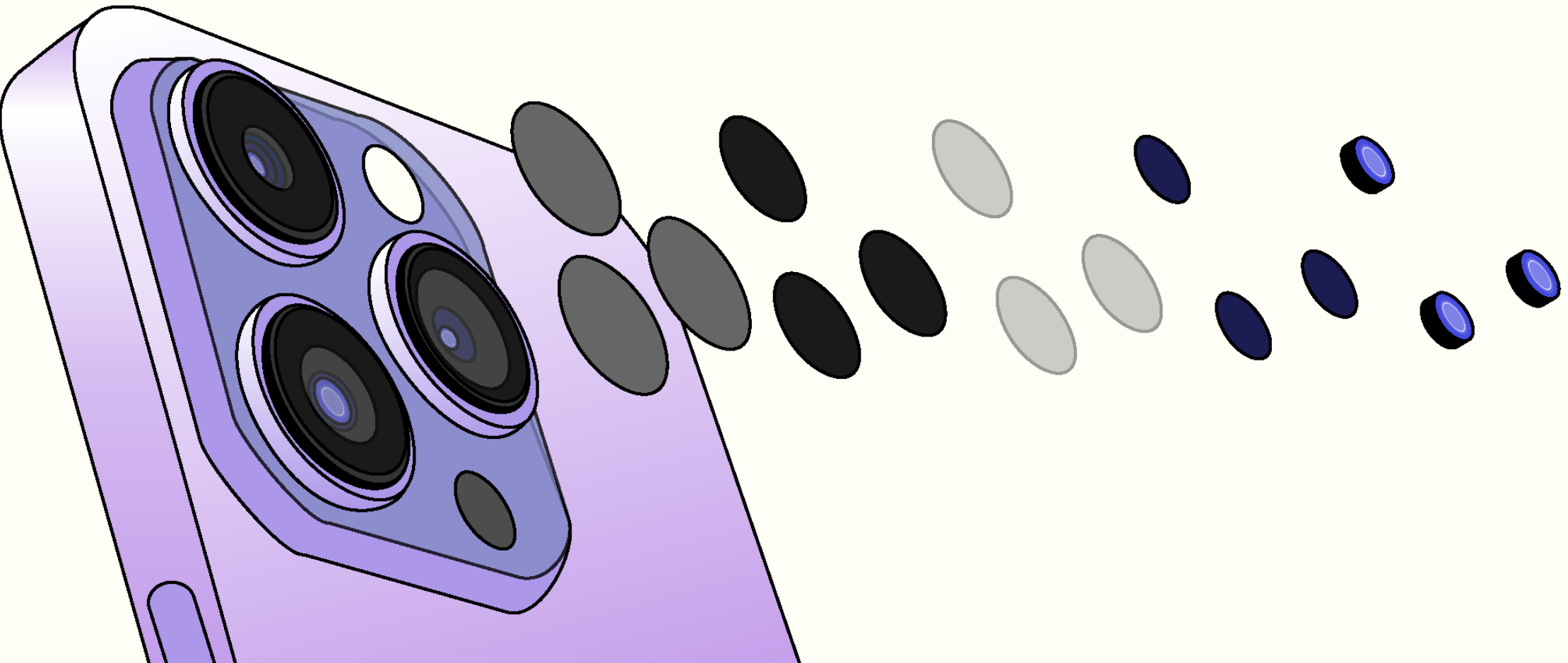


Anaise Carrasco & Melissa Nguyen

Take More Than Selfies

Through the iPhone camera lens, its evolution is amazing, here's why...



Take More Than Selfies

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The evolution of the iPhones' cameras features has advanced greatly to today's world. Apple's iPhone introduced in 2007 allowed many users to start capturing moments of their life. The development of the Apple smartphones began in 2004 when Apple Inc. gathered a team of 1,000 employees consisting of hardware and software engineers and design officers to work on a highly confidential project called "Project Purple". This led to the announcement in January of 2007 to then be realized in June that same year. With each advancement of the iPhone, the camera evolves along with it. The features are constantly changing its resolution with higher megapixels, smaller apertures and larger pixel sizes; the combinations of these features assist consumers in capturing their meaningful memories to last forever. The evolution of the iPhone camera has given the average person a means of exporting and sharing photos as the camera now can be easily accessed with a swipe or a button upon the home page.



