

**Contact:** Apple Computer R&D Phone 800.898.8848  
c/o Jackson Mosley Fax 800.884.8763  
Apple Computer Inc. jackson.mosley@apple.com  
Research and Development 1 Infinite Loop  
Cupertino, CA 95014

**PRESS RELEASE**



## **Apple Computer announces exclusive partnership with TellSpec**

Apple wants you to “Beam up your food” and revolutionize the way you eat

**Washington, DC, April 25, 2014 /PRNewswire/** -- Apple Corp. (APPL) announced today, in a meeting with their East Coast Research and Development Team in DC, they have finalized an exclusive partnership agreement with a Toronto tech startup, TellSpec; granting the tech giant the exclusive right to integrate their patented spectrometer technology into their newest iPhone.

TellSpec has made recent headlines with its revolutionary technology that enables, for the first time, full spectrometer analysis of food on the consumer level, via the world’s first consumer food scanner. The TellSpec scanner will identify calories, macronutrients, ingredients, allergens and chemicals in any food and beverage. The scanner touts high accuracy, no doubt attributed to recently announced integration of Texas Instruments’ (TXN) DLP technology.

The news comes after lengthy discussion and deliberation in recent strategy meetings with Apple executives;



**IMAGE SOURCE: TELLSPEC**

concerns were expressed with the company’s ability to maintain its market share in the never-ending battle with Korean electronics competitor Samsung Electronics Co. LTD (SSNLF:Korea). Apple has been criticized in months for its “lack of innovation” and “stale feature offerings” within the company’s newest products, the iPhone 5c and 5s. While sales of the devices reached levels in excess of forty million in Q1 ’14, it is no secret that Samsung is catching up – propelled forward by larger screens, new “smart-watch” technologies, and lower market prices as compared to its Cupertino based competition.

“Samsung has consistently touted their “next big thing”...and this is ours,” said Apple R&D manager, Jackson Mosley. If the FTC, FCC, and FDA approve the agreement, the company plans to integrate the revolutionary technology into the body of the iPhone 6, which would eliminate the need of the separate scanner. The phones will ship with Apple’s new “EAT” app pre-installed, and all one would need to do is sign an electronic waiver of liability and binding arbitration agreement to gain access to the technology.

The company says, surprisingly, the price of the new iPhone will not increase and will simply be another reason for consumers to confidently make the choice to purchase the iPhone and leave Samsung’s Galaxy on the shelf to collect dust. In response to the news, Apple was happy to report NYSE stock increases that exceeded all expectations and projections.

When asked about the new agreement in an interview Friday, Apple’s CEO, Bill Delone, expressed much excitement for Apple’s new partnership and hopes that (in the future) “an Apple might just be able to keep the doctor away, after all.”

**OFFICIAL APPLE PRESS RELEASE: FOR IMMEDIATE NON-EXCLUSIVE SYNDICATION**

*END OF TRANSMISSION*