IDC on the launch of the Apple iPhone in India

The iPhone with Apple's brand equity, stunning looks and aesthetics is being viewed as the 'ultimate consumer mobile device to own' and is being promoted as such by the vendor. The phone features best-in-class music, first-of-its kind Graphical User Interface (GUI) and high speed 3G capabilities.

Market leaders Nokia and Samsung have rushed to showcase their own competing models - the N96 and Omnia.

iPhone's limited availability through a binding service contract with Vodafone/Airtel (if that happens) and its premium pricing are likely to restrict market penetration in the near term. This could be similar to the experience that RIM faced when it launched Blackberry devices exclusively with Airtel.

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