

# iPhone

The **iPhone** is a line of smartphones developed and marketed by Apple that run iOS, the company's own mobile operating system. The first-generation iPhone was announced by then–Apple CEO and co-founder Steve Jobs on January 9, 2007, at Macworld 2007, and launched later that year. Since then, Apple has annually released new iPhone models and iOS versions; the latest announced models being the iPhone 17, the higher-end iPhone 17 Pro and 17 Pro Max, and the thinner iPhone Air. As of July 2025, more than 3 billion iPhones have been sold, and Apple has been the largest vendor of mobile phones since 2023.

The original iPhone was the first mobile phone to use multi-touch technology. Throughout its history, the iPhone has gained larger, higher-resolution displays, video-recording functionality, waterproofing, and many accessibility features. Up to the iPhone 8 and 8 Plus, iPhones had a single button on the front panel, with the iPhone 5s and later integrating a Touch ID fingerprint sensor. Since the iPhone X,<sup>[note 2]</sup> iPhone models have switched to a nearly bezel-less front screen design with Face ID facial recognition in place of Touch ID for authentication, and increased use of gestures in place of the home button for navigation.

The iPhone, which operates using Apple's proprietary iOS software, is one of the two major smartphone platforms in the world, alongside Android. The first-generation iPhone was described by Steve Jobs as a "revolution" for the mobile phone industry. The iPhone has been credited with popularizing the slate smartphone form factor, and with creating a large market for smartphone apps, or "app economy"; laying the foundation for the boom of the market for mobile devices. In addition to the apps that come pre-installed on iOS, there are nearly 2 million apps available for download from Apple's mobile distribution marketplace, the App Store, as of August 2024.

## History

### 2000s

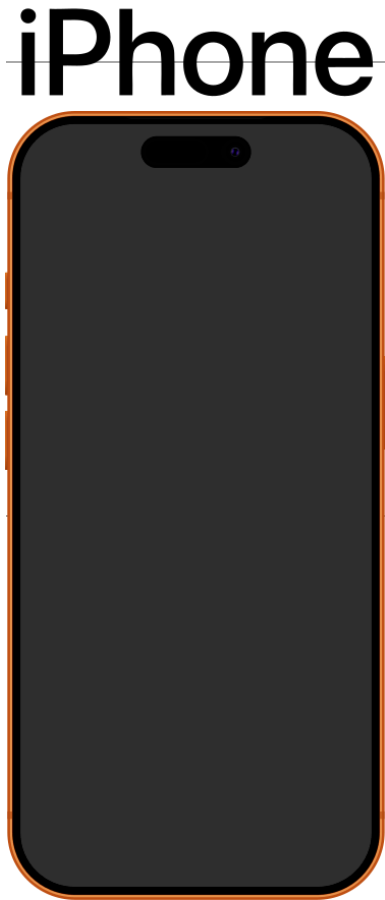
Development of an Apple smartphone began in 2004, when the company started to gather a team of 1,000 employees led by hardware engineer Tony Fadell, software engineer Scott Forstall, and design officer Jony Ive,<sup>[1]</sup> to work on the highly confidential "Project Purple".<sup>[2][3]</sup>

Then Apple CEO Steve Jobs steered the original focus away from a tablet (which was later revisited in the form of the iPad) towards a phone.<sup>[4]</sup> Apple created the device during a secretive collaboration with Cingular Wireless (later renamed AT&T Mobility) at an estimated development cost of US\$150 million over thirty months.<sup>[5]</sup> According to Jobs in 1998, the "i" word in "iMac" (and thereafter "iPod", "iPhone" and "iPad") stands for internet, individual, instruct, inform, and inspire.<sup>[6][7]</sup>

Apple rejected the "design by committee" approach that had yielded the Motorola ROKR E1, a largely unsuccessful "iTunes phone" made in collaboration with Motorola. Among other deficiencies, the ROKR E1's firmware limited storage to only 100 iTunes songs to avoid competing with Apple's iPod nano.<sup>[8][9]</sup> Cingular gave Apple the liberty to develop the iPhone's hardware and software in-house, a rare practice at the time,<sup>[10][11]</sup> and paid Apple a fraction of its monthly service revenue (until the iPhone 3G),<sup>[12]</sup> in exchange for four years of exclusive U.S. sales, until 2011.<sup>[13]</sup>

Jobs unveiled the first-generation iPhone to the public on January 9, 2007, at the Macworld 2007 convention at the Moscone Center in San Francisco.<sup>[14]</sup> The iPhone incorporated a 3.5-inch multi-touch display with few hardware buttons, and ran the

iPhone



Front face of the latest announced flagship model, the iPhone 17 Pro, in Cosmic Orange

<b>Developer</b>	Apple
<b>Manufacturer</b>	Contract manufacturers: Foxconn · Pegatron · Wistron · Tata Group
<b>Type</b>	Smartphone
<b>Release date</b>	June 29, 2007
<b>Units sold</b>	2.3 billion (as of January 1, 2024)
<b>Operating system</b>	iOS
<b>Storage</b>	128, 256, 512 GB, 1 or 2 TB <sup>[note 1]</sup> flash memory (current models)
<b>Sound</b>	Bluetooth · Stereo speaker (iPhone 7 and up) · Microphone · 3.5 mm headphone jack (until iPhone 7) · 30-pin dock connector (until iPhone 5) · Lightning port (iPhone 5 – iPhone 14) · USB-C port (iPhone 15 and up)

iPhone OS operating system with a touch-friendly interface, then marketed as a version of Mac OS X.<sup>[15]</sup> It was the first mobile phone to use multi-touch technology.<sup>[16]</sup> The device launched on June 29, 2007, at a starting price of US\$499 in the United States, and required a two-year contract with AT&T.<sup>[17]</sup> The price was reduced by a third after two months. The resulting complaints forced Jobs to issue an apology and offer a partial rebate to early purchasers of the Phone.<sup>[18]</sup>

On July 11, 2008, at Apple's Worldwide Developers Conference (WWDC) 2008, Apple announced the iPhone 3G, and expanded its launch-day availability to twenty-two countries, and it was eventually released in 70 countries and territories.<sup>[19][20]</sup> The iPhone 3G introduced faster 3G connectivity, and a lower starting price of US\$199 (with a two-year AT&T contract).<sup>[21]</sup> It proved commercially popular, overtaking Motorola RAZR V3 as the best selling cell phone in the U.S. by the end of 2008.<sup>[22]</sup> Its successor, the iPhone 3GS, was announced on June 8, 2009, at WWDC 2009, and introduced video recording functionality.<sup>[23]</sup>

2010s



The original iPhone on display under glass at the January 2007 Macworld show

The iPhone 4 was announced on June 7, 2010, at WWDC 2010, and introduced a redesigned body incorporating a stainless steel frame and a rear glass panel.<sup>[24]</sup> At release, the iPhone 4 was marketed as the "world's thinnest smartphone";<sup>[24]</sup> it uses the Apple A4 processor, being the first iPhone to use an Apple custom-designed chip. It introduced the Retina display, having four times the display resolution of preceding iPhones, and was the highest-resolution smartphone screen at release;<sup>[24]</sup> a front-facing camera was also introduced, enabling video calling functionality via FaceTime.

