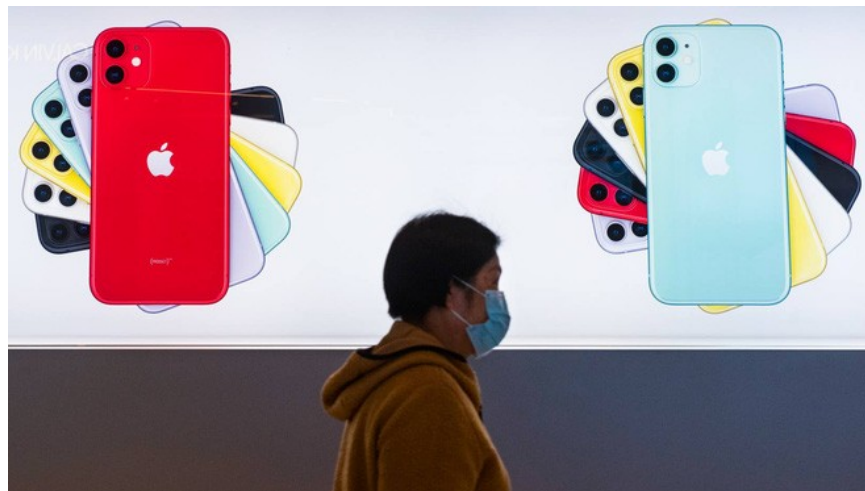


Nikkei: Apple considers delaying the release of the iPhone 12 due to the corona virus effect

The corona virus is causing a serious impact on both the supply chain and the needs of users, forcing Apple to think about delaying the launch of iPhone 12.

According to sources from the Nikkei Asian Review, Apple is reportedly considering delaying the launch of this year's new generation of iPhones. iPhones with 5G network technology, called iPhone 12, are scheduled to be introduced in September this year.

However, the worldwide outbreak of corona virus has forced Apple to rethink this and discuss the possibility of a delayed launch for several months. In addition to supply tensions, Apple is concerned that customer demand for new flagship smartphones will weaken when the corona virus has affected users' confidence and ability to spend.



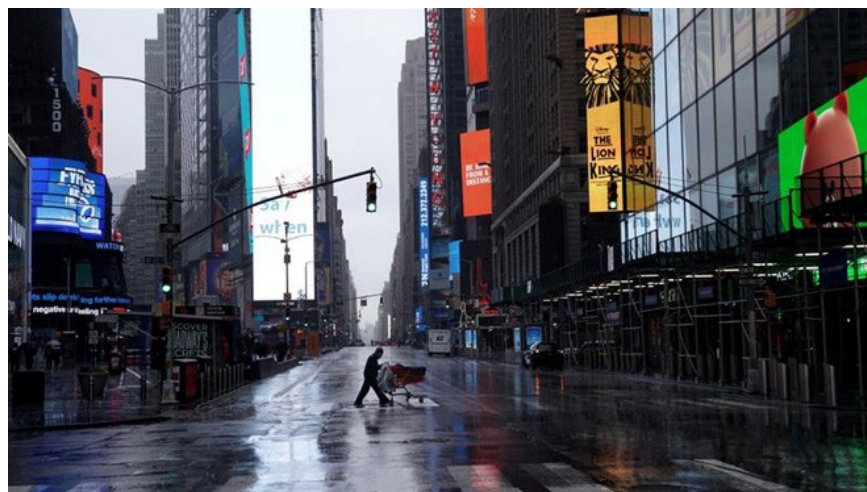
" In addition to tensions in the supply chain, Apple is concerned that the current situation will significantly reduce users' desire to upgrade their phones, which could lead to a decline in supply, " Nikkei said. indifference to the first 5G iPhone. They want the first 5G iPhone to be a hit . "

Current rumors suggest that this year's iPhone 12 series will have four major devices with different screen sizes, including a 5.4-inch iPhone, two 6.1-inch versions and a new screen version. Figure 6.7 inches. All new iPhones feature OLED displays and 5G network support. The two most advanced versions will also have a triple-camera system and a LiDAR sensor, similar to what was introduced on the new iPad Pro.

However, the report from Nikkei said that the combined impact of supply chain challenges and weakening user demand could force Apple to postpone the device introduction plan for several months.

In recent times, when China introduced travel restrictions to prevent the spread of corona virus, Apple engineers went to factories in the country to coordinate with them in developing iPhone prototypes. had to be postponed.

According to the annual roadmap, September will be the time when Apple introduces and launches new iPhones, but some device versions of recent years are usually open later. For example, the iPhone X was launched in early November 2017, or the iPhone XR went to users in late October 2018. However, these devices were still introduced in September as usual. But with all four versions coming this year, chances are they won't be released at the same time.



Times Square - one of the busiest places in the US - is now quiet when the blockade of New York is issued.

In a Nikkei report, an iPhone component vendor's comment suggests the possibility of a late launch of these flagship devices:

" We were told that mass production would begin in late August in order to timely release new Apple products, while usually in previous years this would happen somewhere in June. . " A supplier of components related to the motherboard said. " This change has been introduced very recently, and this may indicate that mass production of the handset has also been delayed for a few months ."

The Nikkei report says the final decision will be made in May, depending on the global situation. In the worst case scenario, the launch of the 5G iPhone may be delayed until 2021.

" This will be a very difficult decision for Apple ." A source from Nikkei said when the impact of the corona virus was too great.

Joey Yen, an analyst with IDC said. *" If any major tech company like Apple has postponed plans to launch their important new products . the problem could become bigger than whether the supply chain will meet their schedule or not. No. It will show that they really find that user demand weakens and the global economy cannot recover soon . "*

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