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06. January 2011

Apple gives up on its sim-free iPhone plans due to operator pressure, the UK Telegraph reports



The California tech giant hoped to move away from its exclusive carrier partnerships (like Vodafone, O2 and Telefonica) via programmable sim card that would allow iPhone buyers to pick any service provider they want.

However operators threaten to withold iPhone subsidies-- leaving Apple no choice but to kill the idea (for now, at least).

Apple wants to build closer relationships with customers-- and cut out operators.

Rumours persist Apple will bring out an integrated-sim iPad in either the run-up to Christmas or early 2011.

Go Apple iPhone Sim Card Plan Thwarted (The Telegraph)