Users of the iPhone 4 reported dropped/disconnected telephone calls when holding their phones in a certain way, and this issue was nicknamed "antennagate".<sup>[25]</sup> In January 2011, as Apple's exclusivity agreement with AT&T was expiring, Verizon announced that they would be carrying the iPhone 4, with a model compatible with Verizon's CDMA network releasing on February

10.<sup>[26][27]</sup>

The iPhone 4s was announced on October 4, 2011, and introduced the Siri virtual assistant, a dual-core A5 processor, and an 8 megapixel camera with 1080p video recording functionality. The iPhone 5 was announced on September 12, 2012, and introduced a larger 4-inch screen, up from the 3.5-inch screen of all previous iPhone models, as well as faster 4G LTE connectivity.<sup>[28]</sup> It also introduced a thinner and lighter body made of aluminum alloy, and the 30-pin dock connector of previous iPhones was replaced with the new, reversible Lightning connector.<sup>[28]</sup>

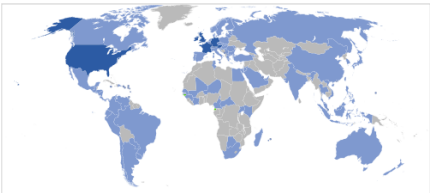
The iPhone 5s and iPhone 5c were announced on September 10, 2013. The iPhone 5s included a 64-bit A7 processor, becoming the first ever 64-bit smartphone;<sup>[29]</sup> it also introduced the Touch ID fingerprint authentication sensor.<sup>[30]</sup> The iPhone 5c was a lower-cost device that incorporated hardware from the iPhone 5, into a series of colorful plastic frames.<sup>[31]</sup>

On September 9, 2014, Apple introduced the iPhone 6 and iPhone 6 Plus, and included significantly larger screens than the iPhone 5s, at 4.7-inch and 5.5-inch respectively; both models also introduced mobile payment technology via Apple Pay.<sup>[32]</sup> Optical image stabilization was introduced to the 6 Plus' camera. The Apple Watch was also introduced on the same day, and is a smartwatch that operates in conjunction with a connected iPhone. Some users experienced bending issues from normal use with the iPhone 6 and 6 Plus, particularly on the latter model, and this issue was nicknamed "bendgate".<sup>[33]</sup>

The iPhone 6s and 6s Plus were introduced on September 9, 2015, and included a more bend-resistant frame made of a stronger aluminum alloy, as well as a higher resolution 12 megapixel main camera capable of 4K video recording.<sup>[34]</sup> The first-generation iPhone SE was introduced on March 21, 2016, and was a low-cost device that incorporated newer hardware from the iPhone 6s, in the frame of the older iPhone 5s.<sup>[35]</sup>

The iPhone 7 and 7 Plus were announced on September 7, 2016, which introduced larger camera sensors, IP67-certified water and dust resistance, and a quad-core A10 Fusion processor utilizing big.LITTLE technology;<sup>[36]</sup> the 3.5 mm headphone jack was removed, and was followed by the introduction of the AirPods wireless earbuds.<sup>[37]</sup> Optical image stabilization was added to the 7's camera. A second

<b>Power</b>	Built-in rechargeable <u>lithium-ion battery</u>
<b>Online services</b>	<u>App Store</u> · <u>Apple One</u> · <u>iCloud</u> · <u>Apple Pay</u>
<b>Related</b>	<u>iPad</u> · <u>Comparison of iPhone models</u>
<b>Website</b>	<u>apple.com/iphone</u> ( <u>https://apple.com/iphone</u> )



Worldwide iPhone availability:  
■ iPhone available since its original release  
■ iPhone available since the release of the iPhone 3G



Bottom angle comparison between iPhone 5c (top), iPhone 5s (middle), and iPhone 4s (bottom)

telephoto camera lens was added on the 7 Plus, enabling two-times optical zoom, and "Portrait" photography mode which simulates bokeh in photos.<sup>[38]</sup>

The iPhone 8, 8 Plus, and iPhone X were announced on September 12, 2017, in Apple's first event held at the Steve Jobs Theater in Apple Park. All models featured rear glass panel designs akin to the iPhone 4, wireless charging, and a hexa-core A11 Bionic chip with "Neural Engine" AI accelerator hardware. The iPhone X additionally introduced a 5.8-inch OLED "Super Retina" display with a "bezel-less" design, with a higher pixel density and contrast ratio than previous iPhones with LCD displays, and introduced a stronger frame made of stainless steel. It also introduced Face ID facial recognition authentication hardware, in a "notch" screen cutout, in place of Touch ID;<sup>[39][40]</sup> the home button was removed to achieve the "bezel-less" design, replacing it with a gesture-based navigation system.<sup>[41]</sup> At its US\$999 starting price, the iPhone X was the most expensive iPhone at launch.<sup>[42]</sup>

The iPhone XR, iPhone XS, and XS Max were announced on September 12, 2018. All models featured the "Smart HDR" computational photography system, and a significantly more powerful "Neural Engine".<sup>[43]</sup> The XS Max introduced a larger 6.5-inch screen. The iPhone XR included a 6.1-inch LCD "Liquid Retina" display, with a "bezel-less" design similar to the iPhone X, but does not include a second telephoto lens; it was made available in a series of vibrant colors, akin to the iPhone 5c, and was a lower-cost device compared to the iPhone X and XS.<sup>[44]</sup>

The iPhone 11, 11 Pro, and 11 Pro Max were announced on September 10, 2019. The iPhone 11 was the successor to the iPhone XR, while the iPhone 11 Pro and 11 Pro Max succeeded the iPhone XS and XS Max. All models gained an Ultra-Wide lens, enabling two-times optical zoom out, as well as larger batteries for longer battery life.<sup>[45][46]</sup> The second-generation iPhone SE was introduced on April 17, 2020, and was a low-cost device that incorporated newer hardware from the iPhone 11, in the frame of the older iPhone 8, while retaining the home button and the Touch ID sensor.<sup>[47]</sup>



Picture of the cameras on the iPhone 13 Pro

## 2020s

The iPhone 12, 12 Mini, 12 Pro, and 12 Pro Max were announced via a livestream event on October 13, 2020. All models featured OLED "Super Retina XDR" displays, introduced faster 5G connectivity, and the MagSafe magnetic charging and accessory system; a slimmer flat-edged design was also introduced, which combined with stronger glass-ceramic front glass, added better drop protection compared to previous iPhones.<sup>[48][49]</sup> The iPhone 12 Mini introduced a smaller 5.4-inch screen, while the 12 Pro and 12 Pro Max had larger screens of 6.1-inch and 6.7-inch respectively. The iPhone 12 Pro and 12 Pro Max additionally added a Lidar sensor for better accuracy in augmented reality (AR) applications.

The iPhone 13, 13 Mini, 13 Pro, and 13 Pro Max were announced via a livestream event on September 14, 2021. All models featured larger camera sensors, larger batteries for longer battery life, and a narrower "notch" screen cutout.<sup>[50]</sup> The iPhone 13 Pro and 13 Pro Max additionally introduced smoother adaptive 120 Hz refresh rate "ProMotion" technology in its OLED display, and three-times optical zoom in the telephoto lens.<sup>[51]</sup> The low-cost third-generation iPhone SE was introduced on March 8, 2022, and incorporated the A15 Bionic chip from the iPhone 13, but otherwise retained similar hardware to the second-generation iPhone SE.

The iPhone 14, 14 Plus, 14 Pro, and 14 Pro Max were announced on September 7, 2022. All models introduced satellite phone emergency calling functionality. A new 14 Plus model introduced the large 6.7-inch screen size, first seen on the iPhone 12 Pro Max, into a lower-cost device.<sup>[52]</sup> The iPhone 14 Pro and 14 Pro Max additionally introduced a higher-resolution 48-megapixel main camera, the first increase in megapixel count since the iPhone 6s; it also introduced always-on display technology to the lock screen, and an interactive status bar interface integrated in a redesigned screen cutout, entitled "Dynamic Island".<sup>[53]</sup>

The iPhone 15, 15 Plus, 15 Pro, and 15 Pro Max were announced on September 12, 2023. Starting with this group of devices, all models switch to using USB-C as their power connector to comply with European Commission regulations, replacing Apple's proprietary Lightning connector after eleven years of use in previous models.<sup>[54]</sup> The 15 and 15 plus now feature the Dynamic Island, which debuted with the iPhone 14 Pro (effectively retiring the "notch" display cutout), a 48-megapixel main camera, slightly curved edges, and a color-infused frosted glass back.<sup>[55][56][57]</sup> The 15 Pro and Pro Max also replace the mute switch with the "Action" button, and stainless-steel material to titanium.<sup>[57]</sup>

The iPhone 16, 16 Plus, 16 Pro, and 16 Pro Max were announced on September 9, 2024. The former two introduced a vertical camera layout with refined "Fusion" and Ultra-Wide cameras.<sup>[58]</sup> The 16 Pro and Pro Max have larger 6.3-inch and 6.9-inch displays, a 48-megapixel Ultra-Wide camera, and the largest batteries in an iPhone up to that point.<sup>[59]</sup> All models now include access to new Apple Intelligence AI features,<sup>[60]</sup> a refined thermal system, support for Wi-Fi 7, and a new button dubbed the "Camera Control", allowing easier access to camera features. On February 19, 2025, the 16e was announced as the newest member of the 16 family. This model has

a longer battery life thanks to the A18 chip and the new Apple C1, which is the first cellular modem designed by Apple.<sup>[61]</sup> It has a 6.1-inch screen, and the same 48-megapixel camera as previous models, but lacks the wider shot option due to its cheaper purchasing price.<sup>[62]</sup>

The iPhone 17, 17 Pro, 17 Pro Max, and iPhone Air were announced on September 9, 2025.

