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[Apple iPhone Appearance at CTIA Wireless 2007 Show](#)

Only a brief appearance...

Apple's iPhone has been making a name for itself long before the company ever announced it as an actual product, and the announcement did nothing to lessen its aura. Once again, the small device stole the spotlight, this time at the CTIA Wireless 2007 trade show. AT&T Inc. Chief Operating Officer Randall Stephenson pulled out an iPhone during his speech and immediately the audience was mesmerized and cameras started flashing. Apple's device only made a very brief appearance, however it was clearly the highlight of the morning. Despite the exclusive deal between Apple and AT&T's Cingular Wireless unit, Apple's secrecy policy is so tight that not even Stephenson is familiar with the device and its inner workings. Tuesday was only the second time that Stephenson actually held an iPhone. "I held it one time in a Cingular board meeting," but that unit wasn't operational, he said. "Today was the first time I could navigate it." AT&T Inc. Chief Operating Officer demonstrated the device's touchscreen navigation system during his speech, however the fun did not last long... "A guy in blue jeans" took it away, Stephenson said. While Apple's secretive approach is at odds with the industry at large, it was not enough to put off AT&T, despite some consternation within the company. "There was some internal rankling, but this was one of those opportunities that you latch a hold of as a carrier," he said. The iPhone is expected to go on sale in June and will be offered exclusively by AT&T's Cingular Wireless unit, which is being rebranded under the AT&T name.