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Group Name: GROUP 03.

Group Members: MRISHO ABEID (TP033289),

NOMAN BUTT (TP032950),

ABDALLAH AHMED (TP033310),

ERICK MBWAMBO (TP033385).

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Lecturer's Name: NOR FADILAH BINTI MOHAMED IQBAL.

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Figure 1: iPhone Design Concept.

Introduction:

Apple's iPhone designs are famous due to their processing speed, display quality and functionality. The latest proposed design for the iPhone will be known as the "*iPhone 6*". It will have more developed hardware features and software with outstanding capabilities. The following report will explain all the features of the hardware and software, the applications, price, release dates and promotions of the *iPhone 6*.

Vision:

We agree that we are on the substance of the earth to create incredible items and that's not evolving. We believe in profound coordinated effort and cross- pollination of our gatherings, which permit us to improve in a manner that others can't.

Mission:

To connect users around the world using reliable data and voice communication.

Objectives:

- To enable users with good communication among each other.
- Introduce new technology to the market.
- To enable users with instant accessibility to their files and documents.
- Provide the users with facilities like internet, instant messaging and entertainment.

Hardware:

The hardware design of this concept will be 90% different from the current designs of the Apple's iPhones. This is due to the fact all current designs of Apple's iPhones are small hence it is not possible to enjoy things like videos games or movies due to the small screen size. This particular concept will have all the needed and latest hardware that will fulfil such needs and more. The following are the Hardware Specifications of the design of the *iPhone 6*;

Design

The design won't include the home button at the bottom since it is sometimes annoying so it will be placed close to the volume buttons on the left-side of the phone, which will give it a more interesting and better look (See figure 02 below). It will be thinner than the current design of the iPhone with a housing made of *Sapphire Crystal Glass* and not metal in order to prevent it from overheating (See figure 03 below). It will also feature a *6.1mm* thickness with a weightage of *100grams* that will enable users to handle it easily though it will bigger by screen and size than the current designs. (See figure 04 below). Its display technology will have the same technology of Apple's iPhones which is the *IPS LED- backlit LCD display* since it's currently the best display in the market (See figure 05 below).

It will also feature a *5.0 inch* display of the screen which will be made out of *Gorilla Glass*, which is currently the most durable display and bestselling in the market. It will have a resolution of *386ppi (1600x900)* to enable a massive viewing experience of movies, or playing video games and even documents and other things that are included in the phone. (See figure 06 below). It will have both secondary and primary (front and back) cameras that will be enhanced to provide a clear and better resolution of both pictures and videos. Its speaker will be a mini-boom subwoofer to enhance the listening experience when it comes to multimedia applications like Music, Movies, Video Games and Internet.
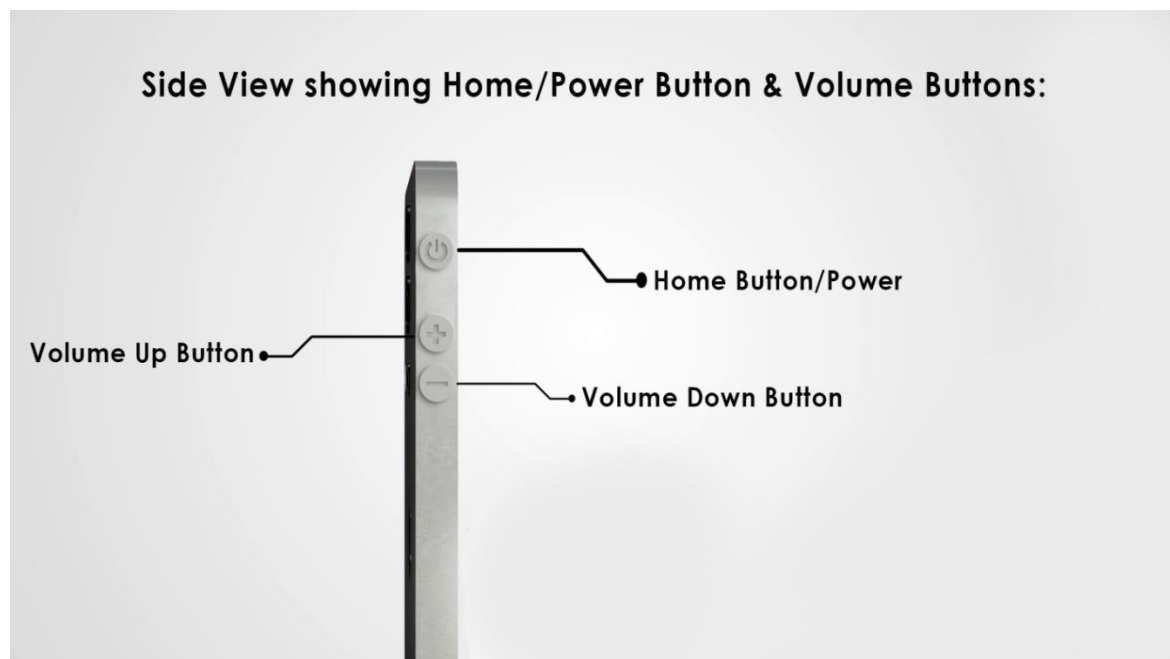

