

Apple

# iPod - iPhone - iPad



*The Course of Evolution*

## **An Overview**

Designed for iPad. Applicable to other devices.

Revised November 2016

# Apple Grows Huge

## Reversal of Fortunes

**1999** - Apple was teetering on bankruptcy. Steve Jobs had just returned after ten years away from Apple. His extraordinary vision and drive was to reshape the company and its products into something that was almost unimaginable at the time.

### FINANCIAL REVIEW



## Apple - 2015

Market capitalisation of almost **\$US683 billion** (Microsoft slumps to \$US338 billion)



# 'iThings' - evolution

... began with the iPod (just ignore the iMac for now)

The iPod Touch and the iPhone evolved together (both first released in 2007). Then came the iPad (2010), all running on the iOS mobile operating system (UNIX based)



iPod Touch

iPhone OS/iOS  
WiFi  
Bluetooth  
Touchscreen

music player +



iPhone

iPhone OS/iOS  
WiFi + Cellular  
Bluetooth  
Touchscreen

music player  
mobile phone +

iPad / iPad Mini / iPad Air ...

iPhone OS/iOS  
WiFi + Cellular (optional)  
Bluetooth  
Touchscreen

mobile computer +



## Size comparison iPhone & iPad



### Retina display

- pixel density of 264 ppi or greater introduced from:

- iPod Touch 4
- iPhone 4
- iPad 3
- iPad Mini 2

NOTE: There are different degrees of **Retina** display. Currently the common pixel densities are 264 ppi and 326 ppi (the standard before these was 163 ppi). The iPhone 6 Plus has a pixel density of 401 ppi.

*Note: See slide 7 for iPad Pro*

# iPhone - Big Winner

## iPhone

Apple's vision was to put a computer in everybody's pocket (*previously Microsoft's vision was to put a computer on everybody's desk top*). **Now the iPhone accounts for 69% of Apple's revenue (2015).**



iPhone 6 & iPhone 6 Plus

## Design

Jobs was determined to create near perfect devices with beautiful design. He never compromised on the goal of creating the best products for a niche market. That market keeps growing. Apple sacrificed its **iPod** market to achieve greater things by getting music onto a mobile phone (hence **iPhone** 2007). With mobile internet usage increasing and a growing need for larger screen sizes, Apple came up with the **iPad** (first released 2010).

## iPhone 6

Apple listened to its customers and released the iPhone 6 (2014) with 4.7 and 5.5 inch sizes ('phablet' size), even though the bigger iPhones have affected iPad sales.

By **October 2016** Apple released the **iPhone 7** and **7 Plus** (*see slide 6*)

# iPhone 7 and 7 Plus - 2015

Similar to the iPhone 6S with new colour options, weather protection, new static home key, quad core processor, improved performance, 12MP rear facing camera, optical image stabilisation, and telephoto lens on the **iPhone 7 Plus**. The most controversial new design feature was the elimination of the 3.5 audio jack. However, Apple has provided **AirPods** and other Bluetooth enabled headphone devices, plus a Lightning to 3.5mm headphone jack adaptor for legacy devices (older corded headphones).

## iPhone 7 - Features as marketed by Apple

- 12 Megapixel camera (12MP)
- Dual 12MP cameras on the iPhone 7 Plus
- Wide colour gamut
- Up to 2x faster than the iPhone 6
- Longest battery power ever in an iPhone
- New stereo speaker system
- Splash and water-resistant



# Where Now?

## iPad Pro

Apple first released the iPad Pro in November 2015. It had a roughly 12.9” screen ideal for all those folks who use the iPad for artwork, games, multimedia etc. Sizes: **32GB** and **128Gb** storage capacity, **4GB RAM** and 264 pixels per square inch Retina Display. Includes **A9X chip** and the Apple M9 motion co-processor. Two accessories made specifically for iPad Pro are an **attachable keyboard** and a stylus, **Apple Pencil** (both sold separately).



## iPad Pro 9.7 inch

Apple released the iPad Pro 9.7 inch version in March 2016. A third internal storage option was offered in the **256GB** configuration (a first for any iOS device). It also includes True Tone display, which allows the LCD screen to adapt to ambient lighting by changing the display’s colour and intensity. Both versions of iPad Pro also include the Apple M9 motion co-processor.

# Summary

## iPod Touch, iPhone, iPad, iPad Mini, iPad Air and iPad Pro

- iPod Touch first released September 2007
- iPhone first released June 2007
- iPad first released June 2010
- iPad Mini first released November 2012
- iPad Air first released November 2013
- iPad Pro 12.9 inch released November 2015
- iPad Pro 9.7 inch released March 2016

