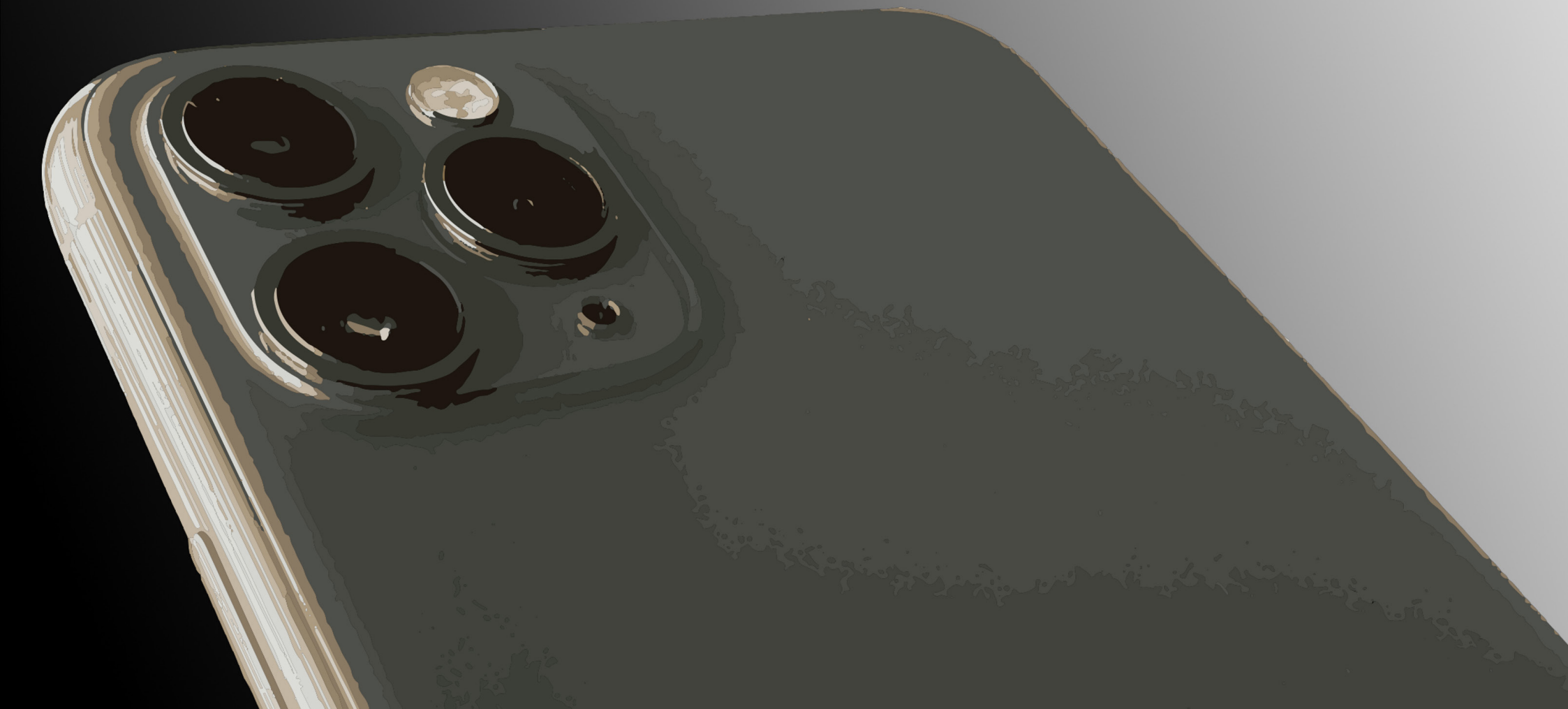
Nicholas Urludag

Point and Shoot

An insight to how the iPhone camera has captured our best moments over the years



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The iPhone, a significant tool most people can't live without in today's day and age. The word 'convenience' is what the modern smartphone represents and in particular, the camera. From taking that quick picture of text on the whiteboard to checking if your hair looks fine, the iPhone's camera is an important element in our everyday lives that we cannot overlook. This article will explore the impact of the technology behind the iPhone camera and how it has evolved since its launch.

