

# iPhone



Hybrid Offering	
<b>Brief description</b>	The Apple iPhone is a smartphone device. Various applications such as games and tools for it can be downloaded in the App Store of the Apple iTunes Shop.
<b>Hybrid offering's industry</b>	Telecommunication Applications
Company details	
Apple Inc. www.apple.com	Apple Inc. was founded in the year 1976 in Cupertino USA. Originally, it was a computer company but in the last years Apple expanded into other industries such as entertainment and telecommunication.
<b>Company's industry</b>	Computer, computer software, entertainment, telecommunication
<b>Country of origin</b>	USA
Dimensions	
<b>Product dimension</b>	The product dimension is the Apple iPhone. The phone is equipped with a touch screen, which is specifically created for use with fingers. The phone can access the internet over the 3G/GSM network or via WiFi.
<b>Service dimension</b>	The service is the AppStore which is integrated into the iPhone operating system. The user can browse the store which offers various applications such as games, tools, fun and office applications. The software is directly downloaded onto the device through the 3G/GSM network. If the software is not free of charge, the payment is processed with the iTunes payment data.
<b>Other links</b>	<a href="http://www.apple.com/de/iPhone">http://www.apple.com/de/iPhone</a>
Other Crucial Dimensions	
<b>Hybrid orientation</b>	Product Orientation
<b>Community as service</b>	No
<b>Target market</b>	B2C
<b>Revenue model</b>	Pay As You Consume

## Images

Product dimension



Service Dimension