## Models

51 iPhone models have been produced. The models in **bold** are devices of the latest generation:

iPhone models currently in production<sup>[63]</sup>

Release date	Model	System-on-a-chip
September 20, 2024	<u>iPhone 16</u>	<u>Apple A18</u>
	<u>iPhone 16 Plus</u>	
February 28, 2025	<u>iPhone 16e</u>	
September 19, 2025	<b><u>iPhone 17</u></b>	<u>Apple A19</u>
	<b><u>iPhone 17 Pro</u></b>	<u>Apple A19 Pro</u>
	<b><u>iPhone 17 Pro Max</u></b>	
	<b><u>iPhone Air</u></b>	

Availability and support lifespan of all iPhone models

Model	Release(d)		Discontinued	Support				Status
	With OS	Date		Ended	Final OS <sup>[a]</sup>	Lifespan <sup>[b]</sup>		
						Max <sup>[c]</sup>	Min <sup>[d]</sup>	
<u><b>iPhone</b></u>	iPhone OS 1.0	June 29, 2007	June 9, 2008	June 21, 2010	iPhone OS 3.1.3	2 years, 11 months	<b>2 years</b>	Discontinued and unsupported
<u><b>iPhone 3G</b></u>	iPhone OS 2.0	July 11, 2008	August 9, 2010	March 3, 2011	iOS 4.2.1	2 years, 7 months	<b>6 months</b>	
<u><b>iPhone 3GS</b></u>	iPhone OS 3.0	June 19, 2009	September 12, 2012	September 18, 2013 (late, single update: February 21, 2014)	iOS 6.1.3 (6.1.6)	4 years, 2 months	<b>1 year</b>	
<u><b>iPhone 4</b></u>	iOS 4.0	June 24, 2010	September 10, 2013	September 17, 2014	iOS 7.1.2	4 years, 2 months	<b>1 year</b>	
<u><b>iPhone 4s</b></u>	iOS 5.0	October 14, 2011	September 9, 2014	September 13, 2016 (late, single update: July 22, 2019)	iOS 9.3.5 (9.3.6)	4 years, 10 months	<b>2 years</b>	
<u><b>iPhone 5</b></u>	iOS 6.0	September 21, 2012	September 10, 2013	September 19, 2017 (late, single update: July 22, 2019)	iOS 10.3.3 (10.3.4)	4 years, 11 months	<b>4 years</b>	
<u><b>iPhone 5c</b></u>	iOS 7.0	September 20, 2013	September 9, 2015	September 19, 2017	iOS 10.3.3	3 years, 11 months	<b>2 years</b>	
<u><b>iPhone 5s</b></u>	iOS 7.0	September 20, 2013	March 21, 2016	September 18, 2019 (last security update: January 23, 2023)	iOS 12.4.1 (12.5.7)	5 years, 11 months	<b>3 years, 5 months</b>	
<u><b>iPhone 6 / 6 Plus</b></u>	iOS 8.0	September 19, 2014	September 7, 2016			4 years, 11 months	<b>3 years</b>	
<u><b>iPhone 6s / 6s Plus</b></u>	iOS 9.0	September 25, 2015	September 12, 2018	September 12, 2022 (last security update: September 15, 2025)	iOS 15.6.1 (15.8.4)	6 years, 11 months	<b>4 years</b>	Discontinued and unsupported, critical security bug fixes only
<u><b>iPhone SE (1st)</b></u>	iOS 9.3	March 31, 2016	September 12, 2018			6 years, 5 months	<b>4 years</b>	
<u><b>iPhone 7 / 7 Plus</b></u>	iOS 10.0	September 16, 2016	September 10, 2019			5 years, 11 months	<b>3 years</b>	
<u><b>iPhone 8 / 8 Plus</b></u>	iOS 11.0	September 22, 2017	April 15, 2020	September 18, 2023 (last security update: September 15, 2025)	iOS 16.6.1 (16.7.11)	5 years, 11 months	<b>3 years, 1 month</b>	
<u><b>iPhone X</b></u>	iOS 11.0.1	November 3, 2017	September 12, 2018			5 years, 10 months	<b>5 years, 1 month</b>	
<u><b>iPhone XS / XS Max</b></u>	iOS 12.0	September 21, 2018	September 10, 2019	<i>current, ending with iOS 18</i>	<i>latest iOS</i> : iOS 18.7	7 years	<b>6 years</b>	Discontinued, still supported
<u><b>iPhone XR</b></u>	iOS 12.0	October 26, 2018	September 14, 2021			6 years, 10 months	<b>4 years</b>	
<u><b>iPhone 11</b></u>	iOS 13.0	September 20, 2019	September 7, 2022	<i>current</i>	<i>latest iOS</i> : iOS 26.0	6 years	<b>3 years</b>	
<u><b>iPhone 11 Pro / 11 Pro Max</b></u>	iOS 13.0	September 20, 2019	October 13, 2020			6 years	<b>4 years, 11 months</b>	
<u><b>iPhone SE (2nd)</b></u>	iOS 13.4	April 24, 2020	March 8, 2022			5 years, 5 months	<b>3 years, 6 months</b>	
<u><b>iPhone 12 / 12 Mini</b></u>	iOS 14.1	October 23, 2020 (12) November 13, 2020 (12 Mini)	September 12, 2023 (12) September 7, 2022 (12 Mini)			4 years, 11 months	<b>3 years</b>	
<u><b>iPhone 12 Pro / 12 Pro Max</b></u>	iOS 14.1 (12 Pro) iOS 14.2 (12 Pro Max)	October 23, 2020 (12 Pro) November 13, 2020 (12 Pro Max)	September 14, 2021			4 years, 11 months (12 Pro) 4 years, 10 months (12 Pro Max)	<b>4 years</b>	
<u><b>iPhone 13 / 13 Mini</b></u>	iOS 15.0	September 24, 2021	September 9, 2024 (13)			4 years	<b>2 years</b>	



			September 12, 2023 (13 Mini)					
<b><u>iPhone 13 Pro / 13 Pro Max</u></b>	iOS <u>15.0</u>	September 24, 2021	September 7, 2022			4 years	<b>3 years</b>	
<b><u>iPhone SE (3rd)</u></b>	iOS <u>15.4</u>	March 18, 2022	February 19, 2025			3 years, 6 months	<b>7 months</b>	
<b><u>iPhone 14 / 14 Plus</u></b>	iOS <u>16.0</u>	September 16, 2022 (14) October 7, 2022 (14 Plus)				3 years	<b>7 months</b>	
<b><u>iPhone 14 Pro / 14 Pro Max</u></b>	iOS <u>16.0</u>	September 16, 2022	September 12, 2023			3 years	<b>2 years</b>	
<b><u>iPhone 15 / 15 Plus</u></b>	iOS <u>17.0</u>	September 22, 2023	September 9, 2025			2 years	<b>1 year</b>	
<b><u>iPhone 15 Pro / 15 Pro Max</u></b>	iOS <u>17.0</u>	September 22, 2023	September 9, 2024			2 years	<b>1 year</b>	
<b><u>iPhone 16 / 16 Plus</u></b>	iOS <u>18.0</u>	September 20, 2024				1 year		Current or still sold
<b><u>iPhone 16 Pro / 16 Pro Max</u></b>	iOS <u>18.0</u>	September 20, 2024	September 9, 2025			1 year		Discontinued, still supported
<b><u>iPhone 16e</u></b>	iOS <u>18.3</u>	February 28, 2025				6 months		Current or still sold
<b><u>iPhone 17</u></b>	iOS <u>26.0</u>	September 19, 2025				0 months		
<b><u>iPhone Air</u></b>	iOS <u>26.0</u>	September 19, 2025				0 months		
<b><u>iPhone 17 Pro / 17 Pro Max</u></b>	iOS <u>26.0</u>	September 19, 2025				0 months		
<b>Legend:</b> <input type="checkbox"/> <u>Discontinued and unsupported</u> <input type="checkbox"/> <u>Discontinued, bug fixes only</u> <input type="checkbox"/> <u>Discontinued, still supported</u> <input type="checkbox"/> <u>Current or still sold</u>								
<b>Remarks:</b> a. Last regular iOS version (probably with feature updates), in parentheses: last iOS supported b. Min / max amount of time Apple support is/was available c. Maximal support lifespan = current or support ended date - released date d. Minimal support lifespan = current or support ended date - discontinued date								

