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Apple Seeks Antenna Engineers

Freeze of Photoshop CS5 and After Effect: Adobe Blames Apple Mac OS X 10.6.4

Music Labels Not Yet On Board With Apple's Cloud-Based iTunes Strategy

Friday July 02, 2010 11:44 AM EST
Written by Eric Slivka



Addressing [yesterday's report](#) of cloud-based iTunes streaming coming "soon", CNET's well-connected Greg Sandoval [reports](#) that things still may not be as far along as many observers would like, as music labels have reportedly yet to sign on to the deal.

While it's hard to say what Boy Genius' source meant by "soon" it's worth noting that Apple has yet to obtain necessary licenses from the top four recording companies, according to multiple music industry insiders. They added that Apple has indeed engaged in discussions with the music labels but the record execs haven't even seen all of the details yet.

The way some at the major labels see the situation, Apple could enable iTunes users to stream songs from a home computer to other gadgets without requiring new negotiation, but for Apple to stream music from the company's servers to computers and other gadgets, the labels would require CEO Steve Jobs to cut a new deal, the sources said.

The report notes that Apple could try to press the issue and roll out a cloud-based streaming service without negotiating new deals with the music labels, although it would likely find itself in court to address whether such usage is permitted under current licenses.

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So, unless Apple is ready to go to war over this, don't expect an iTunes cloud service—at least one offering music—anytime soon. Music insiders say that while that the whole sector would welcome an iTunes cloud service, negotiating the licenses will likely take months.

The possibility of a cloud-based streaming service for iTunes has been a [hot topic of conversation](#) since Apple's acquisition of music streaming firm Lala Media late last year, as users look forward to the ability to access their music on a variety of Internet-connected devices without the need for manual syncing of content or significant local storage requirements.

Rating (2 Positives; 5 Negatives)
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New York Times: Apple Gearing Up to Take Apple TV to the Next Level

Friday July 02, 2010 10:18 AM EST
Written by Eric Slivka



[The New York Times](#) reports that Apple is preparing to launch a significant revamp of its television-related offerings, targeting at least a software overhaul for the company's Apple TV while an entirely new hardware product remains a possibility. According to the report's sources, Apple has recently hired a number of new user interface designers with backgrounds in television broadcast design as the company seeks to modify its iOS platform for use in the living room.

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They said it was not clear whether the company would create an entirely new product as well as updating the software. They also said Apple might base a new television design on its iOS operating system, which is on the iPhone, iPad and iPod Touch.

Notably, one former Apple employee reported that much of the work has been taking place outside of the company's Apple TV group, suggesting that an entirely new hardware product might be in the works.

Just over a month ago, [Engadget](#) [reported](#) that Apple is preparing a dramatic overhaul of the Apple TV hardware, planning to offer a new device "based directly on the iPhone 4" with the capability for 1080p HD output and only limited onboard storage, as the device would primarily stream media from the Internet. The revamped Apple TV was also said to be set to carry a price tag of only \$99.

On a separate note, Piper Jaffray analyst Gene Munster today [released a report](#) continuing to beat his drum predicting a future Internet-connected television from Apple. He sees the inclusion of an HDMI port on the new Mac mini and the rumors of a revamped Apple TV set-top box as part of a progression that will lead to the launch of an actual Apple television with integrated iTunes/Internet access within two to four years.

Rating (55 Positives; 12 Negatives)
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Apple on iPhone 4 Reception: Signal Strength Display Issue Only, Software Update Coming

Friday July 02, 2010 09:24 AM EST; Category: [iPhone](#)
 Written by [Eric Slivka](#)



Apple today released a [public statement](#) regarding user complaints of reception issues on iPhone 4, noting that the issue is simply a software one relating to how the number of bars of signal strength displayed is calculated. The apparent significant drop in signal while touching the

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lower left corner is actually a result of the phone reporting too many bars while not being held.

We have discovered the cause of this dramatic drop in bars, and it is both simple and surprising.

Upon investigation, we were stunned to find that the formula we use to calculate how many bars of signal strength to display is totally wrong. Our formula, in many instances, mistakenly displays 2 more bars than it should for a given signal strength. For example, we sometimes display 4 bars when we should be displaying as few as 2 bars. Users observing a drop of several bars when they grip their iPhone in a certain way are most likely in an area with very weak signal strength, but they don't know it because we are erroneously displaying 4 or 5 bars. Their big drop in bars is because their high bars were never real in the first place.

