Apple Reportedly Testing Early TV Set Designs

[1]

Apple [1] is currently testing several TV set designs, the *Wall Street Journal* reports, citing unnamed sources from Apple's supply chain.

The company is reportedly working with China's Hon Hai (better known as Foxconn) and Japan's Sharp on the design of the new television.

This doesn't mean we'll see an Apple TV set very soon, though, as these prototypes are still far from hitting the market.

"It isn't a formal project yet. It is still in the early stage of testing," said one source [2] at the Hon Hai Precision Industry.

An Apple-branded TV set has been one of the hottest rumors [3] in Appleville for years now, but this latest report is the best indication yet that Apple is indeed working on such a project, or at least considering it.

The iPhone and the iPad are fully established products now, and it's a good time for Apple to introduce something entirely new. With Google TV [4]being somewhat of a dud [5], it'll be interesting to see how Apple fares in this area - if the reports are true, of course.

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