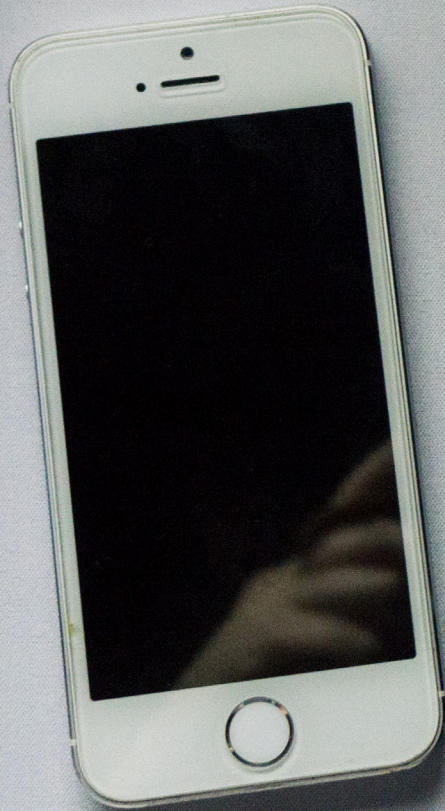
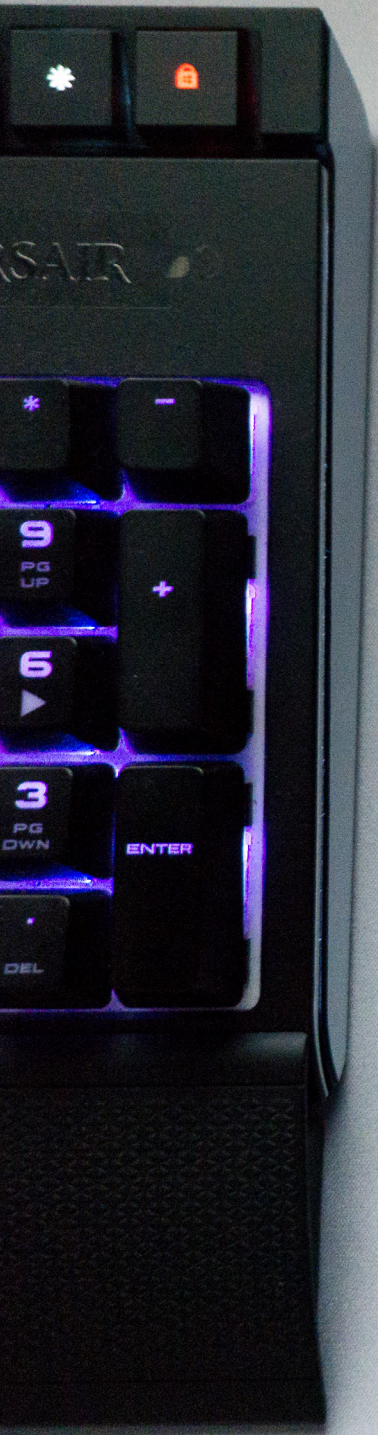


Pamela Vengust

# 10 Reasons Why You Should Own An iPhone

It's not just a phone, but a symbol of the technological advancements of this generation.





# 10 Reasons Why You Should Own An iPhone

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Only one decade has past since the release of the initial iPhone. Who knew one device could leave such an overwhelming imprint upon society. The continual success of Apple's iPhone can be acknowledged to three main points; its ease of use, aesthetics and the implication of innovative research into the development of the iPhones. Here are 10 reasons why you should own an iPhone.

**1.** Let's start by recognising the iPhone's **ease of use**. Apple has always paid close attention to the optimisation between its hardware and software. Apple's software is written to run exclusively on their devices (iPhones, iPads, Apple watches, iMacs etcetera). Whereas other android or windows software is written in a more generic sense, so that it may efficiently run across a wide breadth of hardware configurations. It is proven that iPhones are far more efficient and well optimised in comparison to a Samsung or Windows phone. Apple's iconic designs for its softwares and applications also contribute to its ease of use as it remains simple and clean.

**2.** Now, let's talk about some shallow reasons. The iPhone is just **aesthetically pleasing**, especially Apple's latest 2017 releases. The exterior design of the iPhone is sleek and loved amongst the 700 million users worldwide. iPhones tend to produce the more trendier colourways such as rose gold, gold, space grey, silver, red (limited edition), white and black. Apple utilises aluminum bodies and ion-strengthened glass screens to make up an iPhone. Also the new iPhone 8 and X have further improved the game by introducing OLED screens. The revolution of OLED screens allows colours to pop (also presenting black as dark as can be) and save a considerable amount of power. By 2020 it is estimated that over 50 percent of handsets will feature OLED displays.

