

Adam Tanazefi

Capturing the Moment

The ever-evolving, world's most popular camera



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“Mobile ‘smart’ phones have become almost ubiquitous in society and are typically equipped with a high-resolution digital camera which can be used to produce an image very conveniently” (Choodum, 2013). In today’s society, photographs and videos have become a vital tool for communication, education and the preservation of history (Kichline). This is due to the accessibility, functionality and technological superiority by Apple when developing their iPhone cameras. Combined with the prevalence of social media, users are encouraged to use these devices to share just about any moment of their life through the iPhone camera lenses.

There is no denying the fact that the development of the iPhone camera revolutionised photography, and as a result rendering traditional digital cameras obsolete. The sheer abundance of iPhones on the market has ultimately lead to the demise of the digital camera. In the fourth quarter of 2018, Apple sold 46 million iPhones worldwide. In just eight years after the iPhone’s release in 2007, iPhone cameras made up 42% of the pictures uploaded to Flickr, which is a community with 112 million

users in 63 Countries (Pierini, 2017). The effects of the growth of the iPhone on digital cameras are significant. This apparent rise of smartphone cameras is backed up by ‘NPD Group’ where they found that photos taken on a smartphone rose to 27% while digital camera sales dropped by 17% (Pierini, 2017).

Apple’s technological achievements over the years have allowed a superior camera quality. In 2019 the release of the iPhone 11 Pro saw the introduction of the groundbreaking triple-lens camera (Welch, 2019). The phone features three, 12-megapixel lenses, each serving their own purpose. There is a regular camera, an ultra-wide camera, and a telephoto portrait lens. While being an advanced built-in camera, Apple places the user first and maintains an “experience designed for everyone” (Apple, 2019). Apple has been successful in developing professional level products without sacrificing user experience. Even though the iPhone 11 Pro Max has set a new standard for video, with the highest quality video ever in a smartphone (Apple, 2019). The barrier to entry and learning curve is very slight and even nonexistent to previous owners of an iPhone.

Apple gives its users the ability to the ability to rotate, crop, increase exposure and apply filters to videos and photos instantly. The ability to create professional quality video projects easily was a limitation in previous technologies.

The professional capabilities of the iPhone camera have been successfully showcased through apples “Shot on iPhone” campaigns. The campaign saw Apple picking 10 winning photographs, shot on an iPhone to be featured on billboards, Apple retail stores and online. “With the growth in distribution services via social and locative media, we are witnessing new forms of visuality emerging” (Pink, 2012). This was exemplified through the fact that this campaign was open to anybody and photos could be submitted through social media using the #ShotOniPhone tag. The 10 range winners from the United States, Singapore, Belarus, and Israel. This campaign helps to show that the iPhone can take professional quality photos by everyday people without extensive knowledge of photography. This is not the only demonstration of the professional capabilities of the iPhone camera. In 2015, director Sean Baker produced

'Tangerine', a film shot entirely on the iPhone 5s. The film is critically acclaimed, winning several awards internationally and also grossed over \$900,000. This is yet another example of how the iPhone camera can live up to the standards of its traditional predecessors.

In conclusion, it is evident that the Apple iPhone has solidified itself as the world's most popular camera. The prevalence of iPhones in our everyday lives has enabled us to share moments and memories at the touch of a button, and produce good quality images instantly. Apple has been successful in creating a product that can produce professional level products that can be used easily by the public to the point where feature length films can be produced using a single phone. There is no doubt that the compact iPhone has replaced digital cameras and with Apple's ever-evolving innovation, they are here to stay.

