

Rachel Cooper

Think different?

Is the new iPhone XS really improved
or is it just another marketing ploy by
Apple to make profits off its name?



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Thanks to their strong name and cult following, Apple has the ability to sell their products that have the same or similar features as their competitors at a much higher price. **Apple is known for their sleek design, simplicity and innovation** and are regarded as the best in the industry when it comes to hardware and software design.

However after the recent release of the iPhone XS it has made people question if Apple have lost their touch on innovation. After all the hype on the new iPhone is was a real disappointment and aint-climax for most and it shows. Surveys show that **72% of people aren't planning to drain their wallets to pay the hefty \$1630 AUD price tag** for the new phone. It has made some to believe that Apple have ran out of ideas to revolutionise their products and are now just exploiting off of their name and brand.

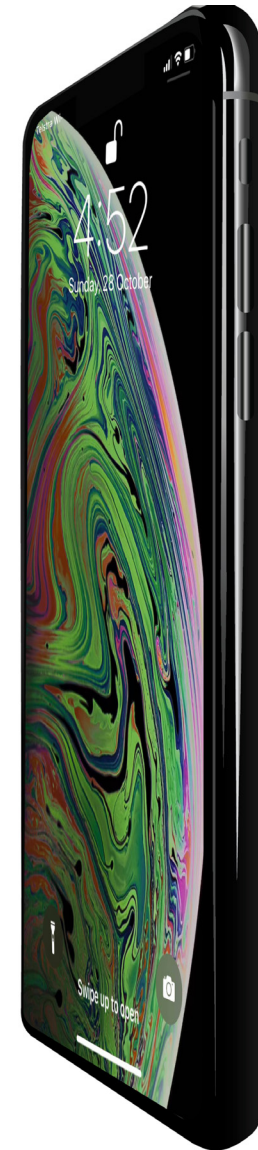
On the iPhone XS, Apple boasts about the super-retina display and the largest display ever on the iPhone. It has the most accurate colour in the industry and displays HDR true blacks. It has a more powerful chip and better camera. The iPhone XS does

have some improvements but **overall is not dramatically different from previous models** and a lot of people don't see it as that much better to justify the steep price tag.

So how does the new iPhone stack amongst its previous, cheaper model the iPhone 8?

Physically they are very different. Almost the entire front of the iPhone XS is screen, apart from the notch which a lot of people think is not practical or aesthetically pleasing. Because of this there is no home button which some believe complicates the navigation and functionality. This also means there is no touch ID like the iPhone 8, but does feature Face ID instead. It really depends on personal preference as to what phone is more superior in this area.

In regards to specs and features the two phones are relatively similar with the only major difference being the display and camera. The iPhone XS has a 5.8in **braveless* OLDE** display compared to the 4.7in



LCD display on the iPhone 8. The iPhone 8's display is not bad at all, but when compared to the iPhone XS it is not as good.

The iPhone 8 has a single camera lense at the back, while the iPhone Xs has a dual-camera. This offers better camera performance in low-light and larger pixels. It also offers more photo modes such as portrait mode, animoji, video stabilisation and better HDR.

*frame-less



These phones are pretty similar with features like wireless charging, lightning port and, iOS 12. Both phones have a level of water-resistance but the iPhone XS has a slightly higher rating however this difference is not likely to persuade anyone to buy it over the iPhone 8.

Both start off with 64GB of storage but the iPhone 8 only offers up to 25GB vs iPhone XS which can have up to 512GB but at the cost of \$2199 AUD.

The battery life of the iPhone 8 is not the greatest but the iPhone XS on the other hand and a strong battery life that will last the whole day with heavy use.

As it can be seen the iPhone XS does not pack any major new features, however, there is no denying when compared to the iPhone 8, the iPhone XS is an upgrade and improvement in terms of build quality, display, battery life, and camera performance. **The iPhone XS fails to meet peoples thigh expectations** and although it does have improved features, a lot of

people don't see the value in paying a lot for for not a whole lot more.

Apple have not necessarily lost their touch, these high expectations have made it increasingly more difficult to get that wow factor. **The annoyance from the public isn't the subpar improvements of the phone, but the price they are asking for it.** This is definitely Apple exploiting their name as the price difference between the two phones is simply too big to justify the upgrade.

