

iPhone

By Evan Hummer & Steve Karas



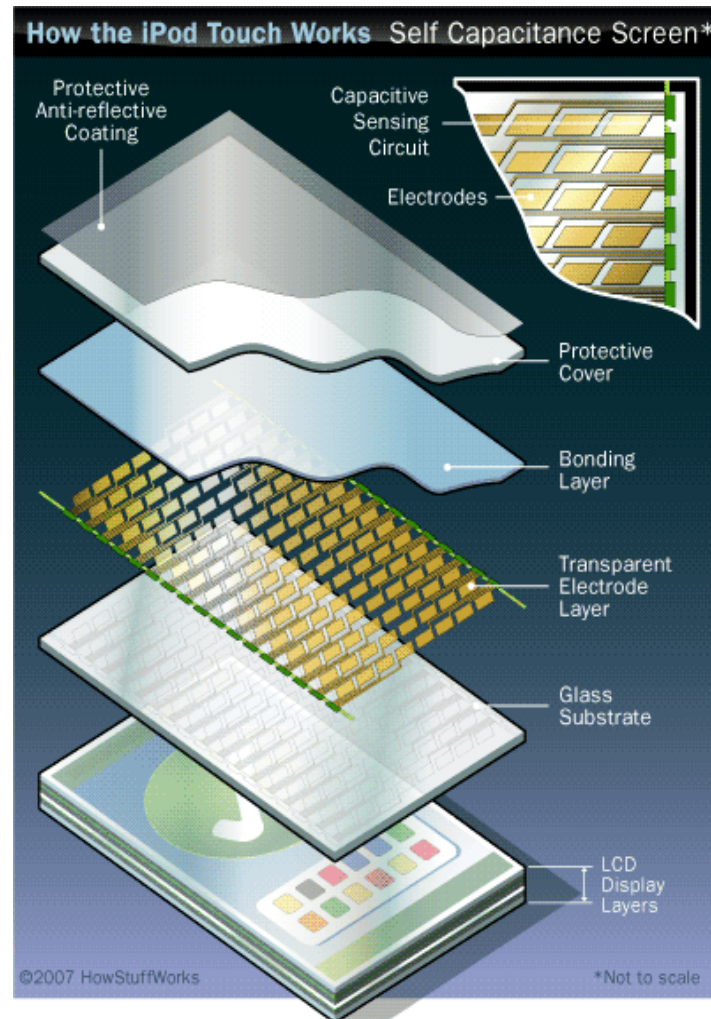
Combines phone with iPod music & video player



