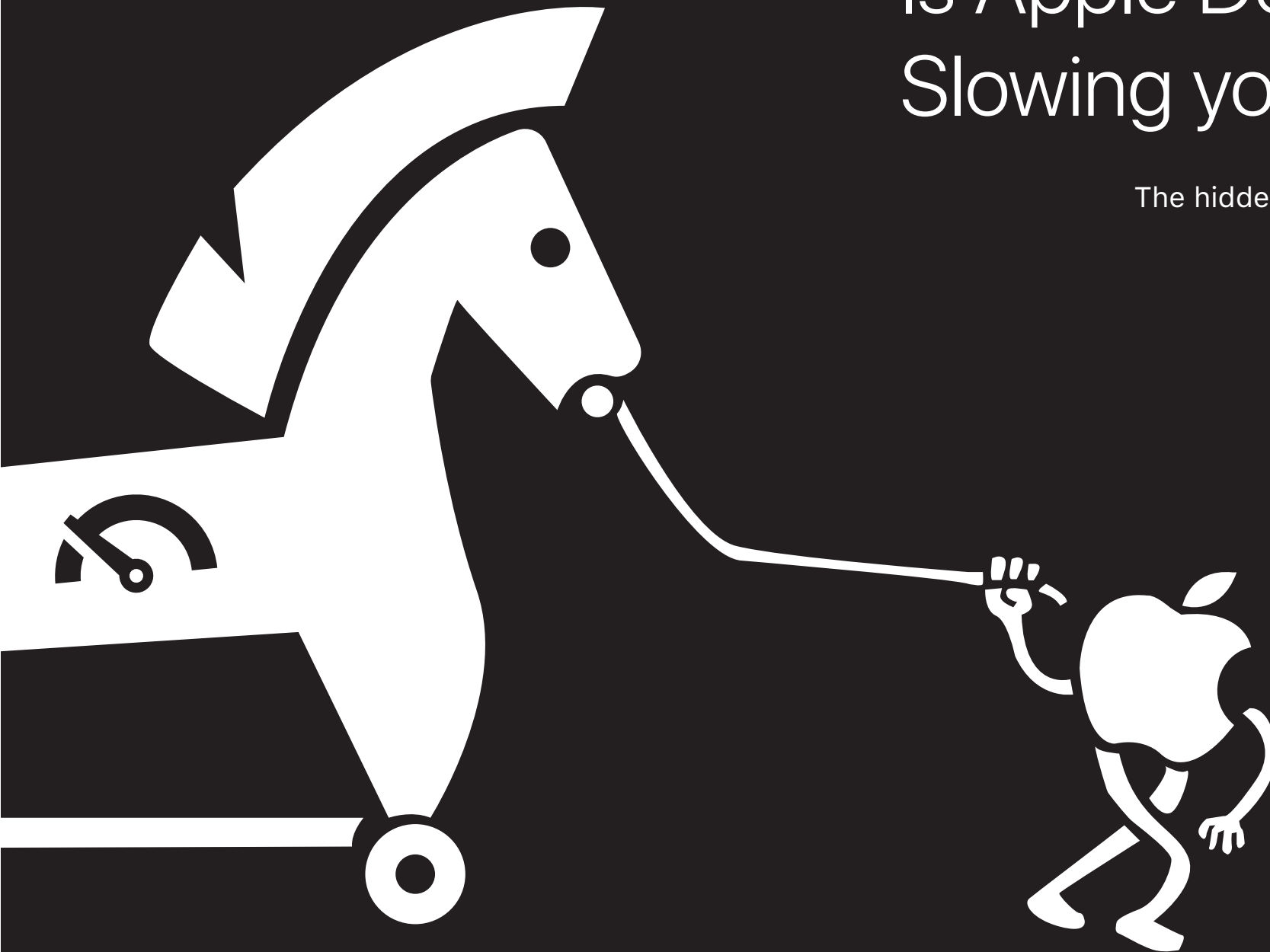


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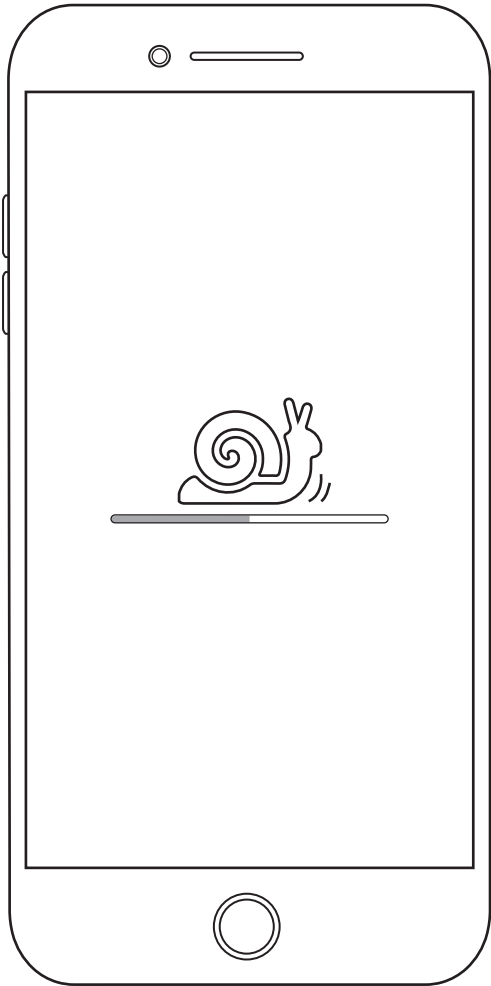
# Is Apple Deliberately Slowing your iPhone?