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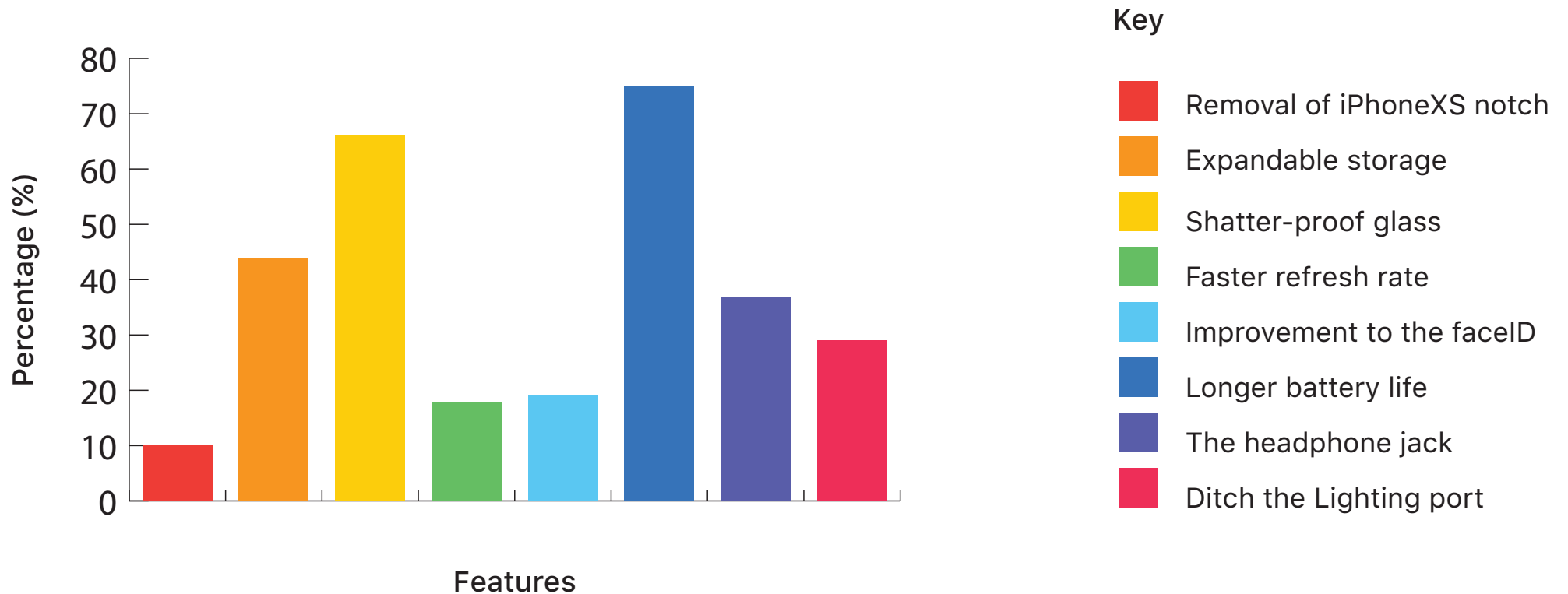
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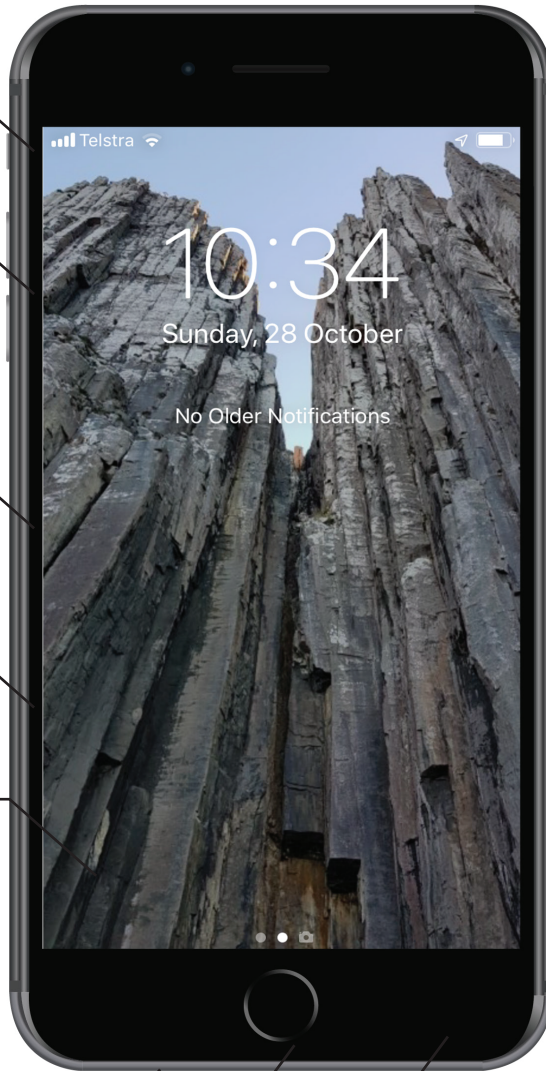
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What Features would you like to see in the new iPhone?