To address the issue, Apple will be issuing a software update "within a few weeks" that will adjust how signal strength bars are calculated and displayed. The change will adopt a recently recommended formula from AT&T that will more accurately display actual signal strength at any given time. The update will also increase the size of the smaller bars (1, 2, and 3) to make them easier to see.

The update will also be available for the iPhone 3GS and 3G, which are also affected by the miscalculated signal strength indicators.

We have gone back to our labs and retested everything, and the results are the same - the iPhone 4's wireless performance is the best we have ever shipped. For the vast majority of users who have not been troubled by this issue, this software update will only make your bars more accurate. For those who have had concerns, we apologize for any anxiety we may have caused.

Finally, the company notes that it is allowing customers still unsatisfied with iPhone to return their device for a full refund within 30 days of purchase, provided that the phone is undamaged.

Rating (189 Positives; 303 Negatives)
[686 comments] [Rate: Positive | Negative] 62 retweet

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Apple PR: Latest Steve Jobs Email Exchange is Fake

Thursday July 01, 2010 08:10 PM EST
Written by arn

[Fortune's Apple 2.0](#) is reporting that the [latest email exchange](#) between Steve Jobs and a customer was [entirely fake](#), according to statements made by Apple PR.

The conversation was published Thursday by The Boy Genius Report and linked to by more than three dozen other sites. In it, a writer pretending to be Apple's CEO tries several times to mollify a customer called "Tom" who is furious about the iPhone 4's widely reported signal attenuation problem. In separate e-mail messages Jobs purportedly tells "Tom," who grows angrier with each exchange.

Boy Genius Report had [originally published and vouched](#) for the emails claiming the exchange was legitimate. Apple PR says the entire conversation was fabricated. The statements originally attributed to Steve Jobs included:

*"No, you are getting all worked up over a few days of rumors. Calm down."
"You are most likely in an area with very low signal strength."
"You may be working from bad data. Not your fault. Stay tuned. We are working on it."
"Retire, relax, enjoy your family. It is just a phone. Not worth it."*

Note that even before Apple PR's response, BGR had already retracted the last statement that they had originally attributed to Steve Jobs. The "Retire, relax, enjoy your family. It is just a phone. Not worth it." statement was later attributed to the customer, not Steve Jobs. Though, now it appears the entire exchange was fabricated. Adding further doubt to the motivation behind the original email poster, AppleInsider [reports](#) that the emailer had

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shopped the story around to several sites. It's not clear if BGR paid for the the rights to publish the story.

Rating (135 Positives; 49 Negatives)

[308 comments] [Rate: Positive |

Negative]

107

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iOS Game Developer Tapulous Acquired by Disney

Thursday July 01, 2010 03:06 PM EST; Category:

iPhone

Written by Eric Slivka

[TechCrunch](#) reports that Palo Alto-based iOS development firm [Tapulous](#) has been acquired by Disney.



Tapulous, the company beyond the popular *Tap Tap Revenge* series of rhythm tapping applications, was [reported](#) last December to have a staff of 20 employees and be bringing in nearly a million dollars per month in sales.

Tapulous has been acquired by Disney. The iPhone gaming startup with several hits on its hands was founded by Bart Decrem, who will join Disney as a VP. COO Andrew Lacy is also joining Disney as a VP. Disney is very interested in social and mobile gaming, having recently invested in Playdom's \$33 million round.

Long an App Store staple on the iPhone, Tapulous moved onto the iPad earlier this year with the release of [Tap Tap Radiation](#).

The acquisition is notable not only as an example of small development firms being able to see significant enough success to appeal to major media players, but also for Disney's connection to Apple CEO Steve Jobs, who is the company's largest individual shareholder.

