

iPhone 7 makes a splash at Apple press conference

Details on the notable changes and features

Release details

- Apple debuted its new iPhone 7 and iPhone 7 Plus models at a launch on **September 7**
- The phones will be available for sale on **September 16**
- A Morning Consult poll indicates that there has been an **decline in interest** over the new release when compared to the release of the iPhone 6S; last year, **33%** of individuals who knew about the newest model release said that they were likely to buy it, while this year, only **25%** of individuals who knew about the iPhone 7 release stated they were likely to purchase it

Performance

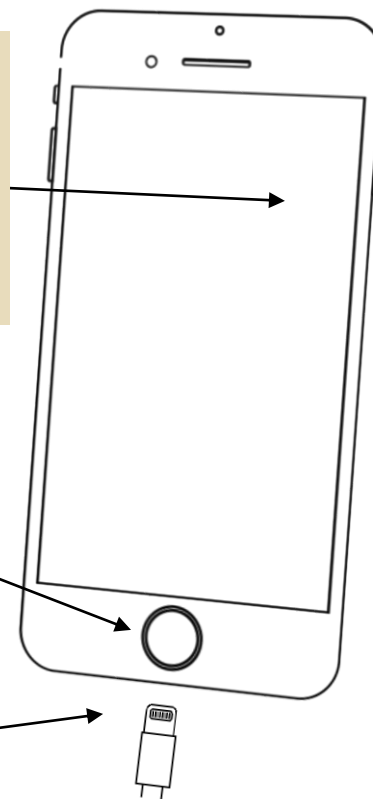
A new, **64-bit, four-core A10 Fusion chip** is **120 times** faster than the chip used in the first iPhone. Additionally, both the iPhone 7 and 7 Plus have longer **battery lives** than the iPhone 6S by **two hours and one hour**, respectively. The lowest option for storage has also doubled to **32 GB**.

Home button

The home button on the iPhone 7 is now **pressure sensitive** with a **Taptic engine**, replacing the old mechanical model. This change helps make the phone water resistant.

No more headphone jack

The iPhone 7's most anticipated and controversial new feature was the **removal of the analog headphone jack**. Headphones can now be connected through the **Lightning port** or **wirelessly**. Apple has stated that removing the jack frees up space within the phone for other technology.

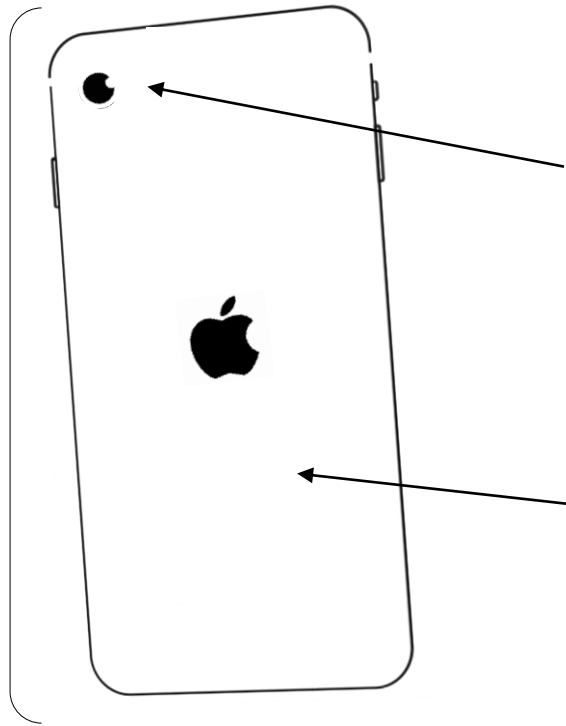


Sources: Michael Calore, "Here's everything Apple announced today," *Wired*, September 7, 2016; Amir Nasr, "Poll: people are unmoved by new iPhone features," *Morning Consult*, 2016; James Peckham, "iPhone 7 headphone jack; why did Apple drop it?" *TechRadar*, September 9, 2016; Noun Project, 2016.

iPhone 7 camera(s) one of the most talked about new features

More details on the notable changes and features

Audio
 New stereo speakers are located at both the top and bottom of the phone for added sound



Camera
 The new iPhone features an improved camera with an optical image stabilizer, a wider 1.8 aperture allowing for 50% more light, a 12 megapixel sensor, wide color capture, and an image signal processor allowing for twice the throughput. Additionally, the iPhone 7 Plus model offers two lenses.

