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Capture the Moment

Behind the iPhone camera- How has the iPhone changed the way you photograph?

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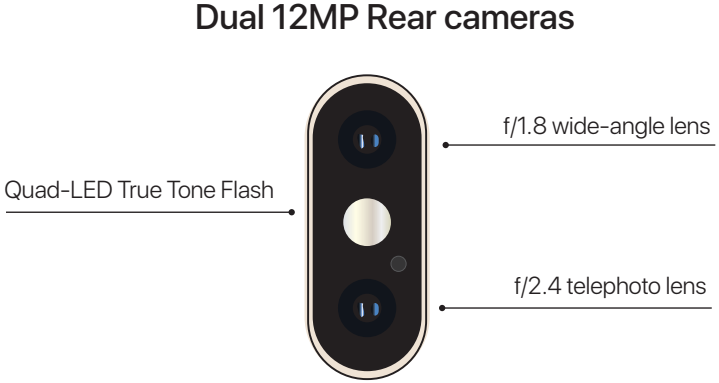
“Cameras capture the moments. The iPhone however captures the future of those moments”. Digital technologies such as the iPhone have improved many aspects of our societies way of living and interacting. One main notion that smartphones have evolved and improved is the contribution to photographic practices. The developments and staggering leaps of technological advancements in the iPhone have shaken the field of photography increasingly. The iPhone’s dual camera system and components such as the sapphire glass lens is what allows for us amateur photographers to produce quality, compelling images. It was acknowledged by American photographer Annie Leibovitz that the iPhone is the “snapshot camera of today”.

The apple iPhone is a camera-phone which has increasingly emerged as the dominant device for producing and sharing photographic images. No longer constrained by traditional forms and methods of photography the iPhone has given rise to new processes and modes of aesthetic photo-making perspectives.

It is stated in a ‘database culture’ (Manovich 2001) mobile phones with cameras have emerged as powerful enablers for the capture, editing, storage, and sharing of digital images, thus promoting new ways to produce and experience photo media. The improvements of camera features and systems within iPhones has presented ways of extending photographic practices for visual artists and photographers, providing opportunities for creative, aesthetic conventions associated with visual and photography forms. The iPhone is an ideal tool for capturing visual representations providing new ways for us to express individuality in our everyday lives. Lee (2007) suggests that camera phones not only ‘reconstruct our experience of seeing’ but they also challenge many of the established conventions associated with photography, as well as the worthiness and cultural meaning of photographs. The iPhone has proven to be an effective device that has improved photographic practices but let’s look further into the iPhone camera itself.



The main element that allows for such improved practices within the iPhone is its dual system camera and lens. The new models of the iPhone comprise of a pair of 12- mega-pixel cameras on the rear side of the smartphone. The shooter layout camera-phone includes a wide-angle camera with the other being a telephoto camera. The combination of the two camera systems is what allows for compelling, high quality photographic mediums. Apple also introduced the six sense lenses which has successfully developed the way smartphones present and capture images. The new image senses, lenses and image signal processor have updated the capabilities that the iPhone is able to deliver. The apple iPhone camera itself is made of sapphire glass, this hence allows the quality of the phone and the photographs to be maintained over a period of time as sapphire is a synthetical material which is scratch resistant allowing the camera lens to be durable and highly effective. This set dual system camera allows the ability for HDR (high dynamic range) images with the capacity to stimulate different depths of field. Hence, the iPhone camera has demonstrated to be an efficient source of image production.

Moreover, the iPhone has also improved the way photographs are being developed through the various forms and features apart from the camera. For example, the optical zoom and LED flash. The iPhone's true tone flash comprises of four LED's which allows 50% more light to be projected, with a flicker sensor which reads the flickering of artificial lighting. This is what compensates image quality and enhancement. Another feature which allows for better-quality images is the optical zoom. This feature on the iPhone allows photographers to zoom from 1-10x which allows for quality to range from software to digital zoom in just a click of a button.

Therefore, the iPhone has indeed revolutionised the field of photography as photographers and visual artists have had growing interest in new devices for image capture and in particular the iPhone has represented technological convergence and ubiquity in the area of photographic practices.

