

Natasha Kelly Bhullar

CONNECT

Multiplex interrelatedness, an endless
possibility with Apple



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The world is a labyrinth of remarkable concepts of life and possibilities, there is an abundance of intricate resources and information. As humans faced with the infinite prospects, the main concepts that drives inspiration and evolution is with connection. With the advancements of technologies we have peaked to extraordinary limits and created superabundant links for humanity to explore. The great expansion of Apple iPhone's alone has created revolutionary connections. CEO Steve Jobs of Apple revealed the first generation iPhone on January 9th 2007, since the release of iPhone it has replaced sources including timers, calculators, alarms, translators, clocks, dictionaries, video and camera; becoming the main form of communication, resource and connection.

The connections constructed by iPhone is vast, establishing new innovative ways to interact, learn, teach, and access. Imagine a world without the resources that keep us running, a lack and fray in links. The iPhone has enabled these links to prosper, a connectedness to ensure flow, where families can keep in touch from different parts of the world, where you can control your life and

home with only a few buttons, and where groups of culture, politics, individuals, and countries can connect in unity, on one network. Today we can pay bills, track packages, monitor our health, and send mail without visiting a post office, a doctor or a bank.

The use of iPhones are incorporated into our daily lives as an essential tool, Apple believes in creating technology that empowers everyone; exploring the diverse features allows an understanding of the connections made possible with iPhone technology. The iPhone has created innovative ways to connect- FaceTime allows users to interact with individual's in different parts of the world at any time, work meetings are now adapted through FaceTime to allow more freedom and flexibility to work and for companies to collaborate in different countries. Educational Institutions are using FaceTime to allow students and teachers to progress in new learning avenues, especially for individuals in developing countries having options to learn at anytime from anywhere regardless of their circumstances. The iPhone's compatibility with an outstanding range of applications allows users to engage in social platforms such as

Instagram, Facebook, Hotmail, and Messenger. These applications allow individuals to share pictures, videos, life updates, stories, events, products, advertising, creative outlets and blogs; allowing conversations and interactions with the world on a daily basis. iPhone not only enables such possibilities, iPhone has adapted ways in which individuals lives are enhanced and guided for a more advanced, comfortable and inspiring lifestyle, filled with opportunities and connectedness. Voice Over and Voice Control allows freedom in lifestyles and helps guide vision impaired individual's by explaining exactly what is on their device, providing assistance and control of device's with just a voice.

With Display Accommodations there are a range of colour filters and options to invert colours for those with colour blindness. Magnifier is for sensory control allowing features on the screen to be amplified, coupled with Dynamic Type options allowing easier reading experience, comfortability in perceiving visual graphics and overall positive user experience.

For individuals with hearing difficulties or deafness Live Listen helps tune hearing aids and air pods to allows better quality of sounds and hearing, while the iPhone microphone amplifies conversations and sounds. Siri Shortcuts allows direct and quick usage of iPhone, allowing users to quickly set reminders, write memos, call contacts, write texts, check emails and monitor health. All personal connections can be set up on iPhone applications, secured and backed up on one device.

