

iPhone Overshadows Bigger Apple Story

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While the media focuses on the delivery of the iPhone (and activation issues), the real story is the App Store.



Like iTunes did for iPod, the App Store will allow users to easily buy and download content, applications and games from publishers. It puts Apple into gaming: developers are providing trailers, user-generated reviews and free game demos. There are already over 175 games available. Its all about software and SaaS, folks.

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