

## Sink or Swim

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Apple is one of the largest and most innovative technology companies in the world, developing and marketing a wide range of consumer and business technologies. With consumers spending hundreds and sometimes thousands of dollars with each purchase of a device. you would assume that their durability and resilience would be top-notch quality. Is this the case though? Throughout this article, ideas of Apple's water-resistant features of the iPhone 7 and newer models will be brought up. According to Google, waterresistant means being "able to resist the penetration of water to some degree but not entirely."

Apple introduced the first water resistant iPhone in 2017, the iPhone 7. Although Apple hasn't fully addressed how they made the water-resistant features, they stated that they re-engineered the iPhone 'from the inside out." In particular, the addition of newer seals and adhesives inside the iPhone gives it the water-resistant feature. In other words, Apple used glues which



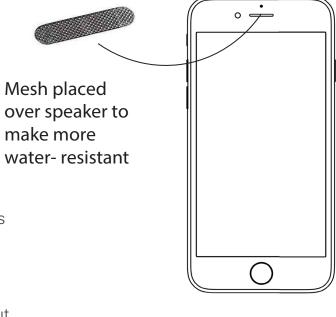
are intended to keep the chassis (touch features) safe. The iPhone 7 was the first iPhone that did not include the headphone jack, which was most likely to make the phone more water-resistant. As iPhone models evolved, Apple also added rubber seals and gaskets to various areas in the iPhone, including a rubber seal around the SIM tray to prevent water from entering. They also included a fine mesh over the speaker, seals on the control buttons and lightning port and tighter tolerances on buttons. In further models Apple turned away from the home button, and this change further added to the water-resistant features of the iPhone.

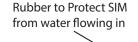
Breaking it down from the iPhone 7 to iPhone 11, is the water-resistant feature as good as Apple claims? The iPhone 7 saw an upgrade in seals, adhesives and casing, meaning the iPhone, as claimed by Apple, could be submerged in up to a meter of water for nearly 30 mins. However, these upgrades are not a strong or permanent water-proof solution. The iPhone 8, X, XR

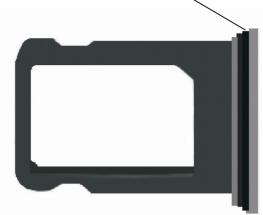
and XS carry the same IP67 rating as the iPhone 7, meaning they can withstand a short amount of time in the water such as rain but any more than that could possibly ruin the device. This means that these features could wear and tear and that there is a certain unpredictability about their actual water-resistance as compared to Apple's claims. For example, the iPhone 11 was given a higher rating of IP68, and Apple claims it is able to withstand 4 metres of water for up to 30 mins, the adhesives, seals, gaskets and casing are the same as previous models, meaning at any moment they could wear away.

fWith all these new and innovative water-resistant features, there are reasons for consumers to be cautious. First, Apple will not cover any water damage in the warranty. The iPhone's water protection features will likely deteriorate over time and there are no claims from Apple how long or what could lead to fully damaging the iPhone's protectiveness. Consumers should read these statements that are located in fine print and many consumers

will miss out on this. If your iPhone has water damage and has been fixed, these new seals may also deteriorate. If your iPhone has been repaired by a business other than Apple, Apple will no longer cover for it and any further damages might not be able to be fixed, and trading in the iPhone will no longer be an option. Apple's water- resistant features on the iPhone 7 and newer phones were a leap in the technology industry and are testament to Apple's drive for innovation. However, to date the quality of this feature is not without its limits. The lack of a permanent solution or complete answers from Apple is a clear disappointment in some eyes but a leap in the right direction in others. What do you think?







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