Let's take it back to the very first iPhone in 2007. It featured a 2-megapixel rear facing camera... and that's about it. Apart from the geotagging feature to see the location of photos taken, the first iPhone didn't include anything else camera wise, not even a front facing camera. It couldn't auto focus on a subject or even record videos. In low light situations it couldn't deliver due to no flash either, though during the time, it did its job and captured images at an expected level.

The iPhone 4 released in 2010 took a big jump in its camera capabilities. It introduced the front facing camera at 0.3-megapixels, the rear facing camera upgraded to 5-megapixels and could capture 720p video at 30FPS with LED flash. Camera features included tap-to-focus and the rear camera allowed for 5x digital zoom. Another big feature was the launch of Facetime.

In 2013 Apple released the iPhone 5s which included major camera upgrades. The front facing camera upgraded to 1.2-megapixels and could record 720p video. The rear camera was improved for low-light environments and also included a sapphire glass lens cover. Burst mode was introduced at 10FPS as well as slow motion video at 120FPS.

Fast forward to 2021, the new iPhone 13 Pro features three 12-megapixel rear facing cameras with a 12-megapixel front facing camera. The three rear facing cameras include a telephoto, wide and ultra-wide

lens to capture all elements in view at greater angles. Night mode detects a low-light environment and increases exposure allowing more light into the lens and producing a better, lighter photo. The LiDAR scanner also assists the autofocus in low-light situations resulting in better portraits. Zoom ranges from 3x in and 2x out with digital zoom up to 15x.

Portrait mode with advanced bokeh and depth control. Many other features including true tone flash, slow-motion and time-lapse. The front facing camera or 'True Depth' camera also includes many features such as night mode, portrait mode and slow motion. It also assists Face ID with facial recognition technology. With the level of technology in these modern phone cameras, anyone can become a photographer.

With a 65% increase in photos taken per month compared to android users, it is clear to see why it is a popular choice for many. Considering its enhanced technology and quality, it is also the most used camera for photographers, which compares it to proper camera brands such as Canon.

The ease of access with phone cameras has allowed people to connect and share like never before. With Instagram being the main platform for many influencers and bloggers, there is a growing number that shows people making it their full-time career, all with the help of their phone and camera.

The technology behind the iPhone camera is a concept that is under appreciated. It transformed the way we communicate and interact. The phrase "just send me a photo" is what can determine an individual's understanding visually. It also allows us to see friends and family via facetime. Without a doubt, the modern iPhone is essential in our everyday lives. The camera plays a significant part and with emerging technology, will only advance further.