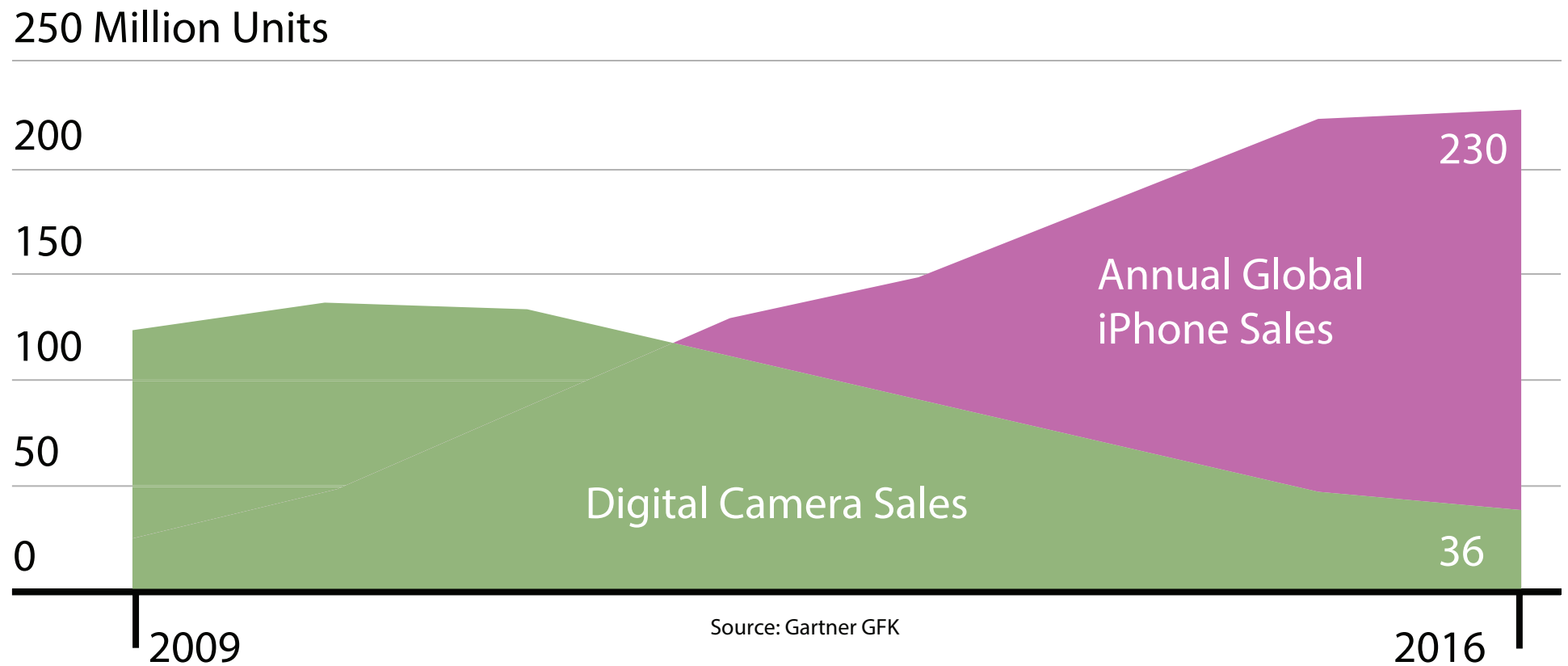
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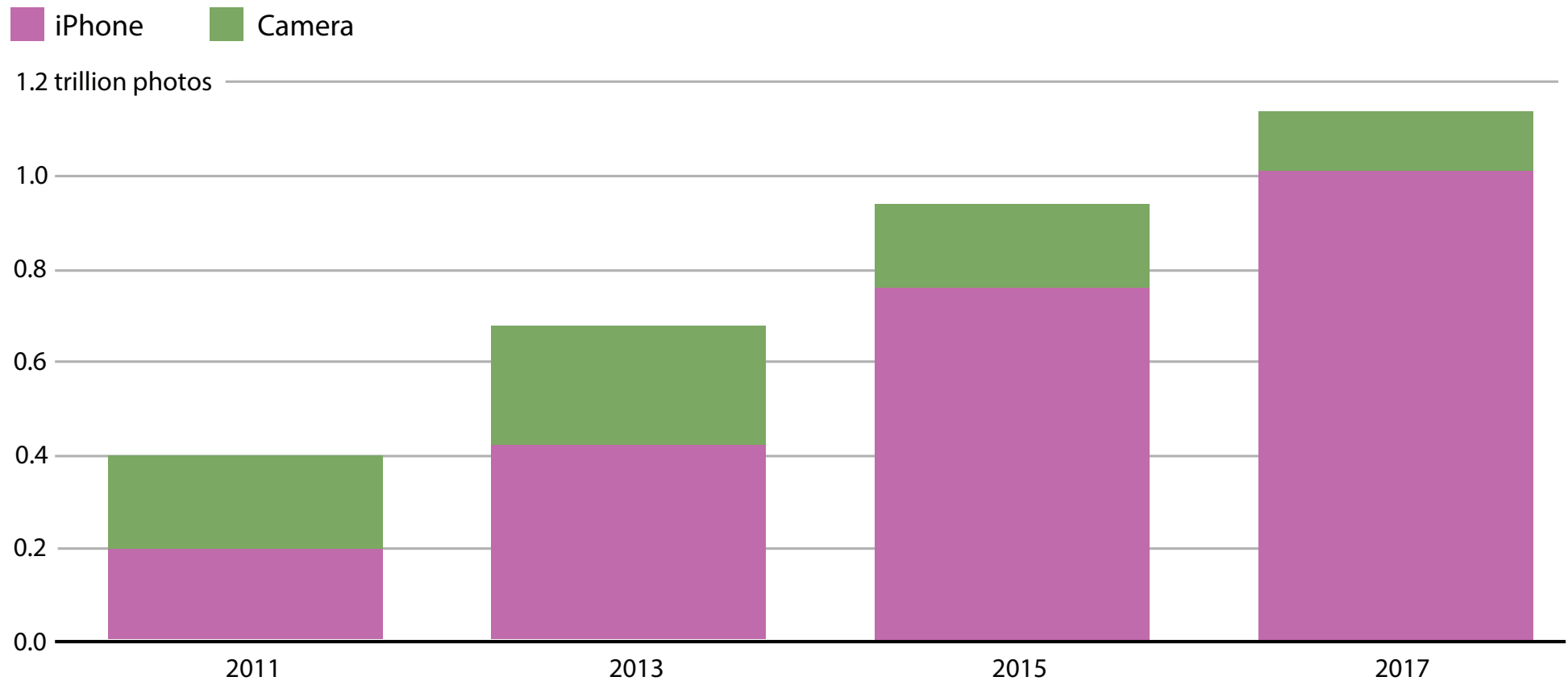
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Digital Camera Sales Compared to iPhone Sales



