

Like clockwork, second week of September brings about the Apple keynote and its customary iDevice launches-- in this year's case, a duo of new iPhones, the 5C and 5S.



Opened, as these things tend to, by CEO Tim Cook the keynote kicked off with talk on the iTunes festival and a new Apple Store before moving on to iOS. Apparently September 2013 sees Apple shipping its 700 millionth iOS device, and the company hopes iOS 7 will become "the world's most popular mobile OS."

But of course the main news is not the update on the venerable iDevice (iPhone 4+, iPad 2+, iPad mini, 5th gen iPod touch) OS, or how the iPhone 5 helped Apple "take [its] iPhone business to an entirely different level." No, the real meat of the keynote is the iPhone 5 replacements-- the multicolour iPhone 5C (in white, pink, green, yellow and blue) and the "forward-thinking" iPhone 5S.

[As suggested in earlier rumours](#) , the iPhone 5C is a non-metal (hard-coated polycarbonate) device featuring a 4-inch retina display, A6 processor, 8MP iSight camera and 16/32GB storage. It is "Arsenic-free, mercury-free, and Android-free" (cue laughs from the iFans) and ships with a range of colourful protective silicon cases.

"iPhone 5C is beautifully, unapologetically plastic," Sir Jony Ive says before promising "a solid, dense feel that you would not expect from a plastic product."



[Apple](#)