Production

Up to the iPhone 4, all iPhones and other devices, such as iPod Touch models and iPads, were manufactured by Foxconn, based in Taiwan. In 2011, new CEO Tim Cook changed Apple's manufacturing strategy to diversify its supply base. The iPhone 4s in 2012 was the first model to be manufactured simultaneously by two stand-alone companies: Foxconn and Pegatron, the latter also based in Taiwan. Although Foxconn still produces more iPhones, Pegatron's orders have been slowly increased: the company made part of the iPhone 5c line in 2013, and 30% of iPhone 6 devices in 2014. The 6 Plus model was produced solely by Foxconn.<sup>[64]</sup> In 2019, Apple investigated reports that some Foxconn managers had used rejected parts to build iPhones.<sup>[65]</sup> In India, Apple pays Wistron, a Taiwan-based manufacturer with a plant near Bangalore, to assemble iPhones to sell in the region.<sup>[66]</sup>

In 2022, Apple announced that a portion of the iPhone 14 would be manufactured in Tamil Nadu, India, as a response to China's "zero-COVID" policy that has negatively affected global supply chains for many industries.<sup>[67]</sup> Apple has stated that they plan to shift 25% of iPhone production to India by 2025.<sup>[68]</sup>

## Hardware

---

Apple directly sub-contracts hardware production to external OEM companies, maintaining a high degree of control over the end product. The iPhone contains most of the hardware parts of a typical modern smartphone. Some hardware elements, such as 3D Touch and the Taptic Engine, are unique to the iPhone. The main hardware of the iPhone is the touchscreen, with current models offering screens of 4.7 inches and larger. All iPhones include a rear-facing camera; the front-facing camera dates back to the iPhone 4. The iPhone 7 Plus introduced multiple lenses to the rear-facing camera. A range of sensors are also included on the device, such as a proximity sensor, ambient light sensor, accelerometer, gyroscopic sensor, magnetometer, facial recognition sensor or fingerprint sensor (depending on the model) and barometer. In 2022, Apple added satellite communications to the iPhone, with the release of the iPhone 14 and iPhone 14 Pro.<sup>[69]</sup>

## Software

---

### Operating system

The iPhone runs iOS.<sup>[70]</sup> It is based on macOS's Darwin and many of its userland APIs, with Cocoa replaced by Cocoa Touch, and AppKit replaced by UIKit. The graphics stack runs on Metal, Apple's low-level graphics API. The iPhone comes with a set of bundled applications developed by Apple,<sup>[71]</sup> and supports downloading third-party applications through the App Store.<sup>[72]</sup>

Apple provides free updates to iOS over-the-air, or through Finder and iTunes on a computer.<sup>[73]</sup> Major iOS releases have historically accompanied new iPhone models.<sup>[74][75]</sup> The most recent version is iOS 26.<sup>[76]</sup>

### App Store and third-party apps

At WWDC 2007 on June 11, 2007, Apple announced that the iPhone would support third-party Ajax web applications that share the look and feel of the iPhone interface.<sup>[77]</sup> On October 17, 2007, Steve Jobs, in an open letter posted to Apple's "Hot News" weblog, announced that a software development kit (SDK) would be made available to third-party developers in February 2008.<sup>[78]</sup> The iPhone SDK was officially announced and released on March 6, 2008.<sup>[79]</sup> The App Store was launched with the release of iPhone OS 2.0, on July 11, 2008.<sup>[80]</sup>

Apple requires all third-party apps to be downloaded from the App Store, with exceptions for ad-hoc apps used within enterprises. Developers must pay a yearly \$99 fee as part of Apple's Developer Program;<sup>[81]</sup> if their membership expires, their apps are removed from the App Store, though existing users retain the ability to redownload the app.<sup>[82]</sup> Developers can release free apps, or paid apps for which Apple takes a 30% cut of proceeds.<sup>[83]</sup> Developers earning less than \$1 million in annual sales qualify for the App Store Small Business Program, with Apple only taking a 15% fee.<sup>[84]</sup>

Though iOS has far lower market share than Android, its app ecosystem has been described as superior, with higher-quality apps, and more iOS-exclusive releases.<sup>[85]</sup> Android's version fragmentation,<sup>[86]</sup> less uniform hardware, and lower app revenues have been cited as key factors.

All apps must pass Apple's app review process before being distributed in the App Store.<sup>[87]</sup> Apple may also stop distributing apps it deems inappropriate. For example, in 2009, Apple rejected the Newspapers app due to The Sun's "obscene" topless Page 3 girls.<sup>[88]</sup> In 2018, Apple removed Tumblr from the App Store, citing illegal content, causing Tumblr to ban all adult content from their platform.<sup>[89]</sup> The App Store's review process has been criticized by developers as "frustrating", "anti-competitive", and "asinine".<sup>[90][91][92][93]</sup>

Users can also install native apps outside of the App Store through jailbreaking,<sup>[94]</sup> or through exploits, such as TrollStore. Jailbreaking may cause security issues, and is not supported by Apple.<sup>[95]</sup>

As of October 2013, Apple has passed 60 billion app downloads.<sup>[96]</sup> As of September 2016, there have been over 140 billion app downloads from the App Store.<sup>[97]</sup> In January 2017, the App Store had over 2.2 million apps for the iPhone.<sup>[98][99]</sup> As of August 2024, Apple's App Store contains nearly 2 million applications.<sup>[100]</sup>

### Jailbreaking

Apple restricts the installation of unapproved third-party apps and does not allow full access to the iPhone's filesystem. According to Jonathan Zittrain, the emergence of closed devices like the iPhone has made computing more proprietary than it was in the PC era.<sup>[101]</sup> Jailbreaking allows users to install apps not available on the App Store, customize their device in ways not allowed by Apple, and

bypass SIM locks without carrier approval.<sup>[102]</sup> Some jailbreak tweaks were later copied by Apple and implemented into iOS, like multitasking, widgets, and copy and paste.<sup>[103]</sup>

Apple attempted to use the DMCA to fight jailbreaking; however in 2010, the U.S. found jailbreaking to be legal.<sup>[104]</sup> Jailbroken iPhones are at higher risk of malware due to Apple's lesser control of the app ecosystem.<sup>[105]</sup> In the United States, Apple cannot void an iPhone's warranty solely due to jailbreaking.<sup>[106]</sup> Jailbreaks rely on exploits. Apple has improved the iPhone's hardware and software security, making these exploits harder to find; as a result, recent iPhones cannot currently be jailbroken.<sup>[107]</sup>

## Accessibility

The iPhone contains a range of accessibility features to support users' visual, auditory, and motor needs. iPhones can notify users through onscreen banners, audio alerts, vibrations, or the LED flash; vibration patterns can be customized by users. Since iOS 15, Siri can read notifications out loud through earphones, and, since iOS 16, through the device's speakers.<sup>[108]</sup>

Users with motor needs can use Assistive Touch to customize the way they navigate through menus; it can assist users who have difficulties with some gestures, like pinching, and makes these gestures available by tapping on a menu. The user can create their own gestures and customize the layout of the AssistiveTouch menu. If the user has trouble pressing the Home button, it can be set so that it can be activated with an onscreen tap. Gestures, like rotate and shake, are available even when if the iOS device is mounted on a wheelchair. Head Tracking can be used to control an iPhone using facial movements recognized by the front camera.<sup>[109]</sup>

