

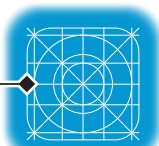
Apple unveils iOS 7 design

Aiming for a clean and simple look, Apple has redesigned the interface for iPhones and iPads with elegant, flatter icons and features

DESIGN CHANGES

Icons

New grid system for greater consistency among icons



Flatter look

Example: Safari icon



iOS 6



iOS 7

Refined typography

Increased white space improves text

24 px
Fritz Ogden
19 px
To: Mieko Haire

As phone tilts, wallpaper slides back and forth

Translucent sliding panels



APP IMPROVEMENTS (selected examples)



Control Center

Swipe from any screen to access most used functions



Notification Center

At-a-glance view of your day, available from lock screen



Multitasking

Learns when you use apps and updates before launch



iTunes Radio*

Streaming radio stations tailored to personal tastes



AirDrop

Send files to people nearby using Wi-Fi and Bluetooth



Safari

Full-screen browsing and new clearer tab view



Colour palette

Simplified, more vibrant colours

Sense of Depth

Motion sensor used to drive 3D wallpaper effect

