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# OMG! The Best CABLE Ever!

Why use cable to charge phone when you can charge it with AirPower... The fate of innovation is unavoidable



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Since 1976, Apple has used a variety of charging ports for its products including using the ADB, rs-422 serial port. All those years ago, Apple started to make a bigger impact on chargers and the impact and the improvements in technology. It began with Apple's version of the (IEEE – 1394) connector, was its ability to allow up to 63 different devices to connect to one cable. With its plug-and-socket design, the Firewire had a transfer speed of up to 800 Mbps (Megabits per second), hence in comparison to the usual measurement used one megabit is equal to 0.001 gigabit. And so, with the FireWire measured of 800mbps, which is equals to 0.8Gbps (Gigabits per second).

With its 2007 release after Apple announced iPhone, Apple had then launched an invention of theirs, the iPod. Apple realised that they required a new form of charging system, the proprietary (30-Pin Dock Connector) changed the game for Apple products. This was very similar to

the FireWire but in a very different physical form.

The most important changed was the new cable design allowed fir quick docking of devices. Thus, the cable expanded the device and peripheral capability by supporting audio line-out and video output transmissions. This innovation and highly proprietary connector design allowed Apple to fully control of the devices that could interact with their phones, Mp3 players and tablets.

For a long time, the (30-Pin Connector) was as the support of the iPhone. The 30-Pin Connector did all syncing and data transfer, including backups music, movies and other media from one device to another. Over the years, Apple continually advanced their technologies with the introduction of the iCloud, Wi-Fi sync handling even larger media files, and accessories connecting over the air.

So why did Apple replace the 30-pin Connector with Lighting Connector? The main circulated reasons for changing the charging cable was to save space for more

important components such as larger batteries for more power time and 4G radios for more cellular usage in the iPhones. Furthermore, the Lighting Connector is very small juxtaposed to 30-pin Connector which carries a digital signal.

To Protect the brand's reputation, and downsize their device proportions to follow industry trends, Apple began phasing out the relatively enormous (30-Pin Connector). Its replacement, the diminutive (Lighting Connector). The core benefit of this cable is that it is reversible, providing the customer the ease to insert it into their phones through either side. As, this is their current charger for all iPhones, quickly became the best-selling cable, resulting in its adoption as the company's standard connector.

Ever since Apple's launches the new iPhone 8 and iPhone X, the company has announced a new way of charging iPhone and that is a wireless charging as a new way to charge. This progression into

the wireless world could finally get rid of connectors all together. Who knows what will be able to charge our phones with in the following 10 years! The fate of innovation is unavoidable, and we as users can only wait to see what the future has for of our beloved iPhone charger ports

Throughout the process completing the assignment I have learnt to produce a great article for the Promise and Possibility Exhibition. I believe I have achieved this by the means of thorough research on the generations of iPhone cables, this article hits on a lot of key historic events within the evolution of Apples charging technology. The points I have made are clearly conveyed with the support of a catchy and unique title, thought provoking subhead and an aesthetically pleasing infographic to captivate the audience and incite curiosity creating a desire to discover more.



