

2 July 2009

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Video editing on the iPhone 3G S
Apple

[Apple Airs New TV Ads - iPhone 3G S](#)

The Mac maker shows off VoiceOver, Video editing and Cut/Copy/Paste

Apple has started airing new TV ads for its most powerful iPhone yet, the [iPhone 3G S](#). The fresh ads emphasize three of the newly added features, one of which works across all iPhone models, as well as iPod touch devices, thanks to OS 3.0.

"iPhone 3G S is the fastest, most powerful iPhone yet and we think people will love the incredible new features including autofocus camera, video recording and the freedom of voice control," Philip Schiller, Apple's senior vice president of Worldwide Product Marketing, said upon introducing the new device at WWDC '09. With this announcement, Apple also dropped the price on the existing iPhone 3G to \$99 for the 8GB model, calling the move "a huge milestone for the high-end smartphone market," Schiller added. "And with a breakthrough price of \$99, we are thrilled to get iPhone 3G into the hands of even more users who want them."

The iPhone 3G S has had quite an amazing reception, [selling well over a million units to this day](#). New TV ads were definitely in order, thus Apple moved to air a bunch, just to make sure the blazing-fast device got into the hands of even more Apple fans, and not only.

During the official unveiling of the new iPhone 3G S at WWDC '09, the company revealed that the device would ship with iPhone OS 3.0. Touting it as "the world's most advanced mobile operating system," the Mac maker enumerated over 100 new features, such as MMS (available later this year), Spotlight Search, landscape keyboard, a built-in digital compass for instant navigation, built-in Nike + support, video recording and editing, Cut/Copy/Paste, and VoiceOver support. The last three are showcased in Apple's new iPhone 3G S ads.

There's also [the iPhone 3G S guided tour](#), for who's interested in knowing every little detail about the new phone's capabilities. As noted in the list of new features above, the new iPhone does video recording and editing on the go, and has a built-in digital compass for orientation - a couple of features some will be delighted to have in their pocket.

Visit Apple [here](#) to watch the new iPhone 3G S ads online.