

《iPhone6入华：10月10日起接受预订》

Reports from the People's Republic of China indicate that Apple is preparing to introduce iPhone 6 and iPhone 6 Plus on October 10, following final approval from the Ministry of Industry and Information Technology.



??iphone6????????????????????10?10?????iPhone 6?iPhone 6 Plus?

In the report by TechWeb, the 4.7 inch iPhone 6 was reported to be priced starting at 5288 yuan (\$863, the same starting price as last year's iPhone 5s)? while the 5.5 inch iPhone 6 Plus is expected to start at 6288 yuan (\$1026)?

TechWeb???4.7???iPhone 6???5288??(?863???????iPhone5s????);5.5???iPhone 6 Plus????6288?(1026??)?

However, a report by Bloomberg stated that under pressure of Chinese state regulators, carriers were lowering subsidies for new phone buyers?

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That report stated that Chinese subsidies are paid over the length of users' contracts in the form of a monthly rebate applied to the user's mobile service cost, rather than as a lump sum when the user signs their contract, as is common in the U.S?

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Due to the changes being mandated in China, the effective hardware price for users will double. However, the initial price users pay to get a new phone will actually be lower, starting at 4488 yuan (\$732) rather than 5288 yuan. The carriers are said to be reducing their monthly discounts on voice service from 194 yuan (\$31.66) to 136 yuan (\$22.20)?

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While this move significantly reduces the overall subsidy (costing end users an additional 592 yuan (\$97) over the length of their two year contract)? it makes the initial purchase more affordable (800 yuan or \$131 cheaper up front)?

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