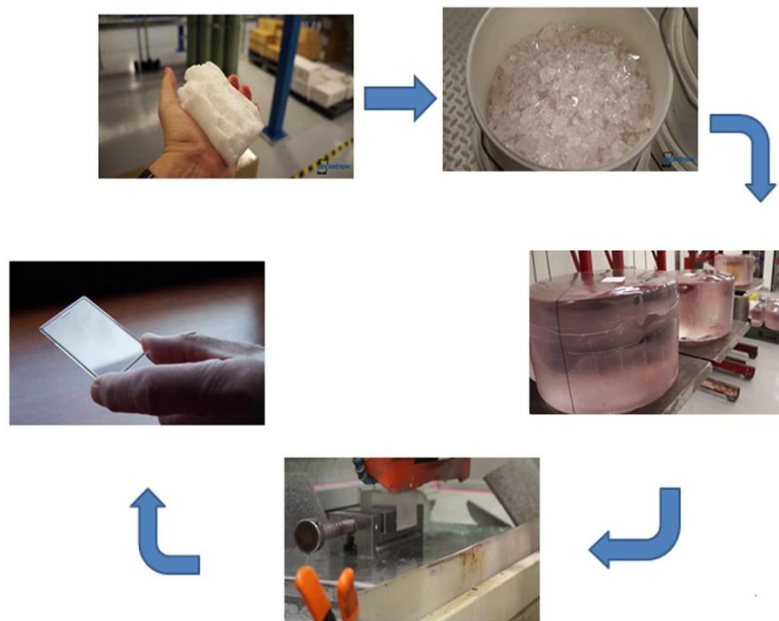**Figure 2: Home/Power and Volume Buttons.**