Low-vision users can enable VoiceOver, a screen reader which describes what is on the screen, while Siri allows for hands-free interaction. The iPhone also supports wireless braille displays to help users read its interface. Text can be enlarged system-wide. The Magnifier app uses the iPhone's Lidar scanner to identify objects, for example doors, people, and objects, and can describe them to the user, as well as their distance. Door Detection can alert the user through sound, speech, and haptics.<sup>[109]</sup>

Hearing aids that are part of the Made for iPhone program can be controlled from an iPhone. These hearing aids also feature Live Listen, which enables the iPhone to act as a directional microphone, beaming its audio to compatible hearing aids.<sup>[110]</sup> Live Listen can help the user hear a conversation in a noisy room or hear someone speaking across the room.<sup>[111]</sup> Apple built Live Listen support into all AirPods, which can also relay audio from a connected iPhone's microphone. Closed captioning and external TTY devices are supported, while Live Caption can transcribe audio across all apps and display it onscreen. Sound Recognition can recognize surrounding noises, including door bells, kettles, water running, and babies crying, and notify the user with an onscreen alert.<sup>[109]</sup>

Guided Access helps people with autism, ADHD, or sensory challenges stay focused on a single app. With Guided Access, a parent, teacher, or therapist can limit an iOS device to stay on one app by disabling the Home button and limit the amount of time spent in an app. The user can restrict access to the keyboard or touch input on certain areas of the screen.

## Marketing

The original iPhone was heavily promoted before its official announcement, creating buzz and anticipation.<sup>[112]</sup> Upon its release, it was marketed heavily in television, web and print ads created in partnership with TBWA\Chiat\Day.<sup>[113]</sup>

Apple's premium market positioning has led the iPhone to be seen as a status symbol.<sup>[114][115][116]</sup>

The Apple ecosystem has been described as a key moat that increases iPhone brand loyalty. iMessage has especially been singled out with its "green bubbles" phenomena. In iMessage, SMS messages from Android users appear as green bubble, rather than the blue bubbles used for texts from other iPhone users. Until the introduction of Rich Communication Services (RCS) support in iOS 18 in 2024, group chats between iOS and Android were poorly supported, with reactions displayed as text rather than bubbles, and images being sent through MMS, which degraded image quality. Some teens described being "ostracized" after switching to Android,<sup>[117]</sup> which Google labeled "bullying".<sup>[118]</sup> This has been described by critics as a key factor leading 88% of U.S. teenagers to use iPhones.<sup>[119]</sup>

## Retail

### SIM unlocking

Many iPhones bought through a monthly carrier contract are SIM locked, restricting their use to one particular carrier.<sup>[120]</sup> While the iPhone was initially sold in the U.S. only on the AT&T network with a SIM lock in place, various hackers found methods to bypass that SIM lock.<sup>[121]</sup> More than a quarter of first-generation iPhones sold in the U.S. were not registered with AT&T. Apple speculated that they were likely shipped overseas and unlocked, a lucrative market before the iPhone 3G's worldwide release.<sup>[122][123]</sup> Today, many



carriers either remove the SIM lock automatically after a certain period, or do it upon request, either for free or for a small fee.<sup>[124]</sup> iPhones bought from Apple are not SIM locked.<sup>[120]</sup> Many carriers also sell the iPhone unlocked when purchased outright rather than on a long-term contract.

## Retail strategy

Since 2013, iPhone buyers can obtain a trade in discount when buying a new iPhone directly from Apple. The program aims to increase the number of customers who purchase iPhones at Apple Stores rather than carrier stores.<sup>[125]</sup> In 2015, Apple unveiled the iPhone Upgrade Program, a 24-month leasing agreement, which *Fortune* described as a "change [in] iPhone owners' relationships with mobile carriers".<sup>[126]</sup>

## Repairability

Only Apple Stores and Apple Authorized Service Providers are allowed by Apple to perform genuine replacements.<sup>[127]</sup> Apple has taken steps to make third-party repairs more difficult. iPhone components are soldered, and many are glued together.<sup>[128]</sup> iPhones receive low repairability scores, in part due to the difficulty of obtaining genuine parts, and the difficulty undertaking each repair.<sup>[129]</sup> This has given rise to the right to repair movement, aimed at giving users cheaper options for repairing their phones. Apple has lobbied against right to repair legislation.<sup>[130]</sup> Multiple jurisdictions aim to introduce right to repair laws, including the EU,<sup>[131]</sup> UK,<sup>[132]</sup> and U.S.<sup>[133]</sup>

In the past, Apple bricked iPhone 6 models after their home buttons were replaced, displaying an *Error 53* message; Apple called this a bug, and released an update to address the issue.<sup>[134]</sup> On iPhones with a Touch ID sensor, the home button cannot be replaced by users or independent repair shops without losing Touch ID functionality, since Apple has not made their calibration tool public.<sup>[135]</sup>

Starting with the iPhone XR, Apple displays warnings in the Settings app if the battery, display, or camera are replaced by a third party.<sup>[136]</sup> Additionally, some features are disabled when a part labeled "non-genuine" is detected, like True Tone, or the battery health measurement. iFixit notes that a proprietary, cloud-linked System Configuration tool is required to "complete" a part repair, meaning that even replacing a genuine part with another genuine part will fail Apple's "genuine parts" check unless said tool is used.<sup>[137]</sup>

In 2022, Apple rolled out a self-service repair program, allowing any user to buy parts, rent repair tools from Apple, and obtain repair manuals. The program received a degree of praise by iFixit and repair advocates, who also critically noted that Apple maintains control over the parts supply.<sup>[138][139]</sup>



iPhone 6s's interior; the side on the left contains the display and the side on the right contains hardware and battery

## Privacy

### Tracking prevention

Apple introduced App Tracking Transparency (ATT) with iOS 14.5 in April 2021. ATT requires apps to ask for explicit permission before being allowed to track the user across other apps and websites. If the user refuses, the app cannot access Apple's Identifier for Advertisers (IDFA), an identifier used to serve personalized ads.<sup>[140]</sup> ATT does not prevent personalized ads that are based on the user's behavior within the app itself.<sup>[141]</sup> The feature has been criticized by some as anti-competitive, including Facebook, whose shares fell by 26% after its rollout.<sup>[142]</sup> Apple exempts their own apps from their anti-tracking measures, which has led to anti-trust investigations by the French and German governments.<sup>[143][144]</sup>

### Location tracking controversy

In July 2010, Apple claimed that it collected iPhone users' GPS coordinates and nearby Wi-Fi networks twice a day; a *Wall Street Journal* investigation found that Google's Android sent this data "several times an hour".<sup>[145][146]</sup>

In September 2010, forensic expert Christopher Vance discovered a hidden unencrypted file named "consolidated.db" that contained a record of iPhone users' locations.<sup>[147][148]</sup> The file was added with the June 2010 iOS 4 update, though previous versions of iOS stored similar information in a file called "h-cells.plist".<sup>[149]</sup> On April 20, 2011, *The Guardian* publicized research by Alasdair Allan and Pete Warden, who found that anyone with physical access to an iPhone could obtain a detailed record of its owner's location and movements over the past year.<sup>[150]</sup> Moreover, the file was automatically backed up by iTunes onto any computer the iPhone was

synchronized with.<sup>[151]</sup> A *Wall Street Journal* investigation found that users' locations were still stored when location services are disabled.<sup>[152]</sup> The controversy led to U.S. congressional scrutiny and an FCC investigation,<sup>[148]</sup> and was dubbed "Locationgate" by the media.<sup>[153]</sup>

Apple responded on April 27, 2011, claiming that the data was used to cache nearby Wi-Fi hotspots and cell towers in order to improve location speed and accuracy. The company also claimed that locations being collected when location services were off, and being stored for more than a year, were both bugs.<sup>[153]</sup> Apple issued an update for iOS (version 4.3.3, or 4.2.8 for the CDMA iPhone 4) which reduced the size of the cache, encrypted it, stopped it being backed up to iTunes, and erased it entirely whenever location services were turned off.<sup>[154]</sup> Nevertheless, in July 2014, a report on state-owned China Central Television called iPhone tracking a "national security concern".<sup>[155]</sup>

