

Samuel Evandry, Ali Rabeay

Trip Through History

Twelve Years of iPhone Evolution and
the Humble Beginnings



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From a solution made to fix a simple problem to revolutionizing and altering the foundations of society, the invention of the iPhone has played a momentous role in many of our lives and will likely continue to do so into the future.

The first ever iPhone was released on June 29 2007 although however, plans for the iconic device had surfaced as early as 2003. The initial problem that Apple wanted to solve was not actually to vastly improve communication but to replace the limitation of requiring a mouse to navigate a computer. Plans to insert a touchpad into a device had led to the creation of Model 035, which enabled users to scroll, zoom, pinch and touch the screen, offering greater control and flexibility. This unique attribute found in no other modern devices at the time would be one of many features to be later added into the iPhone.

Another limitation of the time was the inconvenience of carrying an iPod (released by Apple in 2001) and mobile phone separately as phones were unable to play music while the iPod could only hold up to 100 songs. This was another issue turned into an opportunity as Apple knew mobile phones would surely have the potential to play music and thus saw the

feature as a further incentive for people to use the iPhone.

Finally, from 2005 to 2007, development on the iPhone had begun, being dubbed as "Project Purple" with research on the project being a priority for the company. Steve Jobs, Apple's CEO and co-founder along with Steve Wozniak and Ronald Wayne mentioned:

"I had this idea about having a glass display, a multi-touch display you could type with your fingers. I asked our people about it. And six months later, they came back with this amazing display. And I gave it to one of our brilliant UI guys. He got scrolling working and some other things, and I thought, 'My God, we can build a phone with this!'"

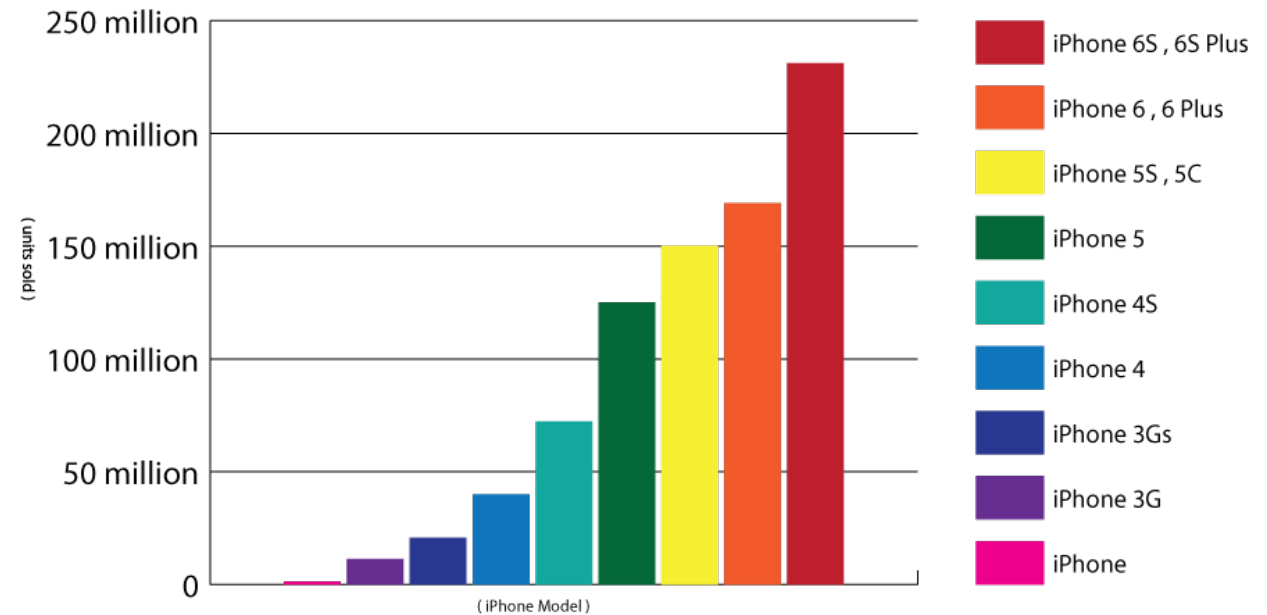
Steve Jobs had highlighted the importance of a touch screen mobile phone as although the first generation iPhone came with a small 3.5 inch screen-size, a limited 16 GB memory and a slow network running on AT&T, it was still greatly momentous for Apple due to the iPhone introducing the debut of the touchscreen which will set the standards of mobile phones into the future, differing greatly from the physical keyboard and small-screened designs of mobile phones in 2007 such as the Blackberry,



Nokia or Sony Ericsson phones.