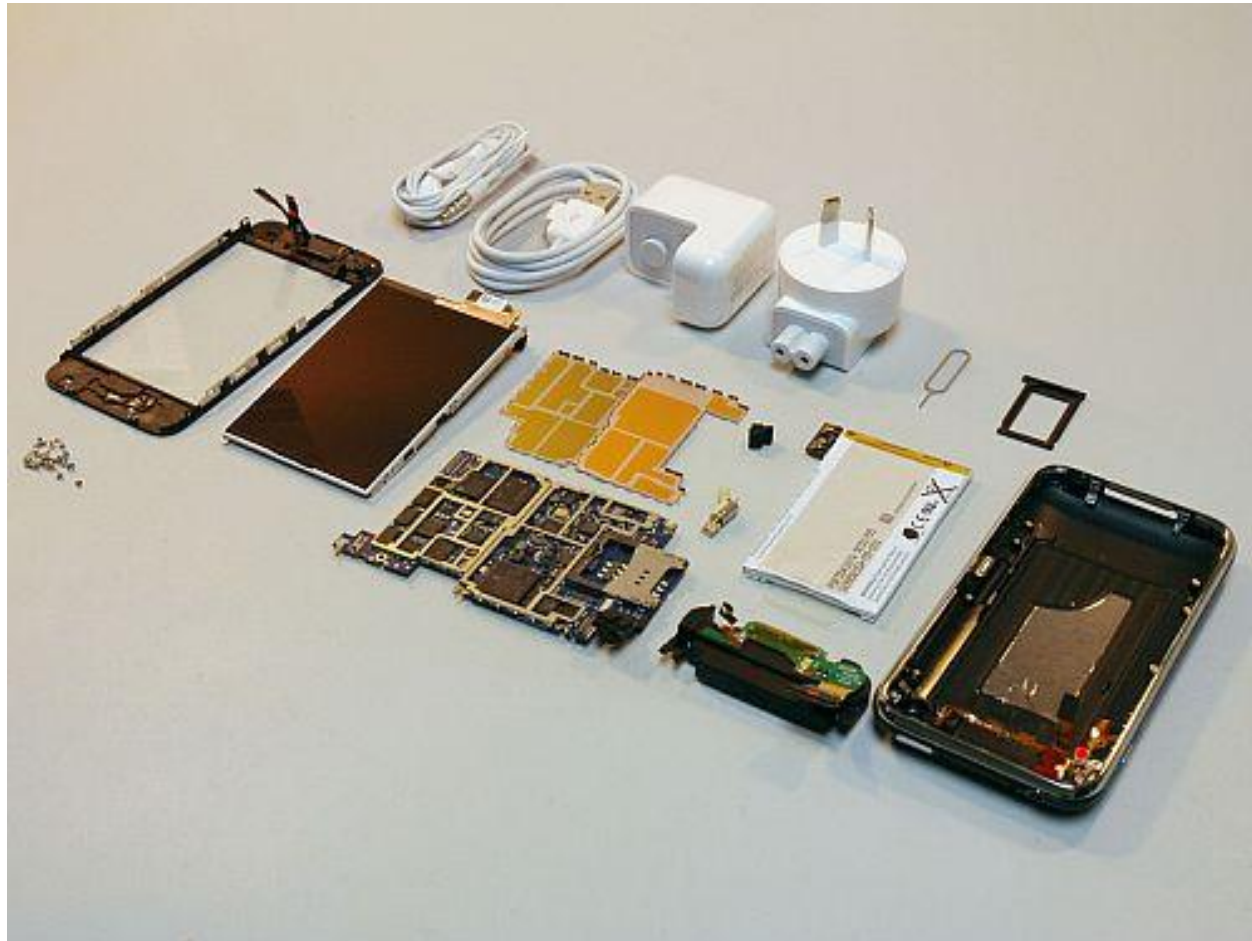
Mobile internet device with email & most advanced web browser



