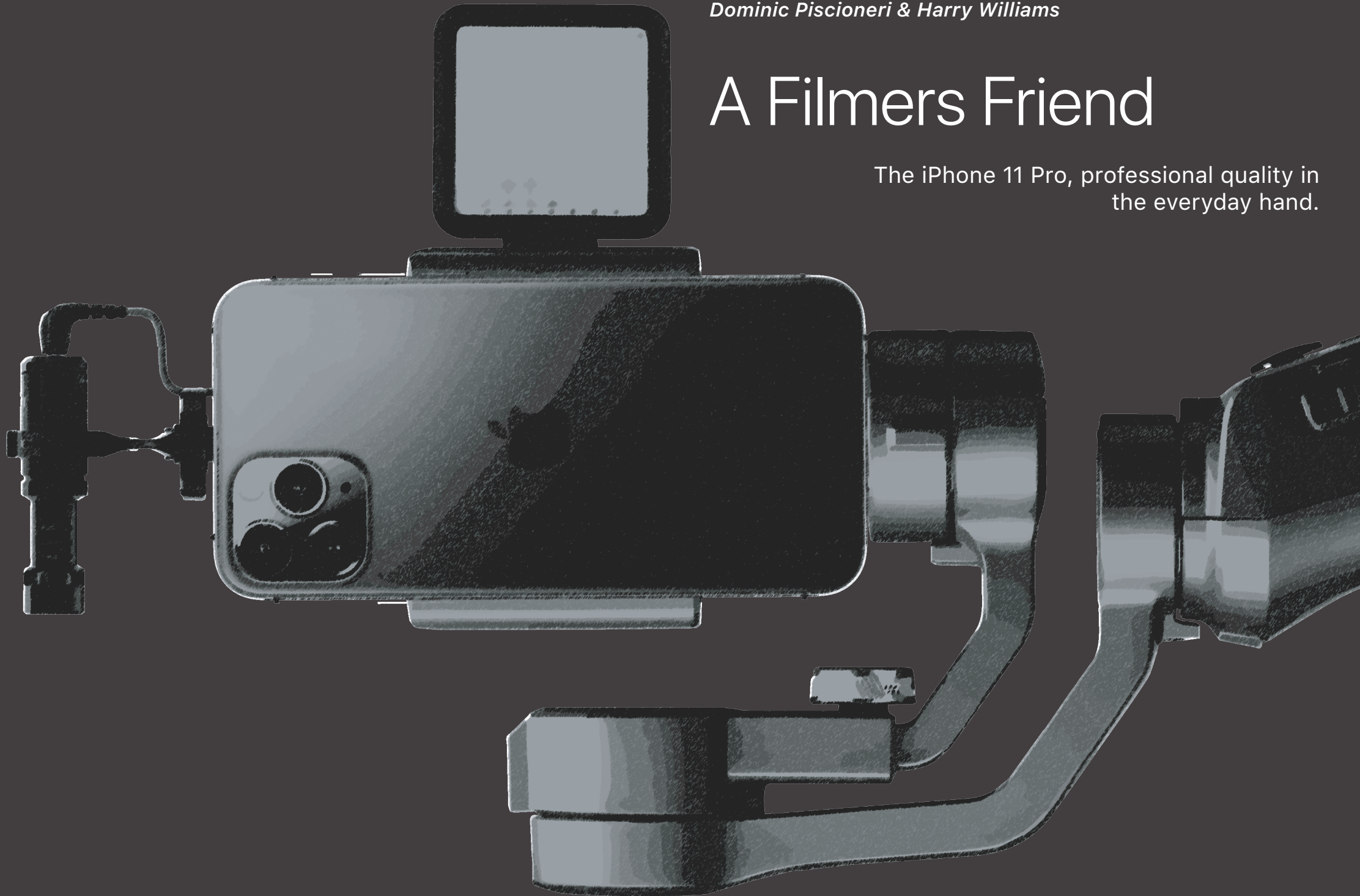


Dominic Piscioneri & Harry Williams

A Filmers Friend

The iPhone 11 Pro, professional quality in
the everyday hand.



