



iPhone essay

As iPhone arrives in our country, there will be more and more users who will decide for the same and here I will state the reasons and why. The most interesting fact is, viewing forums about various technology outfits, as the average user is unaware of the iPhone concept. The result is, you are supposed to, abundance of nebulous comments and speculations ... The Apple Company is labeled as a brand premium because it produces a significantly smaller number of devices than the competition, but dedicates more attention to the premium category. Hence the price policy, but also the indisputable concern of every user. However, as everywhere else there are different categories of users, but we can mention two of the most recognizable groups. The first group consists of people who advertise expensive things and people who are looking for premium products and know why they buy them without the need to promote it this way. Regardless of where you want your next phone to be iPhone, here are 5 items that support Apple's product.

1. iPhone is a premium phone - This item though not important to many, is important for understanding iPhone positioning. People who are always expecting "something more" from the phone will opt for premium quality. That is, "something more" is not a mere circuit of additional options and options, but the way something works. Primer: BMW is a premium brand, but Reno is not. Cars and both brands perform the same function, are safe and have the same equipment options as climate, servo, ABS, but BMW offers a different user environment, and that's what it is paying for. Driving is more comfortable, quieter, more dynamic, the vehicle is superiorly balanced without compromise. On the other hand, Reno will transport you without a mistake, but since it has to take care of the vehicle price, the quality of production is somewhat weaker, the performance is less modest, the sound insulation is worse, etc. The iPhone is a fantastically balanced phone, and although not the only premium phone and Galaxy S5, Note, HTC One.) provides an unparalleled user experience. To whom this is not important, and it is necessary for the phone to perform its function, it can always take any one-diner phone from the rich operator's offer.



Iphone essay

2. iPhone has an iOS operating system - unlike majority of appliances on our market that use Android OS, iPhone uses its own developed operating system named iOS. This OS is one of the top causes that are responsible for the unprecedented performance of every iPhone device. Specially designed for the iPhone users, this system has the highest speed, it is never slowed down, no freezing and crashing, with one word it will never surprise you (Qadir, 2010). IOS is also the simplest system for use in the world, as various adjustment options are reduced to a minimum, however it is possible to customize to the user requirements and to intuitively work. Anyone who understands how to develop software knows that it is undoubtedly harder to do something more mature and functional than to offer all possible options, so who can do it? Believe it, most people do not like to be bothered by unobtrusive options and adjustments.

3. iPhone has the best apps - And Android and Apple have around a million apps, but the secret is not in number already in detail (Cheng, 2010). New apps and upgrades always come for iPhone. iPhone apps though they are, offer more options and even look cool because they pay more attention to them. There are also the latest games with excellent graphics that will not work exactly on every Android phone.

4. Apple's ecosystem - If you have an Apple iPhone, you'll see some other Apple devices working perfectly together because they are made to do this. E.g. If you have an Apple laptop and iPhone, you connect wirelessly automatically, you can answer messages and calls using a laptop, etc. This is not the case with other manufacturers. Primer: Microsoft makes Windows as well as Windows phones. You as a Windows Phone user with your windows computer do not have any option more or a convenience than, say, another phone that you would connect to your Windows computer. In this way, Apple makes its users privileged.



iPhone essay

5. iPhone has one of the best cameras on the market - Every iPhone comes with a premium camera specially developed for Apple by Sony. Although all newer iPhones have an 8 Mpx camera, constantly advancing sensors and lenses, the results are fantastic. The pictures are blurry, and even in low light conditions, there is less foreground. The entire branch of photography, called iPhoneography, has been developed, where well-known photographers always carry all their professional equipment and their iPhone phone-camera. Some of the most beautiful photos National Geographic has recorded on iPhone.

The iPhone is certainly not the only premium phone in the market, but as I said, it is made of high quality, mostly of metal and glass, it is well balanced and most importantly it has the strongest software support (Mohmedhussen & Altaee, 2017). User experience, feeling when working with your phone is definitely different than most phones sold. The already traditional camera on every iPhone is fantastic. It remains only to estimate whether you are paying for additional money in relation to the competition.

References

- Mohmedhussen, A. N. & Altaee, W. A. (2017) Comparison of Android and iPhone Operating System. International Journal of Computer Applications (0975 - 8887), Volume 167 - No. 2, 6 - 11.
- Cheng, L. (2010) Analysis and Comparison with Android and iPhone Operating System, UC Berkeley Computer Science Division.
- Qadir, Y. A. (2010) An Introduction to iPhone Hardware, Operating System, Applications and Development of iPhone Applications, Information Technology - Turku University of Applied Sciences.