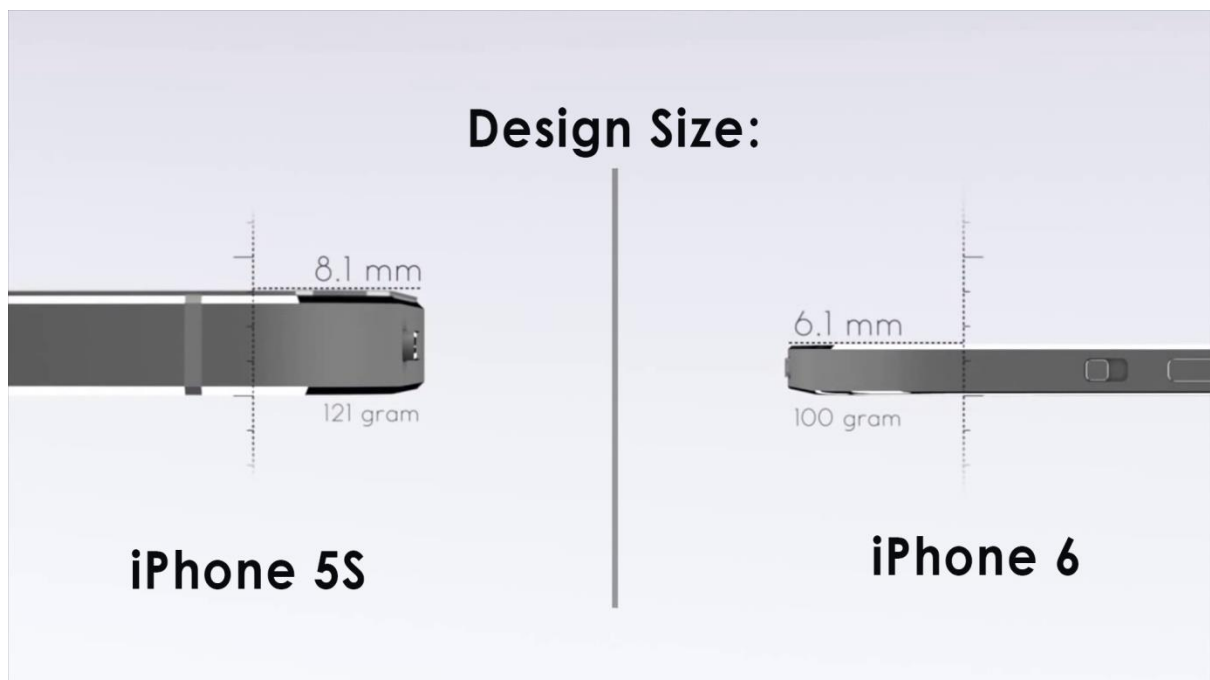**Figure 3: How Sapphire is transformed into phone housing.**
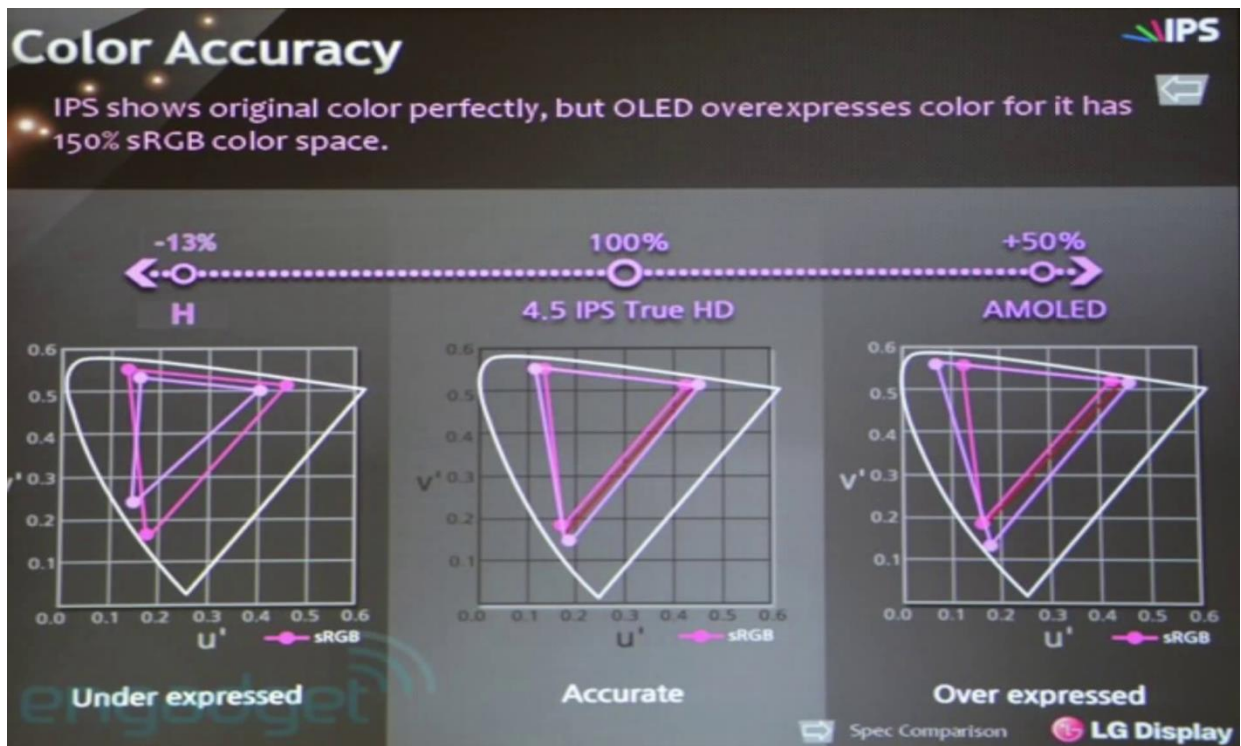

