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# The Apple Empire

Why is iOS so good?



# The Cost of Success

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It's been 14 years since the launch of the first iPhone and Apple is more popular than ever. With its industry leading technology and minimalistic designs, the iPhone has a place in everybody's pockets nowadays - and it's easy to see why.

Apple's appearance in the smartphone industry revolutionised a previously weary mobile market. The company's arrival brought innovation, new technology and expanded what was once a niche market for digital smartphones. It's safe to say that Apple owes much of their wealth to the iPhone - the smartphone made up 48.6 percent of the company's total revenue in the third quarter of Apple's fiscal year 2021 and in 2020, Apple made \$196.9 million USD from iPhone sales alone.

But what makes the Apple iPhone so deserving of its popularity?

Well, simply put, the answer to that is: the iOS. Yes, Apple has a brilliant marketing strategy and a good reputation, but what makes an iPhone fantastic is its operating system. Formerly the 'iPhone OS', the iOS is Apple's mobile operating system developed by the company itself, and is used for all of their mobile products to provide networking as well as offering connectability and support across all iPhone applications. It's also the



world's second-most popular mobile operating system after Android.

So, what makes iOS so good?

Though a smartphone with a screen was not a new idea at the time, the concept of an interactive mobile with software like the iOS was. iOS was a major achievement in the development of digital mobile devices. Released with the first iPhone in 2007, iOS was presented as software that could reimagine the functionality of a mobile phone - and indeed it did. The system inherently changed the way phones could be used. In addition to calling and texting, the Apple iPhone introduced features that transformed a simple mobile phone into a portable all-in-one device - camera integration, maps with GPS, the App Store, iTunes, Siri, Touch ID and countless others, with the addition of allowing users to multitask on open applications, much like on a laptop or desktop computer, only more portable. Moreover, perhaps the most significant thing Apple has done is to give its users access to the internet via their mobiles - the real innovation behind the iPhone. This feat revolutionised the way people interact with mobile devices and instigated the digital age as it is now.

It can be said that one of the biggest advantages iOS has is its accessibility. Apple has built the iOS to be user-centric, and therefore intuitive and easy to use. Users are accessible to multiple forms of communications such as social media apps, internet access, music, digital novels and since the first iPhone launch, the iOS has had thousands of revisions and improvements. Partly reliant on consumer feedback and as a response to other competitor's software, Apple has periodic software updates which improve how their devices function with the addition of new features. The latest update is the iOS 15, which features redesigned notifications, ID cards in Wallet apps, added privacy features, multiple app redesigns and audio adjustments for Facetime calls.

It wouldn't be wrong to say that the introduction of iOS changed the mobile industry forever. More than a phone and much more like a computer in your pocket, the iPhone reformed the way people could engage with technology and receive information, and ultimately, set the standard of what smartphones could be here on.



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## Versions of iOS used on iPhones (from the last four years)

