

Apple under pressure from Samsung and Google

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

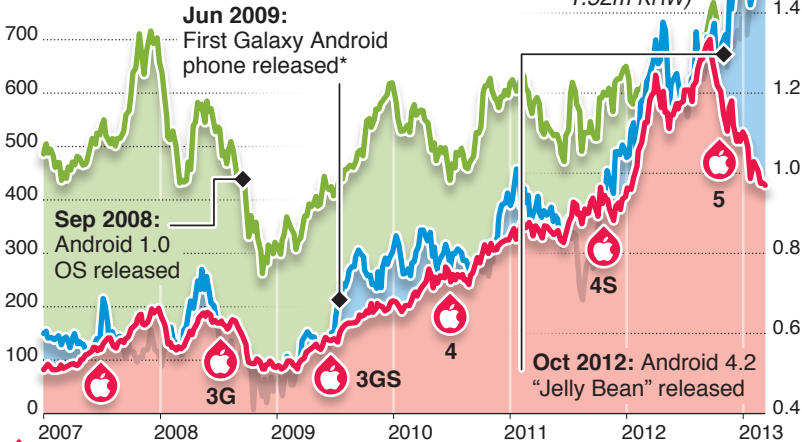
SHARE PRICE COMPARISON

\$900 (USD)

◀ **Apple** (Mar 13 close: \$428.35)
Google (Mar 13 close: \$825.31)

(Korean Won, millions) 1.6

Samsung ▶
(Mar 14 close: 1.52m KRW)



Apple iPhone model releases

*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