

September Reveal for New Apple TV?

Written by Marco Attard
04. 08. 2015

BuzzFeed News suggests another date for the reveal of a [next-generation Apple TV](#) , following no showing of the STB at WWDC 2015-- the launch should take at the traditional September Apple event, "for real this time."



Why did the new Apple TV fail to appear at WWDC? BuzzFeed says Apple delayed the launch in order to "do a bit more work on it," leading to a WWDC keynote focusing on OS updates and the Apple Music streaming service. The extra work brings about a "more polished" product, with featuring a "refreshed and slimmer" chassis and internal hardware improvements.

According to the report the updated StB carries a faster A8 chipset, more storage, Siri support, an App Store and a "drastically improved" remote complete with touchpad input. Developers will also get an Apple TV SDK.

However Buzzfeed says another rumoured Apple offering will not show up in September-- the company's supposed [streaming TV service](#) will only show up "late this year," if not in 2016.

Apple, predictably, has no comment on the story.

Go [Get Ready for a New Apple TV in September \(BuzzFeed News\)](#)