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## **iPhone Teaser Walks The Red Carpet**

### *First iPhone ad ran during the Oscars*



This year's Academy Awards Ceremony took place last night. For the long version of what happened there, see our Entertainment section. Here's the short one: 'The Departed' won, Cate Blanchett looked stunning and the first iPhone commercial was aired. I just love to talk about events and hot women, but I'll stick to the highly-controversial over-priced Apple gadget for now. During the Oscar Ceremony, a 30-second iPhone teaser ad was aired. The short commercial featured scenes from various well-known movies in which famous actors say 'Hello' over the phone (28 characters). The ad shows a rapid succession of such scenes, then a picture of the iPhone. Then the screen turns black showing the text 'Hello', then 'Coming in June', and finally the Apple logo. Here are some of the actors saying 'Hello' to the iPhone: Marlon Brando, Jerry Lewis, Marilyn Monroe, Robert Redford, Michael J. Fox, Harrison Ford, Audree Tautou, Dustin Hoffman, Sarah Jessica Parker, Cameron Diaz, Samuel L. Jackson, John Travolta, with special, animated appearances from Betty Rubble and Mr. Incredible. The background track is 'Inside Your Head', by Eberg. The ad ran several times during the ceremony and it reportedly cost Apple \$1.7 million (according to Gizmodo sources). Gizmodo also noticed the "AT&T logo replacing the Cingular image, on the top left of the screen", making the change 'official'. The iPhone will be available in the United States starting June, as the ad says, and will hit Europe few months following the US launch. The Asian release is planned for 2008. The iPhone is priced starting \$499. Apple has posted the spot on their website, click [here](#) to see it. Enjoy!