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Thin Is Perfect

Discover the Iphone design concept
and origins.



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Simple and clean design become the hallmark of Apple product. Considering how often people cover their phones with cases, it is remarkable how much care Apple takes with the back panel design, where its logo sits right in the center. While the iPhone 3G and 3GS came with a plastic back panel, the later generation from 4 launched with a flattering glass back give the more minimalistic look and feel. The iPhone proved the smartphone needed to be light and handy comfortable hold on hands. The old models were not nearly as slim as the newer models. The first generation iPhone was 11.6mm thick but later on to the later's model was around 7mm it almost half inch thinner.

Apple is particle about the design phase being during the pre-production and not post-production. All detail are formulated and ironed out even before it as placed into production. Which iPhone was iconic that is uniquely American, but is a mix of product that is made in elsewhere. From a report, American companies need to take more than months to convene thousand of industrial engineers and take 6 weeks to make glass panel hatch on the body. However in China it only takes 15 days, a factory can have four or five production line that can assemble 72,000 iPhone 5 back plates daily. Hundreds of thousands of iPhone come from Chinese factories every day, but each one consists of parts made in different countries. The customer's quantitative demand is solved from the speed of production.



When Steve Jobs interest in design began with his love for his childhood home. His appreciation for Eichler-style homes, instilled his passion for design making sharply product to the customer. It's a very good design and simple features for apple. The first iPhone re-imagined mobile computing devices in various ways. An important innovation was its touch screen, the touch screen design of iPhone has led the development of technology. At that time smartphone often featured keyboards with keys, The iPhone featured a multi-touch interface that allowed users to control the device with a tap, flick or pinch, eliminating the need for a stylus and removing the keyboard to make more room for the screen. Before iPhone smartphone had designed a lost of tiny buttons it's all unfit for the human finger. Apple had put most of those on screen they are not suitable for aspect and instead introduce its trademark home button, which sits beneath the screen. When the first generation of the iPhone came out, Steve Jobs introduced its iconic home key: "It will take you back

where you are, nothing more." become an iconic design for iPhone.



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THE SIDE

This is Apple's three major shape changes.



First Iphone (2007)- Iphone 3GS (2009).



Iphone 4 (2009)- Iphone 5s (2013).



Iphone 6 (2014)- Currently models

The first generation iPhone was 11.6mm thick and with a plastic back panel. However on the later's model Apple make iphone around 7mm, almost half an inch thinner with Glass back and a flatter, give more minimalistic look and feel.

How Is Iphone Made

Global Assembly Line

Design In USA



Other parts are produced
by other countries



Assembly in China

Back to USA
Warehouse

Mongolia, Japan,
Korea, Taiwan,
Europe, Italy,
Netherlands