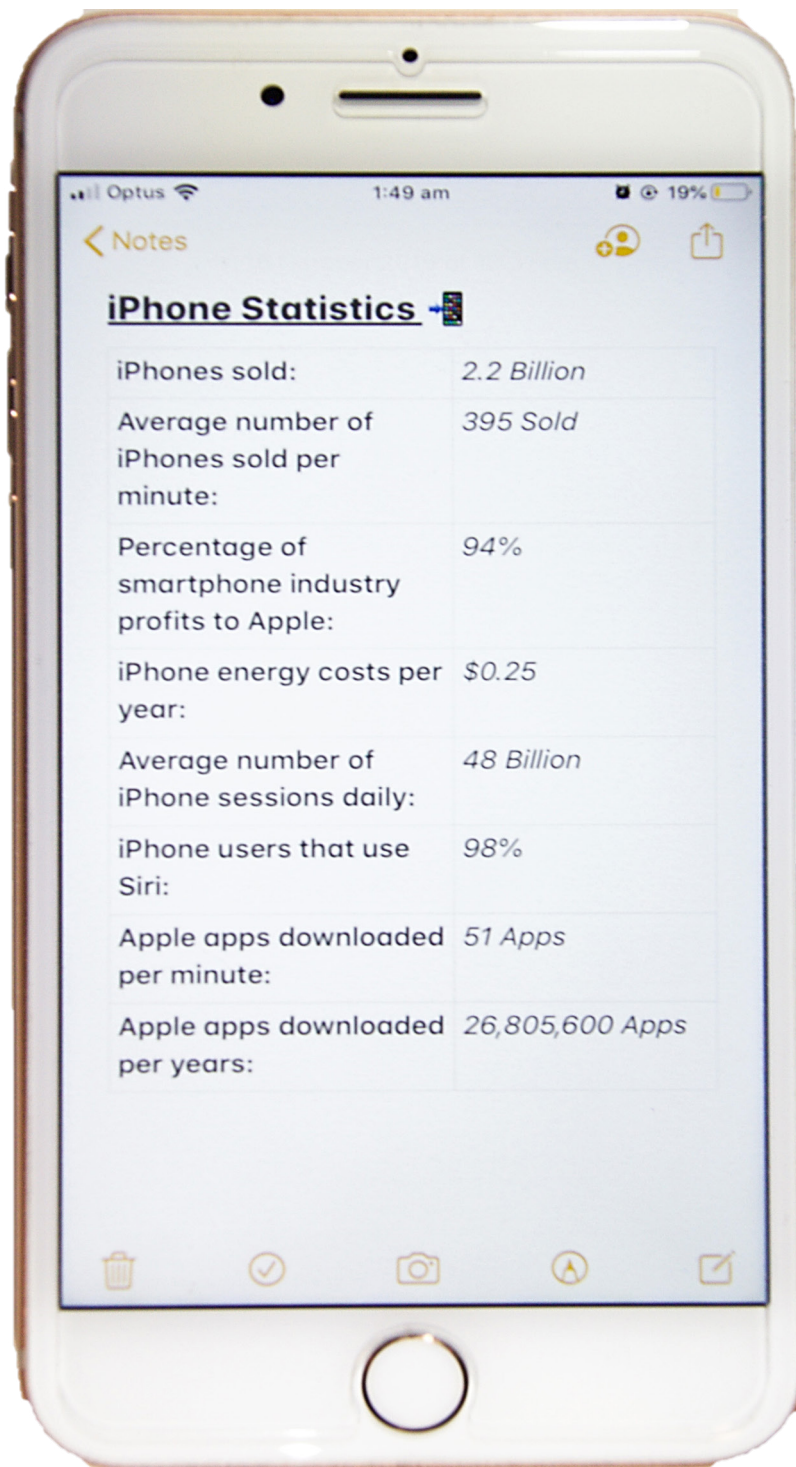
All the connections we make and create are sourced with technology, Apple has perceived the realities of our ever adapting world, and has built extraordinary applications and functions to cater to all individuals living on planet earth, whilst sourcing a guaranteed connection for humans to strive and advance



References:

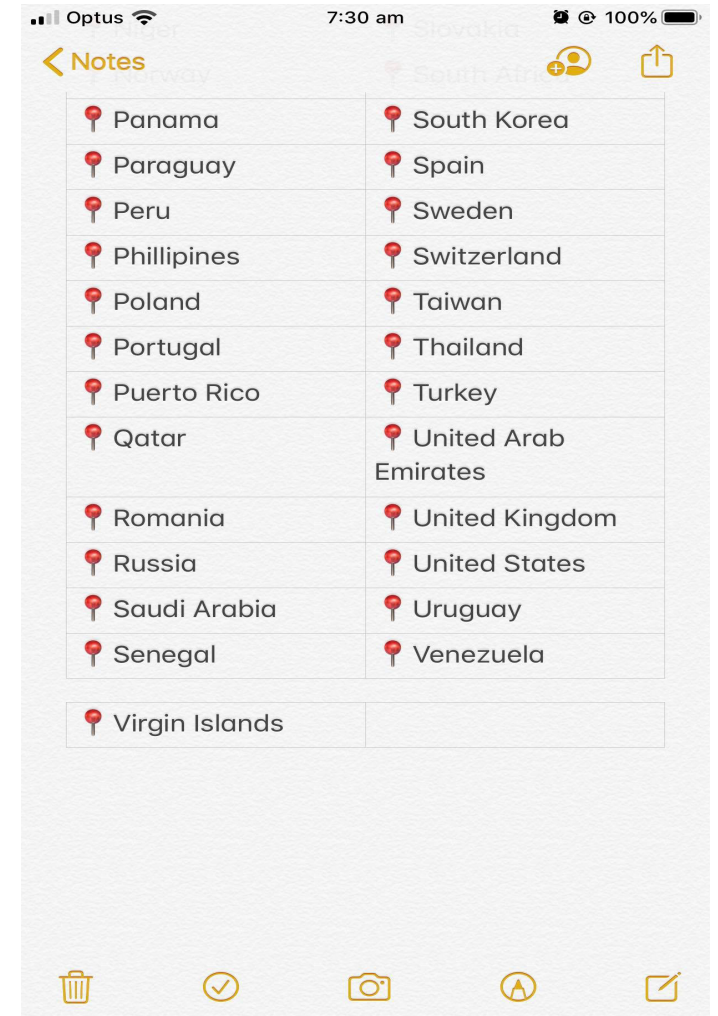
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iPhone Statistics

iPhones sold:	2.2 Billion
Average number of iPhones sold per minute:	395 Sold
Percentage of smartphone industry profits to Apple:	94%
iPhone energy costs per year:	\$0.25
Average number of iPhone sessions daily:	48 Billion
iPhone users that use Siri:	98%
Apple apps downloaded per minute:	51 Apps
Apple apps downloaded per years:	26,805,600 Apps



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