Figure 4: Design Size and Weightage.

Figure 5: IPS LED- display Comparison Details.

Figure 6: Display Information.

Camera

As of now, SONY is currently the company that creates the best Camera Sensors in the world. The iPhone 6 will have *12-15MP sensor* of the camera that will be developed by SONY. It will also have an aperture of *f1.8* in order to enables users to take images or videos of the best quality. It will include the current technology of the Apple's iPhones on the flash which is a dual flash so that images or videos taken can be clearly seen even if the surrounding where they were taken is dark with less or no light.

It will also have the *Optical Image Stabilizer (OIS)* technology in order to ensure that the images taken while the user is in motion will still be of good quality due to this technology. It will also feature *4K* recording capabilities for a good quality of *1080ppi (1080x720) FULL HD* video. The iPhone 6 will be able to take *128fps* of slow motion for the video which will be in full HD. The front camera of the *iPhone 6* will have *2.5MP* with a *1080ppi (1080x720) FULL HD* resolution (See figure 7 below.).

Camera Specifications

iPhone 5S

8MP sensor
f2.2 aperture
dual flash
Digital Image Stabilisation- DIS
120fps video capability in slow motion
–
720ppi- 1280x720 HD

iPhone 6

12-15MP sensor SONY
f1.8 aperture
dual flash
Optical Image Staliser- OIS
128fps video capability in slow motion
4K video recording
1080ppi- 1800x720 FULL HD

Figure 7: Camera Specifications.

Software:

The iPhone 6 will run under *iOS 8* which will be the latest version of Apple's iOS after the current version iOS 7.11. The *iOS 8* will also include a new feature of Health and Fitness which will be known as *Health Book*. It will also feature the latest CPU which will be known as A8 with a 64-bit mobile version (See figure 8 below). It will also have a Quad Core processor of 1.5GHz. The processor will be the latest M8 processor (See figure 9 below) that will be able to track and analyse the movements of the iPhone 6 just like the current version M7 but much faster and with low battery power.

