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iPhone 3G  
Apple

## [Apple Launches 'Begin at Home' Purchase Program for iPhone 3G](#)

*Web-based "utility" lets users begin a purchase at home, and finish it at the closest store to them*

In what is a thoughtful move on behalf of [Apple](#), the Cupertino-based computer maker has set up means for its customers to start a purchase on the Apple website and finish it at the Apple Retail Store. iPhone fans can grab the new 3G model in a few easy steps, by entering their billing info, reviewing their eligibility, and ultimately selecting the closest store to them.

The web-based "utility" Apple has set up uses a green progress bar to show the customer how close he / she is to acquiring an iPhone 3G. After entering their account info, users must select a rate plan with AT&T, review their choice (pricing and other details), save and, lastly, choose an Apple Retail Store.

Entering your account info means you have to create either a new account for one iPhone, or a new account for two or more iPhones on an individual or FamilyTalk Plan, as a new user. As an existing user, you can either replace a phone on your account with an iPhone, or add a new line to your current account. The billing information you are required to enter is to be used by AT&T to process a credit check. You can also opt here to transfer your existing phone number to the new device, if you so wish.

Once you're done, review your choice, pick the closest Apple Retail Store to you, and let Apple know when you'd like to come in to complete your purchase. According to the company, not only will you be able to wrap up the purchase quickly and painlessly after following these easy steps, but an Apple Specialist will also be waiting for you at the store, ready to help you personalize your new iPhone 3G, show you how to make calls, browse the web, receive email, and more.

To make your first steps towards acquiring your own iPhone 3G, click [here](#).