

# Apple iPhone 10th anniversary

On January 9, 2007, Apple CEO and founder Steve Jobs unveiled the iPhone at the MacWorld Conference in San Francisco. It has subsequently sold over one billion units



Jobs demonstrates first iPhone

## IPHONE ROOTS

■ **Aug 2, 1993:** Apple **Newton MessagePad**. Much-maligned for poor handwriting recognition. Later models improve it. Discontinued 1998



■ **Sep 7, 2005:** Motorola **ROKR E1** mobile phone, includes Apple's **iTunes\*** music software. Jobs unhappy with lack of control over handset design



## Widescreen iPod with touch controls

Revolutionary mobile phone

Breakthrough internet communicator

How Steve Jobs introduced iPhone

■ **Jun 29, 2007:** **iPhone** (using 2G technology) goes on sale at 6:00pm in U.S. Apple stores, to huge public demand

■ Design overseen by Chief Design Officer, **Jony Ive** and his 15-strong international team

■ iPhone was developed secretly with **AT&T** (then Cingular) over two-and-a-half years. Telecom giant has five-year U.S. sales exclusivity deal with Apple. In return it pays tech firm \$10 per month from every iPhone customer's bill

■ **Sep 10, 2007:** iPhone sales surpass one million

■ **Nov 12, 2007:** iPhone lands on cover of **Time** magazine for "changing phones forever"



■ **Nov 2007:** iPhone begins international roll out starting with UK, France and Germany

■ **Jul 8, 2008:** **iPhone 3G** goes on sale to even greater acclaim. Similar to first device but with GPS, 3G data and tri-band functionality added



■ **App Store** opens, allowing iPhone owners to buy/download applications. Developers receive 70% share of app earnings

■ **Jun 19, 2009:** **iPhone 3GS** arrives, with "S" standing for "speed". Other improvements include higher resolution 3MP camera and video capability

■ **Apr 3, 2010:** **iPad** goes on sale, featuring 9.7in touchscreen

■ **Jun 24, 2010:** **iPhone 4** hits retail with new high-resolution **Retina Display** and **Facetime** video chat using additional front-facing camera



■ **Oct 5, 2011:** Steve Jobs dies of pancreatic cancer. His last words are, "Oh wow, oh wow, oh wow"

■ **Oct 14, 2011:** **iPhone 4s** delivers major internal upgrades and 8MP camera with 1080p video recording. iOS 5 introduces **iCloud** and **iMessage**



■ **Sep 21, 2012:** New Apple CEO **Tim Cook** oversees **iPhone 5**, with taller screen



■ **May 16, 2013:** App Store marks 50 billionth download. Customers are downloading more than 800 apps every second

42,222,000,000

■ **Sep 20, 2013:** **iPhone 5s** and **iPhone 5c** go on sale. Former includes major internal upgrades, latter offers cheap, colourful plastic chassis

■ **Sep 19, 2014:** **iPhone 6** and **iPhone 6 Plus** arrive in stores, with bigger 4.7in and 5.5in displays respectively. They feature faster chips, improved Wi-Fi, upgraded cameras and **Apple Pay**<sup>†</sup>

■ **Apr 24, 2015:** **Apple Watch** released



■ **Sep 25, 2015:** **iPhone 6s** and **iPhone 6s Plus** go on sale. Upgrade improves hardware and introduces **3D Touch**, which enables pressure-sensitive touch inputs

■ **Mar 31, 2016:** **iPhone SE** (Special Edition) squeezes workings of iPhone 6s into iPhone 5s form factor

■ **Sep 16, 2016:** **iPhone 7/ iPhone 7 Plus** released. Removes headphone jack, adds water resistance and 12MP camera

■ **2017:** **iPhone 8** rumoured to be major departure. No **Home Button**, with all-display front surface



## IPHONE PRODUCTION CYCLE

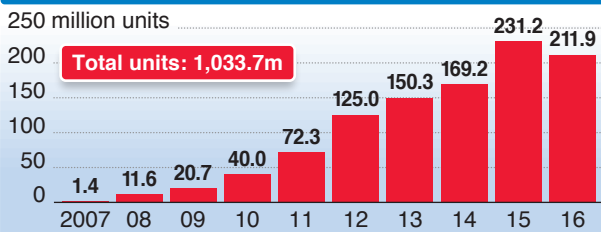
- 1 Apple designs iPhone in **Cupertino, California**
- 2 Components sourced mostly in Asia and shipped to **Foxconn** (Zhengzhou, Shenzhen) and **Pegatron** (Shanghai). Factory "cities" assemble millions of iPhones while Apple finalises **iOS** operating system in Cupertino



3 Completed iPhones flown to global distribution centres – one FedEx Boeing 777 can carry 450,000 iPhones

4 Apple announces new iPhone at media event, making them available to customers worldwide almost immediately

## IPHONE GLOBAL SALES



## IPHONE HISTORICAL LINEUP



\*Reworking of Casady & Greene's SoundJam software, bought by Apple and released as iTunes on Jan 9, 2001  
 Sources: Apple, Lifewire, MacRumors, Time, Statista, Wikipedia, wire agencies  
 Pictures: AP, Apple, NASA/ESA, ConceptsiPhone  
 †Mobile payment and digital wallet service  
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