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Captured by the Lens

Over the decade how has Apple improved photo quality and what you capture through the lens of your phone?

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As technology is continuously improving year after year, the iPhone camera has evolved significantly over the past 13 years. This generation uses their phones to capture the moment they are currently in; from food they're eating, to the sunset from their balcony, to a candid photo of their friend doing something funny. Nevertheless, a phone is the go to when one wishes to capture the moment. Due to this, it is essential that companies such as Apple are constantly improving camera quality in order to extend photographic practices for their customers, as it is an essential tool in the modern age.

It is estimated that "humanity will take 1,436,300,000,000 photos in 2020" (Carrington, 2020). From 2019 to 2020 there was an estimated increase of 0.8% photographs being taken which will then increase a further 8.3% by 2022, making it an approximate 1.5593 trillion images. These statistics further depict how photographs are a really big part of human beings lives, acting as a catalyst for Apple as they are able to appeal to a larger consumer target.

As statistics have proven, 90.9% of photographs are captured through the lens of a mobile phone, whereas an underwhelming 7.3% are captured using a digital camera. The better quality the lens is on the iPhone, the more attractive it becomes to consumers, allowing them to integrate it to everyday life.

Apple plays to their advantage as improving camera quality becomes more appealing to the eye of the consumer. The quality of their camera has improved through the three elements of megapixels, the sapphire glass lens and 3 camera lens.

Megapixels (mp)

Starting with only 2mp in 2007 when the Original iPhone was released, to 12mp in 2015 when the iPhone 6s was released, Apple has been able to tremendously enhance photo quality on their product. However, since 2015 Apple has stuck to creating 12mp cameras and began to add other features that would help improve the overall photo quality such as the sapphire glass lens and 3 camera lens.

Sapphire Glass Lens

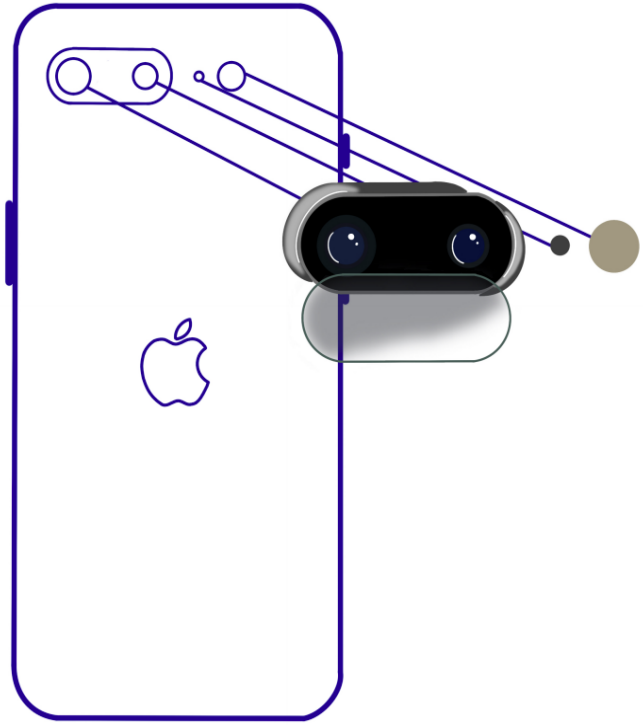
Amateur photographers are able to capture compelling shots through the new addition of the sapphire lens, which was introduced in (year and iPhone model). As sapphire is a synthetic material, it is scratch resistant which allows for higher quality images for a longer period of time as it is durable and effective. In order to further enhance image quality with 12mp and a sapphire glass, Apple introduced the 3 lens camera to its iPhone 11 Pro and Pro Max.

3 Camera lenses

Apple further promises quality images through the introduction of dual and tri lenses on their newer products. By having more than one camera lens customers are able to have a better experience with capturing images. The new iPhone Pro and Pro Max has three cameras; wide, telephoto and ultra wide, each having 12 mp each. The telephoto lens has an aperture of f/2.0, wife has an aperture of f/1.8 and the ultra wide lens having an aperture of f/2.4.

The optical zoom which is a feature that is introduced with the 3 lens camera allows photographers to zoom from 0.5x to 10x. This allows the quality of images to be enhanced as one can focus and unfocus on a certain subject for their photographs.

Modern world is becoming more digitally focused and the convenience of carrying a portable camera and phone in one, makes individuals susceptible to capturing a larger range and genre of photos. Individuals are using their phone cameras more frequently as it's not only more convenient but allows them to capture the 'in the moment' photo, in high resolution with the press of a single button. Due to technology enhancements, newer Apple products produce images that photo quality is similar to that of a DSLR camera, therefore allowing its clients to capture their shots quickly whilst achieving great quality.



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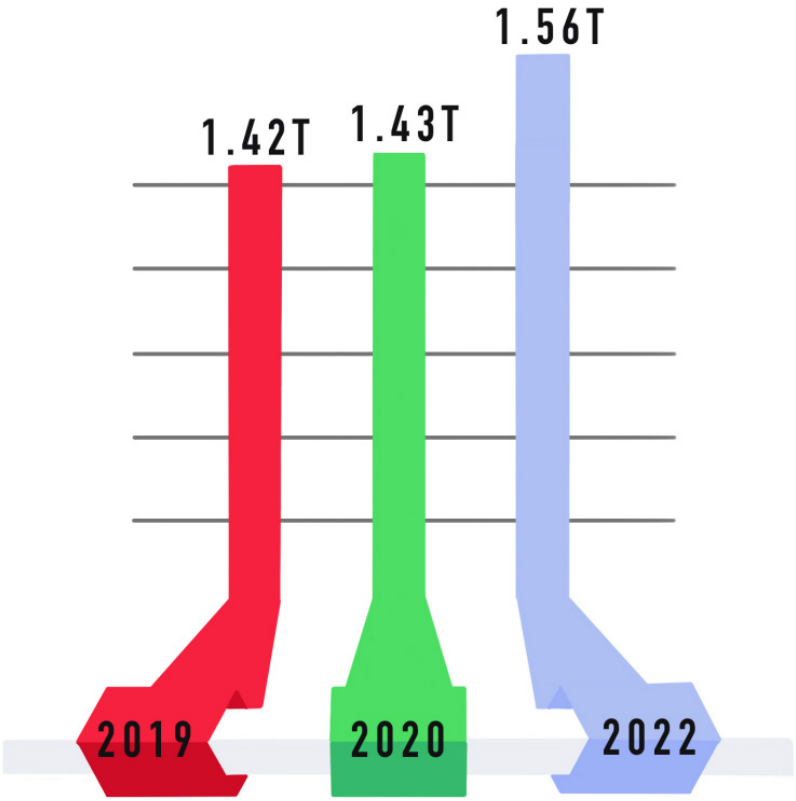
Photos taken yearly 2019, 2020, 2022



Devices photos are taken on 2019, 2020

Wide Camera

12 Megapixels
Focal Length - 26mm
Shutter speed - f/1.8
Has a 6 element lens
Optical image stabalisation
100% Focus Pixels

Ultra Wide Camera

12 Megapixels
Focal Length - 13 mm
Shutter speed - f/2.4
Has a 5 element lens
Captures a 120° field of view

Telephoto Camera

12 Megapixels
Focal Length - 52mm
Shutter speed - f/2.0
Has a 6 element lens
Optical image stabalisation
100% Focus Pixels