Rating (52 Positives; 61 Negatives)

[60 comments] [Rate: Positive | Negative

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131

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Apple's iAds Slowly Begin to Appear, Led by Nissan Leaf

Thursday July 01, 2010 12:43 PM EST; Category:

iPhone

Written by Eric Slivka

Last week, we [noted](#) that developers had begin incorporating support for Apple's [iAd](#) mobile advertisements into updates for their applications, with a few applications starting to show placeholder banners and

test ads ahead of the program's official launch on July 1st. Right on time, iAd advertisements have begun to go live, although their presence appears to be very spotty on iAd-compatible applications at the moment with banners appearing only occasionally while at other times the apps simply show blank space in the banner location.

One iAd we've run across (in *Tiptitude*) is for the Nissan Leaf, a forthcoming electric car set to launch in December of this year but already receiving considerable buzz and reservation interest. The ad should be no surprise, as it was **demoed** by Apple CEO Steve Jobs during his keynote at the company's Worldwide Developers Conference early last month.

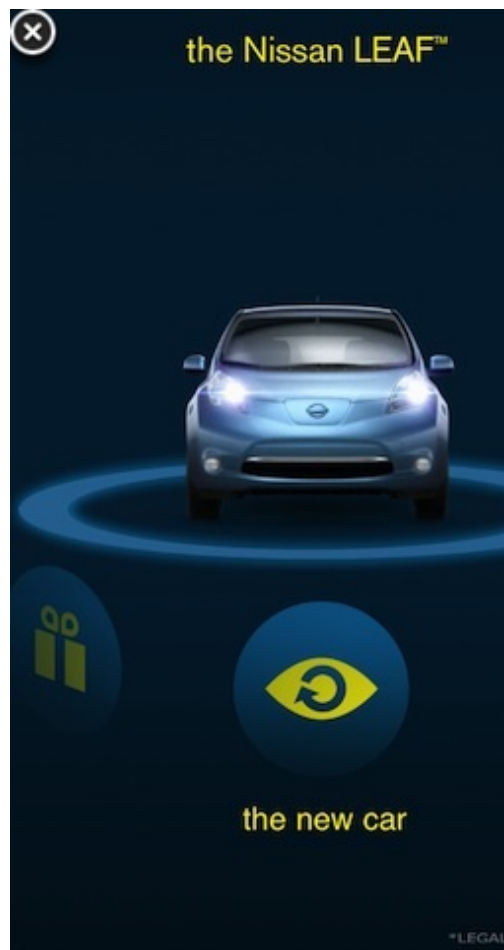


The ad appears as a small banner in compatible applications and carries a distinctive "iAd" mark in the lower right corner for identification purposes. Tapping the ad launches a full-screen interactive experience, and users may exit the ad at any time and return to their application by clicking the "X" button at the top left of the iAd.





As with the demonstration version shown by Jobs, Nissan's official iAd offers a video and audio intro before launching into an interactive interface where users can learn more about the Nissan Leaf and register their interest in the vehicle.



Update: Nissan and ad agency Chiat/Day have released a [video overview](#) of the new Leaf iAd.

Rating (106 Positives; 117 Negatives)
[[199 comments](#)] [Rate: [Positive](#) |
[Negative](#)]

120 [retweet](#)

Pressure Sensitive Sketching on iPad Demoed

Thursday July 01, 2010 12:12 PM EST
Written by [arn](#)

[Ten One Design](#), the makers of capacitive styluses such as the [Pogo Sketch](#), have released a demo video showing pressure sensitive drawing on the iPad.

The demo uses a standard [Pogo Sketch](#) stylus and pulls additional data from the iPad's touch screen to simulate pressure differences by measuring area of contact between the stylus and the iPad itself. They also incorporated palm rejection algorithms from their [Inklet](#) product to prevent detection of extraneous touches from your palm.

Unfortunately, they utilize private frameworks to access the data. Typically, Apple does not allow App Store apps to

take advantage of private frameworks as they may change over time. Ten One Design is hopeful that the public UIKit framework could be updated to allow access to the additional data. If that happens, they plan on releasing their code as a free software library so it can be included in any App Store app.

Rating (134 Positives; 22 Negatives)
[56 comments] [Rate: Positive | Negative]
134 retweet

Cloud-Based iTunes and Wireless Device Syncing Coming 'Soon'?

