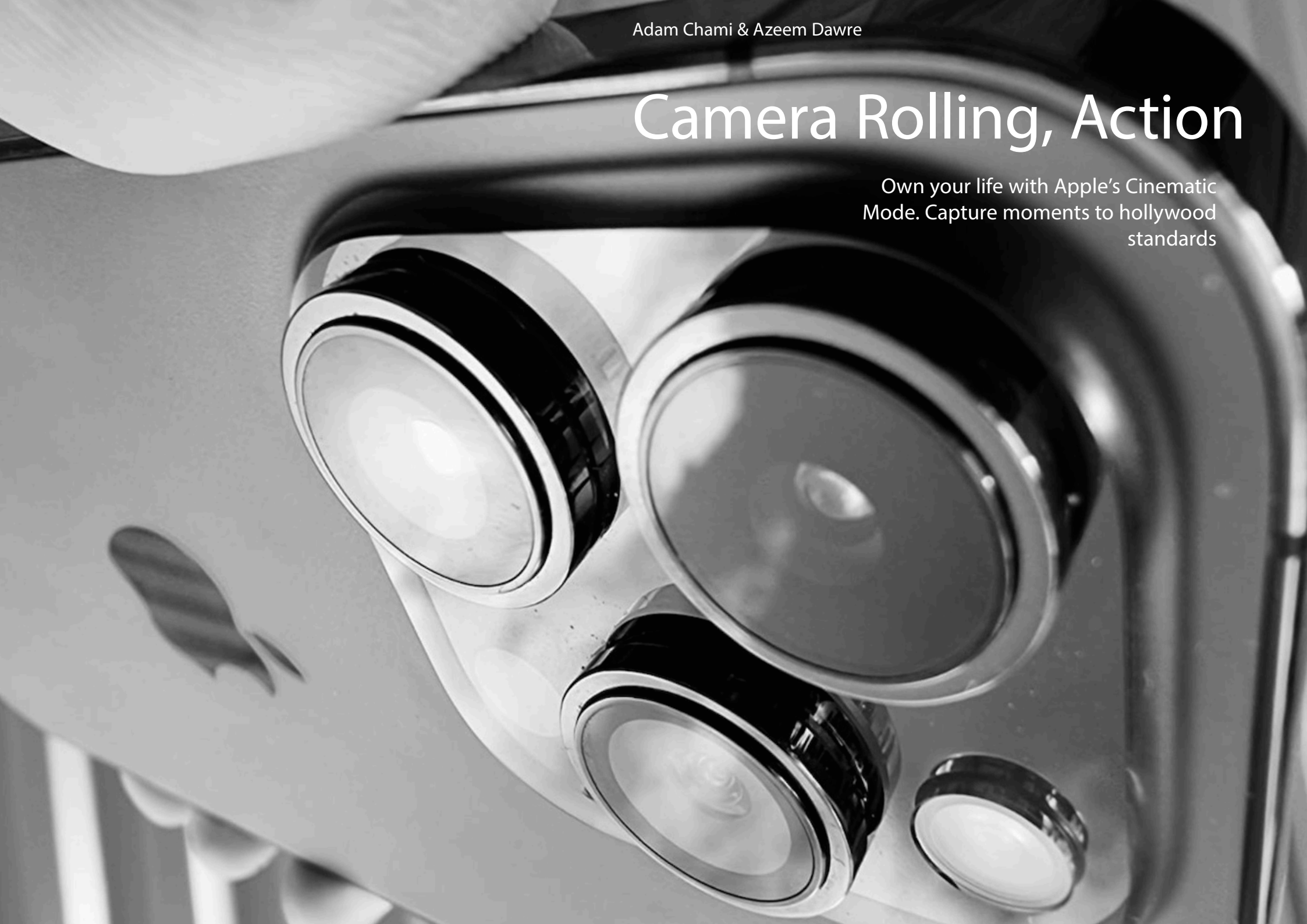
Adam Chami & Azeem Dawre

Camera Rolling, Action

Own your life with Apple's Cinematic Mode. Capture moments to hollywood standards



Camera Rolling, Action - (Cinematic Mode)

Azeem Dawre & Adam Chami

The technology industry is rapidly growing and is becoming more accessible to people around the world. The most influential technology brand Apple has been ruling the mobile market. In the first quarter of 2022 around 56.6 million units were sold around the world. There are many reasons why the iPhone is a common choice among people, but the most evident feature of the iPhone is the camera. Cinematic mode is one of the latest additions to the camera system it allows ordinary people to record Hollywood equivalent videos from the palm of their hands.