Currently, iPhones contain a "Frequent Locations" database which records where users have been, along with exact times they arrived and left, raising concerns that the data could be used in court.<sup>[156]</sup> This feature can be turned off.<sup>[157]</sup>

## Child safety controversy

In August 2021, Apple announced plans to scan iCloud Photos for child abuse imagery (through an algorithm called "NeuralHash"), and filter explicit images sent and received by children using iPhones (dubbed "Conversation Safety"), to be rolled out later that year.<sup>[158]</sup> More than 90 policy and human rights groups wrote an open letter to condemn both features.<sup>[159]</sup> Apple's plan to implement NeuralHash on-device rather than in the cloud led the EFF and security experts to call it a "backdoor" that could later be expanded to detect other types of contents, and would decrease users' privacy.<sup>[160]</sup> Apple claimed the system was "misunderstood",<sup>[161]</sup> but announced in December 2022 that the photo-scanning feature would never be implemented.<sup>[162]</sup> The other feature, Conversation Safety, was added in iOS 15.2.<sup>[163]</sup>

## Security

Apple's iOS operating system is regarded by some security experts as more secure against common malware than Android.<sup>[164]</sup> Less than 1% of mobile malware targets iOS.<sup>[165]</sup>

Prior to 2014, the iPhone stored all "messages, pictures and videos, contacts, audio recordings [...] and call history" in unencrypted form, enabling easy access by law enforcement.<sup>[166]</sup> This changed with iOS 8, which adopted file-based encryption. Apple does not hold the decryption key, and cannot be compelled to turn over user data, even when presented with a government warrant.<sup>[167]</sup> Companies like Grayshift and Cellebrite developed exploits that enable law enforcement to extract user data from iPhones without needing the user's passcode.<sup>[168][169]</sup>

In 2015 and 2016, a dispute unfolded between Apple and the FBI. The FBI had recovered the iPhone 5c of one of the San Bernardino attackers, and iCloud backups of that phone from a month and a half before the shooting. The U.S. government attempted to obtain a court order under the All Writs Act compelling Apple to produce a modified version of iOS that would allow investigators to brute force the device passcode.<sup>[170][171]</sup> Tim Cook responded on the company's website, outlining a need for encryption, arguing that a backdoor would compromise the privacy of all iPhone users.<sup>[172]</sup> The DOJ withdrew its request after the FBI bought an exploit to bypass the iPhone's passcode.<sup>[173]</sup> As a countermeasure, Apple implemented USB Restricted Mode,<sup>[174]</sup> which was subsequently exploited too.<sup>[169]</sup>

In 2016, researchers discovered the Pegasus suite of exploits targeting iOS and Android, which led to significant international media coverage.<sup>[175]</sup> Some Pegasus exploits are zero-click, meaning that they can fully compromise the device with no user interaction, for example by sending a malformed iMessage to the user that would not even trigger a notification.<sup>[176]</sup> Pegasus can collect most data, including chats, passwords, and photos, and can turn on the phone's microphone and camera remotely.<sup>[177][178]</sup> Apple quickly issued an update fixing FORCEDENTRY and other known Pegasus exploits,<sup>[179]</sup> though Pegasus continued to be used, relying on new exploits.<sup>[180]</sup> Apple announced a new bug bounty for vulnerabilities, and added an optional Lockdown Mode to iOS 16 that reduces the iPhone's attack surface.<sup>[181][182]</sup> Many security researchers have criticized Apple's bug bounty for underpaying researchers, being uncommunicative, and being slow to fix vulnerabilities, and two Apple employees told *The Washington Post* that the company "has a massive backlog of bugs that it hasn't fixed".<sup>[183]</sup>

Prominent victims of Pegasus include Jamal Khashoggi, and numerous activists, businessmen and politicians.<sup>[184]</sup> Pegasus has been widely used since 2011,<sup>[185]</sup> and is still used by law enforcement and governments as of July 2022.<sup>[186]</sup>

## Reception and legacy

The original iPhone has been described as "revolutionary",<sup>[187]</sup> a "breakthrough handheld computer",<sup>[188]</sup> and "the best phone that anybody has ever made".<sup>[189]</sup> It is now Apple's bestselling product, and has been credited with helping to make Apple one of the world's most valuable publicly traded companies by 2011.<sup>[190]</sup> Newer iterations have also received praise and awards.<sup>[191][192]</sup>

Before the iPhone, smartphones were mostly used for texting, calls, and email; more advanced functions were harder to use and inconvenient on a small screen.<sup>[193]</sup> They were also hard to develop for, and lacked a thriving app ecosystem like the App Store (released in 2008).<sup>[194][195]</sup> Many phones were heavily customized by mobile carriers, which led to feature fragmentation and prevented these phones from turning into thriving software platforms.<sup>[196]</sup> In contrast, Apple's iPhone SDK provided a wide range of APIs, made mobile development far more accessible,<sup>[197][198]</sup> and was instrumental in turning the iPhone into a "Swiss army knife" with a wide range of features and apps.<sup>[193]</sup>

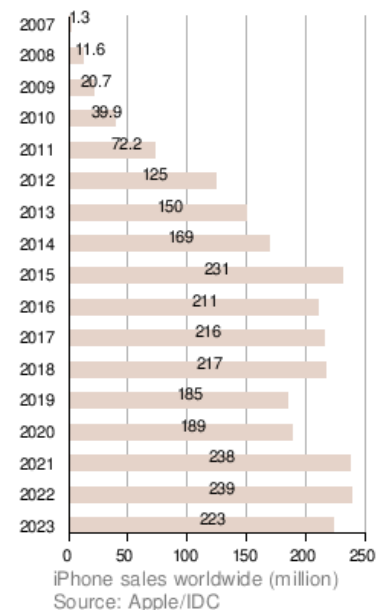
Successive iPhone models have generated significant fan enthusiasm, with many customers queuing up in front of Apple Stores on launch day.<sup>[199]</sup> As of 2021, the iPhone has higher brand loyalty than any other smartphone.<sup>[200]</sup>

The iPhone's success has led to the decline of incumbents Nokia, BlackBerry, and Motorola.<sup>[201]</sup> RIM, Symbian and Microsoft all attempted to develop more modern operating systems to compete with the iPhone, like Maemo, Windows Phone, and BlackBerry 10; all were unsuccessful. Google successfully started over on their Android project,<sup>[193]</sup> and designed it for mass adoption by carriers and phone hardware manufacturers.<sup>[202]</sup> Today, iOS and Android account for 99% of smartphones used worldwide.<sup>[203]</sup>

## Sales

Steve Jobs's initial target was to reach 1% of phone market share in 2008.<sup>[204]</sup> Apple sold 6.1 million units of the original iPhone between Q3 FY2007<sup>[note 3]</sup> and Q4 FY2008, and 11.3 million units of the iPhone 3G in Q4 FY2008 and Q1 FY2009.<sup>[205]</sup> In 2008, the iPhone reached 1.1% of worldwide mobile phone market share,<sup>[206]</sup> and 8.2% of the smartphone market.<sup>[207]</sup> During this time it was quickly becoming relevant in North America, and in market share was ranked second in the U.S. in 2009, behind the BlackBerry;<sup>[208]</sup> in 2010 the iPhone 3GS was the best-selling smartphone in the U.S., the first time that an iPhone device reached top spot in that market.<sup>[209]</sup>

iPhone sales grew continuously year-over-year since its introduction until Q2 FY2016.<sup>[210][211]</sup> The iPhone briefly surpassed BlackBerry in Q4 FY2008,<sup>[212]</sup> and permanently overtook it starting in Q3 FY2010.<sup>[213]</sup> By 2011, Apple sold 100 million iPhones worldwide,<sup>[214]</sup> and became the largest mobile phone vendor in the world by revenue, surpassing long-time leader Nokia.<sup>[215]</sup> Q1 FY2012 marked Apple's best quarterly earnings in its history, with 53% of the company's revenues coming from iPhone sales.<sup>[216]</sup> Phone sales are strongly seasonal, peaking in the holiday season (Apple's Q1). With the release of the iPhone 13 in Q1 FY2022, Apple temporarily topped Samsung, with 84.9 million units shipped compared to Samsung's 68.9 million. In most quarters, Apple is the second-largest smartphone vendor by units.<sup>[213][note 4]</sup> Apple sold 223 million iPhones in its financial year 2023 ending September 24.<sup>[217][218]</sup>