**3.** Another great aspect of the iPhone is its **accessibility for the blind, low vision and deaf users**. Apple's iOS enables features that assist iPhone users with such obstacles. Because of this, the iPhone is favoured by many of the visually impaired as iPhones are well catered to them. Users can essentially mimic tapping motions on

their iPhone screens and listen to Siri's descriptions to perform the same tasks as normal iOS users. Braille is also available for users with iOS 10, "...one can now press space with dots 3-5-6 on a Braille display to perform a 3D Touch action." (-AppleVis).

4. Finally, **facial recognition**. The new iPhone X will now feature facial ID via using infrared and visible light scans. This form of biometric authentication will allow users to securely lock their iPhones and protect them from privacy concerns. Facial ID will also mean animojis, which are a lot of fun with augmented reality!

5. Another feature the iPhone 8 and X will have is **wireless charging**. Despite Samsung rolling out wireless charging in the past, not many people knew of it nor was it hyped. However, currently with Apple's rampant marketing and general influence, it is likely to see much more individuals and businesses endorse wireless charging pads- creating a larger market for the [once] niche charger. Apple is using the wireless charging standard Qi, which the majority of the industry has adopted. It is inexpensive and efficient.

**6. Water resistant.** Since as early as the 2014 iPhone 6 release, all models have been water resistant. Also every model since the 2016 iPhone 7 release has also been dust proof. This is is very helpful in combating the iPhone's horrible fate of destruction after being accidentally dropped in toilet bowls across the globe.

7. Apple's almighty **processors**. Since the original iPhone, apple has continuously focused on the central processing unit chosen to help iOS run faster. If we thought that Apple's iPhone 6 'A8' or iPhone 7 'A10 Fusion' CPU's were great, we don't know what's coming up at us next. The iphone 8 and X's new A11 Bionic Chip processor is literally insane. No other smartphone on the market can beat its speed. Aside from being very efficient it also saves power.

**8.** Another form of biometric authentication, **touch ID**. Back in 2013, Apple introduced touch ID on the iPhone 5s. This piece of innovation enables quick authentication for unlocking the iPhone or confirming purchases in the app store and increases security and privacy precautions in a fast simple manner.





**9.** Although **Apple Pay** is less popular in Australia, it is taking its competitors out, slowly. Apple CEO Tim Cook described plastic cards as “outdated” and “insecure”. In January 2013, Apple partnered with American Express, MasterCard and Visa to help replace the transfer of personal information. This way of digital payment allows for in person transactions through iOS devices (for example, via Apple Watch).

**10.** Cameras, cameras, cameras. The iPhone is well known for its great **camera** in all the models (in relation to the release date). It can be compared to the \$30,000 RED camera as it's able to record 1080p 240fps. The iPhone 8 plus camera has dual 12 MP, (28mm, f/1.8, OIS & 56mm, f/2.8), phase detection autofocus, 2x optical zoom, quad-LED (dual tone) flash, check quality. Some features include geo-tagging, simultaneous 4K video and 8MP image recording,

touch focus, face/smile detection and HDR (photo/panorama). The video specs are 2160p@24/30/60fps, 1080p@30/60/120/240fps and check quality.

These are only 10 out of countless reasons why you should consider purchasing an iPhone. It's not just a phone, but a symbol of the technological advancements of this generation. Why miss out on such a complex and renowned piece of innovation?



