

iPhone 6 – Please Apple, no Lightning (cord) Lemon, Ok?

In less than a month, the next larger, thinner, better, faster iPhone 6 will be released. Yes, it is exciting to hear about all the new features, advantages and benefits that are forthcoming. Apple is indeed a leader in innovation and in the smartphone category. It's the details that may render their distinctive contribution, well, less distinctive. The little detail addressed in this article is the extremely poor design of their iPhone 5 Lightning (LEMON) Connector. Please Apple, no more Lightning Lemons for this next one, ok?

First we received this response regarding our failing iPhone 5 cords *"that's improper use"*, then it was *"well, that's not how it was intended to be used"* and now the answer is to simply *"be careful."* When I buy my teenagers a \$350 phone, I don't want to have to tell them to "be careful" when they use the cord as I don't want to go buy a \$20 replacement THIS WEEK.

In reviewing Apple's website, the Lightning cord has just over a one star rating and **46%** of the ratings are just that – ONE STAR. I thank Apple for the ability to plug the connector in to my iPhone 5 in any direction and I appreciate that I may soon, with an iPhone 6, be able to plug the USB side in either direction. This again, is innovating.....however, I also want a connector that doesn't fray and twist after a few applications only to cause another trip to the Apple Store THIS WEEK.

Please Apple, no Lightning Lemons this time, ok?

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