



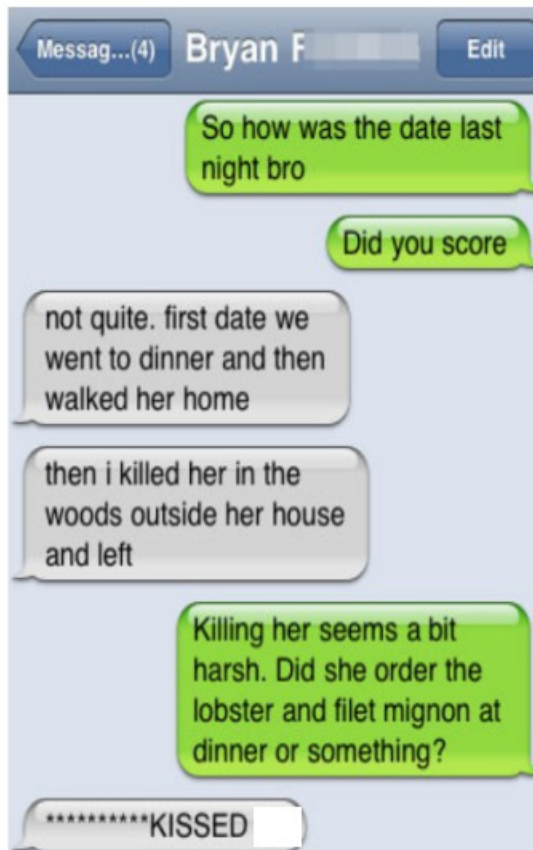
June 2016

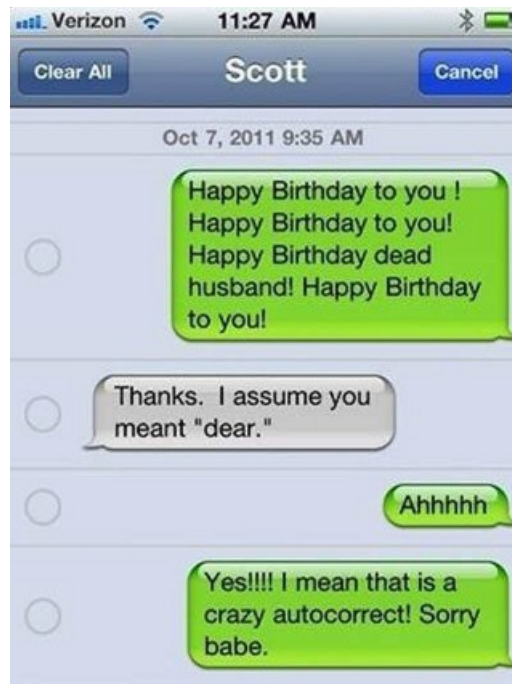
Welcome to the iDevices (iPhone, iPad, Apple Watch & iPod) SIG Meeting.

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AT&T to lean on 'iPhone 7' promotions to temper subscriber decline, analyst says

AT&T is looking to iPhone to protect its postpaid mobile subscriber base from incursions made by carriers and "Un-carriers" alike, a strategy expected to result in attractive "iPhone 7" promotions later this year, according to investment bank Nomura Securities.



With traditionally thin margins on handset sales, a strong "iPhone 7" launch is unlikely to be a significant revenue driver for AT&T, but it could put a positive spin on postpaid customer stability in the fourth quarter, Nomura analyst Jeffrey Kvaal said in a note shared with *AppleInsider*. AT&T is looking to alleviate declining net subscriber additions after 363,000 postpaid subscribers left the network in quarter one ([PDF link](#)).

Along with DirecTV and Sunday Ticket, AT&T will promote the expected next-generation iPhone in an effort to "defend a slightly lower tier slice of its mobile sub base," Kvaal said.

Nomura forecasts AT&T iPhone upgrades to hit 7 to 8 percent in the second half of 2016, up from 5 percent in three month period ending in March. About 72 percent of AT&T's postpaid customers are on the company's Mobile Share Value plans, which require a steady diet of upgrades. Kvaal's predictions for "iPhone 7" fall about 3 percent short of gains realized with 2014's iPhone 6 release, which pushed AT&T upgrade levels above 10 percent.

The wireless carrier's second half push is expected to net about 1.01 million postpaid additions, delivering stability after a string of quarters that saw it lose more ports to T-Mobile than it secured. During the third quarter of last year, AT&T gained one T-Mobile customer for every two it lost.

T-Mobile has given all three of its rivals a run when it comes to selling Apple products and services. Last December, the self-styled "Un-carrier" offered existing AT&T customers 128GB iPhone 6s handsets for the price of the 16GB model as an incentive to switch over. Before that, it announced that customers who bought iPhone 6 could immediately upgrade to the iPhone 6s when it released a few months later.

Apple is expected to follow its usual launch cycle and release a refreshed iPhone this fall. Current rumors suggest the next-gen handset will come with enhanced cameras — a [dual-lens](#) setup for the 5.5-inch Plus model — and other updated internals, but should otherwise be aesthetically similar to iPhone 6 and iPhone 6s. The most recent rumblings claim Apple [plans to offer](#) a new 256GB storage tier, twice that of current top-end models.

Both 'iPhone 7' and 'iPhone 7 Plus' may come in 256GB

This year's iPhone upgrades will be more spacious than ever, according to a new report, which claims Apple is "certain" to increase the maximum storage size to a whopping 256 gigabytes.