This enables individuals to quickly snap their once-in-a-life moments. Consumers are often seen with a mobile device of all times, capturing and recording their point-of-views to which has become a second nature upon all individuals. This second nature can relate to amateur photographers, influencers and all types of people who desire in saving their memories. The model of all iPhones took into consideration for consumers to easily hold the electronic sturdy device for when taking photos, regardless of the product size. iPhone has also significantly improved in terms of lighting to which photographs captured in good lighting, the image doesn't lose much of its original details but rather subtly enhances it. However, this feature is not perfect and may distort the images to look blurry when filmed over with the back lens before shooting. Cameras with smaller sensors tend to struggle with capturing photos in low light situations and often produce colours of noise upon the images. When the 'iPhone 4' was introduced, it

brought many innovations such as the front camera and the notion of potentially replacing handheld digital cameras. This notion led Apple's desire to improve and advances forward as proven through the iPhone SE 2020. It also has the same processor as the iPhone 8 and significantly enhances the camera lens enabling options to take higher quality photos and 4k videos. The iPhone 14 Pro Max revealed to be the best released mobile phone in 2022 for its photography abilities. It is said that the quality of the phone camera is similar to a handheld digital camera which successfully succeeded the notion mentioned. It also reached acknowledgments when experiencing an Apple smartphone with a big immersive screen and its new creative features for iPhones' home page and lock screen; along with the camera's cypher, an unaltered and nonlinear power-law transfer purpose that helps map the light intensity to a pixel value. When you compare the original iPhone and the newest iPhone (iPhone 14 Pro

Max), both phones serves the same purpose. However, the camera quality has drastically changed throughout the years from the resolution down to the pixel size. When comparing between the new and old camera features, the resolution is a "2476 x 810" difference to the original iPhone, following along with a "46" difference in megapixels as well as a "297" difference in pixel size. These differences allows us to capture photographs with a clearer view in contrast to the quantity and quality on the original iPhone. Taken into consideration of the differences in the apertures, the latest current iPhone has a multi-camera feature, allowing individuals to shoot images at different lengths of close and far shots when zooming in/out. This opposed to the original iPhone as it was only accessible at one-view length. As a result, this comparison has shown the evolution of what was once a single camera feature to a new and improved 3 lens evolution.



