Apple CEO Apologizes for New Maps App: It 'Fell Short'

In an extremely rare move, Apple's CEO Tim Cook publicly apologized for the company's new maps app, which replaced Google Maps on the iPhone.

Cook admits the new maps application “fell short” of the company's commitment to providing the “best experience possible” and the CEO even goes on to recommend that customers try out other maps applications - including Google's - while Apple works to improve its own.

The maps app has been widely panned [1] by reviewers and customers alike online, for having many fundamental errors in 3D mapping and directions, and falling short of the standard set by Google Maps.

Here's the full letter [2] from Cook:

> To our customers,
>
> At Apple, we strive to make world-class products that deliver the best experience possible to our customers. With the launch of our new Maps last week, we fell short on this commitment. We are extremely sorry for the frustration this has caused our customers and we are doing everything we can to make Maps better.
>
> We launched Maps initially with the first version of iOS. As time progressed, we wanted to provide our customers with even better Maps including features such as turn-by-turn directions, voice integration, Flyover and vector-based maps. In order to do this, we had to create a new version of Maps from the ground up.
>
> There are already more than 100 million iOS devices using the new Apple

> Maps, with more and more joining us every day. In just over a week, iOS users with the new Maps have already searched for nearly half a billion locations. The more our customers use our Maps the better it will get and we greatly appreciate all of the feedback we have received from you.
>
> While we're improving Maps, you can try alternatives by downloading map apps from the App Store like Bing, MapQuest and Waze, or use Google or Nokia maps by going to their websites and creating an icon on your home screen to their web app.
>
> Everything we do at Apple is aimed at making our products the best in the world. We know that you expect that from us, and we will keep working non-stop until Maps lives up to the same incredibly high standard.
>
> Tim Cook Apple's CEO

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