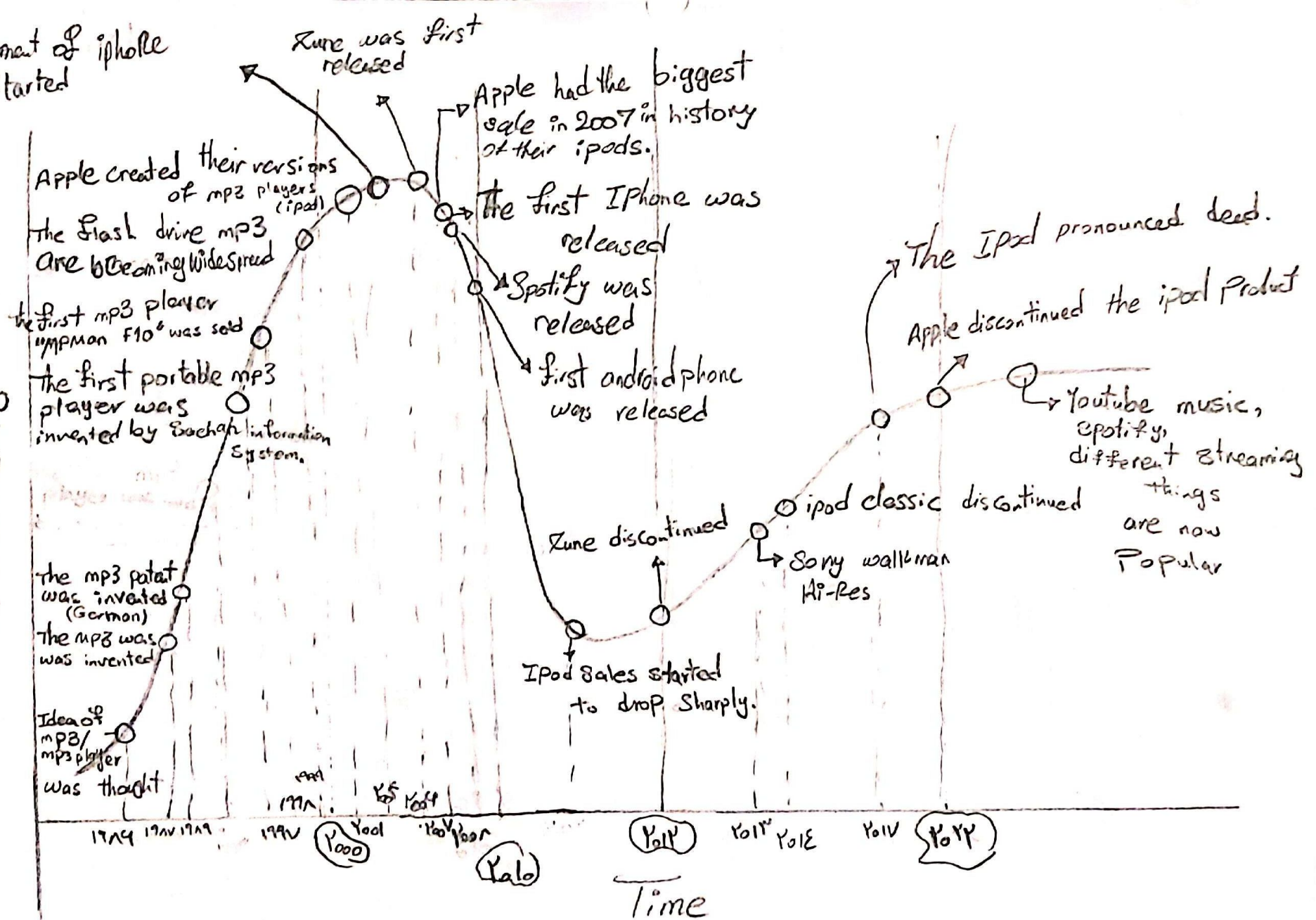


development of iphohle
Started

Expectations



Innovation Trigger: (1984-2000)

- 1984: The idea of MP3/MP3 player was thought of. سرع ١٥!
- 1985: The mp3 was invented by Karlheinz Brandenburg (father of mp3)
 - ↳ He developed the widespread mp3 for data compression.
- 1989: The mp3 patent was invented by Karlheinz Brandenburg. The Fraunhofer company in Germany received a
- 1995: The first portable mp3 player was launched mp3 patent by Saehan Information Systems.

- 1998: The first mp3 player "MPMan F10" was sold (by Saehan Information Systems in Asia)
- 1999/2000: The Flash-based mp3 players are becoming widespread (The concept of combining flash memory with mp3 playback led to the invention of MP3 players in the late 1990s).

Peak of Inflated Expectations: (2000-2010)

- 2001: Apple created their versions of mp3 players (iPod 8)
- 2007/2008: Development of iPhone started.
- 2004: Zune (Microsoft's line of digital media players) was first released.
- 2005: Apple had the biggest sale in 2007 in history of iPods
- ↳ The first iPhone was released.
- 2008: Spotify was released.
- 2010: First Android Phone was released.

Trough of Disillusionment: (2010-2012)

1: هبطت المبيعات بشكل حاد

- 2009-2012: iPod sales started to drop sharply. (started from 2009)

2012: Zune discontinued.

Slope of Enlightenment: (2012-2014)

- 2012: Sony walkman Hi-res Series were introduced

2013: iPod classic discontinued

2014: The iPod pronounced dead.

2014: Apple discontinued the iPod product &

even Concerts :

Plateau of Productivity: (2014 - ...)

Youtube, music, Spotify, different streaming things are now popular! 