

Gordon Cai

Capturing the Specs of the iPhone

How has the Camera Improved over the years?



Just a Quick Pic!

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The iPhone has hit its 10th anniversary as of 2017 and since then has released newer versions of the iPhone including the **iPhone 11 and iPhone 12**. As Steve Jobs said in the first release show, **"Today, Apple is going to reinvent the phone."** This cannot be anymore then the truth itself. From everyday people having to buy a camera just to take photos, having to carry around a camera along with you just to take up space in luggage. Steve Job's redesign of the Phone termed "iPhone" camera has **revolutionized** the way people use the mobile phone, becoming one of the most used, most portable and a must need item that has been incorporated into our everyday lifestyle. From Selfies to Wedding photos to creating movies with the iPhone X camera, let us see how far the iPhone Camera has developed over the last decade since its first release.

From the beginning Steve Job's always wanted to incorporate an easy point and shoot type of camera with integrated software that would make taking photos as easy as 1,2,3. After taking the first steps with iPhone 2, The iPhone 3GS was the

one of the first phone which its Camera quality and photography became a main focus in the "Smart" phone industry. By partnering with **Sony** and **Qualcomm** as the main camera parts suppliers Apple would level their camera game in camera quality in smart phones industry. The concept of Steve Job's **"point and shoot"** camera after the addition of a 3MP camera in the iPhone 3GS gave the consumer the convenience and simplicity that cause the iPhone to dominate the market, this factor can also be seen today with the iPhone X able to take **4k** photographs and **1080p high definition** videos, this shows how far Apple has come since the iPhone 3GS.

The Improvements made on the 3GS compared to the original 3G not only was upgrading the camera from 2MP to 3Mp but also a big addition of software that included **geo-tagging** locations, **auto-focus**, **auto-white balance** and a tap to focus feature to manually focus the camera. In addition to this further down the line iOS 4 would bring in **Native zooming** on the Camera up to 5x times. After the release of the iPhone 3GS back in 2009, Apple released the

iPhone 4 which was the first iPhone that incorporated two cameras. A Front facing camera and the back facing camera with an increased quality from 3MegaPixel camera to a 5MP camera which included "Flash" **LED** with an Illuminated sensor. It was also the first "Phone" with multiple lens which apple used to capture & improve lighting performance.

Later in September 2013, the **iPhone 5S** was introduced along with a massive upgrade to the camera specs and software. Running on **iOS 7** from a A5 chip-set to a **A7 64-Bit chip** set which allowed users to have a smoother slow-motion video recording along with Panorama and able to take 10 photos/sec. Becoming the "**first ever Smart Phone to have a 64-bit Chip**". Also adding to the many features, they also upgraded the Flash of the rear Camera from LED sensor to a **Dual LED module** which consists of White light and Amber light hence allowing a further improvement in colour balance in lighting of a photo.

In comparison to the **iPhone 3GS** and the **iPhone 5S** we can clearly see the massive

development in the Camera section of the iPhone and overall, in the "Smart" phone industry. Paving the way with the influential designs and high technology with Apple's software. The software at which had minimal support for the camera component rapidly overtook the spot of most convenient Camera which can be seen from a statistic list by **Flickr** a photography website which has rated the Apple iPhone's as the most used and best Smart Phone to use for photography in 2017.

With the **iPhone X** homing in 4k Photography, 1080p Video which includes *time-lapse* and night sight on a **12MP** camera with 6 lens allowing more refined auto-focus and clarity in photos. Making it be able to shoot movies in HD in the most portable and convenient way possible quality and colour balance by MKBHD awards. With the **iPhone X** homing in 4k Photography, 1080p Video which includes time-lapse and night sight on a **12MP** camera with 6 lens allowing more refined auto-focus and clarity in photos. Making it

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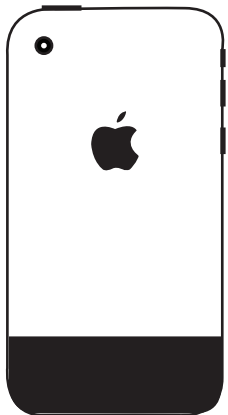
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History of the Rear Camera in iPhone

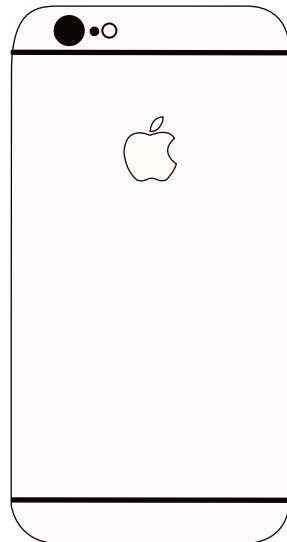
iPhone 3GS
480x320p
Geotapping
3 MP w/ vid



iPhone 4/S
640x960p
8MP w/ vid
800MHz
dual-core
iOS 6



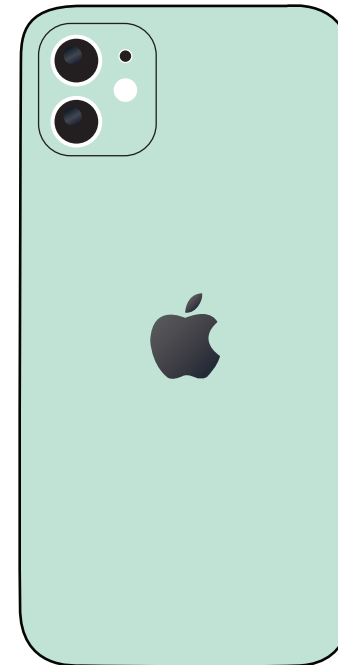
iPhone 6S
12 MP
Phase Detection
autoFocus
Flash
iOS 8.0



