

Apple's next generation technology push

Apple is paving the way for a future invested in augmented reality (AR), whereby our senses are supplemented by computer-generated content

Central to Apple's plans: Ever-present iPhone, launched in 2007

iPhone 8: Aka iPhone Edition, iPhone X, iPhone Pro

Due: Sep 2017

Form factor:

Encased in "teardrop" glass shell. Non-metallic backplate allows device to charge wirelessly

Edge-to-edge display: HD Retina OLED screen, thinner than any previous iPhone display

Upcoming iPhones

8

7s

7s Plus

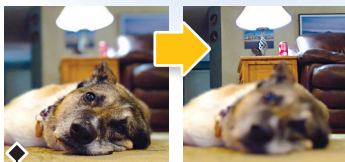
Screen similar size to 7s Plus

In development: Light field camera

Captures intensity of light in scene, and direction light rays are travelling in space

Home button:

Gone. Replaced by virtual controls that appear as required. Touch ID sensor behind screen. Haptic feedback simulates click sensation of missing button



Change focal distance of photo **after** it has been taken

Glasses: Just one of several AR products undergoing research

Recruitment drive:

Apple hiring expert engineers from **Dolby**, **Oculus**, **Hololens** and movie special effects giants **Weta**, who pioneered 3D effects for "Avatar"



iPhone will beam 3D content – maps, movies and more – to glasses



AR global market: Predicted to surge **80 percent** to **\$165bn** by 2024