

Apple 3G iPhone

Quad-band GSM/Tri-band W-CDMA with EDGE/HSDPA Report # 11000-080711-BCg

Weight: 134.8 grams measured
(1.8 grams more than spec)



Product Description:

Accompanied by media frenzy, the July 2008 release of the Apple 3G iPhone proved to be an event of worldwide significance. Retaining the sleek glass-faced bar form and touchscreen interface of its predecessor, the new iPhone builds on an established platform by doubling available memory and adding functionality. Of particular interest is the addition of W-CDMA/HSDPA capability and Assisted GPS, improvements that propel the 3G iPhone into the "World Phone" arena. Both the 8GB and 16GB models were examined for this report. With the exception of memory capacity, the two are essentially identical. The now-familiar feature set, including orientation-sensitive display, 2.0MP camera, 802.11b/g WiFi, Bluetooth, music and video player, and games, is again integrated into a highly intuitive user environment.

Report Contents:

- Detailed external & internal photos
- Detailed step-by-step disassembly
- Power measurements
- Block Diagram
- Circuit board & packaging metrics
- Complete parts list & component count
- Manufacturing cost analysis
- Description of most interesting electronic features & packaging concepts

DISCLAIMER: All company names, product names, and service names mentioned are used for identification purposes only and may be registered trademarks, trademarks, or service marks of their respective owners. All analyses are done without participation, authorization, or endorsement of the manufacturer. Any cost analyses presented in this material are estimates prepared by UBM TechInsights from generally available data. While UBM TechInsights believes that these estimates reflect the probable costs, the actual producer did not supply the data, and therefore the actual costs may be different from these estimates. Furthermore, UBM TechInsights extends no warranties with respect to any information in this document, and shall bear no liability whatsoever for the use of the information.

© 2010, UBM LLC. All rights reserved. Do not reproduce, distribute, disseminate, photocopy, fax, transmit, download to a shared database, or otherwise copy, transfer, sell, publish, or send this material, or any portion thereof, by any means without the express written permission of UBM TechInsights.

Total Cost	
Electronic Assemblies	\$136.53
Display(s)	\$23.80
Camera(s)	\$6.08
Mechanical (Non-Electronic)	\$10.21
Battery Pack	\$4.37
Final Assembly & Test	\$1.90
Total	\$ 182.89

16GB vs. 8GB Total Cost Notes:

- About \$15 estimated cost would come out of the BOM to adjust for the elimination of 8GB of NAND Flash (as of August 2008).
- All other system elements remain constant between the two models.
- *About \$168 total hardware COGS (exclusive of supporting materials) is implied for the 8GB 3G iPhone version.*

Total Cost Notes:

- Estimated final assembly cost includes labor only.
- Total cost does not include: Non-recurring, R&D, G&A, IP licensing fees/royalties, software, sales & marketing, distribution.
- Assumes fully scaled production.

NOTE:
An Additional Cost of \$4.55 for the Supporting Materials (Page 8)