The RAM of the iPhone 6 will have a capacity of 2GB so that it can operate everything from the hardware and software itself much faster. It will be released in the different capacities such as 16GB, 32GB, 64GB and 128GB, just like the current devices because with this method, it is easy to get many customers who have different preferences in phone capacities. In order to ensure that it does not run out charge faster due to all the updates made in the software and hardware, it will feature a 2500mAH. If it happens to run out of charge at any point of time, it will still be able for the user to charge the phone through other ways like the use if the *gyroscope* which is fixed in all Apple products. This technology charges the phone through movement. Other different technologies are solar cells implanted in the screen's display (See figure 10 below), wireless charging without the charging cable or the USB cable (See figure 11 below), through Wi-Fi connection and of course with the use of the charging cable and the USB (See figure 12 below).
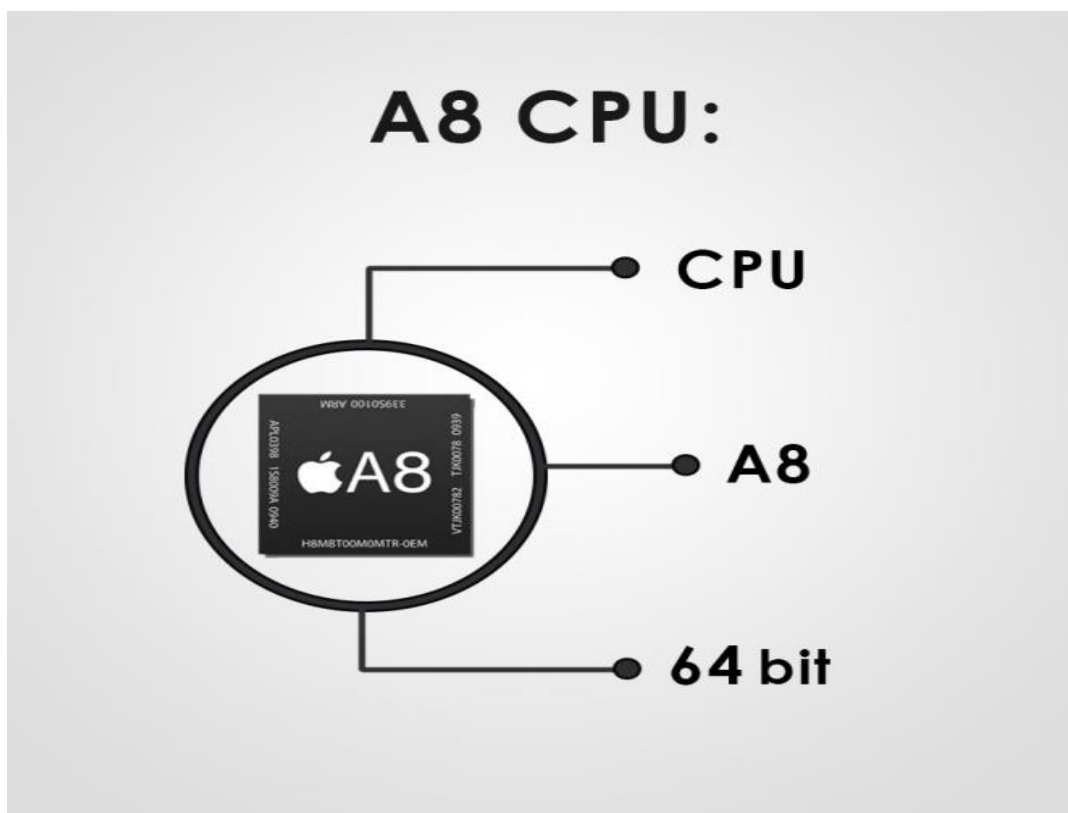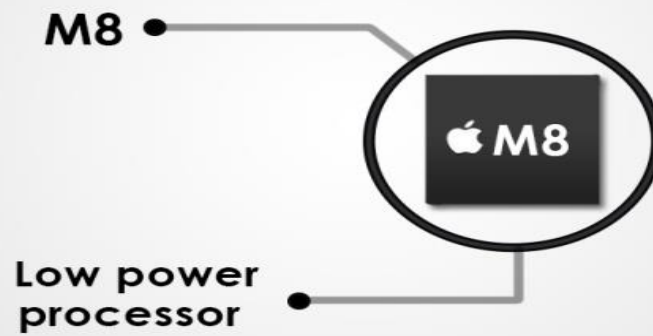