Today, Samsung and Apple dominate the smartphone market, with 21.8% and 15.6% worldwide market share respectively.<sup>[219]</sup> Due to Apple's small lineup, Apple often dominates the list of bestselling smartphone models.<sup>[220][221]</sup> Despite its lower market share, the iPhone's premium positioning has led it to capture nearly half of global smartphone revenue,<sup>[222]</sup> and 80% of global smartphone profits, with Samsung taking the other 20%.<sup>[223]</sup> Carriers compete with each other to subsidize iPhone upgrades, which is seen as a significant factor in iPhone sales, though this has reduced carrier profits.<sup>[224]</sup> On July 27, 2016, Apple announced that it had sold their billionth iPhone.<sup>[225]</sup> As of January 1, 2024, more than 2.3 billion iPhones have been sold.<sup>[226]</sup> In July 2025, Apple CEO Tim Cook said that 3 billion iPhones have been sold.<sup>[227]</sup>

Compared to other high-tech products, a greater proportion of iPhone users are female.<sup>[228]</sup> The iPhone has been adopted by both consumers and business users.<sup>[229]</sup> iPhone users are wealthier and spend more time on their phones than Android users on average.<sup>[230][231]</sup> The iPhone is especially popular in the U.S., where it has a 50% market share<sup>[232]</sup> and is used by 88% of teenagers.<sup>[119]</sup> Worldwide, the iPhone accounts for 78% of the high-end (\$1,000+) smartphone market.<sup>[232]</sup>

Android overtook the iPhone's installed base in 2010, according to NPD Group.<sup>[233]</sup> During Apple's earnings call on January 27, 2021, Tim Cook said that 1 billion iPhones were being actively used worldwide.<sup>[234]</sup>

## Emerging markets

While other manufacturers make separate entry-level phones, Apple's entry-level phones are the previous years' models, part of an effort to increase its market share in emerging markets without diluting its premium brand.<sup>[235][236]</sup> It also considers emerging market tastes in its product designs; for example, it introduced a gold iPhone after finding that gold was seen as a popular sign of a luxury product among Chinese customers.<sup>[237]</sup> In 2017, Apple started manufacturing previous years' iPhone models in India; in 2022, it began manufacturing the current iPhone 14 there too.<sup>[238]</sup> Analysts have speculated that this was partly caused by Apple's desire to reduce its dependence on China, and to overcome Indian import duties.<sup>[238][239]</sup> In 2023, the Chinese government banned the use of iPhones by government civil servants in what was seen as an effort to reduce dependence on foreign technology and strengthen cybersecurity.<sup>[240]</sup>

In May 2024, Iranian president Mokhber banned imported iPhone 14 and newer models. In November, the ban was lifted and replaced with a 30% customs tariff to the phones.<sup>[241][242]</sup>

## See also

- Apple Newton, an early personal digital assistant and the first tablet platform developed by Apple



## Notes

- 1 GB = 1 billion bytes; 1 TB = 1 trillion bytes
- The naming of the iPhone X (Roman numeral "X" pronounced "ten") marked the 10th anniversary of the iPhone, thus skipping the iPhone 9.
- Each company may choose different quarters for their fiscal year. Apple's fiscal quarters correspond to the following months: Q1 ends in late December, Q2 ends in late March, Q3 ends in late June, and Q4 ends in late September. All references to quarters in this section reference Apple's fiscal year quarters. The holiday quarter, the fourth quarter of the calendar year, is referred to as Apple's Q1. Since 2011, iPhone releases have consistently occurred in September at the end of Q4, meaning that sales of a new model are mostly reflected in Q1 of the following fiscal year, covering October to December.
- Note that Statista presents data in calendar year quarters; Q4 in Statista data corresponds to Apple's FY Q1.

## References

- Gladwell, Malcolm (November 14, 2011). "The Tweaker: The real genius of Steve Jobs." ([http://www.newyorker.com/reporting/2011/11/14/111114fa\\_fact\\_gladwell?currentPage=2](http://www.newyorker.com/reporting/2011/11/14/111114fa_fact_gladwell?currentPage=2)) Archived ([https://web.archive.org/web/20130308210758/http://www.newyorker.com/reporting/2011/11/14/111114fa\\_fact\\_gladwell?currentPage=2](https://web.archive.org/web/20130308210758/http://www.newyorker.com/reporting/2011/11/14/111114fa_fact_gladwell?currentPage=2)) March 8, 2013, at the Wayback Machine *The New Yorker*. p. 2
- "The Secret Origin Story of the IPHONE. An exclusive excerpt from the book "The One Device: The secret history of the iPhone" " (<https://www.theverge.com/2017/6/13/15782200/one-device-secret-history-iphone-brian-merchant-book-excerpt>). *The Verge* (published 2017). June 13, 2017. Archived (<https://web.archive.org/web/20220827040315/http://www.theverge.com/2017/6/13/15782200/one-device-secret-history-iphone-brian-merchant-book-excerpt>) from the original on August 27, 2022.
- Rowinski, Dan (August 7, 2012). "4 Real Secrets We've Learned So Far About Apple" (<https://web.archive.org/web/20120808131222/http://www.readwriteweb.com/mobile/2012/08/4-real-secrets-weve-learned-so-far-about-apple.php>). *Readwriteweb.com*. Archived from the original (<http://www.readwriteweb.com/mobile/2012/08/4-real-secrets-weve-learned-so-far-about-apple.php>) on August 8, 2012. Retrieved October 25, 2012.
- Murtazin, Eldar (June 20, 2010). "Apple's Phone: From 1980s' Sketches to iPhone. Part 3" (<http://mobile-review.com/articles/2010/iphone-history3-en.shtml>). *Mobile-review*. Archived (<https://web.archive.org/web/20110511134715/http://mobile-review.com/articles/2010/iphone-history3-en.shtml>) from the original on May 11, 2011. Retrieved March 27, 2011.
- "The Untold Story: How the iPhone Blew Up the Wireless Industry" ([https://web.archive.org/web/20150213101032/http://archive.wired.com/gadgets/wireless/magazine/16-02/ff\\_iphone?currentPage=all](https://web.archive.org/web/20150213101032/http://archive.wired.com/gadgets/wireless/magazine/16-02/ff_iphone?currentPage=all)). *Wired*. January 9, 2008. Archived from the original ([http://archive.wired.com/gadgets/wireless/magazine/16-02/ff\\_iphone?currentPage=all](http://archive.wired.com/gadgets/wireless/magazine/16-02/ff_iphone?currentPage=all)) on February 13, 2015.
- "iPhone: What the "i" in Apple's handset names for" (<https://www.independent.co.uk/life-style/gadgets-and-tech/news/iphone-apple-name-imac-i-internet-phone-handset-a6881701.html>). *Andrew Griffin*. The Independent. February 18, 2016. Archived (<https://web.archive.org/web/20220706183659/http://www.independent.co.uk/tech/iphone-apple-name-imac-i-internet-phone-handset-a6881701.html>) from the original on July 6, 2022. Retrieved November 12, 2017.
- Wei, Will (September 7, 2016). "The meaning of the 'i' in 'iPhone' – as explained by Steve Jobs" (<http://www.businessinsider.com/what-i-means-iphone-2016-9>). *Business Insider*. Archived (<https://web.archive.org/web/20220627235254/https://www.businessinsider.com/what-i-means-iphone-2016-9>) from the original on June 27, 2022. Retrieved November 12, 2017.
- Andreescu, Alex (September 27, 2005). "iPod nano: The End of the Motorola-Apple Story – Ed Zander, Motorola CEO: "Screw the nano" " (<http://news.softpedia.com/news/iPod-nano-The-End-of-the-Motorola-Apple-Story-9409.shtml>). *Softpedia*. Archived (<https://web.archive.org/web/20220701181902/https://news.softpedia.com/news/iPod-nano-The-End-of-the-Motorola-Apple-Story-9409.shtml>) from the original on July 1, 2022. Retrieved June 5, 2010.