Research firm TrendForce [reported on Wednesday](#) that Apple has "settled on most of the specs for the next iPhone." Most of the details they shared have already been reported, including 3 gigabytes of RAM exclusive to the larger 5.5-inch "iPhone 7 Plus."

But the report did reveal that Apple apparently plans to offer a new, high-end 256-gigabyte capacity for this year's iPhone upgrade. In addition, the 256-gigabyte option will reportedly be available for both the "iPhone 7" and the larger Plus variant.

While TrendForce believes the 256-gigabyte option is a certainty, the rest of the capacity options may

not yet be finalized. Wednesday's report indicated that Apple is still unsure whether to discontinue the 64-gigabyte capacity and replace it with the 128-gigabyte version. Currently, the iPhone lineup maxes out at 128 gigabytes.

Trade-ins: Get the most money for your iPhone or iPad



Both 'iPhone 7' and 'iPhone 7 Plus' will come in 256GB capacities - report

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The decisions have apparently been helped by a steep drop in the price of NAND flash since the second half of 2015.

Separately, IHS analyst Kevin Wang posted on Sina Weibo [this week](#), claiming that the new entry-level capacity for the "iPhone 7" will be 32 gigabytes, ditching the 16-gigabyte storage level. However, the fact that Wang posted his scoop on social media, and did not publish it in an IHS report, makes the claims more suspect.

TrendForce, meanwhile, made no mention of the entry-level model's capacity.

It did, however, reaffirm that only the 5.5-inch "iPhone 7 Plus" will gain Apple's new dual-lens camera design. That's consistent with [earlier reports](#) suggesting the smaller 4.7-inch model will retain a single-lens camera.

Aside from those changes, the research firm expects that the "iPhone 7" series will look largely identical to its predecessors, the iPhone 6s and iPhone 6. Most notably, Apple is expected to stick with the same LCD panel technology this year, before upgrading to an OLED display [in 2017](#).

Given the lack of a major external redesign, TrendForce believes iPhone production for 2016 will reach 216.5 million units. If accurate, that would be an 8.2 percent decrease from 2015.

How to quickly launch apps on your iPhone or iPad

Forget digging around home screens: Use these three tricks to get your apps up and running faster than you thought possible.

Anyone who amasses a collection of apps and folders knows the pain of trying to find an infrequently-used app on a secondary Home screen: Swiping back and forth, digging through folders, trying to remember where you hid the app or even what its icon looks like.

Forget it. That way madness lies. Instead, take charge of your iPhone and iPad — launch apps faster than you thought possible with these shortcuts.

Use Siri

The simplest way to quickly launch an app is with your voice:

1. **Press and hold** the Home button until you see the Siri screen.
2. Tell Siri "**Launch [app name]**".
3. Your app should launch immediately. (If your device is locked, you may have to first enter your passcode or unlock with Touch ID.)

This is great for most apps, but doesn't work so well if you either can't remember the app's specific name, or the app has a hard-to-pronounce title (I'm looking at you, [Authy](#)). If you run into the latter issue, you can always spell out the name of the app:

1. **Press and hold** the Home button until you see the Siri screen.
2. Tell Siri "**Launch CAPS [spell word]**".

Use Spotlight

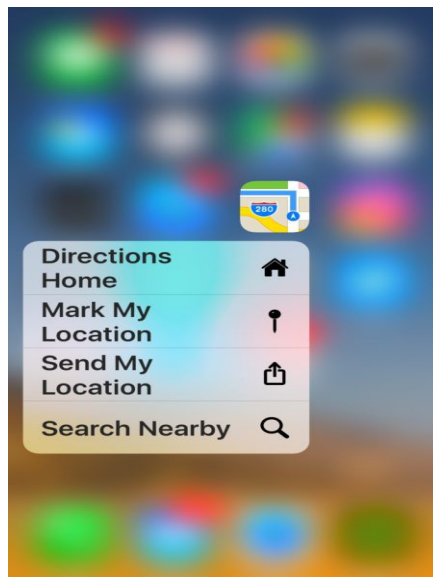
If voice launching isn't your thing, you can use Apple's built-in Spotlight search to not only *find* apps, but open them, too.

1. To launch Spotlight, either **swipe down** from the middle of any Home screen, or **swipe right** on the Home screen until you reach the Spotlight screen.
2. Type in the **name** of the app you want to launch. (You can also use a keyword in the app if you can't remember the exact app name.)
3. **Tap** on the app to launch it.

Get Directions to Home or Work with iPhone and 3D Touch

From the iOS home screen, 3D Touch on the Apple Maps icon (you can also 3D Touch on Google Maps if you prefer)

Choose "Directions Home" from the selection list (choose "Directions to Work" if you want that instead)



The Maps app will now open, choose “Start” as usual to get directions from your current location to Home (or Work)

As mentioned, this works basically the same with Apple Maps and Google Maps, so use whichever app you prefer to use to navigate. If you use Google Maps you may need to set your home and work address separately within the apps settings to get directions to there, depending on what you have set in your broader iOS Contacts.

Other HOW TO ... information to look at:

[How to Enable a Hidden Emoticon Keyboard on iPhone](#)

[How to Setup 2-Factor Authentication on Apple ID for Extra Security](#)

[How to type instead of talk to Siri](#)

[How to Use iPhone Keyboard as Trackpad with 3D Touch](#)

[How to use Notes on iPhone and iPad: The ultimate guide](#)

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Next meeting is on July 13, 2016 at 3:00 pm

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