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Technological Description of the iPhone 12 Pro Max

Abstract

Apple's newest revolutionary phone, the iPhone 12 Pro Max proves that Apple is still a solid competitor in the phone industry, compared to the likes of Google and Samsung. Apple always introduces subtle essence of life features when it comes to their newest lineup, and this year's release is no different. The iPhone 12 Pro max consists of three camera's that allow you to take better photos from the regular iPhone 12 Pro. The iPhone 12 Pro emphasizes a better camera quality for those who are willing to step up their photography for an increased price.



Product Use

The iPhone 12 Pro Max improves on previous iterations of iPhones, while increasing the dimensions, resolutions, and improving the camera. The iPhone 12 Pro Max's target audience is a huge leap when it comes to photography in an iPhone. The iPhone 12 Pro Max is the best iPhone camera that Apple currently offers in an iPhone. While the iPhone can still be used to do the daily activities that a modern smartphone should accomplish, such as the ability to download apps and make phone calls, the newest iPhone's primary use will be for its amazing photography. While it is previous iteration (the iPhone 12 Pro), both have "triple rear camera systems" yet the Pro Max utilizes a "superior wide and telephoto camera" by having a "larger sensor" (Bowe, 2021). Many internal improvements have been made for the iPhone to be reflected in the video quality. The "optical image stabilization has been upgraded to a DSLR-style Sensor Shift" (Apple Insider, 2021). Practically, video stabilization will be less shaky and provide a clearer image no matter who is operating the phone.

Historical Background

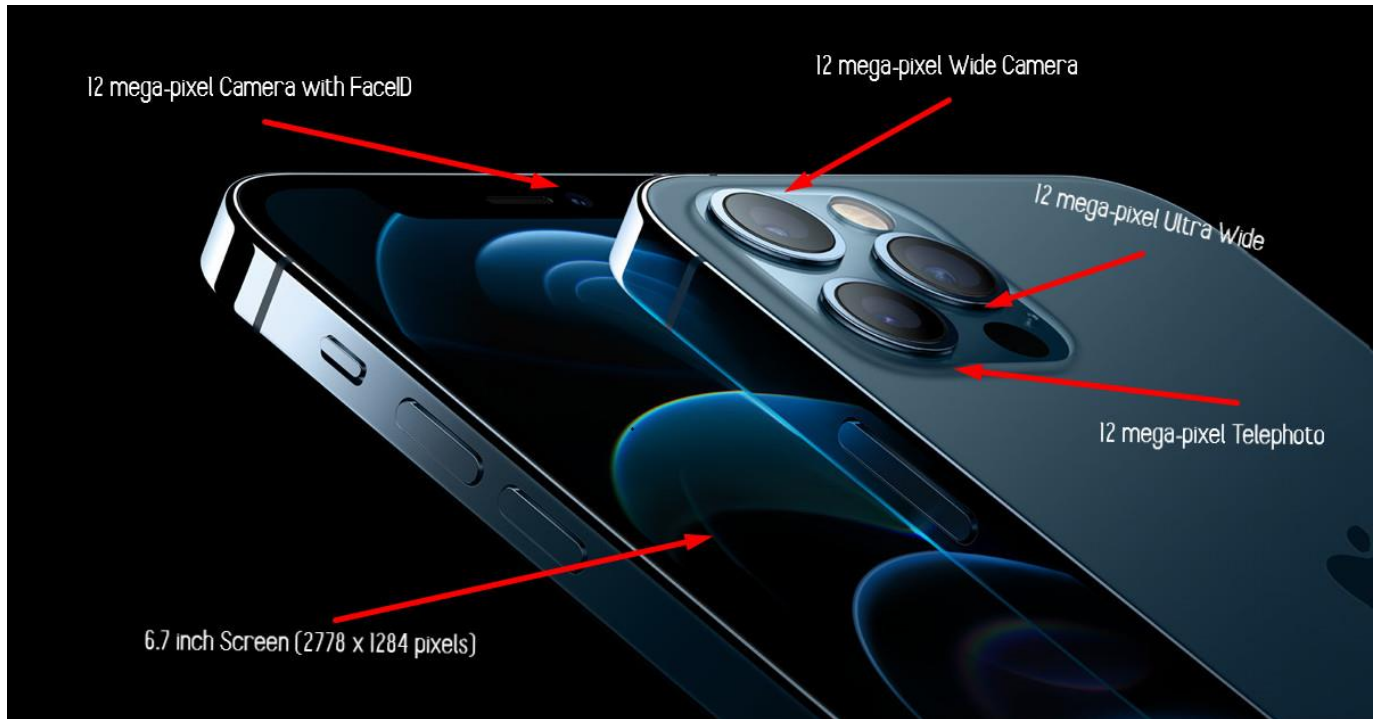
The iPhone sent shockwaves in the technological community with its redefinition of a mobile smartphone. Within its very first release, it promised a more accessible touchscreen to its contemporaries whilst being able to play music and being able to check your email. The iPhone has been a revolutionary product even in modern day society, phones have been rapidly evolving. Each new phone that a company releases, specifically Apple, seeks out to outdo its last generation.