In a survey conducted by USA TODAY in which was conducted online from Aug. 17-21, 2018, with 1,665 adults ages 18 or older living in the United States. As it can be seen in the data the iPhone XS does tick some of the boxes such as longer battery life, faster phone and improved faceID. It also shows that not too many people are bothered by the notch in the screen however it does point out that people like older features like the headphone jack and removing of the Lighting port and reverting back to the normal usb port.

iPhone 8
A \$979.00



Talk time (wireless):
Up to 14 hours

Retina HD display
(LDC)

4.7- inch display

A11 Bionic chip

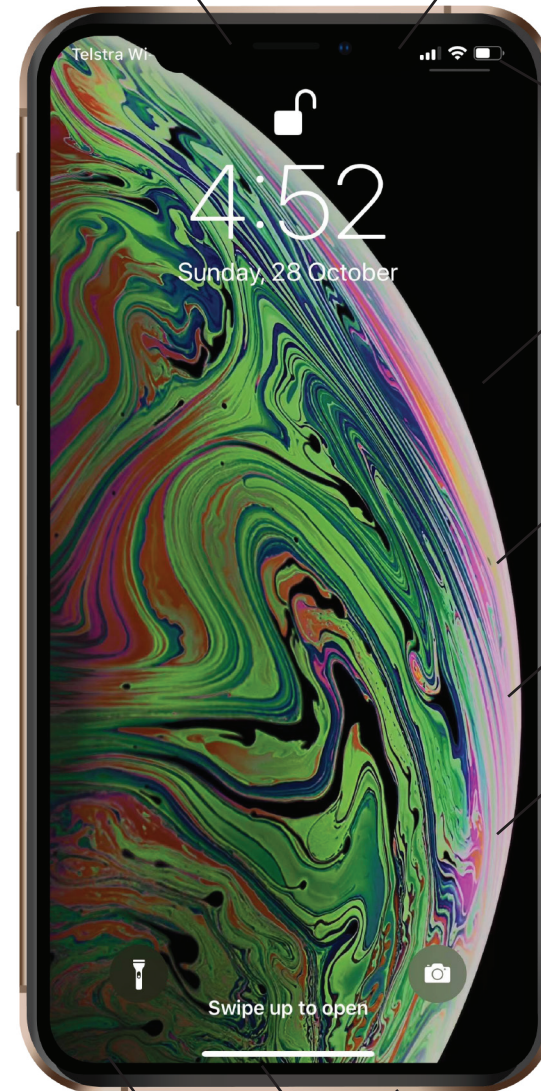
Splash, Water and
Dust Resistance3
(maximum depth
of 1 metre for up
to 30 minutes)

Lightning USB port

Home button/
Touch ID

stereo speaker

iPhone SX
A\$1,629



Notch

Face ID

Talk time (wireless):
Up to 20 hours

Super Retina HD display
(OLED)

5.8- onch display

A12 Bionic chip

Splash, Water and
Dust Resistance3
(maximum depth
of 2 metres for up
to 30 minutes)

Lightning USB port

Dual SIM

Stereo speaker