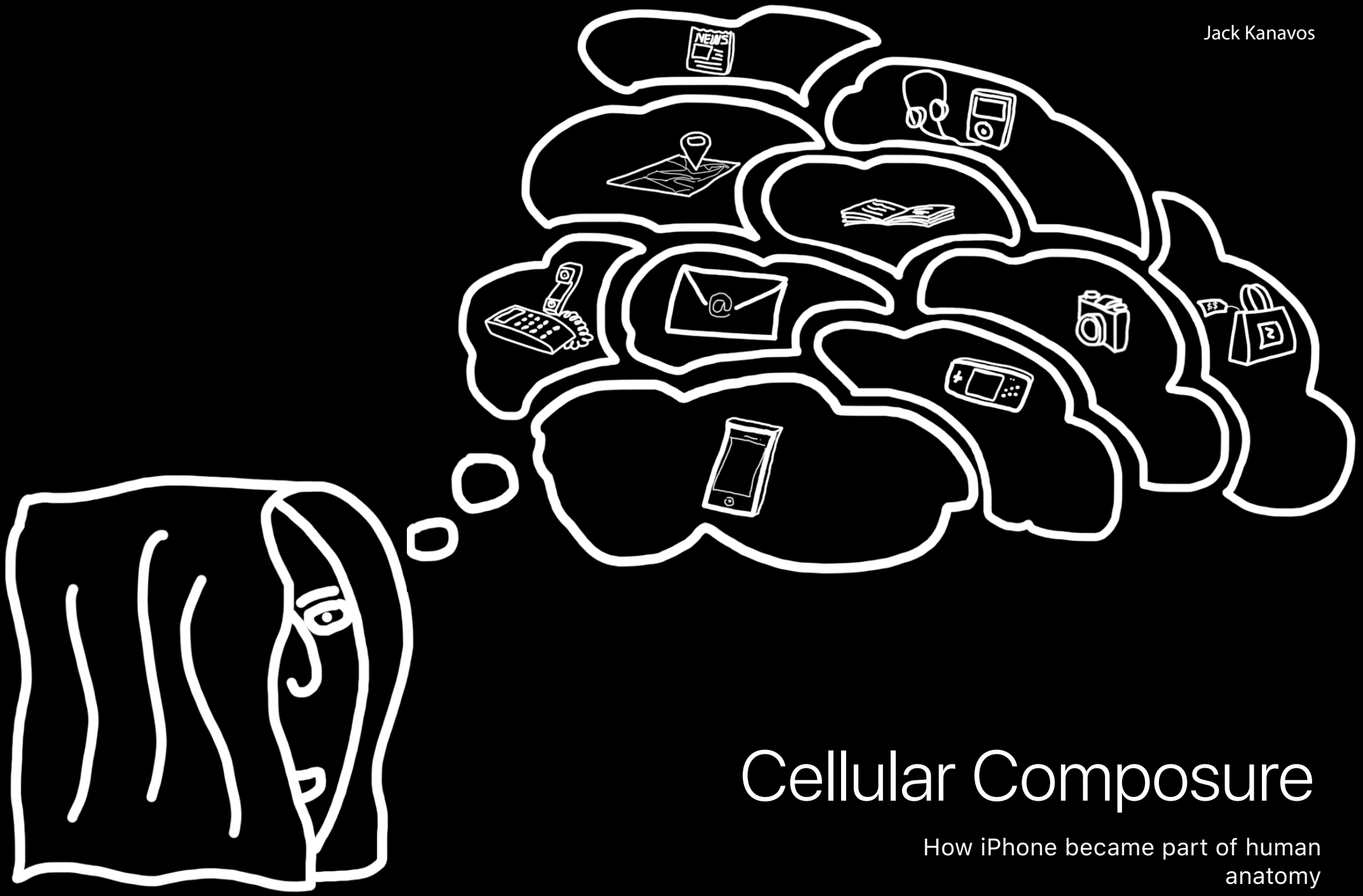
Jack Kanavos



Cellular Composure

How iPhone became part of human anatomy

Cellular Composure

Jack Kanavos

INTRO

The year was 2007, a year encompassed by many significant different events. A new president was elected and even a breakthrough in stem cell research was contrived. Yet seemingly the most influential and prominent event was the release of Apple's iPhone. Their first foray into the cell phone market coalesced into technologies biggest innovation of the 21st century, one that transfigured the whole industry.