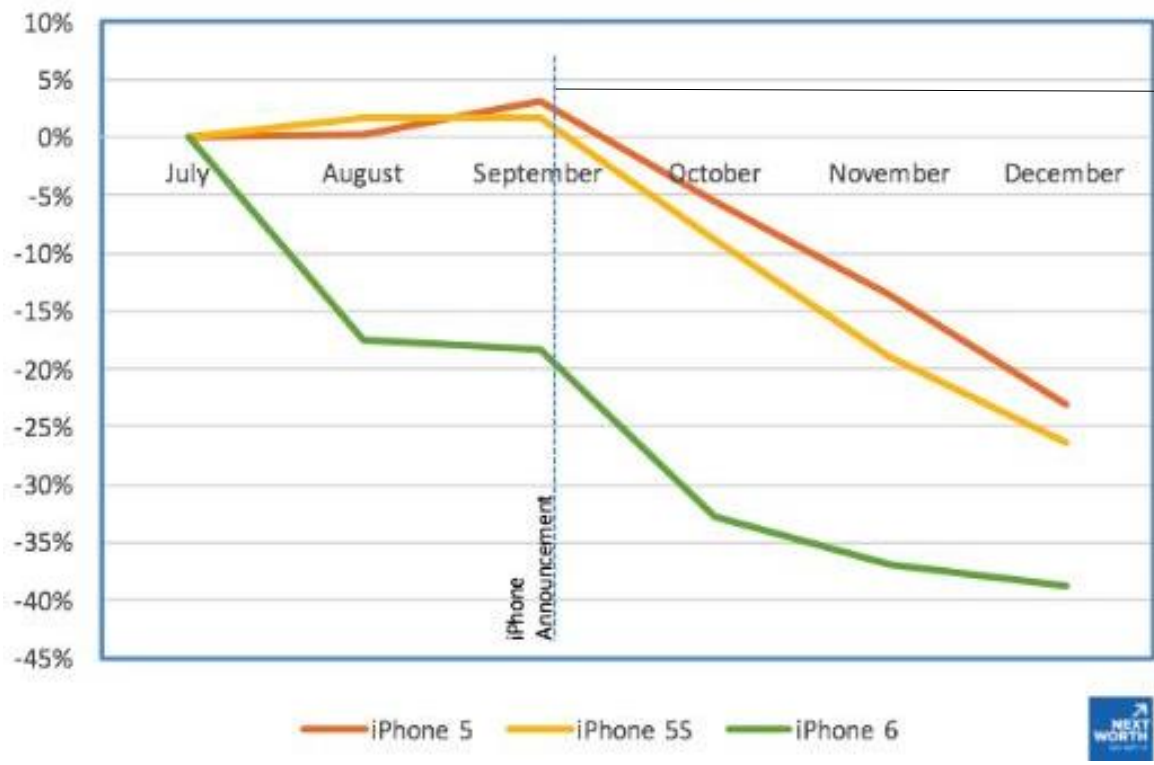
Design

- The newest iPhone model offers two new colors, “jet black” and “matte black.” Additionally, the “space gray” option has been discontinued
- The antennae of the phone are now embedded in the phone, whereas before, they were visible
- The phone is also water and dust resistant, with an IP67 rating, meaning that the iPhone 7 has achieved the **highest rating for dust protection** and the **second-highest rating for water protection**. This means that the phone has “protection from contact with harmful dust” and is “protected from immersion in water with a **depth of up to 1 meter for up to 30 minutes**”

Sources: Matt Elliott, “The iPhone 7 offers IP67 dust and water protection. What does that mean?” CNET, September 8, 2016; Mark Hachman, “Fastest smartphone chip ever,’ the A10 Fusion, powers Apple’s new iPhone 7,” Macworld, September 7, 2016; David Pierce, “Hands on: the iPhone 7 feels a little different – and a lot the same,” Wired, September 7, 2016; James Vincent, “the iPhone 7’s new home button isn’t a real button,” The Verge, September 7, 2016; Apple livestream, Apple, September 7, 2016; Noun Project, 2016.

Data and projections indicate that users looking to sell older models should do so soon

Trade-in value of previous iPhone models



NextWorth, a trade-in company for electronics, released data and projections on the value of older iPhone models until the end of the year. Their analysis predicts that the value of the 5, 5s, and the 6 will continue to decrease following the September 7 iPhone 7 announcement.

Sources: NextWorth, August 2016; Madison Malone Kircher, "If you want to make any money selling your iPhone, you better do it soon," New York Magazine, September 8, 2016.