

Now, there's more to iOS 7 than we had time to talk to you about in depth here today. Things like FaceTime audio where you now can do audio only high quality audio calls over Wi-Fi on any iOS device. Notification syncs so if you dismissed a notification on one device, you don't have to deal with it over and over again on your other devices. Great feature for our users in China with integration to popular microblogging website Tencent Weibo. And for those of you who have people who just won't let go phone FaceTime and message blocking.

Also for our enterprise fee, customers per App VPN. Now there's yeah, a couple of enterprise people in the audience, are you? So, in addition to all of these is one feature I want to talk about in a little bit more detail which is activation lock. So hundreds of millions of us use to Find My iPhone to find their phone when it's just lost in the couch or maybe left at Starbucks, but also when it's been stolen.

And now, with activation lock, if a thief tries to turn off Find My iPhone or if they even wipe the device entirely, they will not be able to reactivate it because they don't know your iPod user name activation.

We think this is going to be a really powerful theft deterrent. Now of course in addition to be in a great release for our users, iOS 7 is also a fantastic and major release for developers as well. The SDK includes over 1500 new APIs. We can add AirDrop, integrate it with third-party game controllers. New APIs for taking advantage of multitasking, iBeacons for Bluetooth LE micro location, Sprite Kit for superfast power-efficient game animations and UI dynamics to bring physics to your UIView Animations.

So iOS 7 is available to you developers in beta on the iPhone today.

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with Yuval Noah Harari (Transcript)

We'll have betas for iPad coming up in the coming weeks and for everyone else a final release coming this fall.

So iOS 7 will be available for iPhone 4 and later iPad 2 and later the iPad mini and the fifth generation iPod touch. That is iOS 7. I hope you'll love it.

Thank you.

### **Tim Cook - CEO, Apple Inc.**

What a morning, it seems to be incredible products. OS X Mavericks, our latest release of the world's most advanced desktop operating system. It's the best OS X yet.

With new incredible MacBook Airs with unbelievable battery life that continue to define the future of the notebooks. The next generation Mac Pro, a revolutionary computer designed especially for our power users. iWork for iCloud, create beautiful documents right in your browser on a Mac or a PC.

iOS 7, amazing new features and a stunning new user interface, it's the biggest change to iOS since the introduction of iPhone. And iTunes Radio, the absolute best way to discover new music. We are incredibly proud of all of these products. They are great examples of what Apple does best.

I'd like to thank everyone at Apple that worked so hard to create them. I get to work with the most talented and creative people on earth and it's a joy to serve with them.

I'd like to close this morning with the reminder, that our goal at Apple is to make amazing products that our customers love, really great products that enrich people's lives. The words you saw at the beginning of the show are more than just words to us. They are the values we live by. They drive us.

You see them reflected in our products over the years and just as much in the products this morning. And you'll just continue to see these reflected in the products we do in the future.

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We've created an ad to help us express just how deeply we feel about this and I'd like to share it with you now.

### **[Video Presentation]**

This is it. This is what matters. The experience of a product. How will it make someone feel? Will it make life better? Does it deserve to exist? We spend a lot of time on a few great things until every idea we touch enhances each life it touches. You may rarely look at it, but you'll always feel it. This is our signature. And it means everything.

Thank you.

I'm really glad you liked that. You'll begin to see it on TV beginning this evening. Those words have been a great deal to us. And I hope they mean a lot to you as well.

Have a great conference. Enjoy the week. Thank you.

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