Cinematic Mode was introduced with the launch of the iPhone 13 in late 2021 and has been improved with the latest launch of the iPhone 14 series. Cinematic mode is a powerful tool it is capable of recording 4k videos with a 1080p resolution, and High Dynamic Range (HDR). The in-camera stabilisation on the iPhone allows smooth video experience, allowing to film pans and tilts without the need of using a tripod or gimbal, this limit shakes and movements keeping the footage clean. It also allows to add blur to the footage taken making it look as close to cinema videography.

Apple's Cinematic Mode shifts its focus to give attention to subjects at different depths, this is done back and forth to showcase importance of a characters in scenes. Films have used this technique (rack focus or rack pulling) for decades. In the film-making process rack focus is an integral technique. Usually there is one person whose job is operating the focus ring to achieve the right focus. When working with professional cameras it is harder to focus on the subject because the cameras have a shallower depth of field and on mobile cameras it is easier as the subjects are already mostly in focus. Apple has tried to replicate the rack focus to make footage taken on the iPhone as close to cinema worthy.

Apple has tried to make this feature as simple as possible by recognising subjects in the foreground and automatically changes its focus when new subjects come in the frame. The camera will automatically adjust the depth of field to suit the scene that is being filmed. You can also tap on subjects in the background and the focus will shift smoothly. Some of the more high-end expensive film cameras out in the market also apply focus digitally and for apple to do that on a smart phone camera is truly an innovation. You can take Cinematic mode to another lever with the integration of iMovie. In the apple application iMovie tap the camera shaped icon to access tools that will allow you to change the focal point and the amount of blur in the clip captured in the cinematic mode and improve the clip by tweaking a few adjustments and making a true 4K experience by using nothing else other than your iPhone.

Number of films have been filmed on the iPhone before and after cinematic mode and the Apple iPhone has been one of the reasons why mobile technology has been rising in the film making industry. The budget of a film is always the main reason to the success or failure of a film. This indicates what technology they can afford. Director Sean Baker had made four small budget films, but he was aiming to create something more sophisticated with various technology, however he was turned down many times and then the Duplass brothers gave him an offer. This is when he decided he will use the iPhone 5s with different lens attachments to make his fifth small budget film. This film was Tangerine the first commercial iPhone film the reason mobile technology is increasing in the film industry. Back in 2015 the film Tangerine set the standard of mobile film making and other directors have been doing the same since. One well known director Steven Soderbergh has made two well-known iPhone films which are unsane released in 2018 filmed on the iPhone 7 and Netflix film High Flying Bird was entirely shot on the iPhone 8. Now with the innovation of the iPhone 13 and 14 cinematic mode film making has taken another turn into giving the mobile film making industry a big rise.

