

The Future of Innovation

A deep dive into the history of the iPhone, and an extensive look at what technological advancements could be coming next.





iPhone - The Future of Innovation

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Apple is often regarded as the pioneer and leading company within the modern day home entertainment industry in relation to digital devices. Apple's revolutionary products, technological advancements, and overall improvement/development focused initiatives, is the primary foundation as to why Apple is often seen as the leaders of the industry. Apple was created in 1976, with their first iPhone's debut in 2007. When the iPhone was released it revolutionised the mobile telecommunication industry as well as being the first successful company to master the use of touch screen technology advancing it far past its original capabilities. With the iPhones explosive debut Apple had immediately found its permanent footing in the industry and from that point on not only created the most advanced piece of household technology within the 21st century, but catapulted the industry's potential to an unintelligible level. With all this the question is what will be Apple's next promise? And what are the future possibilities for the iPhone?

Over the iPhones 14 year production time as of 2021, they have created what is possibly the single most useful piece of technology within the 21st century. They have been able to create, advance, and pioneer the potential of a mobile phone beyond its original capabilities. With this they had been able to introduce, integrate and advance, built in cameras that surpass even the most expensive modern handheld cameras, internet access from anywhere in the world, touch screen technology, voice and face recognition, GPS location tracking, a built in AI system, built in virus security, weather tracking and prediction, built in home entertainment systems, bluetooth technologies, app creation services and centers, automated calendars, and so much more. Even with all these revolutionary advancements they are still promising "to bring the best user experience to its customers through its innovative hardware, software, and services."



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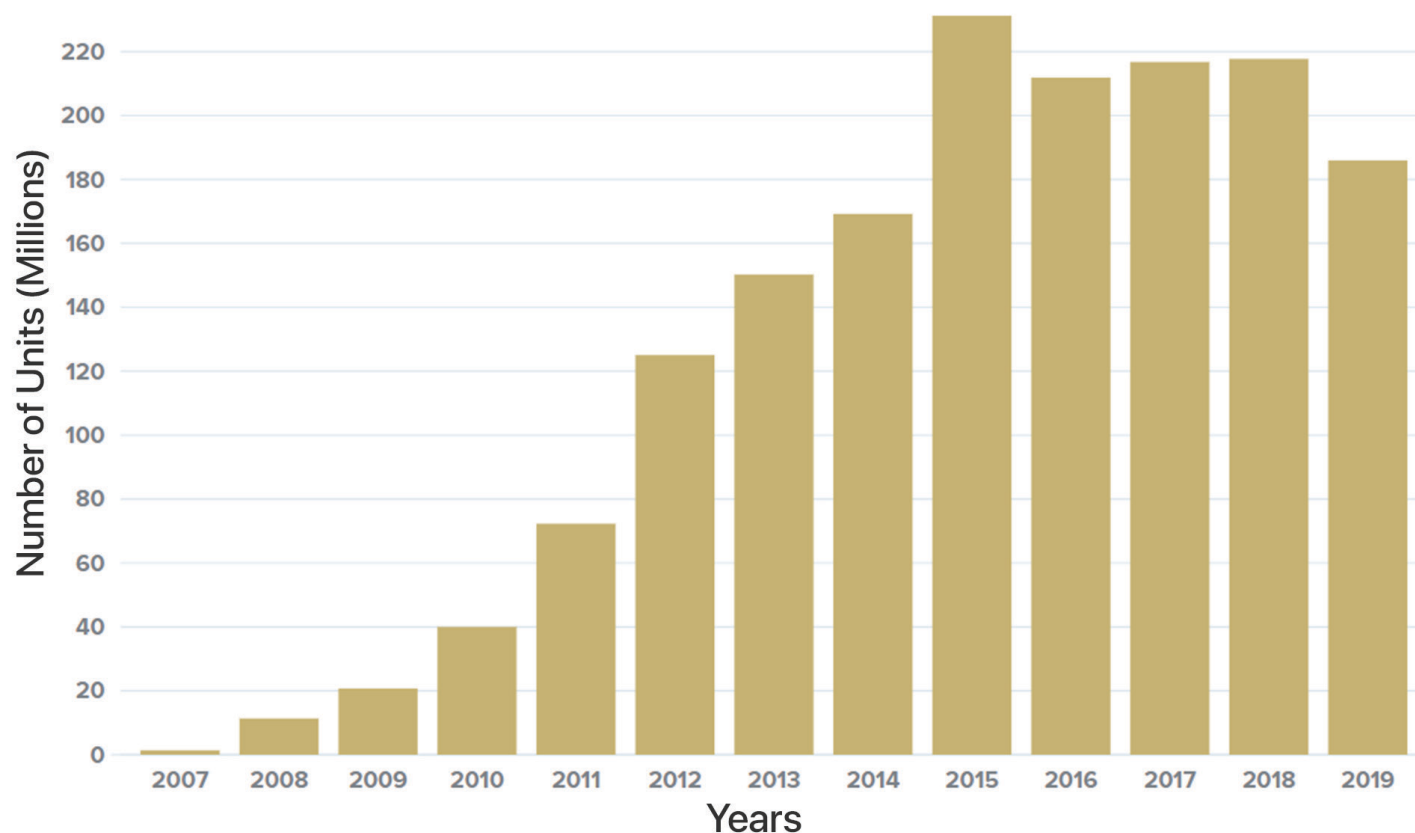
iPhone 13



With the release of the iPhone 13 as of the 24th of September 2021, Apple has released their most advanced and revolutionary device yet. With the iPhone 13 came Apple's most advanced camera system yet including a built-in cinematic mode with auto focusing and night mode for night based capture. The addition of being completely water resistant and having a built in ceramic shield layer to significantly improve the safety of the device, as well as most importantly the addition of 5G internet access.