Figure 8: A8 CPU 64 bit.
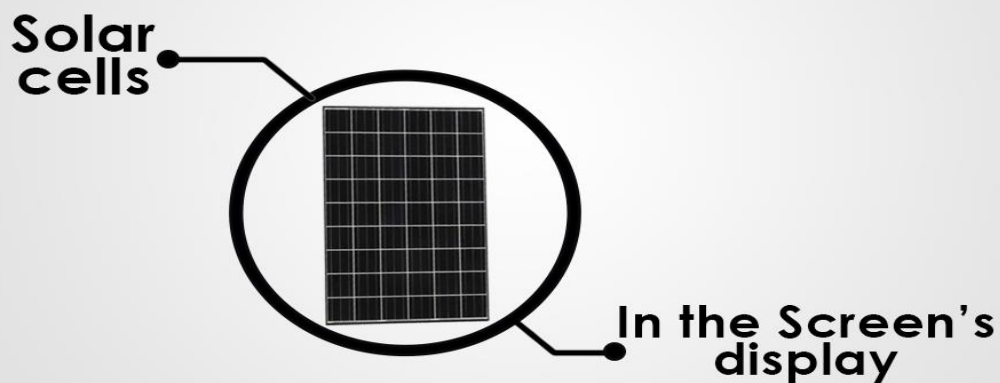
Figure 9: M8 processor.

Figure 10: Solar Cells in the Screen.

Figure 11: Wireless Charging.

Figure 12: iPhone 6 Charger.

Applications:

Apple has been focusing all it applications in the App Store to their gadgets like iPhones, iPads, iMacs and others, which make utilization of particular characteristics of those gadgets for example movement sensors for diversion controls and polaroid's for online calling features. But for this particular iPhone 6, all the applications will be featured in it in order to make sure that it is capable of doing everything that is being done by other iPhones only better and much faster with more features included. Since Apple has not allowed their applications to be sold for free whereas almost 90% of them are for sell, hence the users need to spend more money for applications too, it will different for the iPhone 6 where almost all the applications will be free.

Improved Applications for iPhone 6

Apple Map

Apple's Map application of all iPhone devices released from 2012 were not good due to the fact that they had no User Friendly Interfaces because not many people could use them unless the user was very intelligent in computer stuff. But for the iPhone 6 in particular, the Map application will be improved and made more user friendly with an easy interface to interact with which will make it easier for the users to interact with it without difficulty. It will also offer more precise information, travel headings for transport, trains, metros and other things.

ITunes Radio

ITunes Radio is Apple's Pandora-like music streaming service that was introduced with iOS 7 in 2012. It is an added built in feature of iTunes. But it will be different for the iPhone 6 since it will be a standalone app with iOS 8, which could help Apple compete against Spotify, Pandora, Beats Audio and other similar applications in the market.

Siri Integration

Currently, Siri only understands some accents and those who speak clear English, but with iPhone 6, Siri will be able to capture all important key words from the user no matter the accents which will then help other users interact with it. It will also be broaden to attain voice inquiries of any kind which would make it appear more like a virtual colleague than an oral web search toll as it was meant to be. It will also include consequently starting the Health Book whenever the user is running or jogging in order to record the amount of calories burnt in the exercise and what route did the user take while in the process.

Marketing, Sales and Prices and Release Date:

The following are some of the ways that will be used to introduce iPhone 6 to the users, the prices involved and promotions.

Apple's Official Website

This is the website that advertises all the Apple products that are already released or that are yet to be released. It would be profitable to advertise the iPhone 6 with this website because it would help dodge more expenses if it was to be advertised by another company's website, hence Apple would save the money to invest in something else.

International CES

The International CES (Consumer Electronic Show) in Las Vegas is the world's largest electronics and gadgets market. It is a gathering of all manufacturers of electronic and other merchandises who display their products and give out details about them for the consumers to be interested in and buy. The iPhone 6 will be advertised here in order to spread the awareness of the product to the users worldwide, since this is an International Gadget Sales and Advertising Organisation we can be sure that this can be achieved.