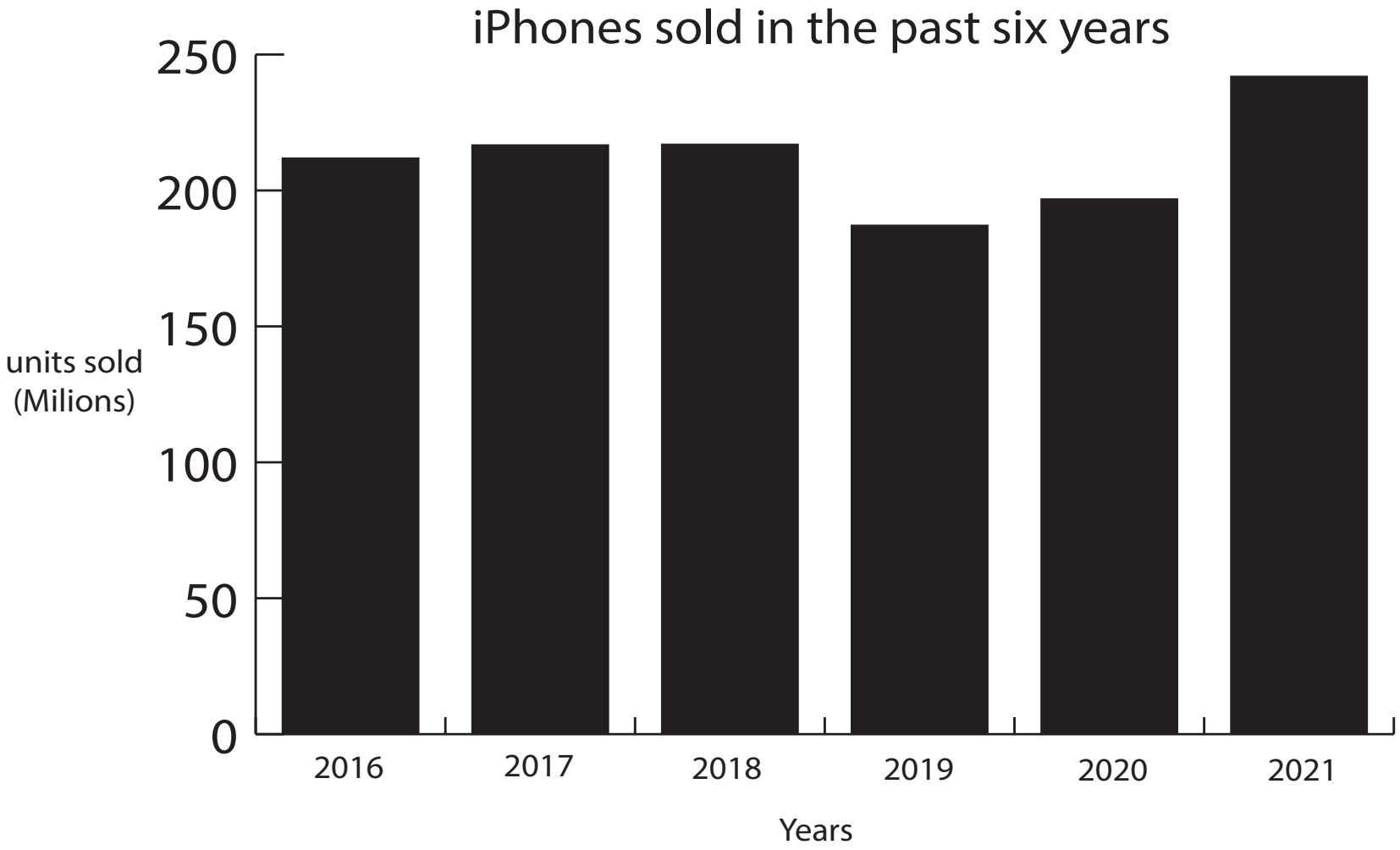
You can check out some cool short clips take in cinematic mode on Apple's you tube channel. You will be amazed with the quality of the clips, and you can tell that the iPhone's cinematic mode will be the first right direction into the future of mobile film making.

References:
Cairns, G. (2022, 07). Discover Cinematic mode. MacFormat, , 44-45. http://ezproxy.uws.edu.au/login?url=https://www-proquest-com.ezproxy.uws.edu.au/magazines/discover-cinematic-mode/docview/2670672305/se-2

Simon, Horrocks. (2021). How an iPhone Film Shocked the Movie World [video] YouTube. https://www.youtube.com/watch?v=4LfnBEGzoGo&t=365s

Lopez, N. (2021). The iPhone 13's Cinematic mode is going to change mobile filmmaking forever. Newstex.

Master Cinematic mode with iMovie editing. (2021, ICreate, , 26-27. http://ezproxy.uws.edu.au/login?url=https://www-proquest-com.ezproxy.uws.edu.au/magazines/master-cinematic-mode-with-imovie-editing/docview/2605308650/se-2


iPhones sold in the past six years
250
200
150
100
50
0
units sold
(Milions)
2016
2017
2018
2019
2020
2021
Years

when using cinematic mode on the iPhone 14 pro and pro max there are two options of recording one in 1x zoom and the second in 3x zoom. when filming 1x zoom the main 48 megapixle camera is in use. when filming in 3x zoom the telephoto camera is in use. both are used together to gerate the best resutls they recongnise the scene and automatically apply the blur to the video similar to the portrait photo mode.