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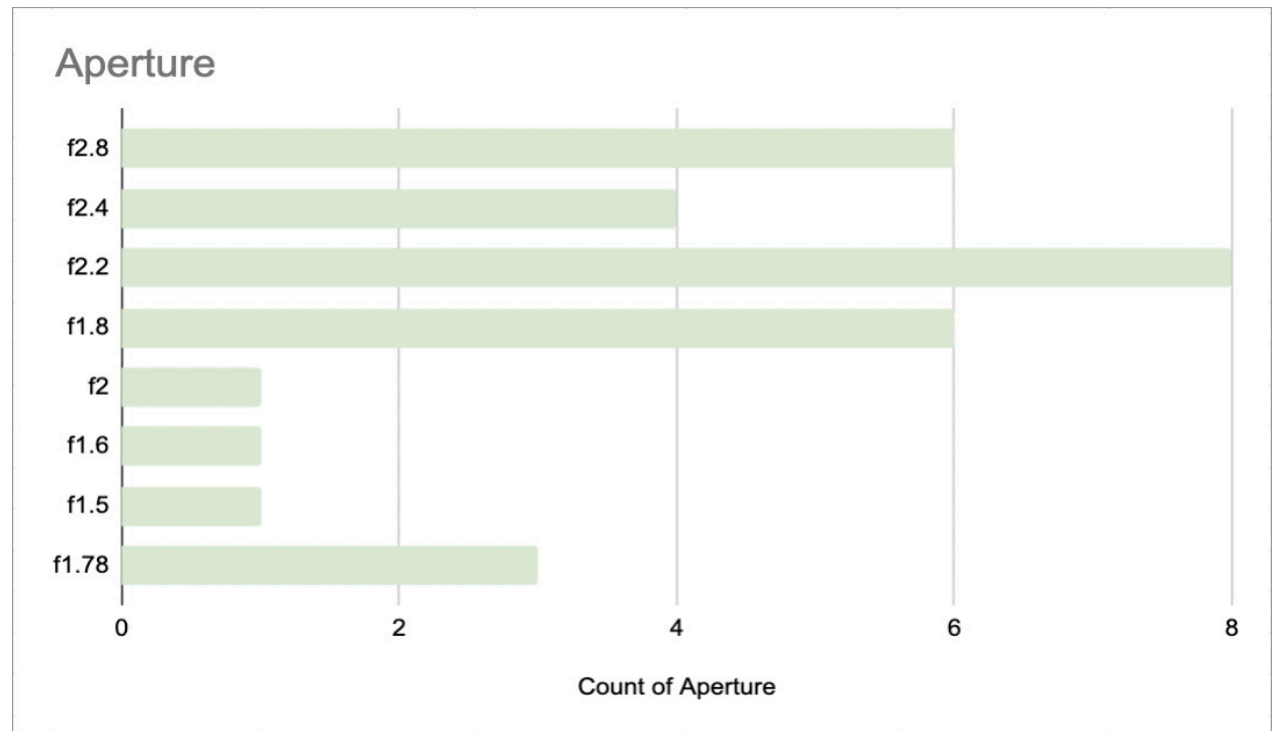
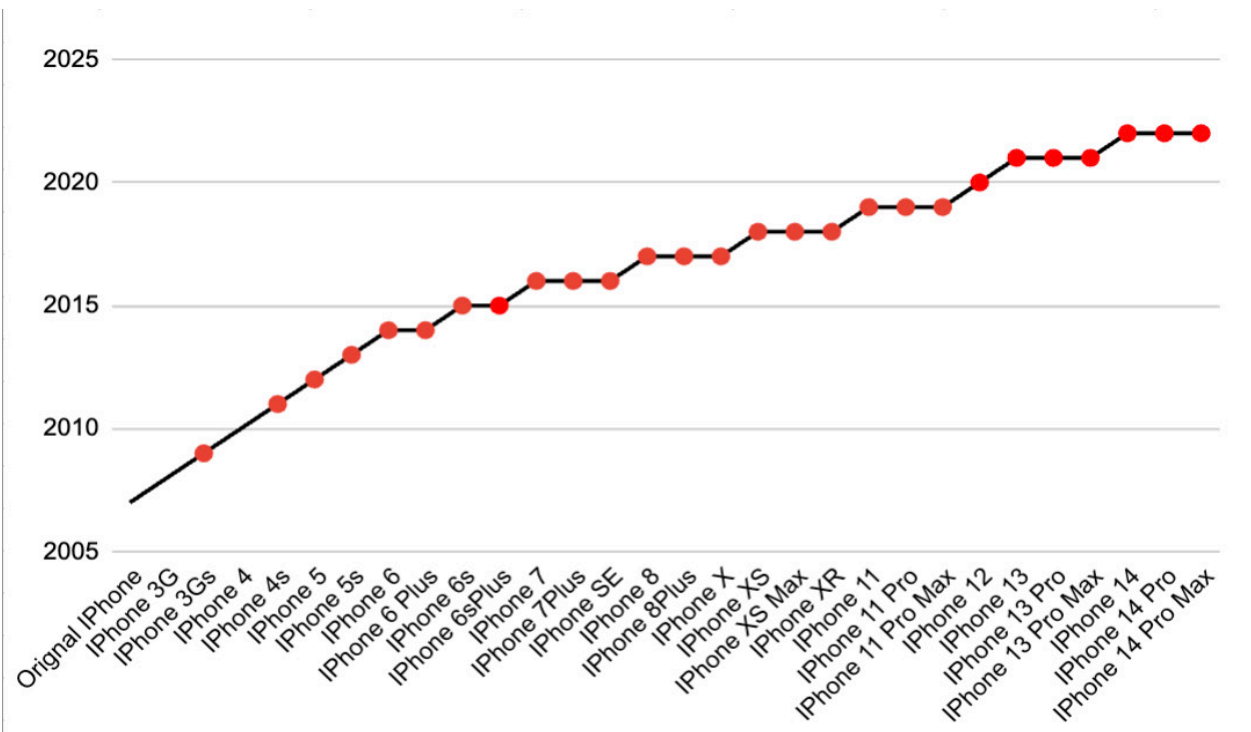
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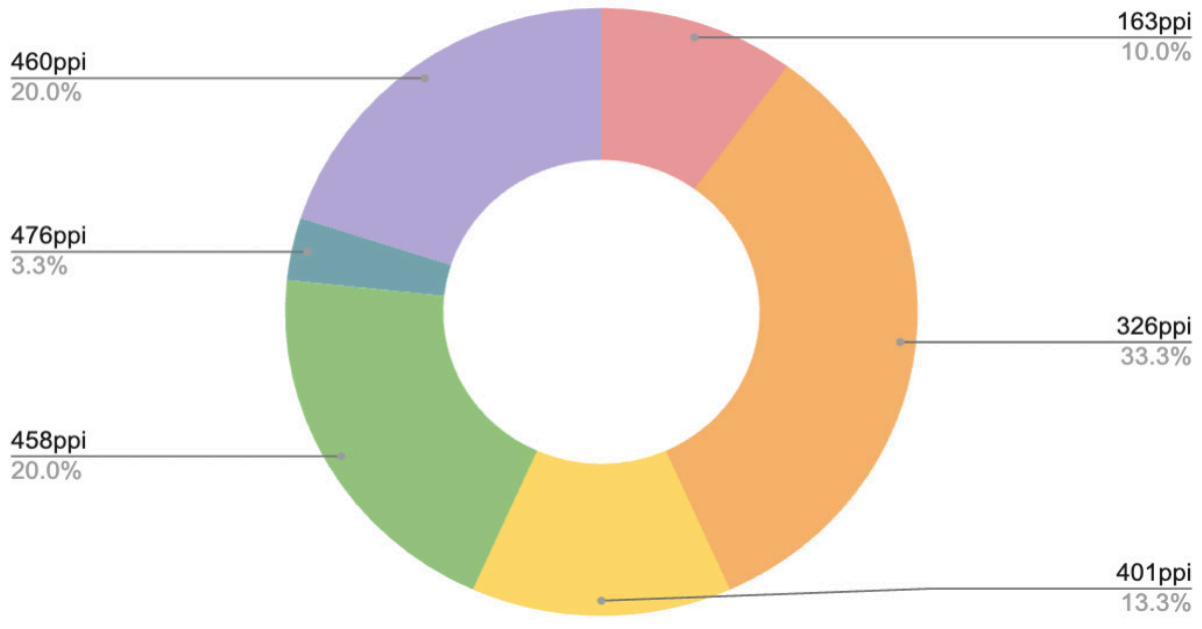