Social Networks

Through the use of Social Networks like Facebook and Twitter, iPhone 6 can be advertised by creating ads or official pages of this product so that they can draw attention of social network users hence spread alertness of the product. This method is easy and profitable since it is free, social networks have millions of users hence many people will recognise the product.

YouTube

This is another free organisation owned by Google that lets users upload videos to advertise, share ideas or spread awareness of the ideas or products that they have. This will help the development of the iPhone 6's popularity, since YouTube has millions of viewers too. By creating video tutorials on how to use the product and adverts for the iPhone 6, we can be sure that the videos will go viral hence; we can attain many viewers who will then spread more alertness to other users.

Sales and Prices:

IPhone 6 will be released with different capacities of storage hence different prices of sales just like the current way in which Apple releases its iPhone products. The following table below will show the products capacity and prices (dollars and euros) so that our customers can know what the prices are for the different capacities of which they prefer;

Capacity	Price (dollars $ and euros £)
16GB	700$/511£
32GB	800$/584£
64GB	900$/655£
128GB	1000$/729£

Table 1: Table showing Capacities and Prices.

Release Date:

The iPhone 6 will be released this September 21st. This is the usual time in which Apple releases most of its iPhone products like iPhone 5C, which is very effective since it's the time in which most phones are released hence, Apple will be able to have the chance to compete with her competing companies and the following year around February and March, it's when the International CES (Consumer Electronic Show) is held; hence it will gain even more popularity then.

Limitations:

1. Designing prototypes of the iPhone 6 took more time than expected. Hence, if the phone was to be designed it would take a long time to finish causing its late release in the market.
2. It may incur problems with the battery dying faster, hence causing the customer not being able to use the phone.
3. Customers may reactive negatively to the prices placed on the iPhone 6 due to the fact that they are a little bit too high.
4. A lot of the changes and updates have been made on the iPhone 6 which may result to even less or no technology updates if a new design was to be created for example iPhone 6C/S or even iPhone7.
5. It will need the user to understand the software aspects of the iPhone 6 very well since it have a lot of things in it and it will be very advanced hence, requiring a user with good and up-to-date knowledge in this aspect.
6. It will take a huge budget to design the iPhone 6 due to the fact most of the technology used in this phone is imported from other companies like the Secondary/Back Camera by SONY or the wireless charging through Wi-Fi by Japan and the Optical Image Stabilisation (OIS) by LG, this will demand Apple to pay for these technologies hence, spend a lot of money.
7. Since the design of the iPhone 6 has changed including shifting of the Home button to the side, due to the fact that many people are not subjected to change, a good number of them would not be happy about this.

Solutions:

1. A suitable time frame will be referred to during the development of the iPhone 6, meaning, this project will start at least a year in order to make sure that there is ample time to design the phone, create prototypes, test it and announce the release date and then release it.

2. If the battery dies in short period of time for instance, it still won't be a big problem since the iPhone 6 will have several ways of charging its batter for example by using the gyroscope which will charge the phone through movements, using solar cells implanted in the screen display of the phone and wireless charging through Wi-Fi connectivity.

3. Since all new devices are release with a small rise in price compared to the last releases due to the fact that they have been updated more in many ways, customers rejecting the product won't be a big issue since it's well known that Apple's prices on its devices are always high and people are used to them.

4. The issue of releasing another iPhone after the iPhone 6 is still proven to be positive since Apple has already released a very good number of iPhones and in order to maintain its business, it should work on a different phone design and give it a different name. Hence this issue will not be a problem.

5. It's true that the users of iPhone 6 will need up-to-date knowledge on how to use the phone. But yet again, all the customers who buy smartphones nowadays know most of the important functions hence this will not be an issue as well.

6. In terms of the budget, Apple will have to pay a lot for the different technologies that it will buy from the other companies but it will be able to pay for those technologies in full and still be able to gain a lot of profit because, with this new design and all its updates, we can be sure that it will be ranked first before all the phone design which will lead to its popularity hence many customers will buy it and Apple will be able to gain its profit as planned.

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