

Thomas Baldwin

Generation X

How have Apple improved upon and innovated on each new generation of the iPhone, and where is it heading?



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Since its launch, Apple have released a brand new iPhone every year. It has now been over a decade of new iPhones, each generation improving, in some way from the previous model, be it functionality, design or technologies. However, what has apple actually done to improve each new iPhone? How has the iPhone changed over the years from the very first, to the iPhone X, and what does the future hold for the next generations of the iPhone?

It all began with the release of the **iPhone (2007)**. In many ways the first iPhone was not all that innovative. Some of the top range Nokia phones were faster, with more memory and better cameras. However, what made the iPhone special was the fact that it was basically a fully handheld computer, capable of browsing the internet, making calls and using apps for a range of tasks like email, iTunes and many more. Once the iPhone was released it set a precedent for not only future iPhones, but the future of the smartphone as a whole. Then came the **iPhone 3G (2008)**, and **3GS (2009)**. These



models didn't add anything too innovative besides, like its name suggests 3G support for faster data speeds, GPS and the App Store.

The **iPhone 4 (2010)** was the most significant and influential iPhone release to date. It bolstered a brand new modern design and was the thinnest phone on the market. Its screen was the same size as the 3G's but had a high resolution 'Retina display'. It also introduced multitasking features and FaceTime, taking advantage of the new front facing camera. Next was the slightly upgraded **iPhone 4S (2011)**, which had an 8 megapixel camera. However, the major addition of this phone was the virtual assistant Siri, which is still used on the most current iPhone generations. The **iPhone 5 (2012)**, whilst not revolutionary did make some improvements. The smaller charger 'Lightning connector' is still utilised today. It was also thinner and lighter with a larger 16:9 screen. The **5S** added Touch ID that scans your fingerprint to unlock your phone.

The iPhone 6 and iPhone 6 Plus (2014) were the first large screen smartphones made by Apple. The screens were 4.7 and 5.5 inches respectively. The design, camera, processor, and battery life were all greatly improved. One issue of the phone was that it was susceptible to bending. The iPhone 6S (2015) fixed this issue and added 3D Touch displays. The iPhone 7 and 7 Plus (2016) were mostly the same. However, they did add an advanced dual-camera system and controversially removed the headphone jack.

Finally we arrive at the iPhone X (2017), which Apple designer Jonathan Ive states utilises “technology of the future.” It added an OLED display with a bezel-less design. This combined with a stainless-steel form factor allows for wireless charging. The Face ID authentication is also extremely advanced and has potential for future camera technologies. The removal of the home button is also a massive change, allowing the user to navigate the

phone using swipe-based gestures more organically.

Based on the innovations and improvements made by each new generation, we can attempt to predict the future of the iPhone. First of all would be Improvements to artificial intelligence systems that began with Siri. This AI would improve upon Face ID, being able to recognise not only your face, but your expressions and emotions. Even allow us to operate our phones without even touching them. Short battery life has been an issue of the iPhone. However fuel cell technology could create batteries that hold charge for up to a week. This would also eliminate the use of wires. Apple have always been great at innovating and inspiring trends in technology and design, and if they remain on this path of innovation, then we can expect great things in the future generations of the iPhone.



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iPhone Generation Timeline

