

Comms: Apple tries to get to the core of the iPhone 4 problems

If you love your iPhone 4

Despite its awful flaw

Now there is no need to dump her

Steve Job's giving you a Bumper

It was a startling performance by the usually forceful Jobs as he made the announcement that Apple had got it wrong. He stumbled over his words, he had trouble finding his place on the autocue, he acknowledged problems - but did not go so far as to apologise.

But, he said, anyone who wanted to send their iPhone 4 back for a refund could do so; anyone who wanted to keep it could get a free case; anyone who has bought a case can have a refund.

The case, it turns out, is the "bumper" - a rubberised case designed to protect the phone. A by-product of that protection is that it covers the aerial band which is built into the case but exposed as a stylised chrome strip.

The company has also announced a software fix for what it says is the misreporting of signal strength. It says the strength is fine, but the display says it's weaker than it actually is. Cynics say that it may be that the new software will over-report to give users confidence.

The iPhone 4 was launched with considerable focus on its slim case. Now it's acknowledged that the only way to make it work properly is to cover it with a bulky overcoat.

The "slim" adverts have disappeared.