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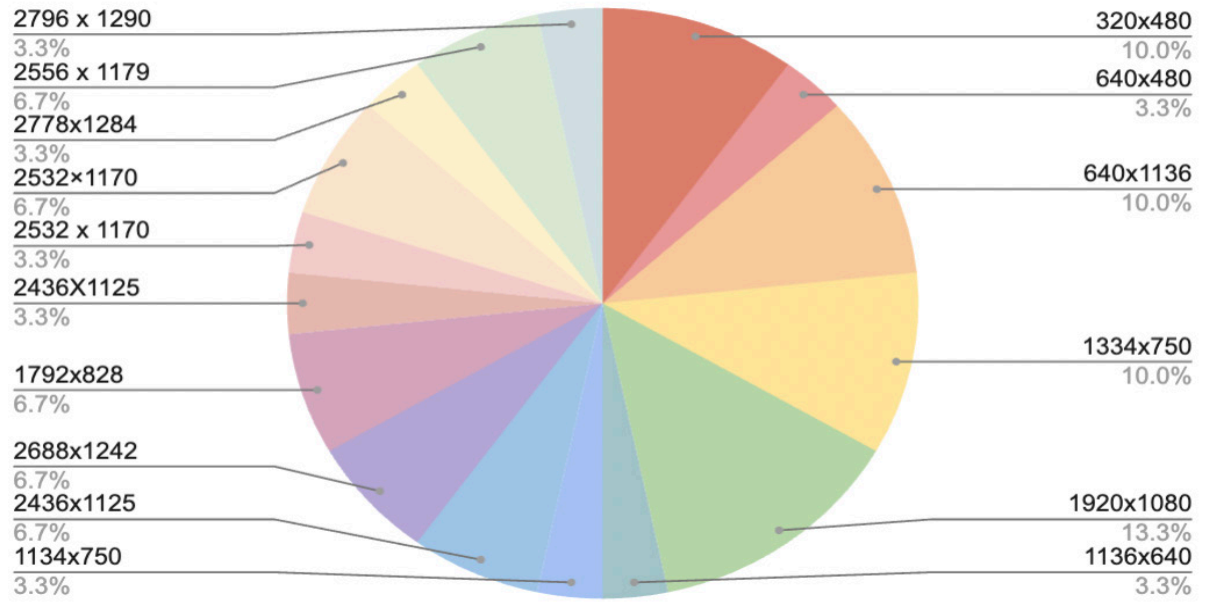
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Pixel Size



Resolution



Meagapixel

