Catherine Frances Tiatco

Apple...Mitosis

Why do Apple's cameras keep multiplying & continue to capture lifes moments?

Apple...Mitosis

Catherine Frances Tiatco

It's true Apple has made a stand out in the mobile market through the exceptional quality of their cameras as well as the price that comes with it. However, over time the newest iPhone's number of cameras began to grow and multiply like 'mitosis' many people were stunned, are new iPhones worth the hype? This article will discuss the purpose of each camera, the issues that motivated apple to invest in this development, and how they executed this initial idea in their newest model the iPhone 13.

What's so special about the iPhone camera?

Some might pose the question if it's worth purchasing the new models. Show data of iPhones not selling as rapid and at high rates, because people think upgrades are no longer necessary nor worth the hefty price. Apple hasn't changed much with respect to the rear wide-angle camera in the newest iPhone 13, it uses the same f / 1.6 (brightness) aperture and 12 MP

sensor meaning it's suitable for making HD images and standard prints. However, the introduced wide lens introduced allows the diagonal position of the camera to create image stabilization through shifting the optical sensor (instead of moving the lens). Apple also says it is capturing 47% more light than before. But why three cameras? The three lenses are telephoto, wide, and ultra-wide. This means you can take a picture at the regular length from your iPhone, one that's zoomed-in or one that's zoomed-out. This is a clear feature not available with older models with one camera. The telephoto lens is handy when you're at a larger event like a sports game or a concert, times when you can't physically move any closer to the subject of your photo. One primary camera is needed to capture things and other cameras add specific features. All the cameras at the same time are needed to deliver or form a photo. The other lens includes functions such as zooming or increasing the amount of incoming light, better HDR, portrait modes, or 3D.

What motivates Apple? Steve Jobs and Steve Wozniak in 1977 said that, 'Apple is dedicated to the empowerment of man—to making personal computing accessible to each and every individual so as to help change the way we think, work, learn, and communicate.' The maximum vast improvement is shown with the ultra-wide-perspective digital digicam because it has ways progressed low-mild overall performance over the iPhone 12. It is also able to take pictures night-time mode images for the primary time. These quality images during nighttime are something Apple wants to improve as their competitors such as Samsung have a better expectation when it comes to night mode. Other than this Apple has focused more on sound changes rather than the camera due to this problem consistent within the iPhone 12.

To conclude, although Apple's newest models include 'better' changes there may be features that some still favor in the older models, purchasing iPhones entirely depends on the consumer's likings according to specs and price. Apple continues to further develop its products and capture life's moments, will we see Apple's cameras further multiply? or will they struggle to make further necessary improvements. It is however clear the intentions behind the three lenses, the hard work, and motives for these changes. The iPhone 13 only offers small improvements over last year's model. However, customers hang onto smartphones for several years, meaning this upgrade will look significant to people with older phones. Apple has been known for its quality and constant advancements, new features and functions have been implemented into the new iPhones although not the newest iPhone 13 itself.

References:

Apple. (2021, January 4). About the Camera features on your iPhone. Apple Support. https://support.apple.com/en-au/HT210571

Chesgher,C. Between Image and Information: The iPhone Camera in the History of Photography. (2012). Studying Mobile Media, 106–125.

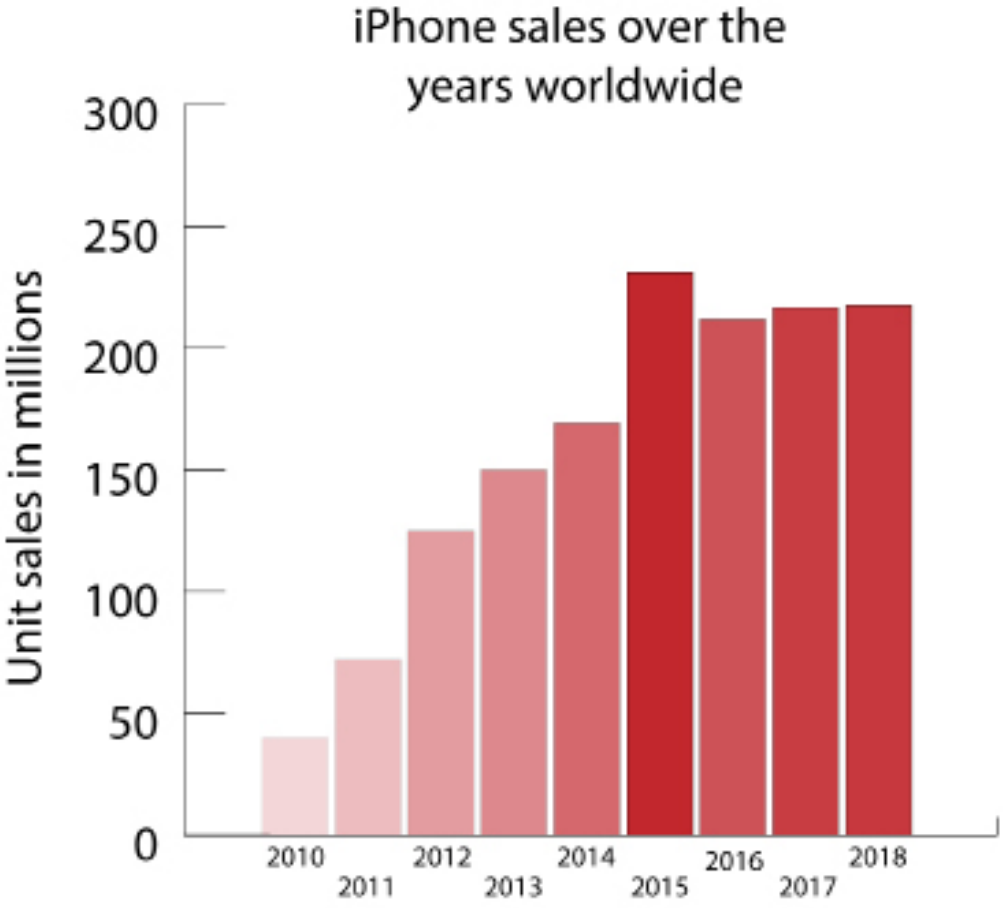
Palmer. Daniel Mobile Media Photography. (2014). The Routledge Companion to Mobile Media, 269–279.