Revolutionary touch screen



Built-in accelerometer, proximity, and ambient light sensors



Easier to use than any other
comparable device at the time

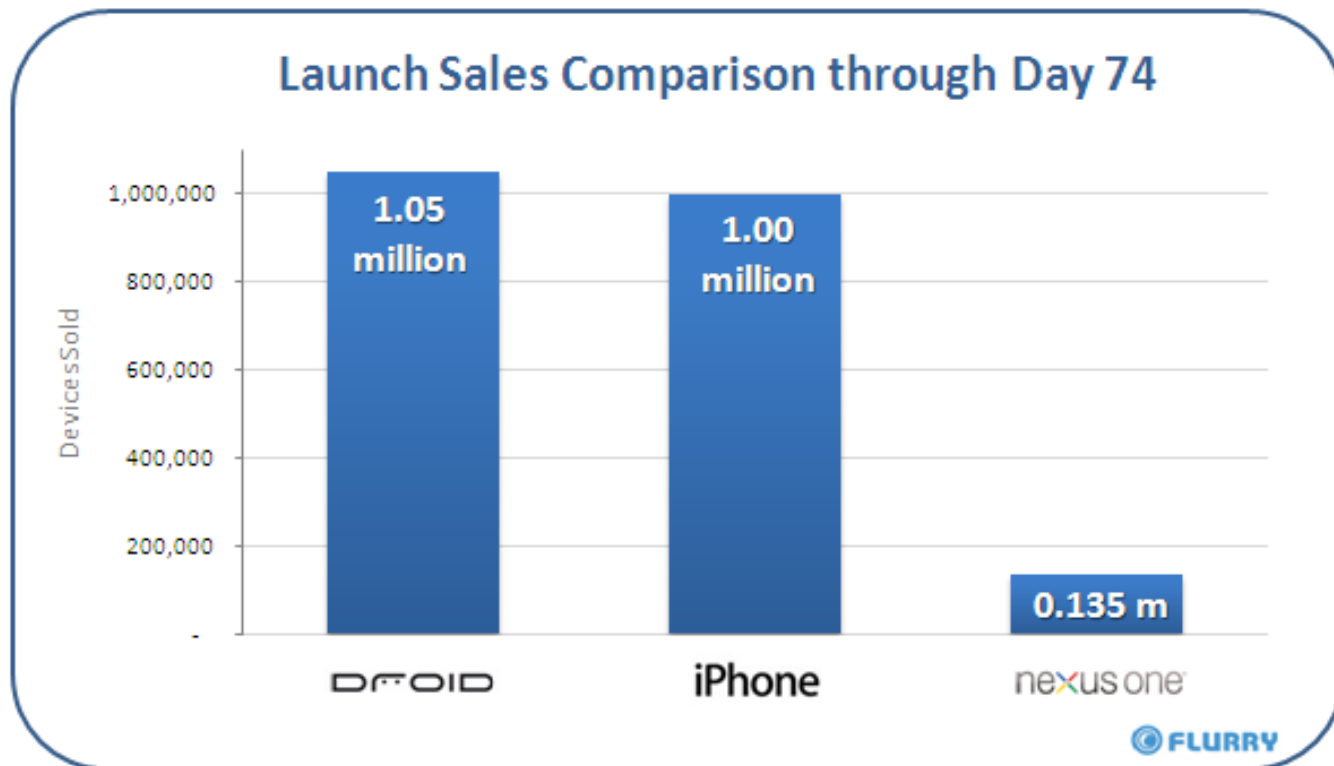


(Photograph by Joel Benjamin)

Expensive & limited availability during
time of release



Did extremely well immediately – sold 1 million units in 74 days



**Droid and Nexus One estimated by tracked UDIDs, adjusted for app penetration; Apple reported that it had sold 1 million iPhone 1G devices 74 days after its initial launch*

Apple's heavy marketing of iPhone



References

- "Apple Reinvents the Phone with iPhone." *Apple*. Apple Inc., 2011. Web. 31 Aug. 2011.
- Benjamin, Joel. *Kids Playing with iPhone*. N.d. *Babblemania*. Babblemania, 7 Feb. 2011. Web. 31 Aug. 2011. (6)
- iPhone. Web. 31 Aug. 2011. <<http://www.youtube.com/watch?v=4acWkNihaxc&feature=related>>. (9)
- iPhone Release Line. 2007. *Engadget*. AOL, 9 Jan. 2007. Web. 31 Aug. 2011.
- "Launch Sales Comparison through day 74." Chart. *Flurry*. N.p., 16 Mar. 2010. Web. 31 Aug. 2011. (8)
- First Generation Iphone. 2008. The iFone Exchange. Web. Accessed 31 August 2011. <http://www.ifoneexchange.com/files/QuickSiteImages/iphone2g-back.jpg> (1)
- Ipod Classic. 2011. Apple. Apple.com. Web. Accessed 31 August 2011. <http://www.apple.com/ipodclassic/gallery/> (2)
- Safari & Mail Logo. Apple. Apple.com. Web. Accessed 31 August 2011. <http://www.apple.com/safari/> (3)
- How the Ipod Touch Works. HowStuffWorks. Howstuffworks.com. Web. C 2007. Accessed 31 August 2011. <http://electronics.howstuffworks.com/ipod-touch2.htm> (4)