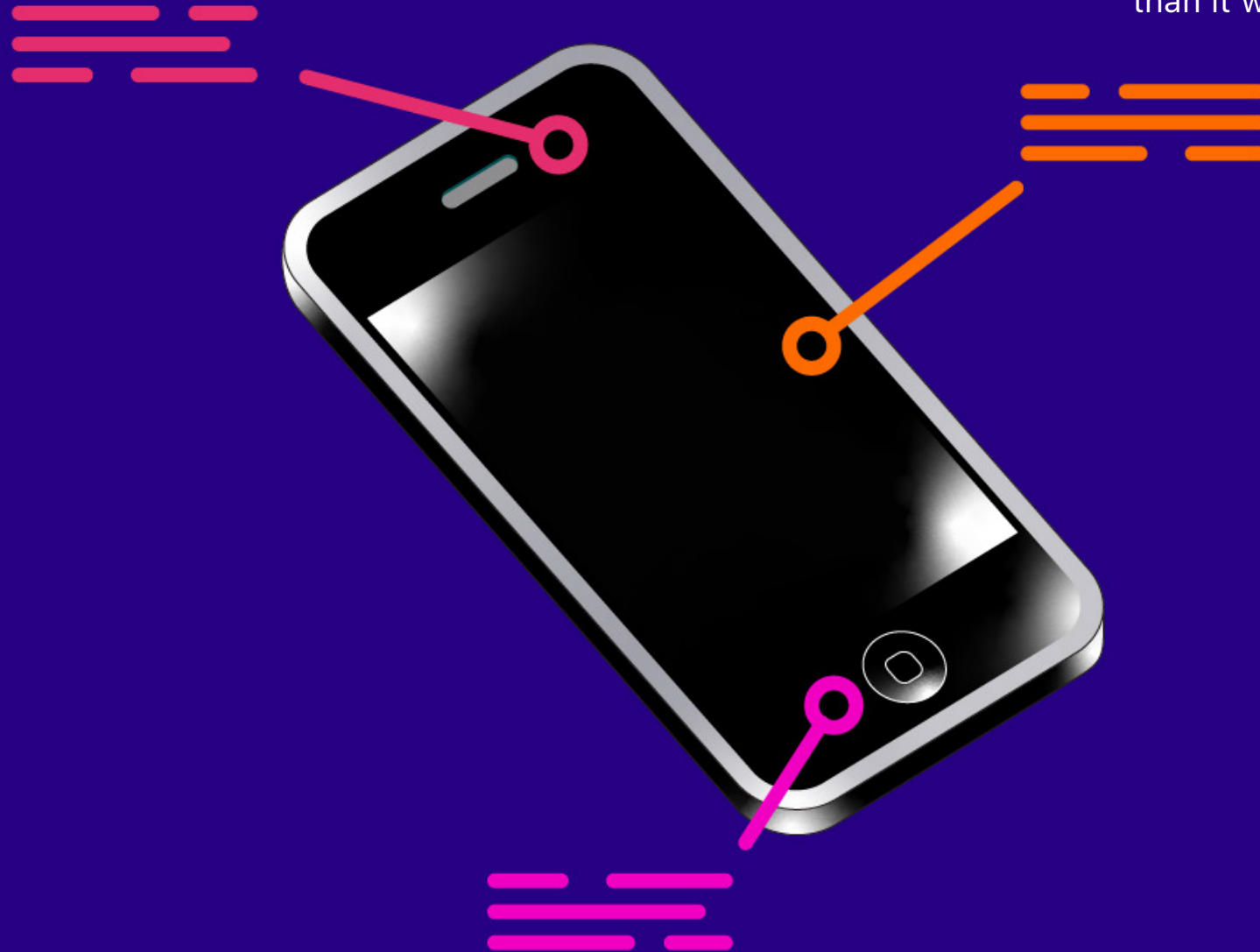Dayton Chen

# Expanding Innovation

The iPhone was more innovative than it was initially established.

# IPhones: Pushing mobile gaming

*Dayton Chen*

Technically speaking, the iPhone was not very innovative. Its software and the interface idea were based on the iPod, which was already reinventing the digital music industry.

However, ever since the introduction of the iPhone on the 29th June 2007, Apple has shown promising results in laying out the track work for the mobile gaming industry, that is seemingly being revolutionized by Apple single-handedly. IPhone's introduction to the masses gave real innovation and would start a development on a better experience for mobile gaming.

IPhone's being a phone with the primary function being a communication device lends itself a larger audience than big companies that focus on niche gaming devices such as Nintendo. Through this, Apple is able to create a huge potential in drawing more and more customers to the mobile gaming industry precisely because they take advantage of their medium and are able to reach a far larger audience than specifically targeted audiences made by Nintendo and Sony.

To add, Nintendo and Sony devices occasionally remain stagnant in upgrades and often stick around its early specifications and expensive retail price. But Phones are always constantly upgraded in comparison to niche gaming devices, making iPhones of earlier models to cost less. This in turn opens a substantial edge as it allows customers to afford a device at a low cost, that can both provide a similar experience to a gaming devices and give the customer a computer in their pocket.

Moreover, the Apple provides a far larger store of games than a developers of the Nintendo Switch and PS Vita would combined. Plus, the iPhone being a affordable device for the average customer gives it favour for costing less and giving more.

Touchscreens had appeared on earlier phone and tablet models around the early 1990s. The touchscreen around the 1990s were bulky, slow, imprecise, and very expensive. The technology proved to be largely impractical, and not much progress was made for almost a decade.

One of the big innovations that the iPhone brought with it in 2007, was the idea of physicalist software; the idea of an accurate, inexpensive, multi-touch screen. The multi-touch screens used by the iPhone relied on a carefully etched matrix of capacitance-sensing wires (rather than relying on changes to the whole capacitance of the screen, this scheme can detect which individual wells are building capacitance).

This allows for dramatically greater precision, and for registering multiple touch events that are sufficiently far apart (permitting gestures like 'pinch to zoom' and better virtual keyboards). Virtual objects in iOS obey physical intuitions – you can slide and flick them around, and they have mass and friction. It's as though you're dealing with a universe of two-dimensional objects that you can manipulate simply by touching them. This allows for dramatically more intuitive user interfaces, because everyone comes with a pre-learned intuition for how to interact with physical things.

Apple Arcade launched on September 19, 2019, a video game subscription service that has real implications for how apps get made and how you pay for them. This development lets you sync your games between your iPhone and iPad and Apple TV. Allowing you to play as many of the games as you want, as often as you like. You can download games for offline play, and share one subscription among five family members, all for less than five dollars a month. This will eventually net you access to more than 100 new games. Apple, again provides low costs and gives more to the customer.

But it's what Apple Arcade is missing that's utterly revolutionary: ads and in-app purchases, the lifeblood of the gaming app economy. By making a hard shift toward one subscription to play them all, Apple has a chance to push an entire industry toward something a little more beneficial to the customer than being constantly leeched from.

Paid games are often critically acclaimed and beloved by the people who play them, but competing with free is quite often difficult, so even the best of these games have only reached a smaller customer base. With the simplicity of a single subscription, Apple Arcade will bring games like these to the App Store's more than 1 billion gaming customers. Apple Arcade is the perfect addition to the already enormously popular catalog of free games on the App Store, making iOS the leading gaming platform for customers of all ages.

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