

Why is the iPhone launch event time always 9:41?

In Apple's new product launch events, including iPhone, iOS, macOS... the time stamp is always 9:41.



According to Engadget, this is no coincidence because everything Apple does has a reason. In fact, the mystery of this timeline is related to the time Steve Jobs introduced the world's first iPhone.

On commercials, print ads, and TV commercials for Apple products, all devices show the default time as 9:41.

Scott Forstall, former head of design at Apple, revealed that the most important new product reveals are calculated to take place within the 40-minute keynote. The product introduction team always wants the time displayed on the product when it appears on the big screen to be close to the actual time on the audience's watches. But they can't be sure that it will hit exactly 40 minutes, so they add a few minutes and set the device to 9:42 a.m. in the product photo.

However, when Steve Jobs rehearsed for the first iPhone presentation in 2007, the time was 9:41 a.m. So the development team set the time at 9:41 for almost every device Apple introduced.



Currently, the time displayed on iPhone, iPad, MacBook products on Apple's website is always 9:41.

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