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[Apple and AT&T Confirm iPhone Activation via iTunes](#)

Less time wasted in the store...

It was rumored, reported and then hinted at, but now there is confirmation. iPhones will be activated through iTunes, on either a Mac or PC, in the comfort and privacy of the users' own home or office, without having to wait in a store while their phone is activated. The entire process takes only minutes and iTunes guides the user through every step of the way. iTunes will allow users to choose their service plan, authorize their credit and activate their iPhone. This is big news as it eliminates the need to wait around in the store after purchasing the phone in order for it to be activated, a process that can take a while. iTunes will also be used for syncing phone numbers and other contact information, calendars, email accounts, web browser bookmarks, music, photos, podcasts, TV shows and movies. "Users will be able to activate their new iPhone in the comfort and privacy of their own home or office, without having to wait in a store while their phone is activated," said Steve Jobs, Apple's CEO, in the press release. "There are tens of millions of people in the US who already know how to sync their iPods with iTunes, and syncing their new iPhone with iTunes works the same way." "iPhone's user-driven activation is another example of how AT&T and Apple have partnered to bring innovative new features to our customers," said Randall Stephenson, chairman and CEO, AT&T, in the press release. "iPhone's innovative activation and sync is just one example of how this is going to be a real industry game-changer." This new method of activation will be important from a retail point of view as purchase of an iPhone will only take as long as any other purchase, letting customers get quickly in and out with little to no wasted time.