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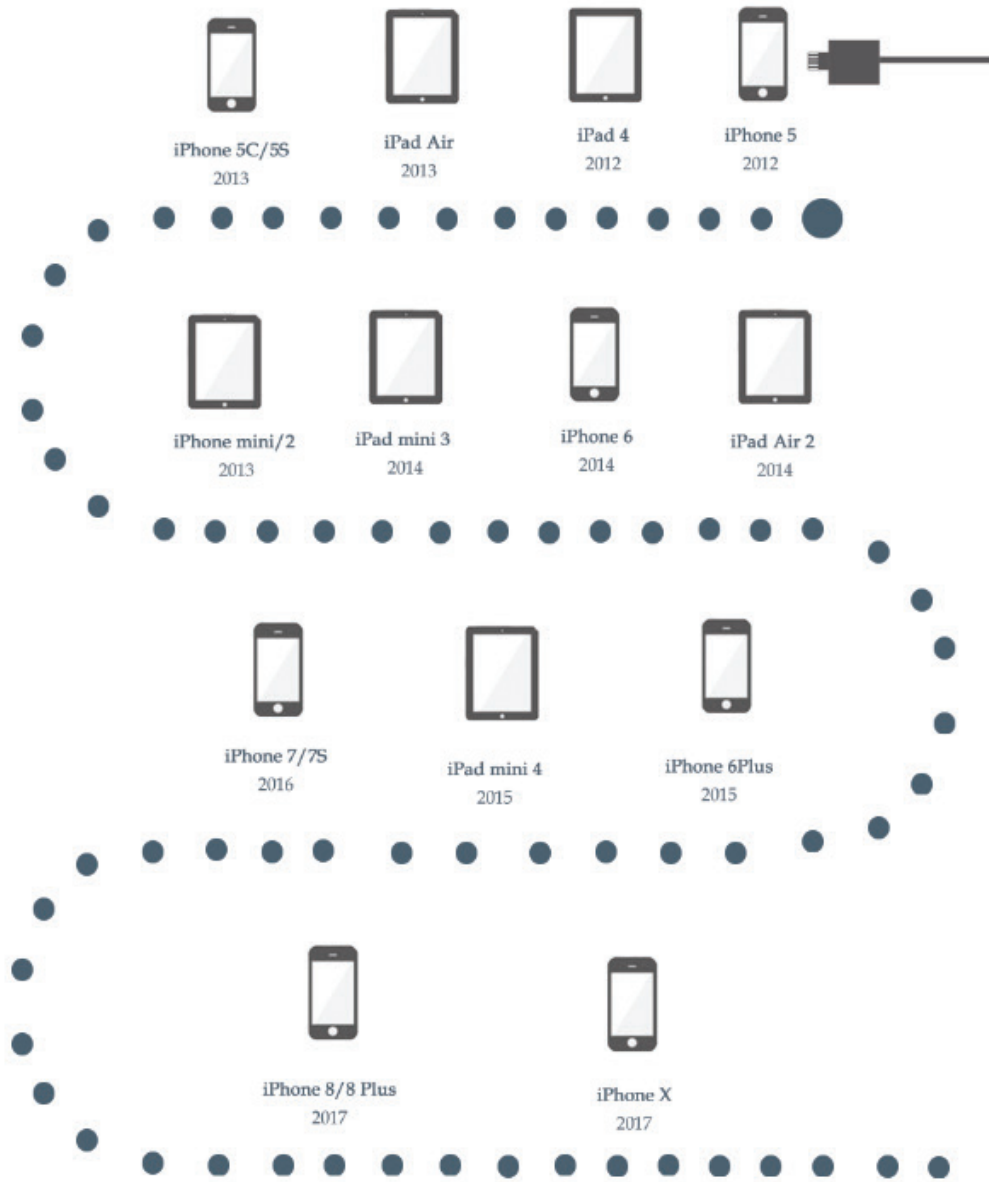
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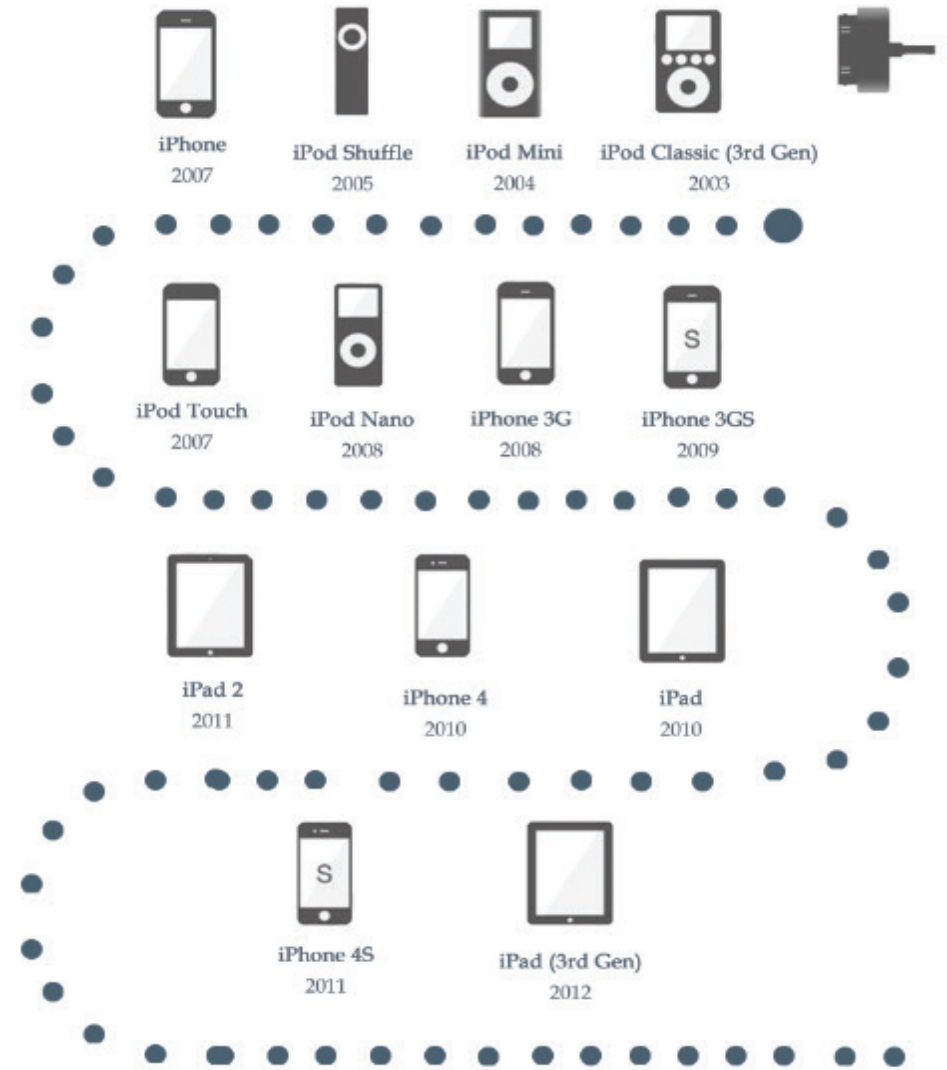
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**Lightning cable Connector Device History**



**30-Pin Connector Device History**