

he times they are  
changin'.



hphone.  
Fifth Avenue Apple Store.



Get a view of Wall St.  
from Bleeker St.



iPhone.  
Fifth Avenue Apple Store.  
June 1st.

Get Lost  
in Central Park.



iPhone.  
Fifth Avenue Apple Store.  
June 1st.

How do you get to  
Carnegie Hall?



iPhone.  
Fifth Avenue Apple Store.  
June 1st.

Hello  
New York.



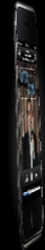
iPhone.  
Fifth Avenue Apple Store.  
June 1st.

Get to the 5 Boroughs  
from Astory Park in  
record time.



iPhone.  
Fifth Avenue Apple Store.  
June 1st.

New York, New York.  
And new iPhone.



iPhone.  
Fifth Avenue Apple Store.  
June 1st.

APPLE - RETAIL - IPHONE LAUNCH WILDPPOSTINGS  
1 OF 4

THESE WILDPPOSTINGS WERE FOR THE LAUNCH OF THE IPHONE. THE HEADLINES AND SCREEN CONTENT ON THE IPHONE WAS DESIGNED TO BE CITY SPECIFIC. THE PROGRAM WAS TO DRIVE TRAFFIC TO APPLE FLAGSHIP RETAIL STORES IN NEW YORK CITY AND SAN FRANCISCO.



The times they are  
a changin'.



iPhone.  
Fifth Avenue Apple Store.  
June 1st.



Get a view of Wall St.  
from Bleeker St.



iPhone.  
Fifth Avenue Apple Store.  
June 1st.



Get Lost  
in Central Park.



iPhone.  
Fifth Avenue Apple Store.  
June 1st.



New York, New York.  
And new phone.



iPhone.  
Fifth Avenue Apple Store.  
June 1st.



Get to the 5 Boroughs  
from Asbury Park in  
record time.



iPhone.  
Fifth Avenue Apple Store.  
June 1st.



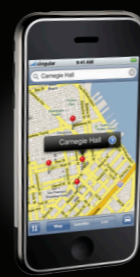
See just how sunny  
New Yorkers can be.



iPhone.  
Fifth Avenue Apple Store.  
June 1st.



How do you get to  
Carnegie Hall?



iPhone.  
Fifth Avenue Apple Store.  
June 1st.



Hello  
New York.



iPhone.  
Fifth Avenue Apple Store.  
June 1st.



Hello San Francisco.



iPhone. Union Square Apple Store. June 1st.

Watch the market from Market Street.



iPhone. Union Square Apple Store. June 1st.

Find exactly where you left your heart.



iPhone. Union Square Apple Store. June 1st.

Do you know the way to San Jose?



iPhone. Union Square Apple Store. June 1st.

Hello San Francisco.



iPhone. Union Square Apple Store. June 1st.



The times they are  
a changin'.



iPhone.  
Union Square Apple Store.  
June 1st.



Watch the market  
from Market Street.



iPhone.  
Union Square Apple Store.  
June 1st.



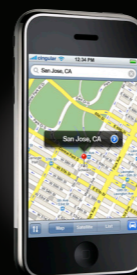
Get Lost  
in Golden Gate Park.



iPhone.  
Fifth Avenue Apple Store.  
June 1st.



Do you know the  
way to San Jose?



iPhone.  
Union Square Apple Store.  
June 1st.



Cut through the fog  
in San Francisco.



iPhone.  
Union Square Apple Store.  
June 1st.



Prison Break now  
playing on Alcatraz.



iPhone.  
Union Square Apple Store.  
June 1st.



Find exactly where  
you left your heart.



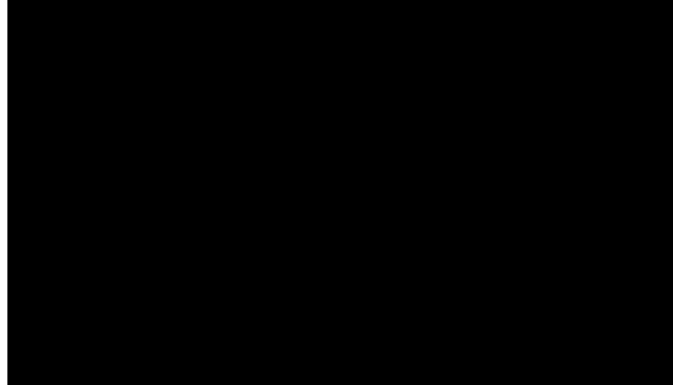
iPhone.  
Union Square Apple Store.  
June 1st.



Hello  
San Francisco.



iPhone.  
Union Square Apple Store.  
June 1st.



[JONSTON.COM](http://JONSTON.COM)