## Apple under pressure from Samsung and Google Apple, once the undisputed leader in the smartphone market but which

Apple, once the undisputed leader in the smartphone market but which lost its crown to Samsung in 2012, is feeling the pressure, mounting a rare attack on Google's "fragmented" Android software and its biggest user Samsung, on the eve of the Galaxy SIV launch

SHARE PRICE COMPARISON \$900 (USD) ..... (Korean Won, millions) 1.6 (Mar 13 close: \$428.35) Apple Samsung ▶ Google (Mar 13 close: \$825.31) (Mar 14 close: 1.52m KRW) Jun 2009: 700 First Galaxy Android phone released\* 600 1.2 500 400 Sep 2008: 300 Android 1.0 8.0 OS released 200 0.6 Oct 2012: Android 4.2 "Jelly Bean" released 2007 2008 2009 2010 2011 2012 2013

\*Galaxy SIV is Samsung's 42nd Galaxy smartphone model, compared to Apple's six iPhones
Sources: Wire agencies \$1 = 1,112.47 KRW © GRAPHIC NEWS

Apple iPhone model releases