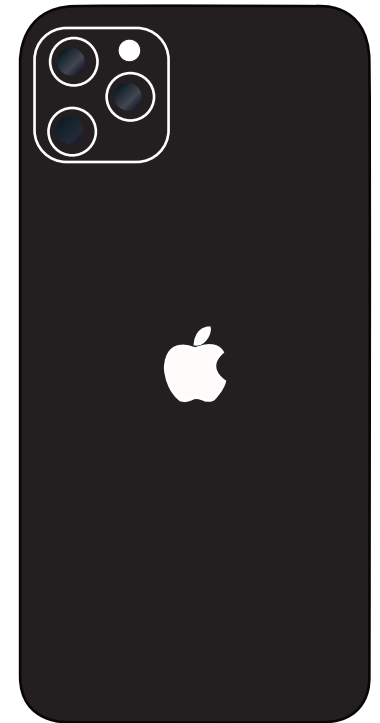
iPhone X
1125x2436p
iOS 11
12MP + 12MP =
24MP
f/1.8 f/2.4



iPhone XR
12MP
4k/60 FPS video
Timelapse
Qual-LED
dual-tone flash
HDR



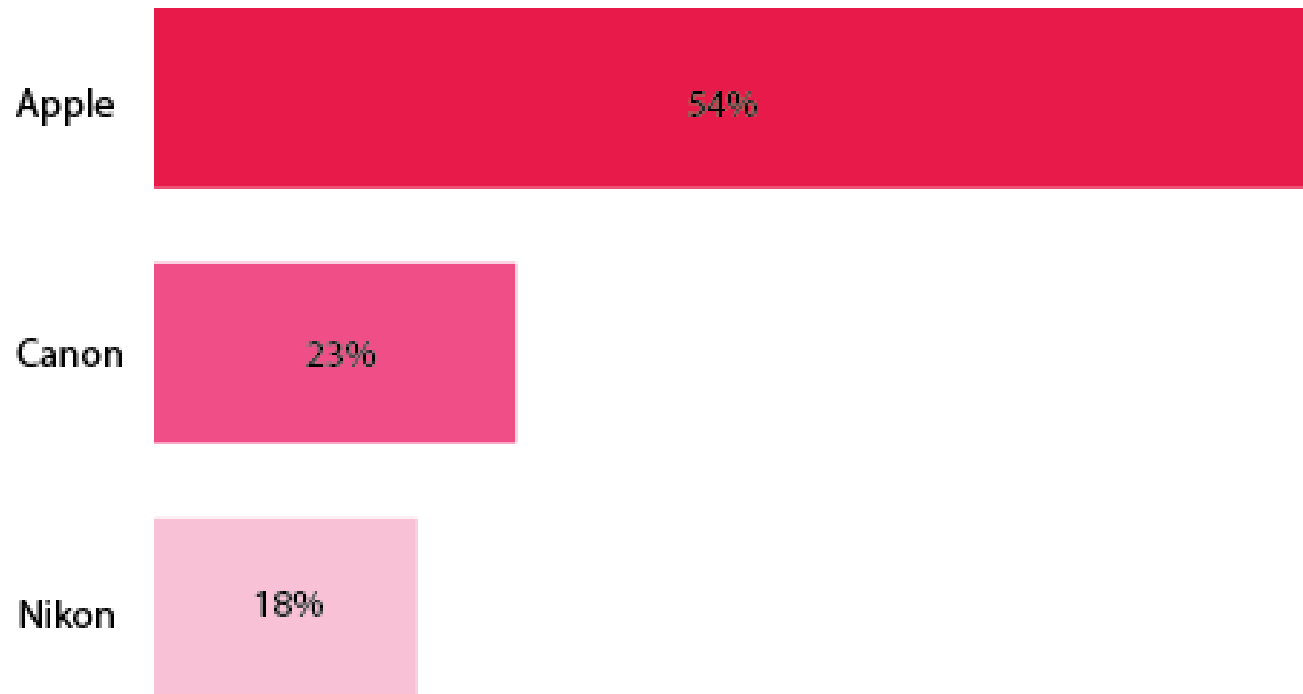
iPhone 11 Max
New Dual-lens
system
f/1.8 6-element
12-MP wide
angle



flickr

TOP BRANDS - 2017

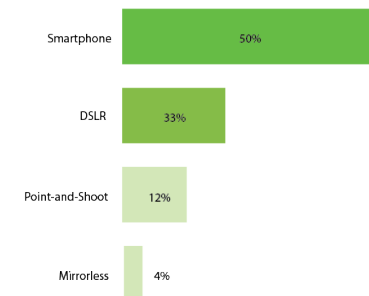
The most popular brands used by the Flickr community



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TOP DEVICE TYPES - 2017

The most popular device types used by the Flickr community



IPHONE COMPARISON THROUGHOUT THE DECADE

