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3 announces iPhone pricing

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Vodafone Hutchison's 3 brand has become the last of Australia's major mobile carriers to [announce its plans and pricing](#) for the new iPhone 3GS.

The phone, which was launched in Australia late last month, will go on sale in 3 stores from Friday, July 17.

Aside from the usual array of 24-month plans, 3 is giving customers on existing plans the option of taking up an iPhone for an additional cost of \$35, \$40 or \$45 per month, depending on the model.

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In addition, 3 is offering the iPhone on a prepaid basis. Customers choosing this option will have to outlay \$759 upfront for the iPhone 3G 8GB, \$929 for the iPhone 3GS 16GB and \$1129 for the iPhone 3GS 32GB.

3 does not plan to charge customers extra for using their iPhones as an external modem and tethering them to a computer.

Warren Chaisatien, telco analyst at Telsyte, said 3's plans were the "most aggressive" and "most attractive" out of all the carriers, "especially for low-end, entry-level, first time users".


He noted that 3 offered attractive pre-paid plans and allowed existing customers to adopt an iPhone without breaking their existing contracts.

This story was found at: <http://www.smh.com.au/digital-life/mobiles/3-announces-iphone-pricing-20090713-dij7.html>

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