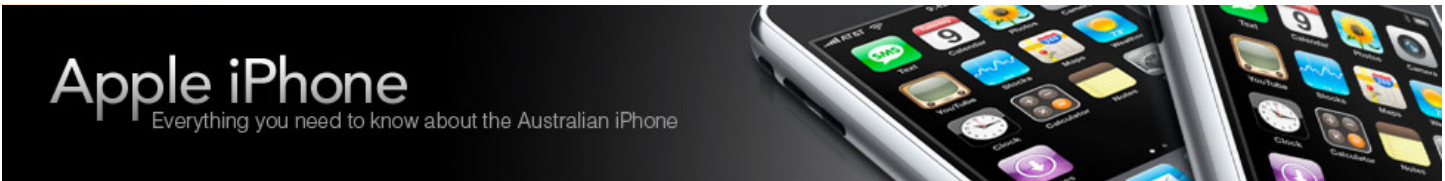


ZDNet Australia iPhone Launch Centre

Educating readers on the latest in mobile technology



The Concept:

ZDNet Australia developed *iPhone Central*; an online centre dedicated to all things iPhone to inform and educate users around the news of the new handset. Delivering local and international news, previews, reviews and multimedia newsbytes including video and information via podcasts, *iPhone Central* has offered a resource to provide Australians with an independent, comprehensive and easy to understand low-down on this new 'superphone'.

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Tag: iphone

iPhone Launch Centre

Apple iPhone 3G - Read our first take
The wait is over — the iPhone 3G is on sale in Australia. Watch our videos to see why everyone's excited to get their hands on this long-anticipated handset. CNET.com.au's comprehensive coverage rounded up here will fill you in on its many features and capabilities, plus we've compared the various pricing plans from available from Optus, Vodafone and Telstra.

iPhone News

'Bad guys' target mobile devices
Mobile devices are going to become the next big target for cyber criminals who will be helped by the greater availability of tools to develop software for them.

Nokia shows off "Tube" iPhone-lookalike
Nokia is starting to talk about their response to Apple's iPhone, a touchscreen device known so far as the Nokia Tube.

New touchscreens for Samsung, LG
Samsung and LG have both taken the opportunity to show off new touchscreen handsets at CTIA 2008.

US iPhone shortage reported; 3G model soon?
All of a sudden, customers in the US are finding it a lot harder to track down an iPhone.

The future of subscription music: part 2
A look at three possible ways that subscription music services -- which are still not available in Oz -- could create a digital paradise of music lovers.

Nokia N96 Coming soon

CNET.com.au videos

ZDNet Australia

iPhone Launch Centre

Approximately 16,000 page views and 10,000 uniques

Over 11,000 video streams

iPhone impressions in 2008 – nearly 500,000