

Apple Ecosystem Will Help Increase Apple Sales With The Help Of The Apple Watch And Apple Pay

By Patricia Marie Tayson (excerpt)

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Apple Inc. launched new products at its big event on Tuesday, which are expected to be released soon. The new products include iPhone 6, iPhone 6 Plus, iOS8, Apple Pay and Apple Watch, along with some new apps. This event brought excitement and joy to Apple fans and others. Most have been waiting to upgrade or to purchase these new products which could help in Apple's sales.



REUTERS/Robert Galbraith

The Apple logo is pictured at its flagship retail store in San Francisco, California January 27, 2014.

Since the leadership of Steve Jobs, this is the first time that the company has launched a new product—in the form of the Apple Watch. This new product could entice the fans to buy, especially for those that are fitness and health oriented.

CNBC reports about Apple's new products and its ecosystem overall with David Kudla, CEO and Chief Investment Strategist at Mainstay Capital Management.

The speaker pointed out that Apple fans are interested in three of Apple's new products that includes the iPhone 6, Apple Watch and Apple Pay. He also mentioned that people might be interested in upgrading to larger screens and adds that Apple could make a significant change in the Apple ecosystem.

The Apple Watch will need an iPhone to work and [...] can be purchased at \$349 in the US and this will be released next year. The Apple Watch could also increase the popularity of the health oriented apps and might dominate the market once again, compared to its competitors like Samsung and Sony which have launched its respective smartwatches ahead of Apple. The analyst adds that Apple can stand against its competitors.

The addition of Apple Pay, which is incorporated on the new iPhones, could also help boost the sales of the larger screened iPhones to bring back its market loss due to mobile devices that run on Android. Apple's share went up by 1.3% a day after iPhone 6 was unveiled, along with the Apple Watch and Apple Pay. ...