

Robert Sison

Handheld Internet

The power to communicate around the world, all in the palm of your hand.



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Revealed to the masses in 2007, the iPhone was a revolutionary new take on the idea of a mobile phone. Unlike its competitors before it, the iPhone introduced a myriad of new features and ideas thought to be impossible to be implemented on such a small device. But this product specifically had the ability to freely browse the web, unseen on other mobile phones. This feature would introduce more ideas and features that would become a well known feature of the iPhone.

How would the iPhone be able to include this revolutionary feature in the first place?

Other mobile phones at the time were already using mobile internet, but in a more restricting sense. This was in the form of messages and calls, through the support of an operating company. This limiting use of the internet was what defined the idea of a 'mobile phone'; a mobile device purely meant for communication. It was due to this defining idea that the iPhone was able to gain a cult following after its reveal, as it essentially challenged what the mobile phone could do. In basic explanation, the



iPhone was a home computer crammed into the size of a mobile phone. However, even with the introduction of the use of the world wide web the iPhone itself was relatively slower compared to the other mobile phones at the time, and was due to the contract between Apple and AT&T. The network that the original iPhone was using for mobile internet was extremely clunky and unreliable, known as the EDGE network. The network was using 2G broadband, which in today's standards is remarkably slow. In response to this slow speed, the iPhone was succeeded by its 3G version, which boasted better internet speeds at a much more affordable cost.

After the release of the 3G model of the iPhone, the company allowed for third party apps rather than being locked to the native apps that were exclusive to the operating system. The introduction of third party apps meant that developers other than Apple could create and publish their own apps that could utilize the internet functionality of the iPhone. A well known type of app to do this are social

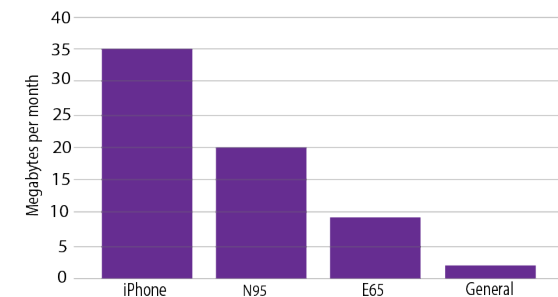
media apps, notably Facebook, Instagram and Twitter. These apps allowed for users to post and share photos and videos online, as well as be able to text messages to each other.

The introduction of the implementation of online features would allow the iPhone to be used more than a communication device. Today, the iPhone is used for not only texting and calling, but also for storing files, GPS travel, purchasing items online and more. These features would be a crucial part of the iPhone's identity, as users have become familiar and accustomed to these features in contrast to the original iPhone.

As more models are developed and released, these features have become more refined and optimised in order to keep up with the high demand of user activity. This demand has resulted in the iPhone being more traffic heavy compared to other mobile phones such as Samsung and Google, as the amount of internet usage from iPhone products was more than

the combined usage from the N95 and E65 Nokia models. This means that users who had purchased an iPhone had used it three times more from when they still owned a different mobile phone.

As such, it is evident that Apple's launch of the iPhone was a major success due to the many features they introduced on a device that was thought to have been impossible to do so. The introduction of the internet on a handheld device in particular paved the way for the existence of well known apps that allow us to communicate in multiple forms and methods. This would define the existence and reputation of the iPhone today, as it is considered a staple device to all households.



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