

Chelsea Wu

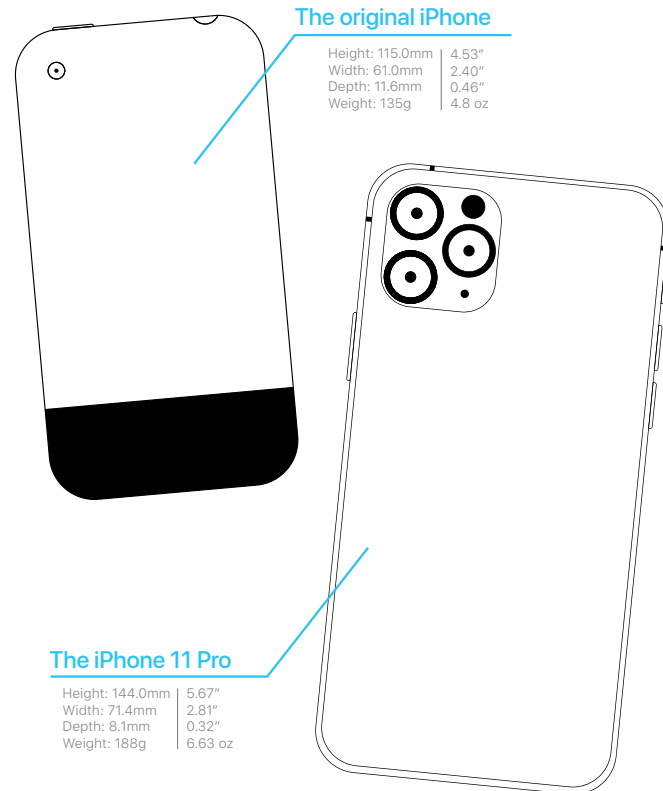
# The 3 eyed beast

"The better to see you with, my dear."



# The 3 eyed beast

Chelsea Wu



The invention of the iPhone began in 2007 as a desire to revolutionise three device qualities into one singular device. The iPhone was intended to be "a widescreen iPod with touch controls", "a revolutionary mobile phone" and "a breakthrough internet communicator" all in one. It aimed to achieve the status of a phone that is at least five years ahead of all other phones.

Whilst other smartphones available in the year 2007 had plastic keyboards and buttons attached below the screen, the iPhone built their keyboard into their large screen as a popup mechanic; only being there when you need it to be there. This allows for more flexibility and easier usage, crowning the iPhone as the smartest and easiest to use phone of that era.

As of creating the iPhone, Apple had invented 'Multi Touch' on the phone's screen that allows users to navigate the device using their fingers instead of a stylus. This device would only react to the fingers which would avoid unintended actions as well as promising accuracy. Different finger movements such as for

zooming in and out, scrolling up and down are detected and reacted according by the device through this multi-finger gesture functions.

As of 2019, the iPhone has gone through several upgrades and evolutions. There were many additions, many subtractions, and many many revampments.

The iPhone 11 and iPhone 11 Pro; the latest Apple devices 'till this day, is advertised for its new additions within the camera system. While the iPhone 11's new dual camera system introduces its wide lens with a promise to capture more of the scene into the shot to tell more of a story, the Pro takes it a step further with the ultra wide lens to turn iPhone 11's wide field of view even wider.

With the two iPhone 11s Apple aimed to revolutionise photography, creating the best camera system in existence implemented into the new iPhones, especially the Pro. All photography and film productions are shot in 4K resolution with 60 frames per second when filming.

Apple also introduced many new features with the new camera system such as night mode; a feature that allows the user to capture well exposed shots in low-light environments, and “Deep Fusion”, a technology in the iPhone 11 Pro that automatically takes nine shots of an image before the user even presses the button to take the photo and then again, the machine automatically generates, fuses and selects the best shot for the user as the final and official result.

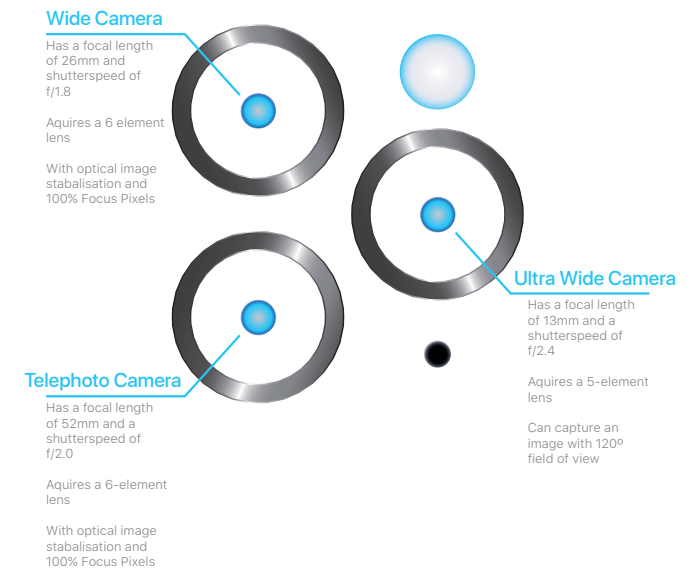
With this invention, Apple proudly released the first iPhone in history with the title of ‘Pro’ for its revolutionary camera features fit for even the most professional of photographers.

