

APPLE AND SIRI FALSE ADVERTISEMENTS



Apple has recently filed in response to several lawsuits against them, in which they are accused of falsely advertising for Siri and all that it is capable of doing. Siri is known for being much of a personal assistant and is used via voice activation on the iPhone 4S. In the file against the lawsuits, Apple says that the claims against them are very vague and are simply incomplete, not making much sense to the company at all. Apple also questioned why these people, those who are complaining about Siri and its capabilities, never decided to return the phone, as Apple does have a 30-day return policy, in which people can return the product for a full refund, with no questions asked. The vast majority of people who filed a lawsuit against Apple said that shortly after buying the product, they became dissatisfied. With that said, Apple wants to know why these individuals chose not to return their iPhone instead of filing a lawsuit against the makers of the ever popular iPhone device. In the meantime, Apple has argued that several of the plaintiffs who have filed these lawsuits ended up buying their iPhone outside the state of California; therefore they do not have the standing to actually make these claims under the consumer protection that California offers. The lawsuit all came about when a man from New York, Frank Fazio, decided to file against Apple in the federal court of San Jose, California. He filed the suit on the 6th of March, claiming that the advertisements for the iPhone 4s misguide people into believing that the feature can actually do a number of different things that it actually does not do. He says the advertisements are misleading and basically completely false. He says that the iPhone 4s is only a scheme for Apple to make more money, as it is basically a replica of the iPhone 4, only more expensive than the original. Fazio says that Apple advertised for the iPhone 4s, pointing out the Siri feature, which is not on the earlier iPhone models. However, he complains that the technology does not live up to its name and does not do the types of things that Apple is advertising it to do. Fazio says that in the advertisements, Siri is shown finding restaurants or helping an individual to learn music notes. However, he says that in reality, the technology does not perform these types of tasks and that if it does, it does not do it nearly as well as was advertised on the commercials. In the meantime, Apple argues back and says that they are always letting the consumers know that at the moment, Siri is still in its earlier beta stages. Apple says that the plaintiffs fail to make the court realize how Siri apparently operates differently from what they were expecting when they chose to buy the iPhone 4s.

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