Digital Photos Taken Worldwide By Device



Source: Keypoint Intelligence/InfoTrends

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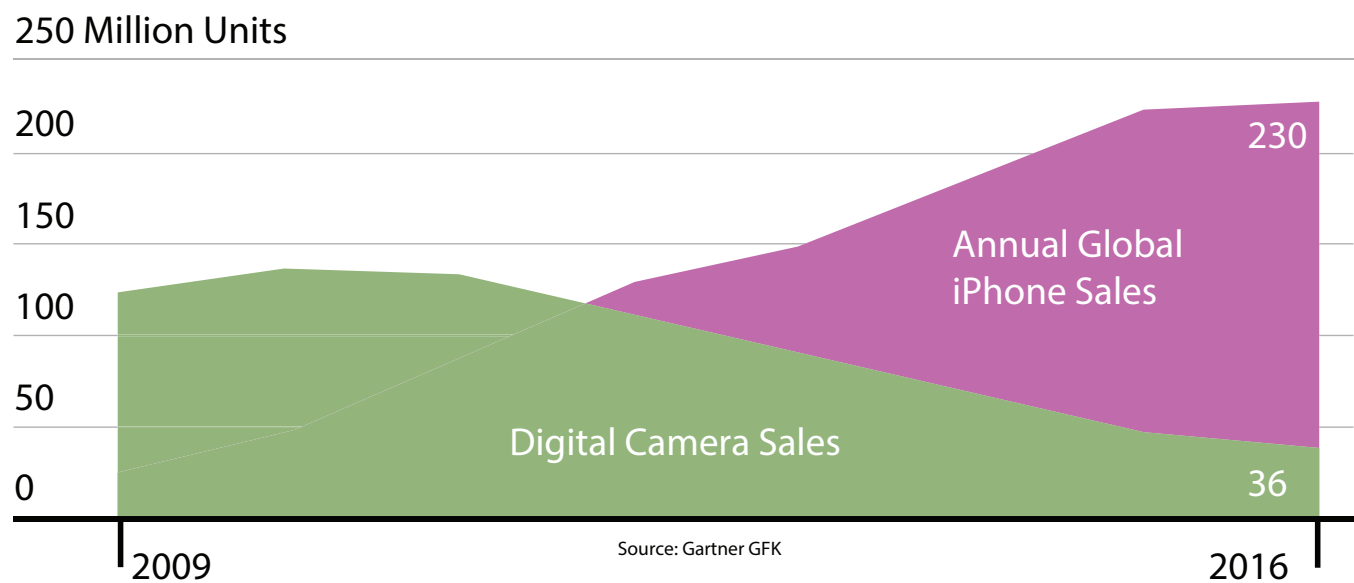
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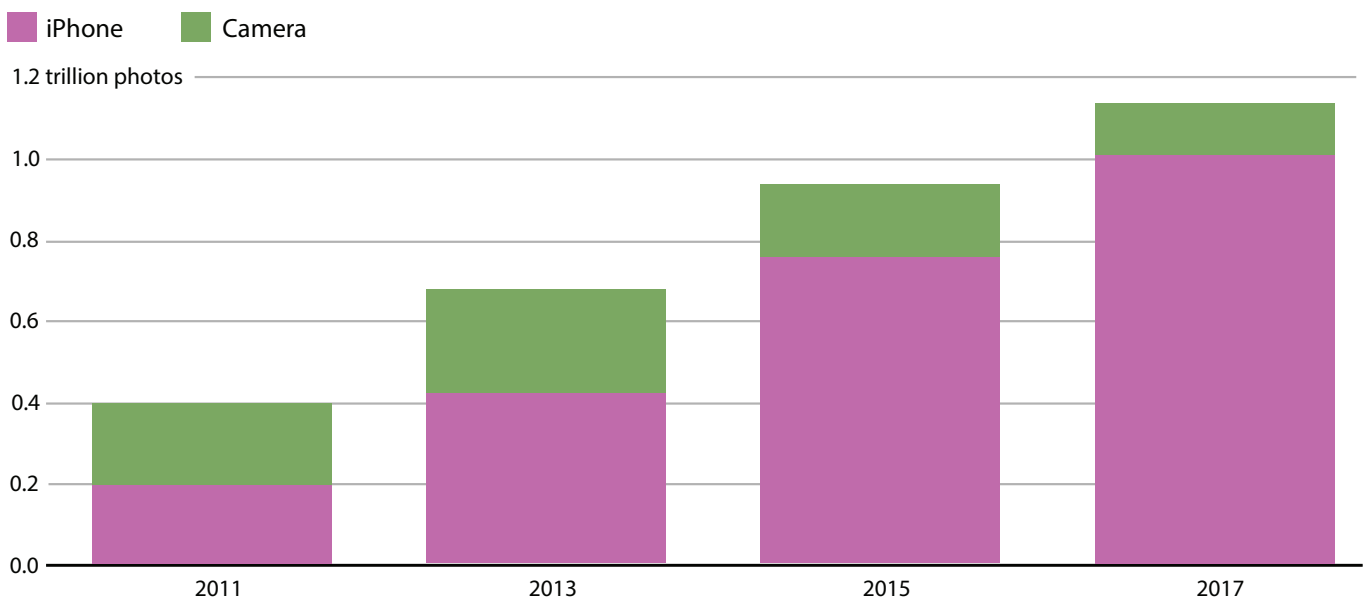
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