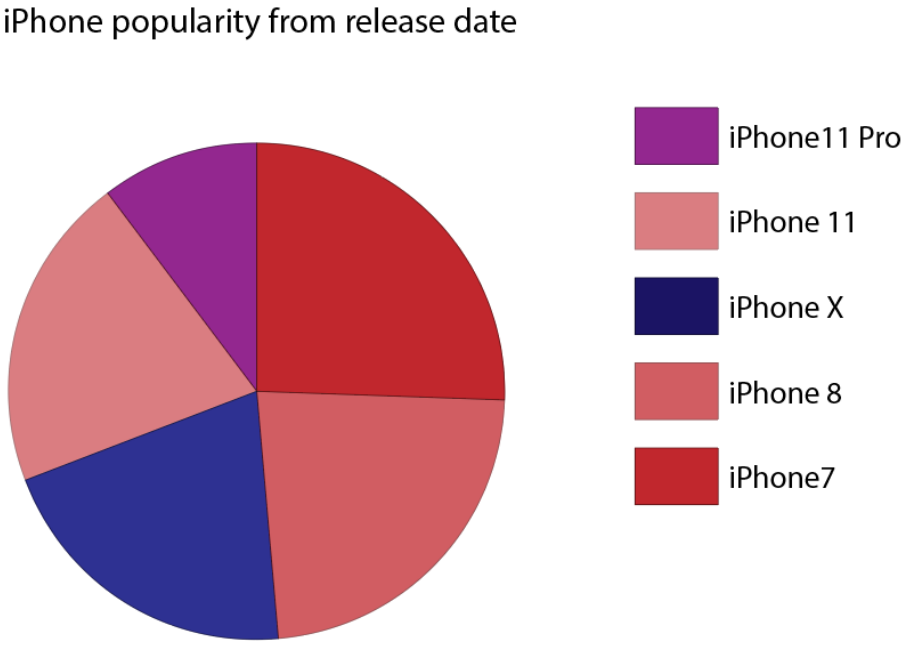
Peterson, M. (2021, March 3). Sensor-shift photo stabilization arriving on entire "iPhone 13 Pro" range, report claims. AppleInsider; . https://appleinsider.com/articles/21/03/03/sensor-shift-photo-stabilization-arriving-on-entire-iphone-13-pro-range-report-claims

Verzosa, C. (2019, August 22). iPhone vs Android for Smartphone Photography. ExpertPhotography; ExpertPhotography. https://expertphotography.com/iphone-vs-android/

Wuerthele, M. (2021, September 24). iPhone 13 | Release Date, Colors, Specs, Prices. AppleInsider. https://appleinsider.com/inside/iphone-13

com/2014/9/9/6125849/iphone-history-pictures.


iPhone sales over the years worldwide
Unit sales in millions
300
250
200
150
100
50
0
2010
2011
2012
2013
2014
2015
2016
2017
2018


iPhone popularity from release date
iPhone11 Pro
iPhone 11
iPhone X
iPhone 8
iPhone7