Its significance, then and now is due to the symbiosis of effortless design and near infinite usage cases.

ETHOS

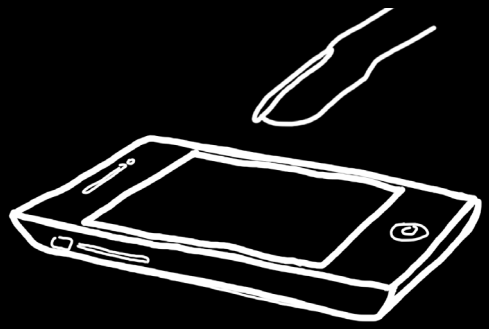
The iPhone as an idea is seemingly just as important as the product itself. It ethos is what has made it ubiquitous. Upon returning to Apple in 1997, Steve Jobs made major structural changes to the company, in search of unity and clarity in the product line-up, and the computers themselves. Products such as their Pippin console, Newton PDA's and QuickTake cameras were ditched.

His new philosophy was one of convergence and simplicity. This was not only towards the product line, but also the products themselves. He envisioned a future where interacting with technology was evermore personal. This pursuit began with the iPod. It's scroll wheel made interfacing with the device a fluid and simplified action.

In an interview made on Japanese TV in 2001, Steve Jobs depicted the computer landscape as an evolving one. Expressing that they were currently embarking on the third great age, the age of digital lifestyle (First being productivity and second being Internet). He elaborated on this statement,

exploring the notion of unifying and bringing together digital devices, making them part of the Macintosh desktop experience.

While the notion of the iPhone was not yet conceived, the essence and aura of it was present. This vision, one of an all-encompassing, humanising device to connect all aspects of life was the foundation that made the iPhone what it was.



TOUCH

The iPhone had the touch, literally. Previously, computer input devices were, very computery! There existed a divide between man and machine. This wasn't necessarily an issue, but never was it intuitive to the point of effortlessness. The core of the iPhone design was its capacitive touchscreen. It allowed for the natural gestures that made it a breeze to use. Previously, phones and portable devices (even the Apple Newton!) used a resistive touch screen, which relies on pressure being applied to the screen. It was a poor choice for mobile phones and required a stylus. Jobs noted that "nobody want's a stylus" and a capacitive screen was used.

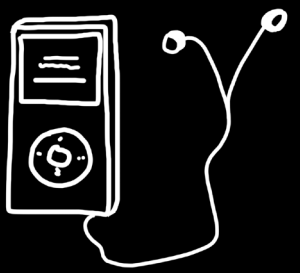
Yet it was their incorporation of organic gestures that made the screen so valuable. Simple tasks such as pinch to zoom, scrolling and flicking enveloped the user. Using the phone was so fluid and intuitive, it broke the barrier between user and technology. This synergy created between man and machine coalesced in an extension of self.

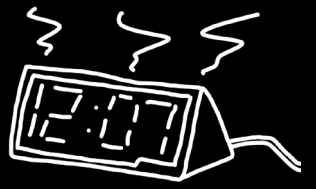
The controls on a typical phone of the era had a fixed set of buttons and a keyboard. This control scheme eluded any sort of custom controls for specific apps. iPhone didn't have this issue of shoehorning controls on pre-existing mappable buttons, making interfacing with specific apps more intuitive.

DEVICES

Furthermore, its capacity to carry out tasks previously done on sperate; single use devices is what made the iPhone transcend the notion of what a phone could be. It was initially unveiled as a phone, iPod and internet device in one. Yet it became so much more. The launch of the App Store in early 2008 expanded the versatility of the device exponentially. Previously you would need a big pocket to carry around a Phone, Camera, Video camera, map, MP3 Player, Gameboy etc. Yet the iPhone allowed for all of these devices and many, many more to be intertwined into one device. This made it the only device one would need.