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Before the release of the iPhone 11 pro, Apple were under pressure for what was expected to be a very small alteration to the iPhone XS. What followed couldn't have been further from the truth.

The iPhone 11 pro has seen the introduction of many ground breaking improvements, such as the Super Retina XDR display, the improved 1,200 capacity display and the usual upgrade of a longer life battery and faster processing power. But the most significant upgrade of all, the camera, which we believe has revolutionised the videography industry.

While the hardware in the iPhone 11 pro is radical, some huge steps have been taken in the software department to utilise the new tech. Which has set apart the new iPhone from its competitors. One landmark new feature is the ability to film three different perspectives simultaneously (Telephoto camera, Ultra wide camera & front camera). This powerful new feature, implemented in filming an interview for example, allows for a separate shot for the interviewer and



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Rode VideoMicro Directional



\$1,749.00
Iphone 11 Pro



\$159
DJI OSMO Mobile

two shots for the interviewee. Where once three separate cameras and tripods would be needed etc. only the iPhone 11 Pro is needed.

This might sound like an absurd idea, using an iPhone to film professional productions, but it isn't without precedence. The Academy award winning director Steven Soderbergh used the iPhone 8 (2017 model) to film the Netflix original production 'High flying birds'. With a 92% rating on rotten tomatoes being filmed on an iPhone didn't seem to be an issue; but that was two years ago, and technology has since improved.

The new iPhone boasts a 12-megapixel sensor, the optical image stabilisation, ultra wide 120° lenses, six element lens, 2x optical zoom and much more. So how does it compare to the competition?

Price is important when it comes to industry comparisons, but to take a holistic approach it is necessary to consider aspects such as usability, quality and overall design.

For this comparison, we have used the Canon EOS 6D II. We've taken into account not only the device cost, but also the additional cost associated with setting up a professional inventory that is capable with shooting a professional production.

"A recent survey of 3,000 kids found that being a YouTube star was a more sought-after profession than being an astronaut among kids in the US and the United Kingdom." (Business Insider). With the 'dream jobs' of today lying in the film production industry we thought we'd compare the iPhone 11 Pro and necessary gear for a full 'vlogging' set up with that of the Canon EOS 6D II; graphing both the weight and cost of the respective set ups, to compare affordability and accessibility.

The column graph on page 5 exhibits the vast difference in weight between the iPhone and Canon 6D, with the DSLR outfit weighing over 100% more than its counterpart. This is an integral point in the

References:

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Leskin, P. (2019). American kids want to be famous on YouTube, and kids in China want to go to space: survey. Business Insider Australia. Retrieved 20 October 2019, from



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\$1,728
Cannon EOS 06 D



\$554
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iPhone's favour, as portability is key for a travelling filmmaker.

Page 4 outlines the respective costs of purchasing the required equipment for vlogging. The price difference amounting to just shy of 25% more for the DSLR.

There's no way around it, \$2,000 or \$2,500 is a lot of money. And when making an investment this large, especially for a young professional, one wants to buy the best. So if \$500 will give you an edge on industry competitors it could be worth it. But possibly the biggest advantage of investing in the iPhone 11 Pro is its multifaceted nature. Because at the end of the day to be a functioning member of society a phone is needed, and preferably a smart one. So given the opportunity to combine the inevitable purchase of a smart device with a filming and editing device, all wrapped up in 158mm, 77mm box, is what makes the iPhone 11 Pro so desirable.