From 1 camera to 3.
2014 - 2021 Evolution

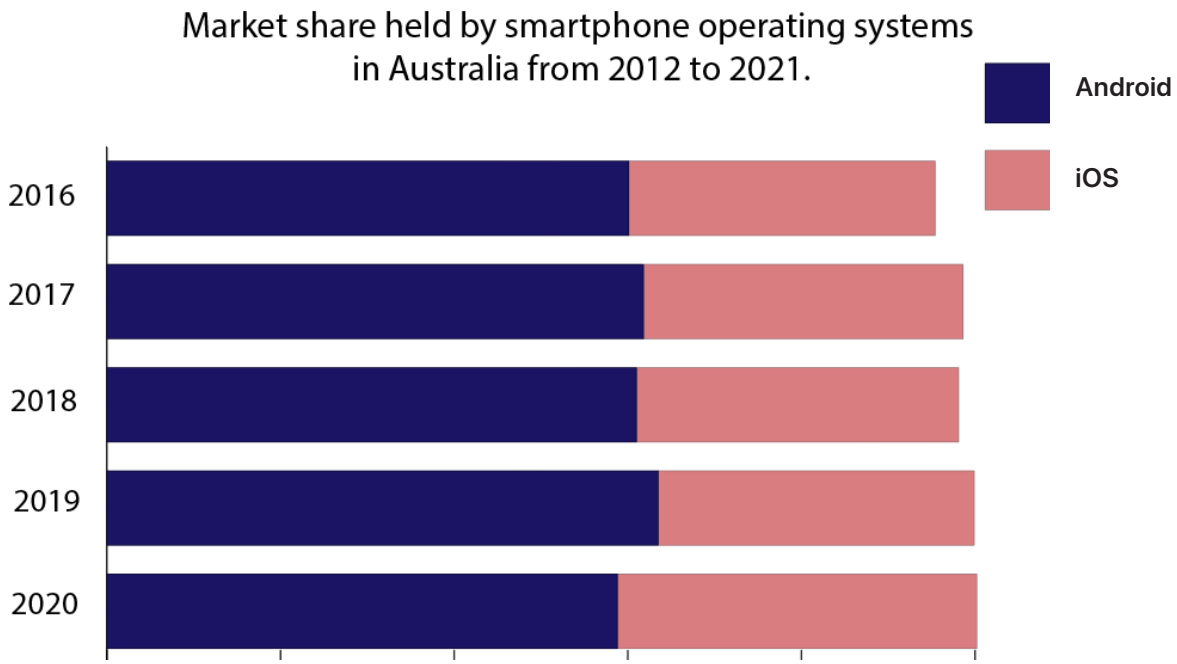
iPhone 6

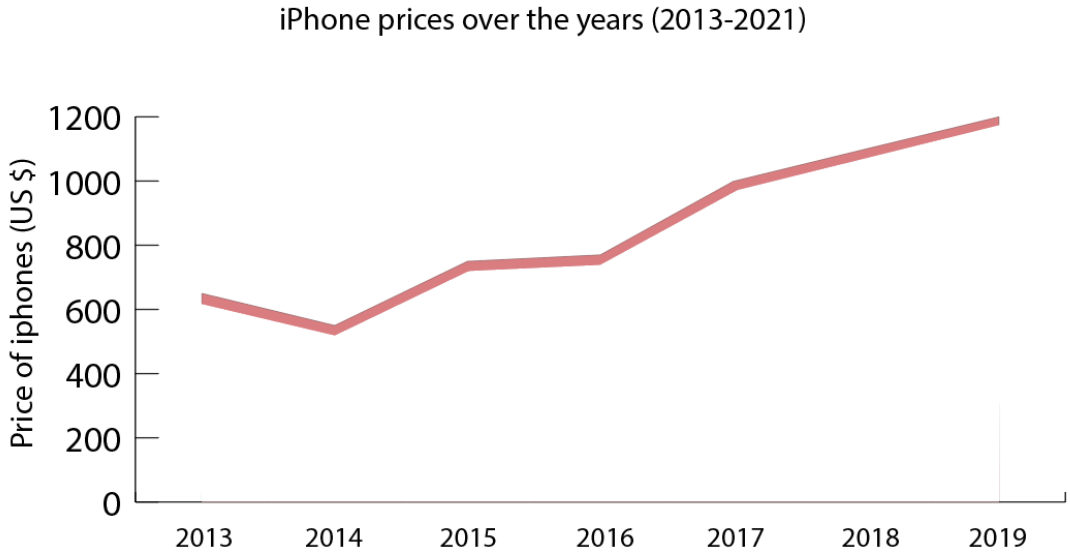
iPhone 8

iPhone X

iPhone 11

iPhone 13


Market share held by smartphone operating systems in Australia from 2012 to 2021.
Android
iOS
2016
2017
2018
2019
2020


iPhone prices over the years (2013-2021)
Price of iphones (US $)
1200
1000
800
600
400
200
0
2013
2014
2015
2016
2017
2018
2019