

## Innovation in I.C.T

The product which I will be looking at is the apple iphone which has recently been released.

### The innovation and purpose.

The purpose of the iphone is that it is very modern, contains new technology however what makes it even more unique is that it combines many popular devices into one handy gadget. The devices that it contains are, a sophisticated mp3/mp4 player because of the built in iTunes (so like a built in iPod). It has a high resolution screen and can play various video files; DVDs can be put onto it and played so it is like a portable DVD player is built in because of the high quality screen. Is also like a handheld gaming console because it has games with high interactivity, rich interfaces, fun to play and there is a wide variety of games to choose from and purchase.

There is a built in organizer which features, a calendar, to do list, memos and other useful programs, this saves having to carry a diary around with you because it is all built in. It also features a high quality camera which saves having to carry a digital camera also there is a feature to record videos in high quality. Another very convenient use of the iphone is the email function, this is because it is very easy to connect to emails, read them, write new ones and sending is very easy.

The purpose of the iphone is to be convenient and this is shown because of the number of gadgets which have been combined in to one easy to use and convenient product.

### The features of the iphone.

These are the features, First of all the iphone has a touch screen, having this increases the user interactivity of the phone, all features can be accessed through the touch screen and it is of high quality because it has high sensitivity so buttons on the screen and the qwerty keyboard can easily be accessed and little chance of accidentally pressing the wrong key because of the high sensitivity and accuracy of the screen. When viewing videos/movies they are very high quality on the screen because you can view them full screen and a useful feature is when you are watching a video in portrait mode to change to

landscape you can just turn the screen and this will automatically rotate the video enabling to watch it in landscape. By having a touch screen it makes it more fun to use because it increases interactivity.

Playing music is very effective on the iphone because it features the software itunes, this helps enhances playing music because it is sophisticated software which sorts out music into albums, artists and other categories which makes it very easy to navigate through different tracks, generate playlists and another feature of the software is that it puts all songs into a playlist which are the same or similar. The software can also enhance the music to make listening to the music more enjoyable.

Texting is very easy and effective on the iphone because with the qwerty touch keyboard it enables the user to quickly write texts and send them, faster than a regular keypad, also the iphone supports handwriting recognition, this means you can write words and it will be instantly changed into text and put into the message. Texting is very quick and easy because of the touch keypad.

Another feature which the iphone has is GPS this means that users can access maps of any location they wish to look at, they can also find their current position and this will be shown on the map. Another way people can use the maps is to get directions to other locations, check the traffic to see if the roads are clear or busy, find restaurants, bars, toilets and other services and these will all be shown on the map. The GPS also offers the service of satellite images so this will enrich the map images and they can see the location better. GPS is very useful for finding locations and getting directions.

The iphone has built in Wi-Fi which is a very useful feature because where there is a Wi-Fi hotspot users can access the internet for free and use the program Safari, to easily surf the web, and being a proper internet browsing program, it offers a rich interface and is very easy and fun to use.

Emails can be accessed on the iphone so when the users are away from their computer and need to check their emails, they can easily connect to it from the iphone and quickly check them Wi-Fi can be used to connect to email.

YouTube can be accessed from the homepage and when selected it will quickly connect to YouTube and give the user a list of videos to choose from and users can also search for videos and then view them full screen for a richer video playback.

On the iphone there is a program called the app store, here users can download applications, which make using the iphone more enjoyable. Some of the applications make the most of the motion

sensor function, an example of this, is a racing game, when users play this all they need to do is tilt the screen to move the car, instead of pressing any keys. This is very effective because it makes the user feel more involved and more fun because of the high level of interactivity. There are constantly being innovations in the app store, bringing out useful and fun apps all the time which then the users can download and enjoy. There are apps like a spirit level app, this is very useful to see if surfaces are level and this is unique because it has been incorporated into a phone. All the applications are very unique and people are always making new ones, the iphone is the only phone to have this application service and such a wide range of them.

### How it works

The iphone contains, modern and technical hardware to make it as effective and enjoyable to use as it is.

When games are played, sophisticated motion sensors are being used to control movements and this is very effective because of how precise the sensors are. The main sensor is called an accelerometer and this is used for the games, used for rotating photos, videos and web pages as all the user needs to do is rotate the phone and the screen changes from portrait to landscape. The other types of sensors which are built in, include, an accelerometer, a proximity sensor and an ambient light sensor.

The iphone has a lithium ion battery, which provides 8 hours of talk time, 24 hours of music, 7 hours of video playback, and 6 hours of internet usage and has a lengthy standby period of 10 days.

The screen delivers high quality images because of the 3.5 inch 480-by-320-pixel resolution at 163 ppi technology which provides crisp and clear images.

The iTunes software can play a variety of music types, these are, AAC, Protected AAC, MP3, MP3 VBR, Audible (formats 2, 3, and 4), Apple Lossless, AIFF, and WAV.

Applications like the spirit level one only work because they can access the accelerometer and because of this it works very well and then provides a great tool.

This iphone runs in the Apple's OS X operating system. This makes it run very quickly, smoothly and effectively.

### Benefits of the iphone

The benefits of the iphone are: The convenience of the product, this is because of other products, which have been incorporated into one device, this means people do not have to carry so many devices, since there are many built into the phone. It is very easy to use and doesn't take long to workout how the programs work, and they are all very easy to understand. The phone is quite small and narrow so it will not take up a lot of room when in a bag or pocket. Users can easily surf the web when not near a computer. It is very effective for multimedia uses (viewing videos, pictures and listening to music.) The iphone is very effective with interactivity because it makes the user feel more involved when using it.

#### Disadvantages of the iphone.

Even though it is very useful to have numerous devices built in, it lacks the quality as if you were to buy the devices separately, like the camera, it is only a cheap camera it does take decent pictures however no where near the quality of a proper digital camera.

Since the iphone is small and light, this makes it very easy to break it if you were to drop it.

The applications which can be downloaded onto the iphone can be expensive and the amount that there is this money will add up to quite a bit even though some are free, new ones are quite expensive.

There is also a risk of it being stolen because it is an expensive product thieves may try to steal one because of the money which it is worth.

#### How does it meet its purpose?

The purpose of the iphone is to make it more convenient because it enables users to carry with them just this one device, instead of carrying with them mp3 players, video players, email devices, organizers and a phone, with the iphone all these are incorporated into it, so they combine all the gadgets into one which is much more convenient to carry than numerous other devices. So the iphone meets its purpose because a lot of devices have been combined and is much more convenient. There is a lower risk of devices being lost or stolen because people can carry less because they are all combined.