Main Camera
48 megapixel
4x resolution

24 mm
48 mm (2x Telephoto)
Quad-pixel sensor
2.44 µm quad pixel
1.22 µm single pixel
ƒ/1.78 aperture
100% Focus Pixels
7-element lens
Sensor-shift OIS (2nd generation)

Telephoto
Up to 2x better
low-light photos

77 mm
3x optical zoom
ƒ/2.8 aperture
6% Focus Pixels
6-element lens
OIS

Ultra Wide
Sharper, brighter
macro shots

13 mm
120-degree field of view
ƒ/2.2 aperture
100% Focus Pixels
6-element lens
Lens correction

source: Apple website

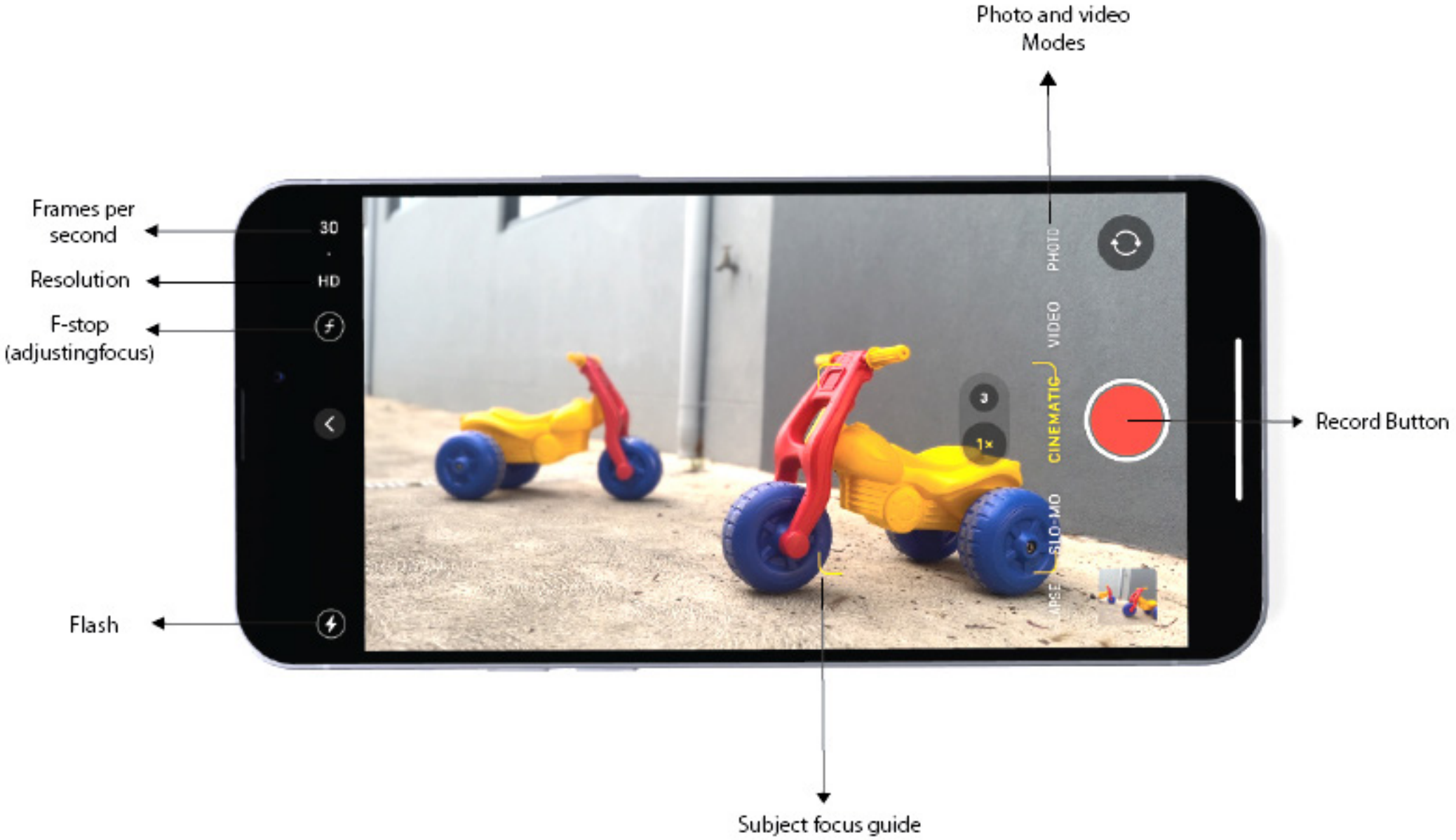


Photo and video
Modes
Frames per
second
Resolution
F-stop
(adjustingfocus)
Flash
Record Button
Subject focus guide
30
HD
PHOTO
VIDEO
CINEMATIC
SLO-MO
1×