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iPhone

- 2 MP camera
- Geotagging

iPhone 4

- 0.3MP front camera
- 5MP rear camera
- 720p video
- LED flash
- 5x zoom

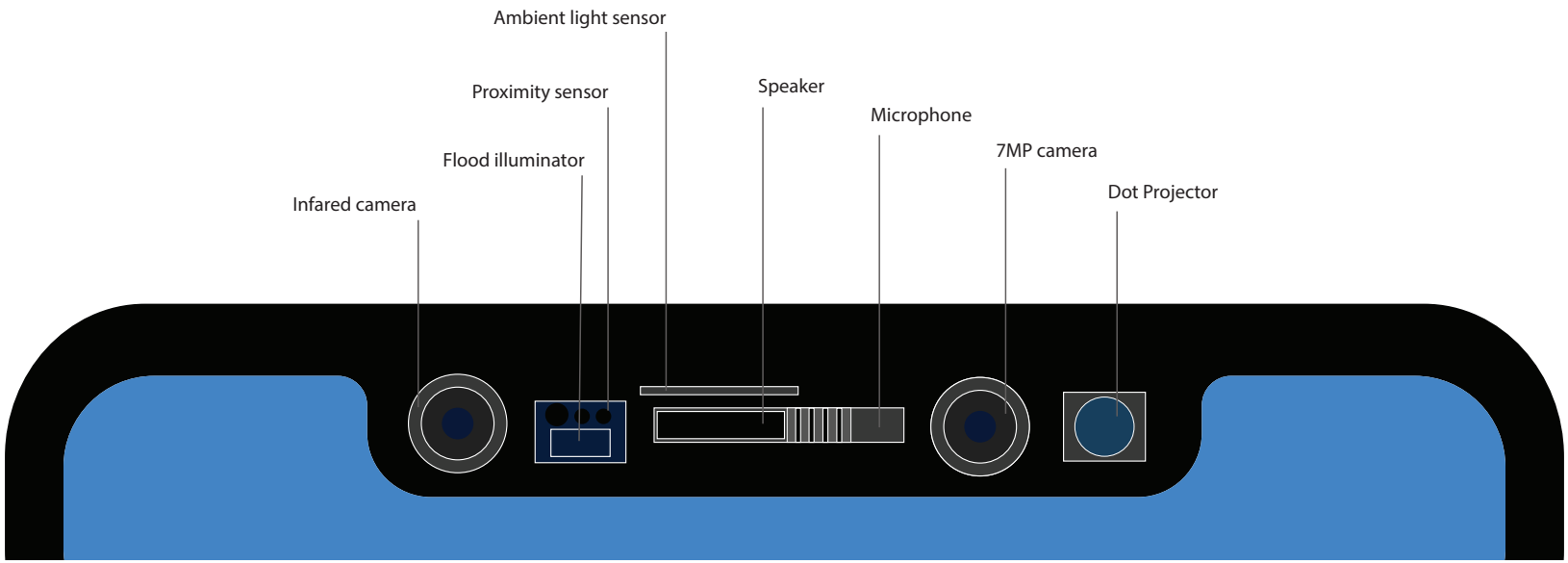
iPhone 5s

- 1.2 MP front camera
- Sapphire glass lens
- Burst mode
- Slow motion video

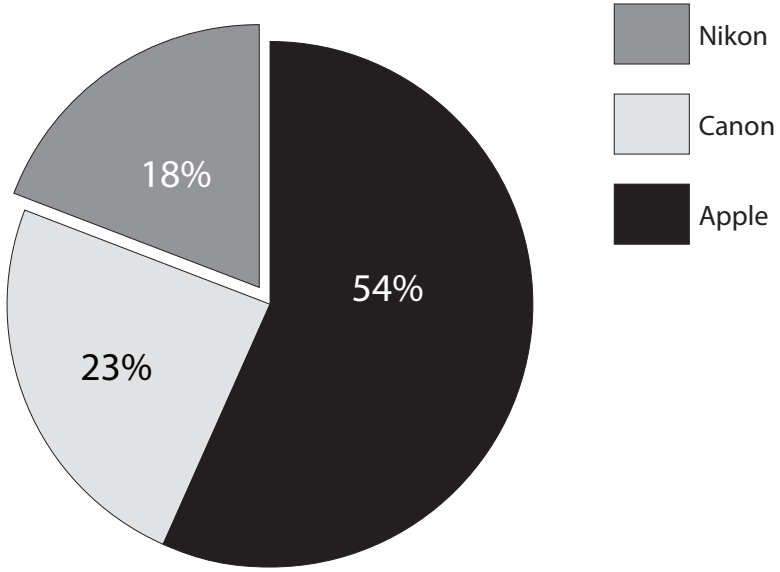
iPhone 13 Pro

- Three 12 MP cameras
- Telephoto, wide and ultra-wide
- Night mode
- LiDAR scanner
- 15x zoom
- True Depth Camera

True Depth Camera



Percent of photographers using camera brands



Average number of photos taken per month