*Noah Loundar*

# Shot on iPhone

How Apple's successful #shotoniphone ad campaign shot down the camera industry.

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June 29th 2007 marked the day on which the people of the world got their hands on Apple's shiny new "iPhone", the first iteration of the smartphone that would launch a revolution within the mobile phone industry. Ever since that day the technology that brought us the original iPhone has evolved to provide consumers with groundbreaking hardware and software year after year. Technological advancements brought upon the information age and with it, endless access to vast libraries of data and ever-developing avenues of communication with anyone or anywhere you could think of. The need for online interaction was quickly filled by social media platforms that aimed to create a safe space where people like you and I could communicate with people we know and some people we don't, seamlessly over the internet. As these platforms grew, sharing photographs of one's own lives became one of the main focuses; capturing and posting what food you had for lunch or that pretty new dress you just bought was a top priority. But what would you
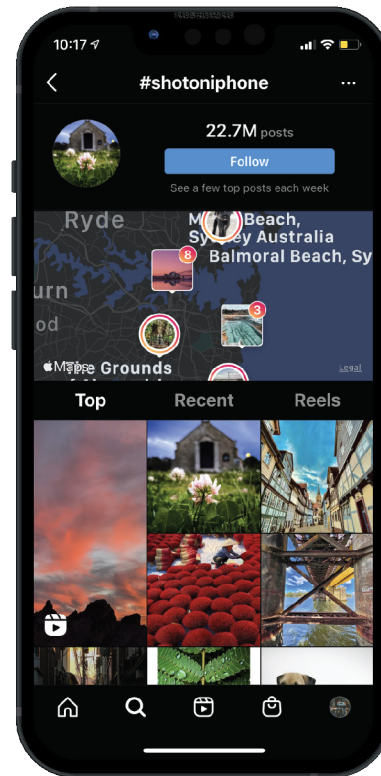


take the photos with? Industry standard DSLR cameras are bulky, expensive, and inconvenient to the everyday person. Smaller more affordable cameras didn't provide the quality that people were looking for. Therefore Apple had the perfect opportunity to answer this need, but at what cost to the camera industry...

The year 2015 showed the first major ad campaign where Apple focused solely on the iPhone 6's camera capabilities. The "Shot on iPhone" campaign displayed photos taken by multiple individuals from different countries to showcase the professional-grade photos that the iPhone could achieve. Sporting an 8-megapixel camera the iPhone 6 was still not close to competing with available DSLR cameras of the time, however, it provided anyone with the ability to take high-quality images using the phone in their back pocket. The campaign was a huge success leading Apple to continue the campaign for most proceeding models of the iPhone. The hashtag has managed to become a

worldwide phenomenon, having over 22 million posts on Instagram alone since it first started in 2015. Since then the iPhone's camera and its ease to use has become one of the most important hardware components of iPhones and a majorly marketable selling point.

The newest addition to the iPhone family (at the time of writing) is the iPhone 13. This generation follows the same range of models as the other recent generations, having a base iPhone 13 model, a Pro and a Pro max model. The base model only has two cameras: Wide and Ultra Wide. While the Pro models also include a Telephoto lens as the third camera on the phone. The iPhone 13's cameras are very high quality, being 12-megapixel cameras with multiple apertures available to take the best picture possible. The camera systems of the iPhone 13 also include the software which supports night mode and image stabilisation amongst many other features which all work together to ensure the simplest user experience.
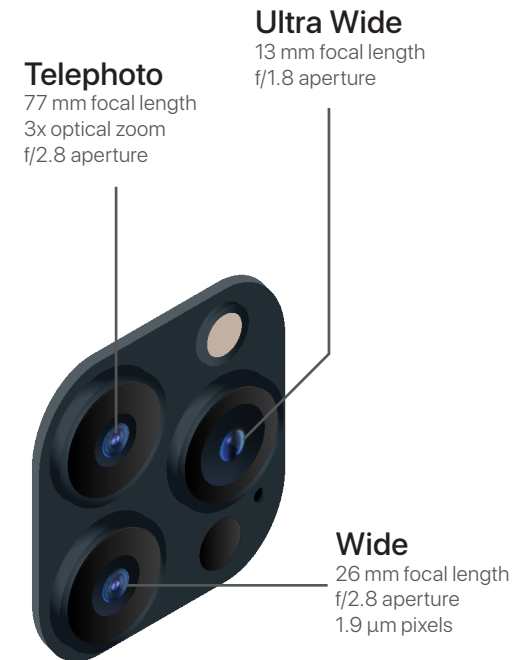
When being interviewed about Apple's philosophy behind the iPhone cameras, Vice President of Camera software engineering Jon McCormack stated, "As photographers, we tend to have to think a lot about things like ISO, subject motion, et cetera," ... "And Apple wants to take that away to allow people to stay in the moment, take a great photo, and get back to what they're doing."

An industry standard DSLR of around the same price range of $1800 AUD has a 32.5 megapixel camera, but, for that price, it gets you the body of the camera itself. For a lens, it can cost upwards of $50, and for non-professionals and professionals alike that is quite expensive. The iPhone holds the ability to take professional-grade photographs out of your back pocket as well as do everything a smartphone can do, it is no wonder people are opting for iPhones over cameras now more than ever.

**Telephoto**
77 mm focal length
3x optical zoom
f/2.8 aperture

**Ultra Wide**
13 mm focal length
f/1.8 aperture

**Wide**
26 mm focal length
f/2.8 aperture
1.9 μm pixels

## iPhone 13 Pro Camera

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# iPhone unit sales against DSLR unit sales in past years