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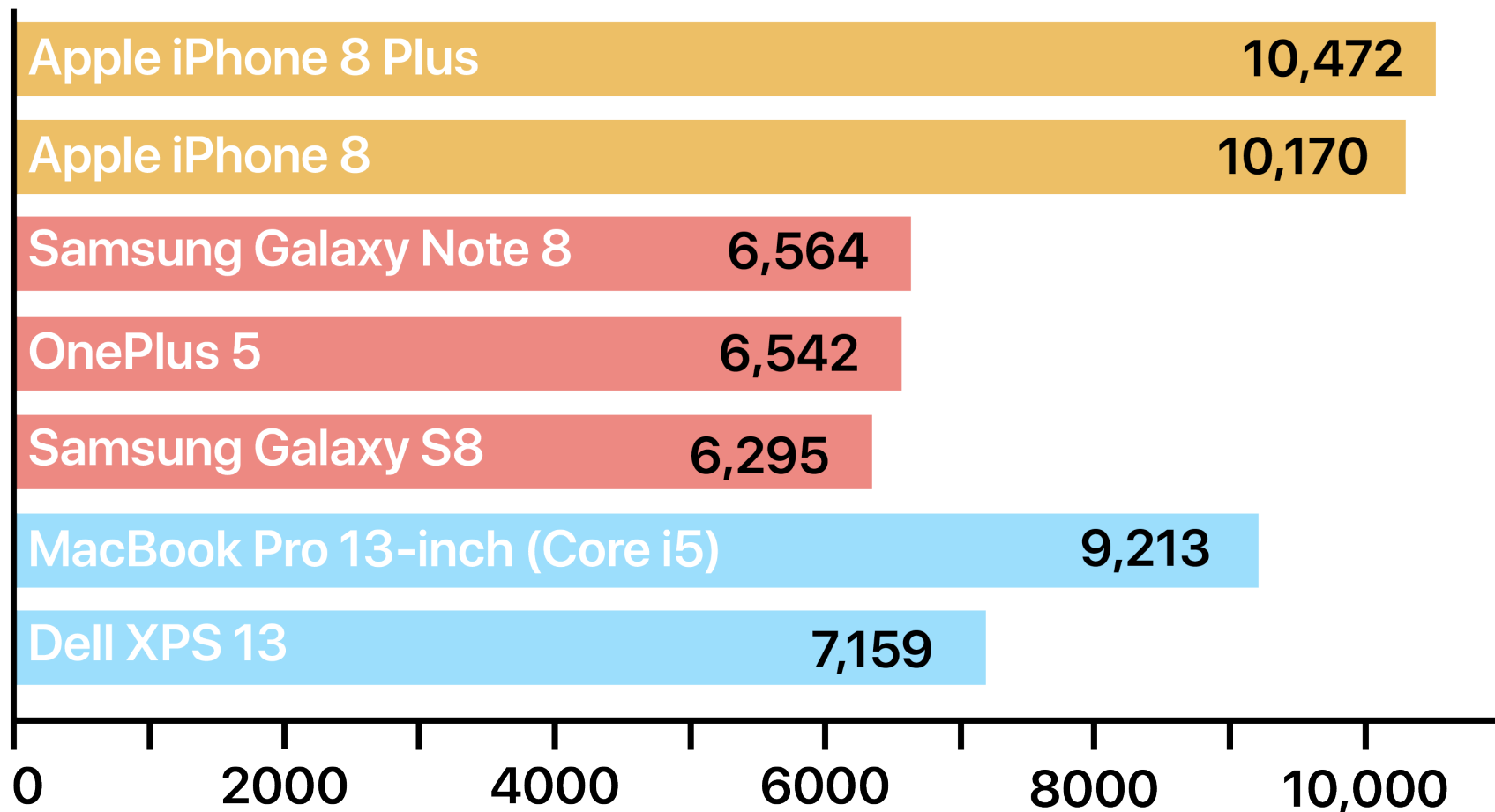
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# Apple A11 Bionic Chip CPU Comparison

Tests performance using Geekbench 4 synthetic benchmark.



Results derived from 'toms guide'



# 7 Key Features Of The iPhone 7 Plus



**iOS:** Compatible with latest versions.

**CPU:** A10 Fusion chip with 64-bit architecture  
Embedded M10 motion coprocessor

**Camera:** The iPhone 7 Plus has a 12-megapixel camera, 12-megapixel wide-angle and telephoto cameras,  $f/1.8$  aperture, wide-angle:  $f/1.8$  aperture, telephoto:  $f/2.8$  aperture, digital zoom at up to 5× Optical zoom; digital zoom up to 10× and portrait mode.

**Video Mode:** The iPhone 7 Plus video mode is capable of 4K video recording at 30 fps, 1080p HD video recording at 30 fps, or 60 fps 720p HD video recording at 30 fps, optical image stabilisation for video, optical zoom; 6× digital zoom, slow-motion video support for 1080p at 120 fps, and 720p at 240 fps, time-lapse video with stabilisation, take 8-megapixel still photos while recording 4K video, video geotagging and more.

**Water Resistant:**  
Rated IP67 under IEC standard 60529

**Body:** "A 7000-series aluminum unibody with a glass front for the screen. On the jet black models, there is an additional layer that makes the aluminum body glossy-looking."

**Touch ID:** Second generation touch ID.

Specs for iPhone 7 plus