

# What Exactly is the iPhone?

Why has there been so much hype surrounding the iPhone? Cellular phones have been around for years. Many of them can play music, movies, browse the web and function as personal digital assistants (PDAs). So what's so special about the Apple iPhone?

Apple's first generation iPhone was launched in June 2007. Because of the advance publicity there was a feeding frenzy when launch day came, with customers queuing for many hours to get their hands on an iPhone.

There are several reasons for the excitement, including the Apple brand (stylish, functional and innovative), people already loved the iPod so a cell phone with iPod capabilities and a widescreen had major appeal. The sheer simplicity of operation, using a touch screen rather than a plethora of buttons, had major appeal.

So this was a cell phone unlike any other. In addition to the usual telephony capabilities, this phone could play music, videos, YouTube and more. It could be used as a diary with easy synchronization to Microsoft Outlook or Apple iCal. It would handle email (including Exchange Server) more easily. Its SMS program made messaging a breeze. Its browser made browsing the web easier than previous smartphones.

In addition, there were other applications such as Weather, Stocks, Maps and others. Despite criticisms from some quarters regarding the poor camera (2 megapixels in the first and second generation iPhones) and lack of video, along with the inability for the user to add more applications, the first generation iPhone was a huge success.

The second generation iPhone was launched in July 2008 and brought with it 3G, a much faster data network connection. In June 2009 the 3GS ("S" stands for "speed") was launched. The new iPhone 3GS brought with it the ability to capture video, Voice Control, which enables users to control the iPhone 3GS using voice commands, and numerous other features.

The 4G iPhone was launched in June 2010 and brought with it many refinements such as dual cameras, camera flash, FaceTime, higher resolution Retina Display screen and many other improvements over the previous models.

# What Does It Do?

It would be easier to ask what it *doesn't* do! The iPhone, even as a basic cell phone, before you start adding applications, has many functions — probably enough for most people, without actually having to add more apps of your own. But, since there are *thousands* of applications available for download, you can extend the functionality of the iPhone way beyond this. The iPhone is more like a small computer since you can store files, connect to other desktop computers, view documents including Word and PDF files, play games, look up recipes, manage your time, and many other functions.

## Hot tip



The iPhone is more like a computer than a standard cell phone.

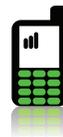
### Work

- Make phone calls
- Manage your diary
- Check email
- Check Visual Voicemail
- Maintain your contacts list
- Check stocks and shares
- Take Voice Memos
- Takes notes using Notepad
- Do the math with Calculator



### Expand your iPhone

- Buy music, films and audiobooks
- Customize your iPhone 3GS
- Buy apps or download free apps
- Store files
- Open Word and other docs
- Connect to desktop Mac or PC
- Turn iPhone into a remote control
- Find recipes
- Play games



### Play

- Send SMS or MMS
- Chat using Skype and other apps
- Look at photos and videos
- Watch YouTube
- Never get lost again! Use Maps and GPS
- See weather in multiple locations
- Clock, alarm and stop-watch
- Calculator
- Listen to music or watch videos
- Browse the web



# iPhone 4G Specifications

## Cellular and wireless capabilities

The iPhone 4G is a Quad band phone which uses GSM and GPRS/EDGE.

There is also built-in Wi-Fi (802.11b/g) and Bluetooth. The iPhone also includes Global Positioning System (GPS) software, making it easy to geotag your pictures and videos.

## Battery

Unlike most cell phones, the user cannot take the battery out for replacement. The iPhone uses a built-in battery which is charged using a USB connection to the computer, or using the charger supplied by Apple.

### Beware



You cannot remove the iPhone battery. This has to be carried out by Apple.

## What do you get from a full charge?

Activity	Hours
Talk time	7 (3G)
Standby	300
Internet use	10 (Wi-Fi) 6 (3G)
Video playback	10
Audio playback	40

## Internal storage

The iPhone uses internal flash drive storage. There is no SD or other card slot so the internal flash memory is all the storage you have — use it wisely!

The iPhone 4G is available with 16GB or 32GB storage capacity, whereas the older iPhone 3GS is only available with 8GB.

If you intend to keep a number of videos as well as music on your iPhone it may be wise to opt for the higher capacity iPhone. In terms of color, you can get the iPhone in black or white.

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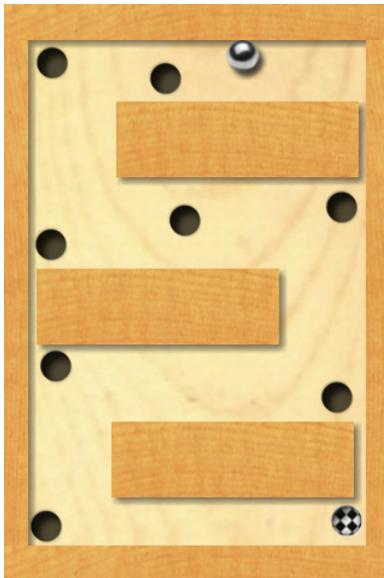
## What can I do with the storage space?

	<b>8GB</b>	<b>16GB</b>	<b>32GB</b>
<b>Songs</b>	1,750	3,500	7,000
<b>Videos</b>	10 hours	20 hours	40 hours
<b>Photos</b>	10,000	20,000	25,000

## Sensors in the iPhone

There are 4 sensors in the iPhone 4G: the Three-Axis Gyro, the Accelerometer, Proximity Sensor and the Ambient Light Sensor.

The *Accelerometer* enables the phone to detect rotation and position. This is important when switching from portrait to landscape viewing. The Accelerometer is also used in many of the iPhone game apps such as *Labyrinth* (below) which uses the accelerometer to good effect — as you tilt the iPhone the ball bearing moves across a virtual board.



The *Proximity Sensor* switches off the iPhone screen when you make a call — it senses that the phone is close to the ear, saving valuable power. The *Ambient Light Sensor* adjusts the iPhone screen to the ambient lighting, again saving energy if a bright screen is not required.