In short, the iPhone's humanistic design and incorporation of pre-existing devices made it one of the most influential devices of our lifetime.





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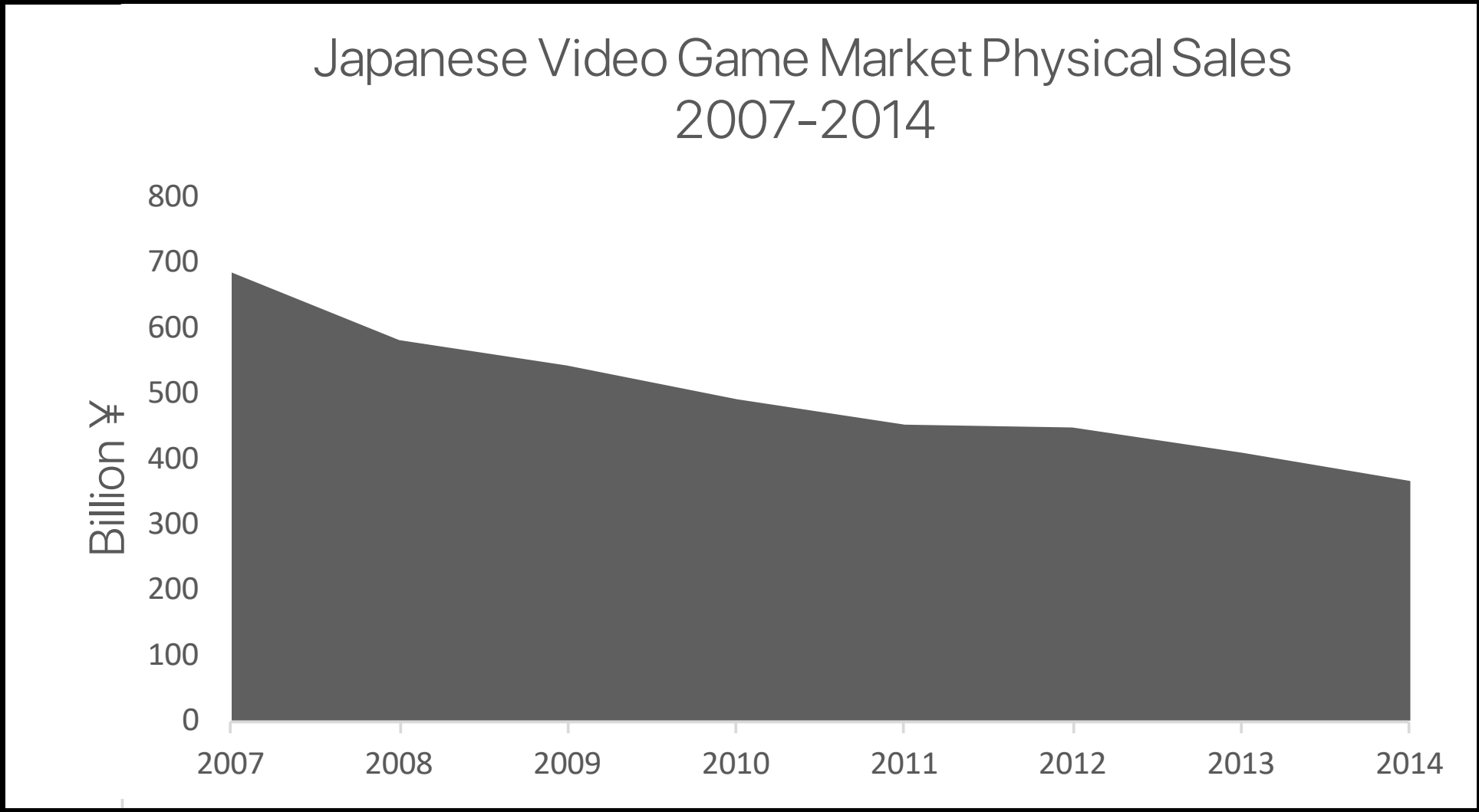

An Important chart considering how large the portable Japanese Video Game consumer base is. Since iPhone, gaming industry has lost 46% of its market share.

Nintendo now makes iPhone games for the AppStore.