

Apple debuts iPhone 7 amid investor concern

By [Alex Webb](#) and [Mark Gurman](#)

8 Sep 2016

Apple rolled out updated products and new features on Wednesday that mostly relied on an old strategy. The most valuable technology company is targeting pent-up appetite for new iPhones to reignite sales growth amid mounting investor concern that its pace of innovation is slowing.



The iPhone 7 line includes camera upgrades, a faster processor and a new water- and dust-resistant design, the company said on Twitter and during an event at San Francisco's Bill Graham Civic Auditorium. "This is the best iPhone we've ever created," CEO Tim Cook told an audience of reporters and Apple employees.

Apple, based in California, also unveiled a new water-resistant Watch with GPS tracking, a faster processor and brighter screen.

Apple's previous CEO Steve Jobs introduced the iPod, iPad and original iPhone at similar events in the past, helping revenue and profit surge. Yet sales this fiscal year are forecast to decline for the first time since 2001, prompting questions among some investors and analysts about Cook's ability to deliver such innovations.

Continue reading the [full article](#) on TechCentral.

For more, visit: <https://www.bizcommunity.com>