

Read the text and complete the missing information providing a word on your own or by rearranging the letters between brackets.



### The iPhone, then and now

The iPhone has \_\_\_\_\_ a long way since its arrival in 2007.

#### First iPhone

After months of rumors and speculation, Apple CEO Steve Jobs \_\_\_\_\_ (deiñinu) the first iPhone on Jan. 9, 2007. The \_\_\_\_\_ (edice), which didn't actually go on \_\_\_\_\_ until June, started at \$499 for a \_\_\_\_\_ \$599 for the \_\_\_\_\_ (with a two-year contract). It offered a 3.5-\_\_\_\_\_ screen, a 2-\_\_\_\_\_ camera and won plaudits for the then-new multitouch features. Critics, however, said the phone was too expensive to do well in the market.



#### iPhone 3G

On June 9, 2008, a year after the original iPhone went on sale, Apple rolled out its successor, the iPhone 3G. The new model could connect to \_\_\_\_\_ networks, included \_\_\_\_\_ GPS, offered more storage and was cheaper. Selling for \$199 for the 8GB model, \$299 for the 16GB version, the iPhone 3G was \_\_\_\_\_ (vaabilie) on July 11, and offered something called \_\_\_\_\_ services. "Location services is going to be a really big deal on the iPhone," said CEO Steve Jobs. "It's going to explode."

The next models followed. What were the main updates in each case? Use the words in the box to help you explain:

faster - form factor - FaceTime video chat - "Retina"



processor - speed - size



From here on, Apple has launched a great number of models, updates and customs:

- iPhone 5S and 5C (2013)
- iPhone 6 and 6 Plus (2014)
- iPhone 6S and 6S Plus (2015)
- iPhone 7 and 7 Plus (2016)
- iPhone 8/8 Plus and iPhone X (2017)
- iPhone Xr and iPhone Xs and Xs Max (2018)
- iPhone 11 and iPhone 11 Pro and 11 Pro Max (2019)



The key updates in these cases were related to:

- Colour: now in gold and rose gold in the case of 6S and 6S Plus, in addition to the usual white and black. Space grey, silver, and a new version of gold in the case of 8/8 Plus.
- Touch ID
- NFC technology, which is a contact-less communication technology based on a radio frequency perfectly designed to exchange data between two devices through a simple touch gesture.
- It goes without saying that there were important updates in the technology of the camera (better definition and placement to take better selfies, for example). iPhone X came with a 7-megapixel TrueDepth front-facing camera
- Front and back glass enclosure in the case of 8/8 Plus, which Apple claims is the most durable glass ever in a smartphone.
- True Tone technology adjusts the white balance of the display to match the surrounding light. Liquid Retina in the case of Xr which is a screen where there are so many pixels so tightly packed next to each other that you can't see individual pixels or jagged lines on the screen, even when looking very closely. Basically, it's a super-high resolution screen with a high pixel density.
- Redesigned stereo speakers.
- Glass and stainless steel enclosure, wireless charging and dual cameras and Face ID in the case of X.

Use your words to explain what you think were important updates. Which of them really made a difference. Which ones did not?

Here are the last models launched between 2020 and 2021. What were the main updates in each case? Use your own words to explain:



font: <https://www.computerworld.com/article/2604020/the-evolution-of-apples-iphone.amp.html>

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**Look for words that mean:**

An expression of praise or approval. The applause of an audience.

To officially launch or introduce a new product or service

The retention of retrievable data on a computer or other electronic system

The physical size and shape of a piece of computer hardware

Two distinct processors that work simultaneously in the same integrated circuit

Of small diameter or thickness in proportion to the height or length. Slender

Near Field Communication

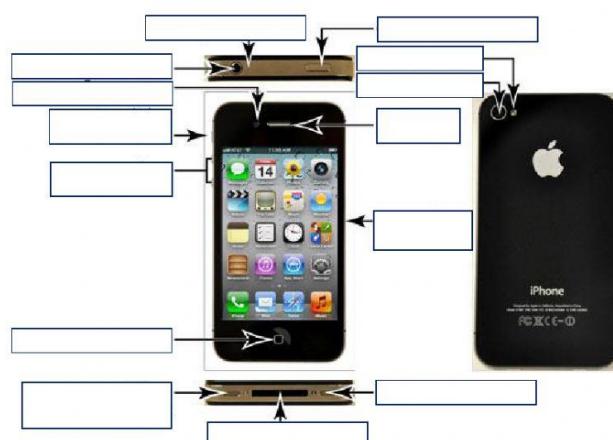
### Say what you think!

What is the difference between "model" and "version"?

What would you choose if you had the chance? Think about price, necessity, etc.

Look. Name the iPhone parts (check the box).

top microphone – Speaker – Dock connector slot – On/Off button – LED flash – Headset jack – Rear camera – Ring/Silent switch – Receiver – Volume buttons – SIM card tray – Home button – Bottom microphone – Front camera



So far so good? What has been your decision?

Would you like to be one of these people once you've made your choice?

