



BY BOB HOLT
NEWJERSEYNEWSROOM.COM

The recent launch of Apple's new operating system iOS 6 came with a new app known as Apple Maps, which was intended to upgrade and replace Google Maps on iPhone 5.

The application has been so unsuccessful to this point that Apple CEO Tim Cook is recommending users try Microsoft Bing or return to Google Maps for their directional needs.

[According](#) to the New York Times, Apple Maps users found maps that were inaccurate, and streets and addresses were often missing. Even the Washington Monument was located on the wrong side of the street.

Computerworld [reported](#) that Cook released an open letter of apology to his customers on the company's website. Cook wrote: "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, we fell short. We are extremely sorry for the frustration this has caused our customers and we are doing everything we can to make Maps better."

Cook said users should try downloading map apps like Bing, MapQuest or Waze from the App Store. [According](#) to WSJ.com, Google Executive Chairman Eric Schmidt had said earlier, "In my opinion, it would have been better to retain our maps."

[According](#) to The Washington Post, Cook said Apple's maps will improve as more people use them and point out their mistakes.

Analysts say the apology by Cook is different from the way the late Steve Jobs would have handled the matter. Dan Maycock of Slalom Consulting [told eweek.com](#), "Apple is now a company like every other company. Steve Jobs would have never apologized, but this also would never have happened under his watch."

Apple has even taken a few shots from cartoonists for their Maps application's failings. A cartoon from the Ottawa Citizen on Cartoon Blog [suggests](#) that Apple should have given its directional maps to NFL replacement referees while they were still working.