<https://www.businessinsider.com.au/american-kids-youtube-star-astronauts-survey-2019-7?r=US&IR=T>

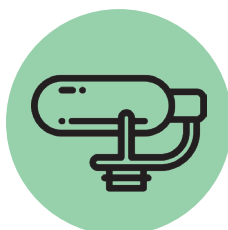
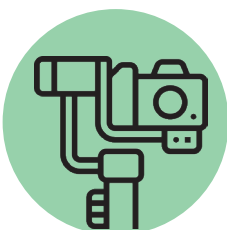
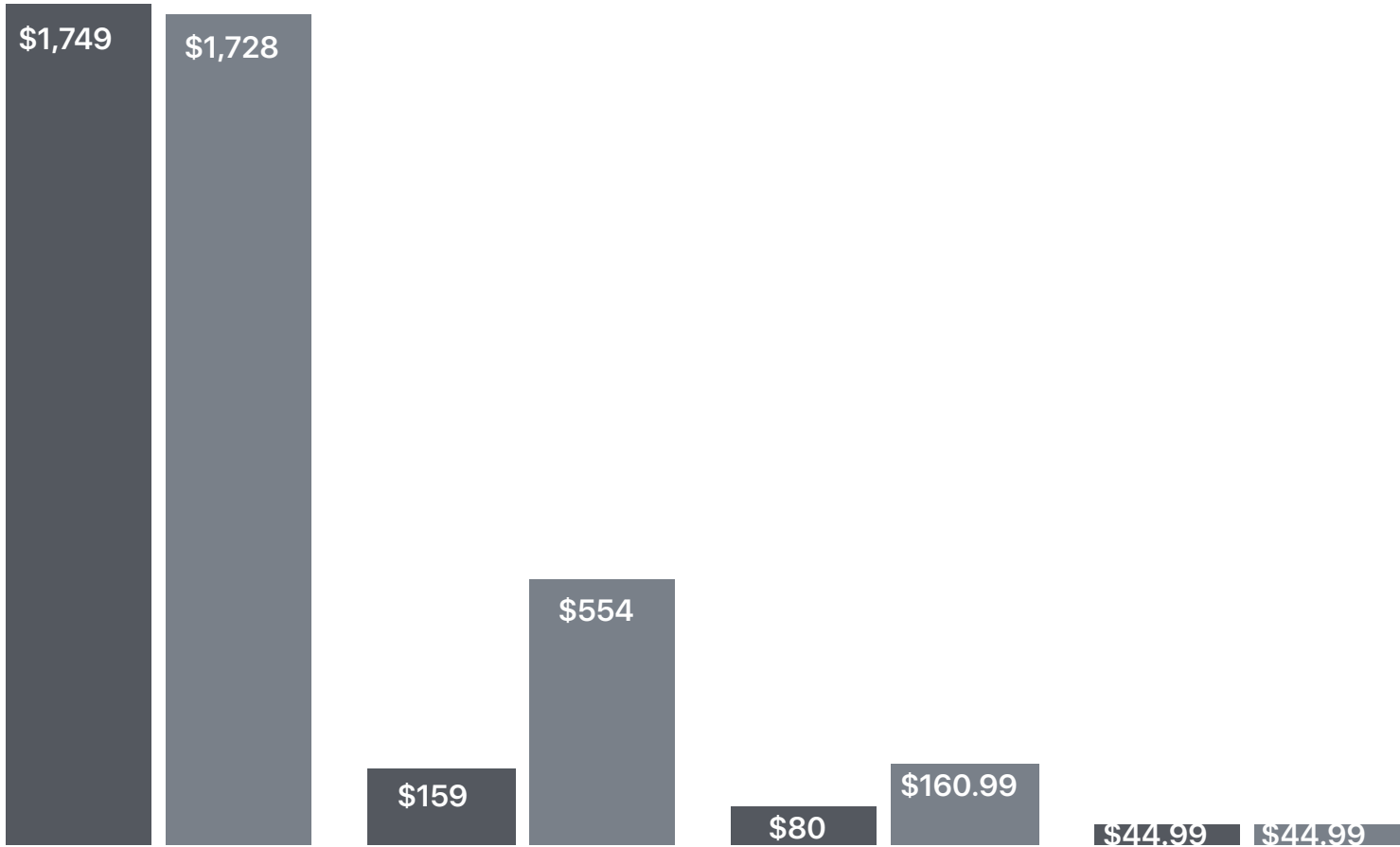
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