From 2007 all the way to today in 2019, during these thirteen years Apple’s iPhone had evolved a significant amount. Not only in appearance but also in its functions and mechanics. Along its journey it has received many high tech additions such as touch ID’s fingerprint scanning on the home button with the iPhone 5S which is then replaced

with face ID when introducing the iPhone X, removing the home button entirely.

And now, the introduction of the dual and triple camera system in the iPhone 11 and iPhone 11 Pro. Apple had also taken on the desire to create a wireless future as evident in them removing the headphone jack when the iPhone 7 was released.

It is determined that Apple’s initial intention of creating a phone that is at least five years ahead of all other phones still remain ‘till this day. Since the very beginning, Apple has aimed to revolutionise with every new product they develop and produce.



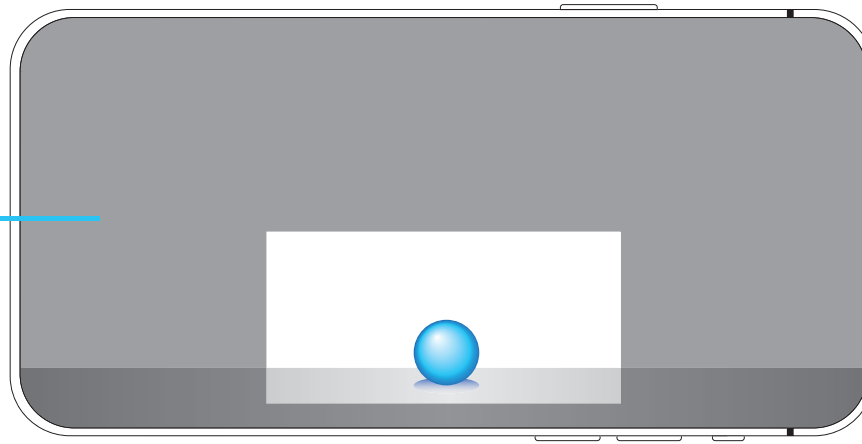
**References:**

DFmedia. (2013, January 10). [HD] Steve Jobs - iPhone Introduction in 2007 (Complete) [Video File]. Retrieved from <https://www.youtube.com/watch?v=9hUIxyE2Ns8>.  
 Apple. (2019, September 10). September Event 2019 — Apple [Video file]. Retrieved from <https://www.youtube.com/watch?v=-rAeqN-Q7x4>.  
 Apple. (n.d). iPhone 11 Pro. Retrieved from <https://www.apple.com/au/iphone-11-pro/specs/>.

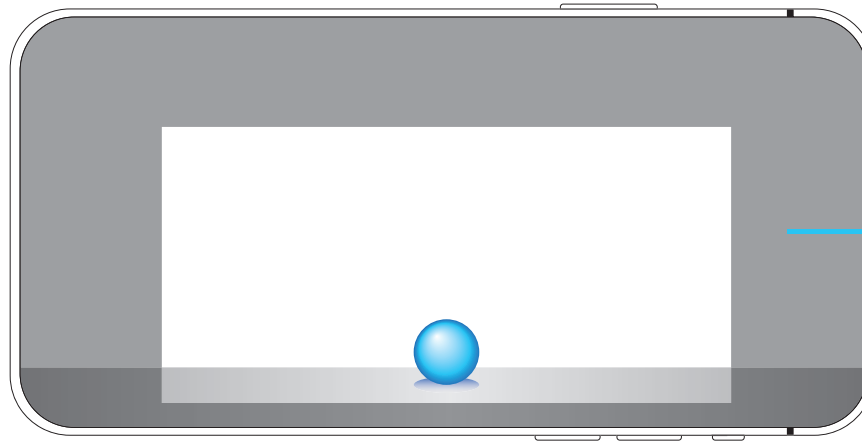
C, Carey. (2019, October 8). The Evolution of the iPhone: Every Model from 2007–2019. Retrieved from <https://www.iphonelife.com/content/evolution-iphone-every-model-2007-2016>.  
 Snell, J. (2007, July 7). The iPhone: Complete review. Retrieved on <https://www.macworld.com/article/1058733/iphone-rev.html>.  
 Apple iPhone 1st Generation. (n.d). Retrieved from <https://www.dimensions.guide/element/apple-iphone-1st-generation>.

# iPhone 11 Pro Photography Overview

Telephoto



Wide



Ultra Wide

