions, image centering
- Main Screen : Select "Weather"
- Display weather information for New York City
- Type in "Cupertino, California", display weather information for Cupertino
- Main Screen : Select "iPod"
- Select movie "King Kong" (original version), show clip
- Main Screen : Select "Photos"
- Display gallery of New York images, select image of Brooklyn Bridge, make wallpaper
- Main Screen : Select "SMS"
- Display chat between two people discussing meeting at Wall Street
- Main Screen : Select "Widgets/Stocks"
- Display stock information for AAPL.

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THIS IS THE PROJECTED MOTION GRAPHICS STORYBOARD FOR THE NEW YORK RETAIL STORE. IT LEADS THE CONSUMER THROUGH THE TEN DIFFERENT IPHONE INNOVATION MESSAGES, ALL WHILE USING REFERENCES TO NEW YORK CITY ITSELF.



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THE PRE-LAUNCH COUNTDOWN WEBSITE IS A BIT MORE ROBUST, ALLOWING CONSUMERS TO LEARN ABOUT THE NEW IPHONE IN ONE OF 18 DIFFERENT WAYS. IT WOULD BE THE HUB FOR ALL THINGS IPHONE LEADING UP UNTIL THE ACTUAL LAUNCH DAY.



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