

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 _____ (deelnuv) the first iPhone on Jan. 9, 2007. The _____ (edicve), 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 _____ (vaaablile) 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 gray, 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:

iPhone 12 / 12 mini

ANNOUNCED: Oct. 13, 2020
RELEASED: Oct. 23, 2020 / Nov. 13, 2020
KEY FEATURES: iPhone 12: 6.1-in. Super Retina XDR display; iPhone mini: 5.4-in. Super Retina XDR display. Both offer 5G networking, new A14 Bionic processor, OLED screen with "ceramic shield" protection, dual 12MP Ultra Wide and Wide cameras with Night Mode.
PRICE: \$699+ / \$799+

iPhone 12 Pro / Pro Max

ANNOUNCED: Oct. 13, 2020
RELEASED: Oct. 23, 2020 / Nov. 13, 2020
KEY FEATURES: iPhone 12 Pro: 6.1-in. Super Retina XDR display; iPhone Pro Max: 6.7-in. Super Retina XDR display. Both offer 5G networking, new A14 Bionic processor, OLED screen with "ceramic shield" protection, Pro 12MP camera system with Ultra Wide, Wide, and Telephoto cameras with Night Mode.
PRICE: \$999+ / \$1099+

iPhone 13 / 13 mini

ANNOUNCED: Sep. 14, 2021
RELEASED: Sep. 24, 2021
KEY FEATURES: iPhone 13: 6.1-in. Super Retina XDR display (13 mini: 5.4-in. display); A15 Bionic chip; 128GB base storage; revamped dual-camera system with sensor-shift optical image stabilization; "cinematic mode" for videos; 2.5 hours more battery life (iPhone 13); 1.5 hours more (13 mini).
PRICE: \$799 / \$699+ (13 mini)

iPhone 13 Pro / Pro Max

ANNOUNCED: Sep. 14, 2021
RELEASED: Sep. 24, 2021
KEY FEATURES: iPhone 13 Pro: 6.1-in. Super Retina XDR display with ProMotion; iPhone 13 Pro Max: 6.7-in. Super Retina XDR display with ProMotion; A15 Bionic chip; 128GB base storage; up to 1TB storage; triple-camera system that can take macro photos and videos; "cinematic mode" for videos; 2.5 hours more battery life (13 Pro Max); 1.5 hours more (13 Pro).
PRICE: \$999+ (13 Pro) / \$1,099+ (13 Pro Max)

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

Look for words that mean:

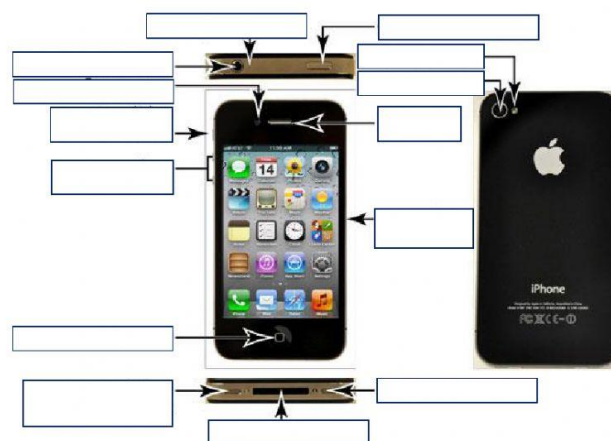
- An expression of praise or approval. The applause of an audience.
- To officially launch or introduce a new product or service.
- The retention of retrievable data on a computer or other electronic system.
- The physical size and shape of a piece of computer hardware.
- Two distinct processors that 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?