Thursday July 01, 2010 12:05 PM EST
Written by Eric Slivka

[Boy Genius Report](#) claims

to have received information from an Apple source noting that the company is finally gearing up to launch its [cloud-based iTunes](#) initiative, a program that will also included wireless syncing for devices.



We have been told iTunes will be getting a huge cloud capability that many people have been asking for (and logically thought would happen sooner or later). These new capabilities are broken down into three groups:

1. Streaming music and movies from Apple's servers to your computers, devices, etc.
2. Streaming music and movies from your home computers to your other computers, remote devices, etc.
3. Wireless iTunes syncing with devices

The report claims that Apple's cloud-based streaming service will allow "pretty much any" Apple device with Wi-Fi capabilities to stream purchased content stored on Apple's servers. Home-based streaming is expected to work in a similar fashion, allowing users to access content stored on other devices as is supported in a limited fashion for some devices today. Apple CEO Steve Jobs [addressed](#) the topic of syncing media to the cloud at the *All Things Digital* conference last month, noting that the company is "working on it".

As for wireless syncing, which Jobs also recently [promised "someday"](#), the report claims that apps purchased on iOS devices will immediately sync back to the devices' host computers, with syncing of calendars, notes, and contact also supported as can be accomplished by

MobileMe syncing today.

Finally, the source adds in a brief hardware claim, pointing to Apple's traditional iPod-focused media event, usually held in September, as a venue for the introduction of at least "two new devices with camera/camcorder capabilities". It is unknown what exactly the source is referring to, although Apple's iPod touch is widely expected to gain camera functionality after having the feature appear in prototypes of the current generation of the device but be axed from the final released design. Apple's iPod nano also currently sports video camera capabilities, albeit at a relatively low resolution.

Rating (88 Positives; 26 Negatives)
[63 comments] [Rate: Positive | Negative]
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Steve Jobs Again Speaks Out on iPhone 4 Antenna Issue via Email [Fake]

Thursday July 01, 2010 10:36 AM EST; Category: [iPhone](#)
Written by Eric Slivka

Apple CEO Steve Jobs has been busy in recent days responding to customers emails, many of which have been addressing [signal issues](#) on the company's new iPhone 4. [Boy Genius Report](#) shares a new conversation between Jobs and a customer on the issue containing several interesting aspects.



First, it appears that contact was initiated by an Apple engineer who reached out to the customer after seeing a YouTube video regarding the issue posted by the customer. The engineer reportedly informed the customer that Apple [does not consider it a problem](#) and asked him not to post any additional videos.

The customer followed up with an email expressing frustration at the situation and sent a copy to Jobs, who responded, "No, you are getting all worked up over a few days of rumors. Calm down." With the customer arguing that the situation is much more than just rumors, Jobs again replied, claiming that the customer is "most likely in an area with very low signal strength."

Unappeased, the increasingly agitated customer continued to press the issue by claiming that the entire country must have low signal strength. Not willing to give up the fight, however, Jobs replied yet again to claim that the customer "may be working from bad data" and reiterate his [earlier suggestion](#) that customers should "stay tuned." Jobs also noted that Apple is "working on it", although it remains unclear exactly how the company is planning to address the issue.

~~Jobs also sent one final message, encouraging the customer to "retire, relax, enjoy your family. It is just a phone. Not worth it."~~

Update: The final quote was actually written by "Tom" rather than Steve Jobs, according to an update by Boy Genius Report.

Additionally, [AppleInsider reports](#) that it had also been approached by the customer regarding the story, with the customer requesting an unspecified amount of money for the rights to publish it.

Update 2: [Apple PR says](#) fake emails.

Rating (199 Positives; 448 Negatives)
[[1109 comments](#)] [Rate: [Positive](#) | [Negative](#)] 155 [retweet](#)

Steve Jobs Suggests Blu-ray Not Coming to Mac Anytime Soon

Wednesday June 30, 2010 07:58 PM EST; Category: [Mac Pro](#), [iMac](#)
Written by [arn](#)



Amongst the emails that Steve Jobs has been responding to, he also responded to an inquiry by a MacRumors reader Siva about the future of Blu-ray on the Mac. While Blu-ray has been a long requested feature for Macs, Apple has described Blu-ray licensing as [bag of hurt](#) and hasn't made any moves to incorporate the drives into their desktop Macs.