This in comparison to the previous years models and sales is slightly more declined. The peak of sales within the 14 years of the iPhone was in 2017 with the release of the iPhone X. This is often attributed to the mass amount of new technological developments that debuted with the iPhone X. With this iteration of the iPhone, facial recognition, a massive improvement to the camera, a full UI and screen redesign, and many major improvements were added. Due to the declining sales since the release of the iPhone X, there have been many reports of Apple looking into new technological developments to be iterated within future phones, for an increase in sales.

iPhone Units Sold Annually (2007 - 2019)

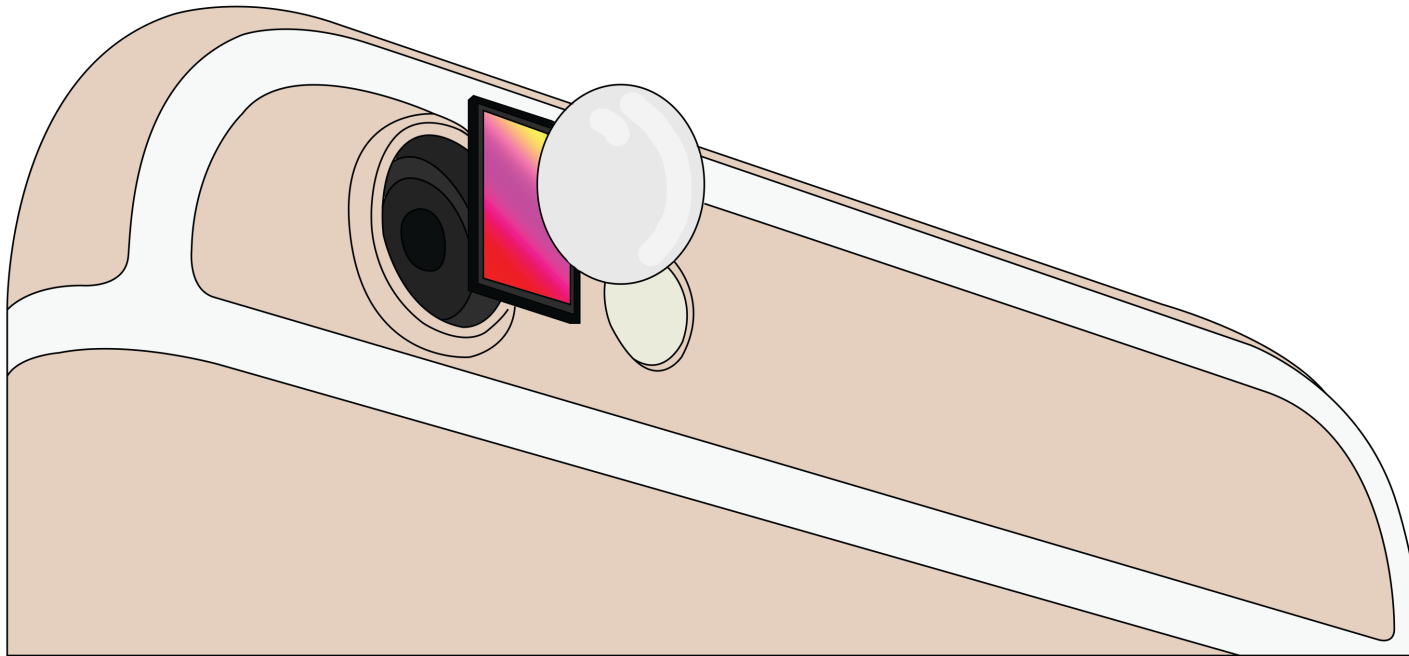


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One of these is a telescoping lens possibly for future zoom capabilities of the iPhone. These leaks according to 'Forbes Magazine' surfaced when Apple had submitted a patent for a new "periscopic lens design". Amongst other discussions a rumor that has been around for a while is that Apple has been doing research into projector based technologies. Whether this is for a future iPhone iteration or a different device, if the rumor is correct and it gets implemented into the iPhone it will be a major game changer for Apple. What we definitely can expect with future iterations of the iPhone is constantly improving camera quality, UI upgrades, performance tweaks, and Siri AI advancements.



It is Evident that no matter the path that Apple will take with the development of their new phones it is certain that Apple will continue to innovate the mobile phone, and be leaders within their industry.

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