The hidden marketing agenda of Apple  
revealed.



# Is Apple Deliberately Slowing your iPhone?

William Cho & Zeeshan Ajmal



Once again, the latest release of the new *iPhone* has just been announced but, you notice that your current *iPhone* which is about a few years old has had a **firmware** update and has suddenly slowed down. The phone starts to shut off by itself well before hitting 0% on the battery, navigating the home and app screens as well as browsing the web seem to have noticeable latency.

For years, *Apple* has been using questionable methods of **firmware** updates as a Trojan horse to slow down older *iPhone* models by sneaking in hardware limiters in an attempt to further entice consumers to replace their old phone models and increase their profit.

This shrewd tactic is implemented through the phone's **iOS** operating system updates. The **iOS** operating system is the same operating system that is found amongst all *iPhone* models and new updates to the **OS** usually allows compatibility of apps and softwares for the newer hardware on

the latest *iPhones*. However, older *iPhone* models have lacked the advantages of newer *iPhone* models hardware which subsequently hinders the phones performance. This resulted in *Apple* being fined upward of \$16 million dollars due to their omissive practices and their lack of clarity to consumers.

BBC wrote an article on *Apple* being fined for slowing down older *iPhone* models as a French watchdog states that; " *iPhone* owners were not informed that installing **iOS** updates specifically **10.2.1** and **11.2** could slow down their devices". The fact that there was no notice on *Apple's* part to inform owners of older *iPhone* models that the new **iOS** updates will cause performance issues further highlights the company's omissive behaviour and adds in favour to the case that *Apple* is influencing customers to buying their latest products.

In a brief report that was written by the department of European studies at the

University of Moldova, they'd suspected *Apple* was deliberately slowing their older *iPhone* models over the years with their **firmware** updates. This was brought into interest when John Poole founder of Primate Labs posted results online of how older *iPhones* models would slow down with newer **OS** updates.

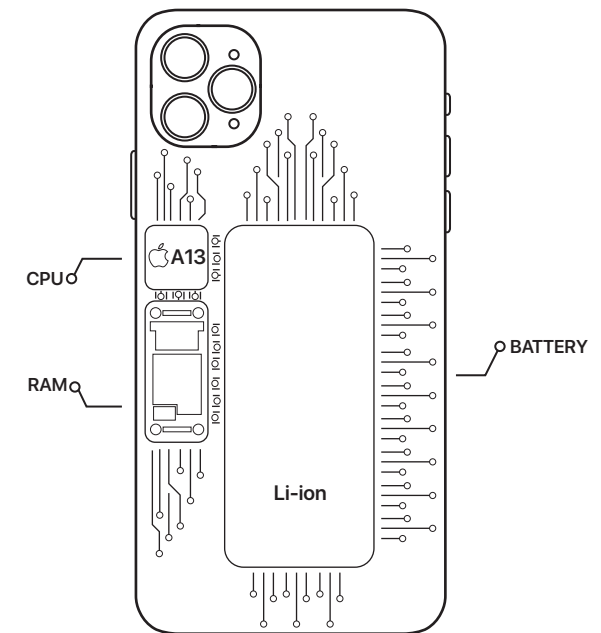
And, a recent benchmark that was conducted not too long ago by Geekbench Browser showcased the **hardware** performance on the *iPhone*'s processing power from the *iPhone 11 Max Pro* to the *iPhone 6* using just a single core. The benchmark shows that the *iPhone 11 Max Pro* had easily scored 1327 which was the highest in the benchmark. Though, previous models performance had dropped with their single core such as the *iPhone 8 Plus* had only scored 918 in performance easily indicating a drop in hardware performance. (Full Benchmark Graph is on page 3)

The core purpose of a **firmware** is to help improve performance on any given device while possibly adding new features. This allows more stability and drastic improvements on hardware performance on a device specifically targeting both the **CPU** and **RAM**.

*Apple* has taken advantage of their **firmware** updates for years now which the University of Moldova had suspicions on older *iPhone* models slowing down in performance when John Poole posted results on older *iPhone* models that would slow down with the latest **OS** update. Adding on this, *Apple* published a report in 2015 where their **firmware** update would improve performance on older *iPhone* which would soon be a lie two years later after allegations were made on the situation and being fined **\$16 million**.

*Apple* has always demonstrated themselves as pioneers and being one step ahead of their competitors in the

tech-world. With the awareness and public knowledge of *Apple* deliberately slowing down their older *iPhone* models with **firmware** updates just to make a profit on new products on the market. It goes to show if a company like *Apple* can be trusted and whether the recently announced *iPhone 12* will fall victim for this issue just like it's predecessors.



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# Single Core Benchmark