Jobs envisioned the iPhone to be so innovative and game-changing that he banned people from outside to partake in “Project Purple” and prioritized the security and secrecy of the project, introducing a rule to not talk about it outside the company.

During the first iPhone release date on June 29, 2007, Steve Jobs announced at the MacWorld convention “We’re going to reinvent the phone” a statement that declared the start of the smartphone era and iPhone history. On the same year and many following years to come, the iPhone would achieve huge commercial success, popularity and eminence due to constant innovations and development, new frequently added features and a strong company and brand image to raise recognizability against its competitors.



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With each newer release, the iPhone is further improved and equipped with better components, technologies and functions, from added touch controls, to the breakthrough of access to internet communications, multiple megapixel cameras, photo and video viewers, google maps and GPS, WIFI capability, addition of Siri, bigger storage and longer battery lives, the iPhone is constantly being enhanced to cater towards every possible need of the customer.

The greatest influence of the iPhone however is in its role of revolutionizing communications in society as the availability of social media apps and the ease of connecting towards the internet at our fingertips has allowed society to network and communicate with one another unlike ever before.

The iPhone has come a long way since 2007, from the faithful first generation iPhone to the powerful newly released iPhone 11 Pro which boasts a large 6.5-inch screen size, triple camera system and enhanced machine learning which indicates Apple's unchanging aspirations of innovation, and continuous improvement for their products as over these 12 years, Apple has not only revolutionized the way we communicate but have also maintained the same goals: to ultimately bring the best user experience to its customers.



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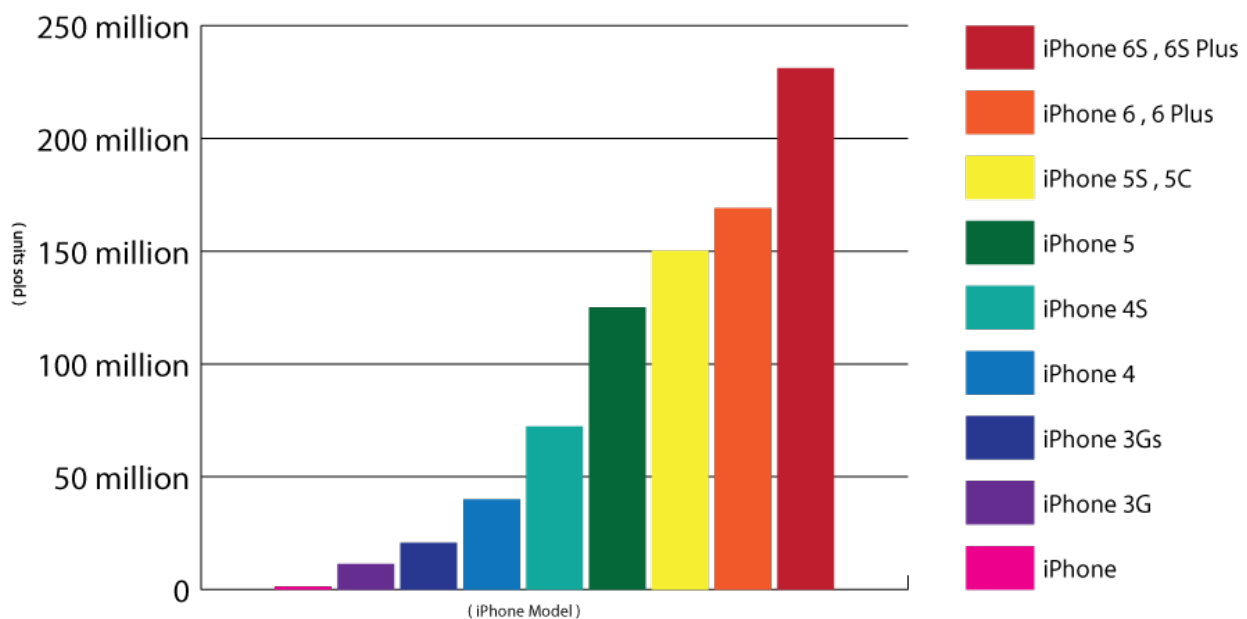
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