

# Apple: looking at the bigger picture

Apple is considering launching iPhones with larger screens, and a cheaper plastic model, over the next year, say Asian supply chain sources

## ADDING VARIETY

Apple is under pressure from Samsung who dominate market with wide range of smartphones and “phablets” (cross between phone and tablet)

### Plastic iPhone

Possibly retail for \$99. Same size as current **iPhone 5**. Multiple colour choices, like iPods



### Larger premium iPhones

**iPhone 5S** may come in new size variations. Apple is testing two prototype screens



*iPad mini to scale*