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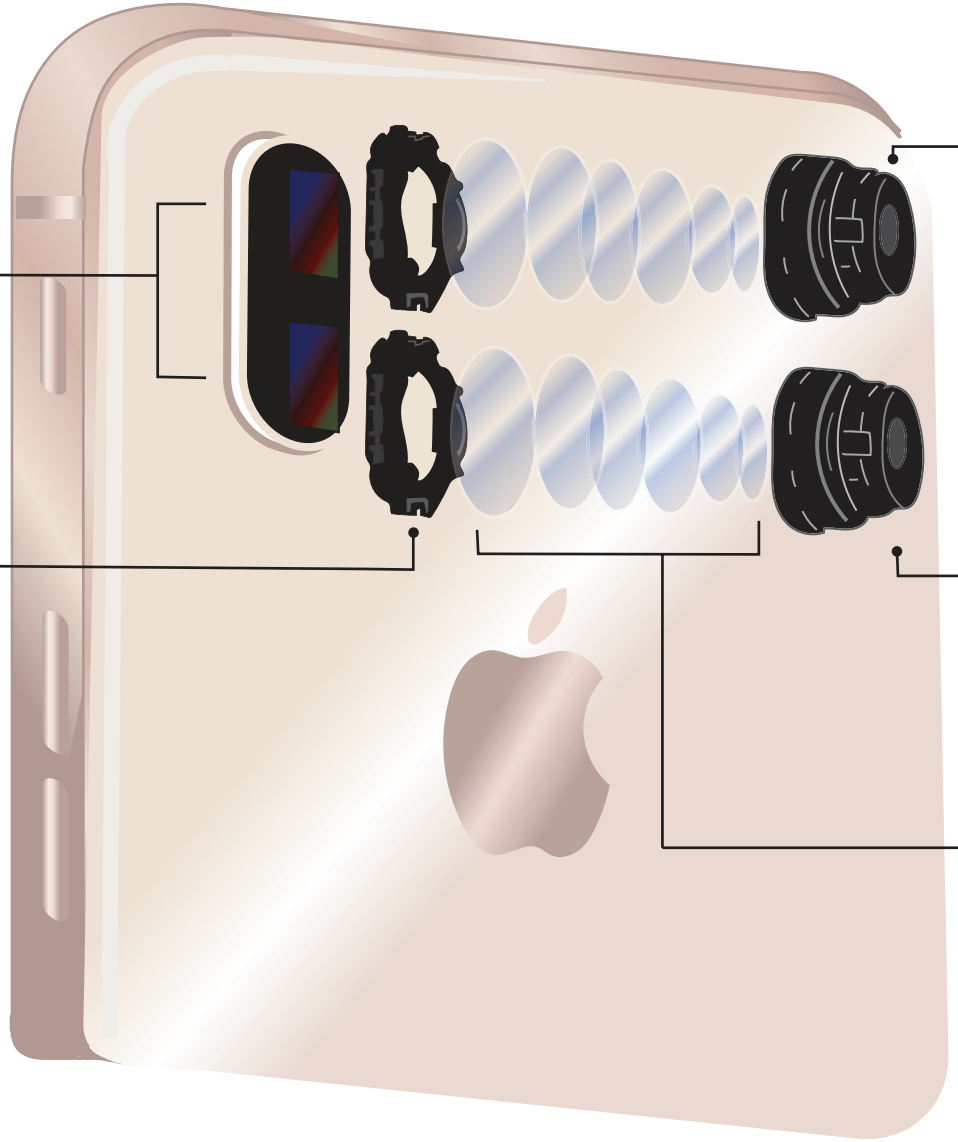
THE CAMERA DECONSTRUCTED

Dual 12 mega-pixel Wide and Telephoto cameras

Sensor and chip
Uses CMOS (complementary metal oxide semiconductor) technology to turn light into electrons.
Uses A11 bionic chip with hural engine.

4-axis optical stabilisation
Uses improved senses snd image signal processors to deliver quality and reduce shakiness.



12MP wide angle camera

Sapphire lens cover

12MP telephoto camera

Six element lens
Each layer of lens is made from sapphire glass. This synthetic material is hard as a diamond, making the lens scratch resistant and durable.

THE FLASH DECONSTRUCTED

Improved True Tone Flash

Advanced flicker detect sytem
Reads the flickering of artificial light.

Sapphire lens cover

LED Flash
Comprises of four LED lights which allows 5o% more light to be projected.

SMARTPHONES DOMINATE OVER PHOTOGRAPHY

Most used devices used by the Flicker community