That seems unlikely to change in the near future if Steve Jobs' recent email replies are any guide. Siva emailed Jobs about being disappointed that the recently revised Mac mini didn't include a Blu-ray drive. To this, Steve Jobs replied:

Bluray is looking more and more like

one of the high end audio formats that appeared as the successor to the CD - like it will be beaten by Internet downloadable formats.

Siva responded that even though this may be true in the long run, he argued the medium term benefits were substantial, including high density backups and high quality video. He also argued that high-end video formats have had a much higher uptake and points out the lack of DRM was in part what made MP3 take off. Jobs' final response, however, offered little hope:

No, free, instant gratification and convenience (likely in that order) is what made the downloadable formats take off. And the downloadable movie business is rapidly moving to free (Hulu) or rentals (iTunes) so storing purchased movies or TV shows is not an issue.

I think you may be wrong - we may see a fast broad move to streamed free and rental content at sufficient quality (at least 720p) to win almost everyone over.

Mac Buyer's Guide: [Mac Pro](#), [iMac](#)

Rating (278 Positives; 844 Negatives)

[[1180 comments](#)] [Rate: [Positive](#) | [Negative](#)]

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Jobs Says Over-The-Air HD Video Uploads Coming 'In The Future'

Wednesday June 30, 2010 03:55 PM EST; Category:

[iPhone](#)

Written by [Eric Slivka](#)

One of the key features of iPhone 4 is its ability to record high-definition video in 720p. Users have found, however, that getting the HD video off of the device requires



connecting it to a computer for download. While Apple offers users simple options for sharing videos directly from the iPhone via email or MMS, or by uploading the videos to MobileMe or YouTube, those mechanisms result in compression of the files, losing significantly quality in the process.

[MacDailyNews](#) reports that one of its readers emailed Apple CEO Steve Jobs to ask about this issue and express disappointment at the inability to directly

upload HD content to the web while on the go. In an email reply, Jobs notes that the ability to upload HD content over the air is coming "in the future".

You can upload them via a Mac or PC today. Over the air in the future.

Sent from my iPhone

While Jobs gives no timeframe for when we might see such a feature, it does give users looking for this capability some hope for the future. HD video uploads via 3G would obviously place a greater strain on carriers' networks and also eat further into customers' data limits. For that reason it might make sense for Apple to either roll out the feature as a Wi-Fi-only at first, and perhaps offering it via 3G further down the road with user-selectable options for varying export quality.

Rating (66 Positives; 76 Negatives)

[139 comments] [Rate: [Positive](#) | [Negative](#)]

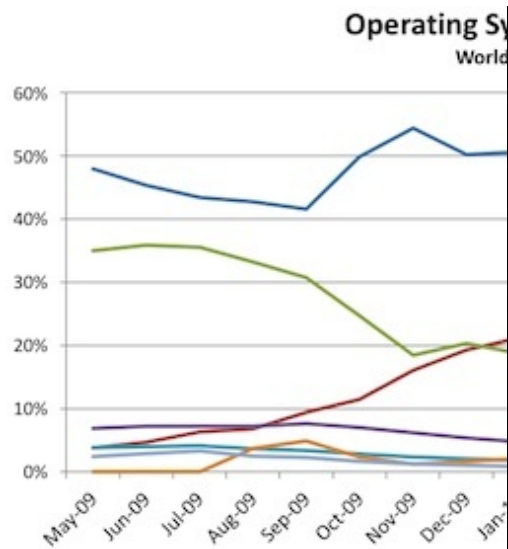
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AdMob: iOS Platform Continues to Lead in Mobile Data Usage, But Android Surging

Wednesday June 30, 2010 03:32 PM EST
Written by Eric Slivka

As it has done on a monthly basis for the past several years, AdMob today released a new [Mobile Metrics Report](#) for May 2010. The report highlights worldwide trends in mobile requests to its ad network from over 23,000 mobile websites and applications.

This month's report shows continued strength for the iPhone and other iOS devices during the lead-up to the iPhone 4 launch just last week. Google, AdMob's parent company, is making strong inroads with its Android operating system, however, growing rapidly from a negligible share of the mobile ad request market only a year ago to approximately 25% today.