The very first iPhone was introduced on June 29th, 2007 and provided many with an alternative to other popular phone choices (at the time) such as the BlackBerry Curve 8300 or even the Nokia N95. Not only this, but the first-generation iPhone was also one of the largest touchscreen phones at the time. Despite Apple being founded in 1977, there is a tremendous

number of breakthroughs and research done by Steve Jobs and the team to ultimately create this product. The idea of touchscreen was in its very early stages, the team offered one of the most aesthetically pleasing smartphones (sorry Nokia!) on the market (Meghan, 2020). Ever since 2007, there has been more than 20 more iPhone releases (Conner, 2021). Throughout every iPhone release, while arguably some years more than others, there is always some sort of innovation or improvement from the iPhone that was previously released. For example, in 2017 the Touch-ID feature was removed along with the home button of iPhones in favor of their new Face ID technology. Face ID is a feature that replaces the fingerprint and has a similar amount of security when it comes to unlocking your phone, storing passwords, or even purchasing apps on the app store. As the years progress, iPhones will only serve to become more and more efficient will continuously improve.

Visual Description

The iPhone 12 Pro max offers the “biggest, heaviest, and most expensive” version of the iPhones, for good reason (Gibbs, 2020). Visually, the iPhone is a 6.33 by 3.07 by .29 inches, with the screen coming in at a whopping 6.7 inches (Segan, 2020). Additionally, the resolution of the screen is a 2778 by 1284 pixels. The material that the iPhone offers includes a “mating of the edge metal and glass” (Panzarino, 2020). The three cameras that are utilized within the phone are a 12-megapixel wide, a 12-megapixel ultra-wide, and a 12-megapixel telephoto camera. This ultimately means that the video capture will be a stable 4K resolution (La, 2021). The iPhone just as the other generations also includes the lightning connector and will most likely not change to USB-C compared to its other competitors. The fingerprint reader has not been reintroduced, rather their revolutionary FaceID is still being used in their front facing 12-megapixel camera (Carroll, 2020).



Conclusion

iPhones, more specifically smartphones continue to change society in many ways. The iPhone continues to keep individuals connected and allows you stay up to date on your social networks. Directly, the iPhone will allow those who cannot afford top tier studio quality equipment to still achieve worthwhile camera quality at a more reasonable price. The iPhone continues to “integrate a new technology” into our “daily lives” and ultimately “into the fabric of society” (Hackford, 2018). Apple has become such a large company; their decisions can shift technology standards. An easy example is the lightning connector, which initially many revolted against. However, as time increased and more Apple products have been released, the lightning connector is a staple in an Apple product and is here to stay. The iPhone continues to improve on issues on previous iterations of iPhones and ultimately pave ways for newer additions. Apple and their iPhone will be a constant in technological innovation and the phone industry.

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