

iPhone X: thousands queue as Apple proves it still has the X factor

Thousands of people formed queues outside stores in London, Tokyo, Sydney and 5 around the world on Friday as eager¹ buyers tried to get their hands on Apple's most expensive smartphone to date, the hotly anticipated £999 iPhone X.

10 [Twitter Ads in 18-year policy](#) builder, Bishoy Behman, camped outside the central Sydney [Apple](#) Store for a week, before paying to improve his spot in the queue overnight and be first in the 400-strong line. He said: "It's 15 beautiful bro, what a feeling, I'm excited."

Apple has taken the potent ingredients of the iPhone brand and technology to once again position this new iPhone as the 20 the more remarkable given it's the highest price we've seen for a mobile phone, which makes it a representation of the importance people place on their phone as the most valuable, most loved and used gadget in their lives."

The new Apple smartphone, labelled the "future" of the iPhone by chief executive Tim Cook, features a new design, swapping² the home button and fingerprint scanner for a 25 full-screen design and facial recognition technology. Early reviews have said that Face ID works better than expected, compared to rival facial recognition systems. The new stainless steel and glass, all-screen design is seen as a significant step forward for a company that has been criticised as resting on its laurels by using the same iPhone blueprint for four years.

30 Talking ahead of the iPhone X going on sale, Apple co-founder Steve Wozniak [said](#): "I'm happy with my iPhone 8 — which is the same as the iPhone 7, which is the same as the iPhone 6, to me." The iPhone X marks an important milestone for Apple, coming a decade after the release of the original iPhone, the product that powered the company's 35 (£665bn).

The company predicted revenue of \$80bn (£61.3bn) for the next quarter, suggesting Apple is confident of strong sales, following the equally strong quarterly financial results [reported on Thursday night](#)



Must-have device ... Anup Bansal, 30, who queued outside the Apple Store in Birmingham, holds his pre-ordered iPhone X

[Samuel Gibbs](#) – 351 words

¹ Eager = enthusiastic

² Swapping = changing