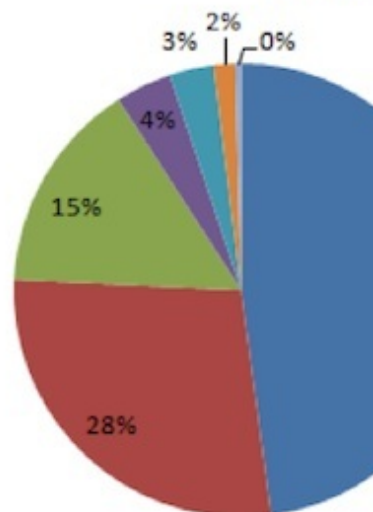


Android's overall strength, however, results from its inclusion on a wide variety of smartphones from a variety of manufacturers. That is in contrast to Apple, which offers essentially only a single iPhone that currently leads the pack by a wide margin with nearly 40% of worldwide ad requests compared to only 6.8% for the second-place Motorola Droid.

AdMob's data also offers an interesting glimpse into the geographic distribution of Apple's "iOS" family of devices. Among the interesting pieces of data included in the report is a note that fewer than half of all iOS devices are located in North America, with 43% residing in the United States and 5% in Canada. When it comes to the iPad specifically, however, the U.S. sees a full 58% of the devices, an unsurprising result given that Apple is still working to roll the device out to its international markets.

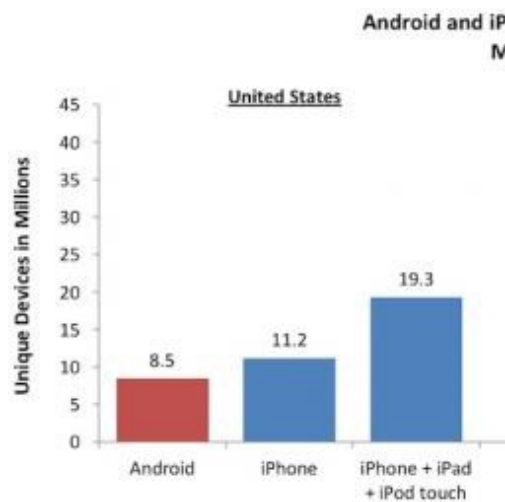
iOS Unique Devices

May 2010



In comparing iOS and Android devices, the report shows that Android is rapidly

approaching the iPhone's ad request share in the U.S., with 11.2 million unique iPhones registering there during May while 8.5 million Android devices appeared on the company's network. As many have argued, however, Apple's iPod touch and iPad also contribute significantly to the "iOS ecosystem" and, while not true smartphones, should be counted in some way as important players in the mobile web and application market. Adding in iPod touch and iPad data boosts iOS devices to 19.3 million in the U.S., giving iOS a 2-to-1 advantage over Android. Worldwide, the data leans even more strongly in Apple's favor as Android has yet to catch on significantly in most international markets, with iOS devices out-numbering Android devices 3.5-to-1 on a global basis.



With today's release AdMob also noted that its monthly metrics reports will be going on hiatus for at least the next several months as the company looks to rethink the best way of sharing information on the rapidly-growing mobile market with the public.

Rating (49 Positives; 26 Negatives)
[76 comments] [Rate: [Positive](#) | [Negative](#)]
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Apple Beefing Up iPhone and iPad Antenna Engineering Staff

Wednesday June 30, 2010 10:31 AM EST; Category: [iPhone](#)
Written by Eric Slivka

Job title	Re nur
Antenna Engineer - iPad/iPhone	528
iPhone OTA Wireless Systems Engineer	528
iPhone OTA Wireless Systems Engineer	528
Antenna Engineer - iPad/iPhone	528
Antenna Engineer - iPad/iPhone	528
RF Systems Validation Engineer iPhone	527
RF Systems Validation Engineer iPhone	527
RF Systems Validation Engineer iPhone	527

As [noted](#) by *Engadget*, Apple has been busy posting job listings for engineers to work on design and testing of antennas for the company's iPhone and iPad. While Apple typically posts a number of new job listings each day, the fact that the company has posted a total of eight antenna-related positions over the past two weeks naturally leads to speculation that it is beefing up its staff to investigate and deal with [signal issues](#) being experienced by iPhone 4 users.

