

*Lucie Coventon*

# Smile for the iPhone...

...because it's practically a camera.



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In what seems to be a continuously evolving age of technology, many individuals of the digital era are posing the question of 'to buy or not to buy' the renowned iPhone, and whether one should see it as a piece of revolutionary camera technology...or simply just a mobile phone.

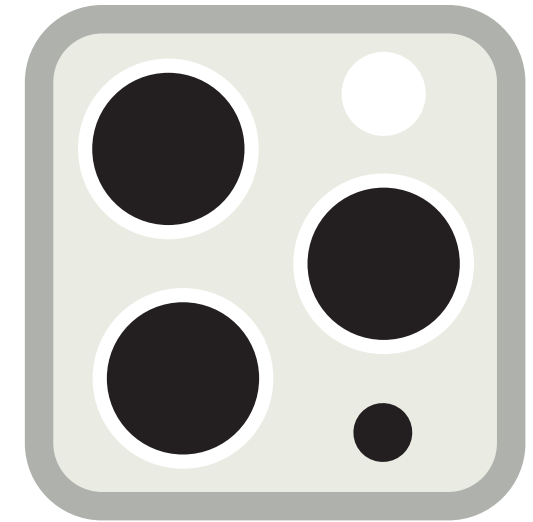
It's no doubt that in a world of selfies, influencers, Instagram likes and social media that a good camera is essential. However, is there room for the iconic iPhone in the world of art and professional photography? Can an iPhone produce beautiful photographic work to the same standard of a digital camera? Apple Inc says yes.

In 2007, the first iPhone was released to the world; sending shock waves globally due to its revolutionary design and functionality. Since then, the iPhone camera in particular has grown; 2010 saw the introduction of front-facing cameras on the iPhone 4 model - a development that changed the world of social media and in particular the art of taking a selfie. However 9 years later, Apple Inc introduced the iPhone 11 Pro, or

what some may consider a pocket sized digital camera. Featuring a 3 lens camera (all equipped with individual features and unique camera technology), it's tempting to replace one's rather large DSLR camera for the ultra sleek, pocket sized design of the iPhone 11 pro. With the ability to capture four times more scene within a frame; zooming in or out without taking a step forward or backward is made possible. Capturing images in both low and high exposure lighting has also never been easier; the camera holds virtually the same power as a regular DSLR, yet the process of capturing such images is a more seamless and quickened process as it is automatic (but can also be controlled manually). All 3 cameras work together as one (therefore no manual selection of a lens is required) and can be processed and edited through Apple's own image editing tool that controls white balance, exposure, colouring and more.

When comparing this model back to the 1st generation iPhone of 2007, it's clear to see that Apple has improved on its technical capabilities in the department of photography; winning over artists and creators who know see the model as a tool for creative expression. It's difficult to state that the iPhone 11 Pro has the ability to replace a DSLR camera, as every individual has differing expectations of what they desire in a digital camera. New on the market, it is also difficult to compare sales figures to that of Canon or Nikon model; however in a years time percentages of sales could indicate a increase in Apple sales and a further decline in the camera industry (according the sales figures, Canon camera sales have already dropped by 23% this year globally).

Whether you love it or hate it, the iPhone 11 Pro has significantly changed the way individuals view phone based camera technology. Throughout digital history, there has never been anything like it, and it's development will only encourage further improvements within the field; ; setting the standard for digital camera companies in terms of accessibility, sizing, functionality and trend.



iPhone 11 Pro Lens  
(more information on following page)

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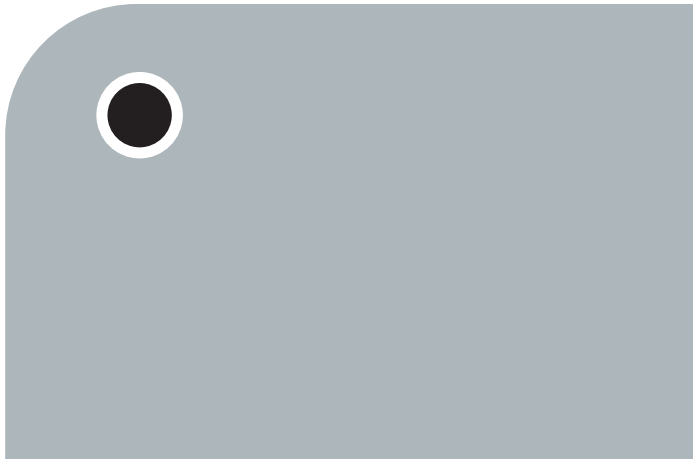
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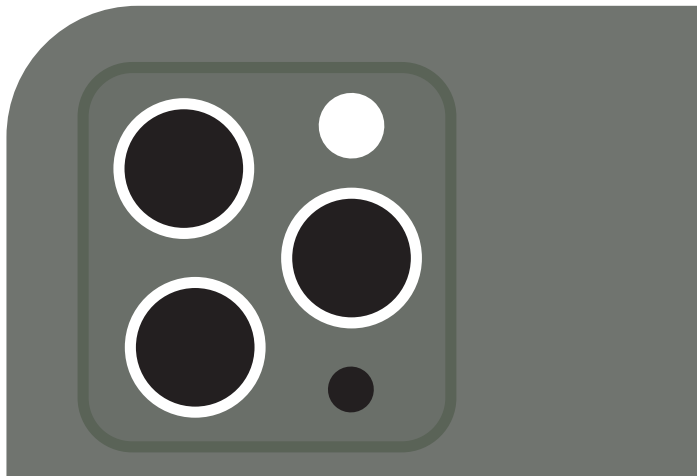
“and then there was pro...”



### iPhone 1st Generation (2007)

- 1 shutter button
- No panoramas
- No slow motion
- No portrait mode
- No time lapse
- No zoom feature
- No optical stabilization

- No recording
- No flash
- No image filters
- No image editing
- No exposure altering
- 37mm field of view



### iPhone 11 Pro (2019)

- Ultra Wide Camera
- 13-millimetre focal length
- 4x more scene
- 12-megapixel sensor
- $f/2.4$  aperture
- Five-element lens
- 120-degree field of view

- Wide Camera
- 26-millimetre focal length
- $f/1.8$  aperture
- Optical image stabilisation
- 100 per cent Focus Pixels
- New 12-megapixel sensor
- Six-element lens
- Optical image stabilisation

- Telephoto Camera
- 52-millimetre focal length
- Optical image stabilisation
- 2x optical zoom
- 12-megapixel sensor
- Larger  $f/2.0$  aperture
- Six-element lens

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## Evolution of the iPhone Camera

A higher count of megapixels is what allows a camera to catch more detail within an image; it controls the quality of the photograph.