The eight job listings comprise three separate job titles, with the most relevant being three "[Antenna Engineer - iPad/iPhone](#)" positions. The three listings, all posted on June 23rd, are looking for individuals with a high level of qualification including 10+ years of experience in RF technology and a preference for PhD-level training.

Responsibilities: Define and implement antenna system architecture to optimize the radiation performance for wireless portable devices. The candidate should be able to design antennas suitable for wireless handheld devices with excellent radiation performance, including TRP, TIS, SAR, and EMC. Work closely with other RF and antenna design engineers, mechanical and industrial designers, and EMC engineers to integrate the antenna design in our products.

Also posted on June 23rd were two listings for "[iPhone OTA Wireless Systems Engineer](#)" to focus on validation of antenna radiation performance. And just one week earlier, the company posted three listings for "[RF Systems Validation Engineer iPhone](#)" positions also focused on testing the iPhone's RF systems, noting that "as we add more and more capabilities to the iPhone, testing the radios becomes more

and more complex."

It is unclear exactly what role these new hires might play in addressing the current issues, as it typically takes some time for a hiring process to run its course and new employees to arrive and get up to speed. The job listings could suggest, however, that the company is looking to bring on additional hands to work on designs and testing for future models as some of the unit's staff is absorbed in addressing issues with the current model.

Rating (65 Positives; 53 Negatives)

[243 comments] [Rate: Positive |

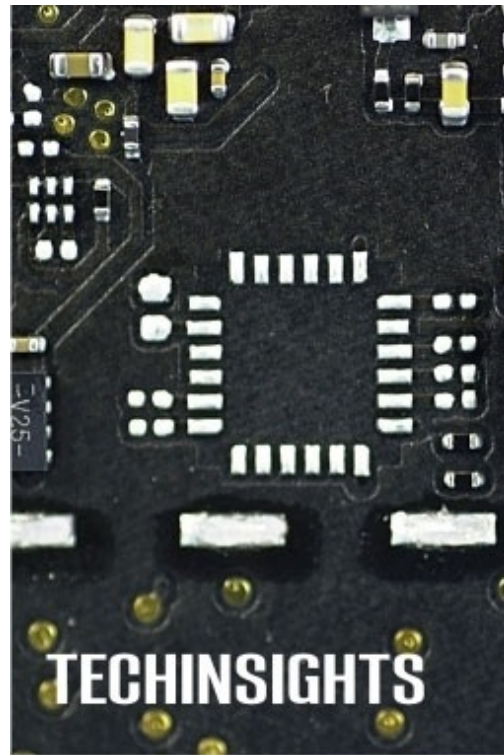
Negative]

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Gyroscope Likely to Come in Future iPad

Wednesday June 30, 2010 08:55 AM EST

Written by arn



UBM Technisghts recently performed a [teardown of the iPhone 4](#) and discovered that Apple may have originally planned on including a gyroscope in the iPad first. After examining the iPhone 4 motherboard, they found that the iPad also had an empty slot that accommodate a gyroscope chip (see above).

...UBM TechInsights, has found that the iPhone's 3-axis digital gyroscope is likely slated for the next generation iPad as well. TechInsights senior analyst Steve Bitton said there's an almost-perfect spot (4mm x 4mm); the exact size of the MEMS gyro for it, located right beside the iPad's accelerometer.

For whatever reason, Apple must have abandoned the plans in the final shipping version of the iPad, though it's reasonable to believe that a gyroscope could make it into the next revision.

This differences between gyroscopes and accelerometers is detailed in this (rather dry) video:

The iPod Touch is the other likely device to get a gyroscope in the near future. The iPod Touch is expected to be revised in September. While there have been no rumors about the content of the update, the iPod Touch is likely to receive many of the improvements found in the iPhone 4.

Rating (39 Positives; 37 Negatives)
[67 comments] [Rate: [Positive](#) | [Negative](#)]
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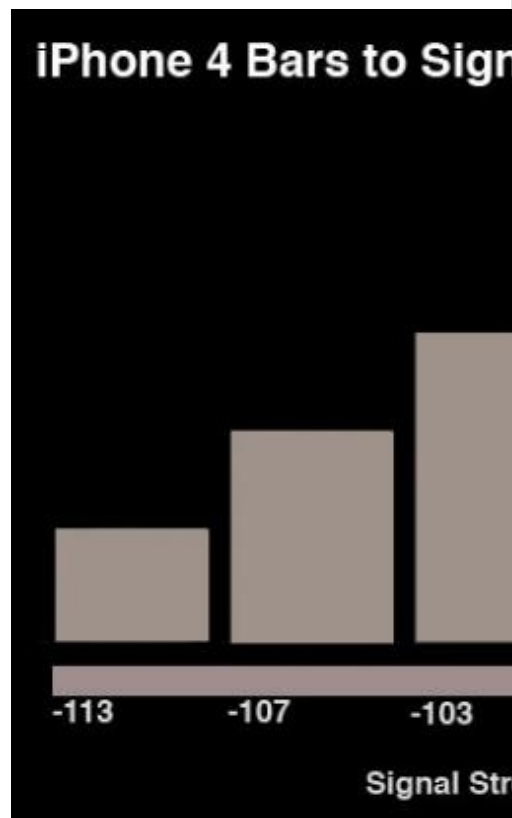
Detailed Analysis of iPhone 4 Signal Strength Dropoff

Wednesday June 30, 2010 07:58 AM EST; Category: [iPhone](#)
Written by arn

[Anandtech](#) has managed to provide a detailed analysis of the iPhone 4's potential antenna signal issue. Their analysis may shed some light on people's experiences with the iPhone 4 and the drop-off in signal when the device is being held in hand.

The issue has generated a lot of press since the iPhone 4 launch due to a variety of user reports on the issue. Apple has [maintained](#) that a certain amount of signal loss is normal when mobile phones are held in hand. In a leaked [support note](#),

they have also insisted that the iPhone 4 antenna performance is better than that of the iPhone 3GS. Based on Anandtech's analysis, it appears Apple is correct in this statement, though with some caveats.



First, Anandtech managed to hack together a way for the iPhone 4 to report actual signal strength instead of the usual 5 bar signal strength scale. As has been noted by many, this 5 bar scale can be a poor representation of the actual signal strength. As seen above, nearly 40% of the range of possible signal levels is reported as 5 bars. Because of this broad range, there could be a huge difference in actual signal strength despite the same "5 bars" being displayed.

They then ran several tests comparing the signal degradation from holding the iPhone 4 in hand in various positions:

Signal Attenuation Comparison		
	Cupping Tightly	Holding Naturally
iPhone 4	24.6	19.8
iPhone 3GS	14.3	1.9
HTC Nexus One	17.7	10.7

As it turns out, the iPhone 4 does have a significantly greater drop-off in signal strength in all positions as compared to the iPhone 3GS which preceded it. Perhaps the most notable difference is in the "Holding Naturally" position which

could theoretically "bottom out" a 4 bar signal or bring the low-end of the 5 bar signals down to 1 bar. Holding the iPhone 4 tightly, of course, accentuates the problem. All phones do exhibit the same behavior, though the iPhone 4's external antenna presumably exaggerates the effect.

However, Anandtech points out that in their testing they found the iPhone 4 antenna is indeed improved over the 3GS -- adding validity to Apple's previous statements. In their testing, Anandtech found that at very low signal strengths (down to -113), the iPhone 4 would hold onto calls far better than the iPhone 3GS.

It's amazing really to experience the difference in sensitivity the iPhone 4 brings compared to the 3GS, and issues from holding the phone aside, reception is absolutely definitely improved. I felt like I was going places no iPhone had ever gone before. There's no doubt in my mind this iPhone gets the best cellular reception yet, even though measured signal is lower than the 3GS.

All in all, the findings may help to explain some seemingly discrepant statements and observations. While the iPhone 4 is likely to perform better at the same signal level as the iPhone 3GS, the signal of the iPhone 4 may be more greatly reduced by attenuation when being held in the same position. This could explain all but the [most extreme](#) issues depicted. In the end, Anandtech also suggests using a case may be best move and that with a bumper case, the iPhone 4 has the same attenuation performance as other other smartphones.

Rating (131 Positives; 35 Negatives)

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