9. Rojas, Peter (September 8, 2005). "It's official: ROKR E1 iTunes phone can only store max. 100 tracks" (<https://www.engadget.com/2005/09/08/its-official-rokr-e1-itunes-phone-can-only-store-max-100/>). *Engadget*. Archived (<https://web.archive.org/web/20220525225131/https://www.engadget.com/2005-09-08-its-official-rokr-e1-itunes-phone-can-only-store-max-100.html>) from the original on May 25, 2022. Retrieved March 23, 2017.
10. Lewis, Peter (January 12, 2007). "How Apple kept its iPhone secrets" ([https://money.cnn.com/2007/01/10/commentary/lewis\\_fortune\\_iphone.fortune/index.htm](https://money.cnn.com/2007/01/10/commentary/lewis_fortune_iphone.fortune/index.htm)). CNN. Archived ([https://web.archive.org/web/20081210110636/http://money.cnn.com/2007/01/10/commentary/lewis\\_fortune\\_iphone.fortune/index.htm](https://web.archive.org/web/20081210110636/http://money.cnn.com/2007/01/10/commentary/lewis_fortune_iphone.fortune/index.htm)) from the original on December 10, 2008. Retrieved January 11, 2009.
11. Vogelstein, Fred (January 9, 2008). "The Untold Story: How the iPhone Blew Up the Wireless Industry" ([https://www.wired.com/gadgets/wireless/magazine/16-02/ff\\_iphone](https://www.wired.com/gadgets/wireless/magazine/16-02/ff_iphone)). *Wired*. Archived ([https://web.archive.org/web/20080509154531/http://www.wired.com/gadgets/wireless/magazine/16-02/ff\\_iphone](https://web.archive.org/web/20080509154531/http://www.wired.com/gadgets/wireless/magazine/16-02/ff_iphone)) from the original on May 9, 2008. Retrieved January 10, 2008.
12. Cheng, Jacqui (June 9, 2008). "AT&T remains sole iPhone carrier in US, revenue sharing axed (Updated)" (<https://arstechnica.com/apple/2008/06/att-remains-sole-iphone-carrier-in-us-revenue-sharing-axed/>). *Ars Technica*. Archived (<https://web.archive.org/web/20170324090421/https://arstechnica.com/apple/2008/06/att-remains-sole-iphone-carrier-in-us-revenue-sharing-axed/>) from the original on March 24, 2017. Retrieved March 23, 2017.
13. Brodtkin, Jon (June 29, 2017). "With iPhone, Apple showed AT&T and Verizon who's boss" (<https://arstechnica.com/apple/2017/06/with-iphone-apple-showed-att-and-verizon-whos-boss/>). *Ars Technica*. Archived (<https://web.archive.org/web/20170703090321/https://arstechnica.com/apple/2017/06/with-iphone-apple-showed-att-and-verizon-whos-boss/>) from the original on July 3, 2017. Retrieved July 4, 2017.
14. Farber, Dan (January 9, 2014). "When iPhone met world, 7 years ago today" (<https://www.cnet.com/news/when-iphone-met-world-7-years-ago-today/>). CNET. Archived (<https://web.archive.org/web/20220705220307/https://www.cnet.com/tech/tech-industry/when-iphone-met-world-7-years-ago-today/>) from the original on July 5, 2022. Retrieved March 23, 2017.
15. "iPhone (2007) review: A game-changer years in the making" (<https://www.macworld.com/article/186335/original-iphone-review-2.html>). *Macworld*. Archived (<https://web.archive.org/web/20221005204304/https://www.macworld.com/article/186335/original-iphone-review-2.html>) from the original on October 5, 2022. Retrieved October 5, 2022.
16. Merchant, Brian (June 22, 2017). *The One Device: The Secret History of the iPhone* ([https://books.google.com/books?id=WVvk\\_DQAAQBAJ](https://books.google.com/books?id=WVvk_DQAAQBAJ)). Transworld. ISBN 978-1-4735-4254-9.
17. "Apple Inc. Q3 2007 Unaudited Summary Data" ([https://web.archive.org/web/20080529133618/http://images.apple.com/pr/pdf/q307data\\_sum.pdf](https://web.archive.org/web/20080529133618/http://images.apple.com/pr/pdf/q307data_sum.pdf)) (PDF) (Press release). Apple Inc. July 25, 2007. Archived from the original ([https://images.apple.com/pr/pdf/q307data\\_sum.pdf](https://images.apple.com/pr/pdf/q307data_sum.pdf)) (PDF) on May 29, 2008. Retrieved June 6, 2008. "Consists of iPhones and Apple-branded and third-party iPhone accessories."
18. "The Price Is Right, but Maybe It's Not, and How Do You Know?" (<https://knowledge.wharton.upenn.edu/podcast/knowledge-at-wharton-podcast/the-price-is-right-but-maybe-its-not-and-how-do-you-know/>). *Wharton Business School*. October 3, 2007. Retrieved April 26, 2024.
19. "iPhone 3G Coming to countries everywhere" (<https://web.archive.org/web/20080721021512/http://www.apple.com/iphone/countries/>). Apple Inc. Archived from the original (<https://www.apple.com/iphone/countries/>) on July 21, 2008. Retrieved April 12, 2009.
20. "iPhone 3G now available in 22 other countries" ([https://www.macworld.com/article/192113/iphone3g\\_countries.html](https://www.macworld.com/article/192113/iphone3g_countries.html)). *Macworld*. Retrieved October 5, 2022.
21. Tweney, Dylan. "WWDC Keynote: Steve Jobs Announces a \$200, 3G iPhone" (<https://www.wired.com/2008/06/liveblog-steve/>). *Wired*. ISSN 1059-1028 (<https://search.worldcat.org/issn/1059-1028>). Archived (<https://web.archive.org/web/20221005191602/http://www.wired.com/2008/06/liveblog-steve/>) from the original on October 5, 2022. Retrieved October 5, 2022.
22. "iPhone 3G crowned most popular phone in U.S." (<https://www.cnet.com/tech/mobile/iphone-3g-crowned-most-popular-phone-in-u-s/>). *CNET*. Archived (<https://web.archive.org/web/20231115133851/https://www.cnet.com/tech/mobile/iphone-3g-crowned-most-popular-phone-in-u-s/>) from the original on November 15, 2023. Retrieved October 25, 2023.
23. "Apple iPhone 3GS review: Same clothes, new feel" ([https://www.gsmarena.com/apple\\_iphone\\_3gs-review-369.php](https://www.gsmarena.com/apple_iphone_3gs-review-369.php)). *GSMarena.com*. Archived ([https://web.archive.org/web/20221005191555/https://www.gsmarena.com/apple\\_iphone\\_3gs-review-369.php](https://web.archive.org/web/20221005191555/https://www.gsmarena.com/apple_iphone_3gs-review-369.php)) from the original on October 5, 2022. Retrieved October 5, 2022.
24. "iPhone 4: The Definitive Guide" (<https://gizmodo.com/iphone-4-the-definitive-guide-5557101>). *Gizmodo*. June 7, 2010. Archived (<https://web.archive.org/web/20170724221043/http://gizmodo.com/5557101/iphone-4-the-definitive-guide>) from the original on July 24, 2017. Retrieved October 5, 2022.
25. Ionescu, Daniel. (July 17, 2010) Apple's iPhone 4 Antennagate Timeline ([http://www.pcworld.com/article/201297/apples\\_iphone\\_4\\_antennagate\\_timeline.html](http://www.pcworld.com/article/201297/apples_iphone_4_antennagate_timeline.html)) Archived ([https://web.archive.org/web/20111103182357/http://www.pcworld.com/article/201297/apples\\_iphone\\_4\\_antennagate\\_timeline.html](https://web.archive.org/web/20111103182357/http://www.pcworld.com/article/201297/apples_iphone_4_antennagate_timeline.html)) November 3, 2011, at the Wayback Machine. PCWorld. Retrieved November 6, 2011.
26. "Liveblog: The Verizon iPhone" ([https://web.archive.org/web/20220718011021/http://voices.washingtonpost.com/fasterforward/2011/01/liveblog\\_the\\_verizon\\_iphone.html](https://web.archive.org/web/20220718011021/http://voices.washingtonpost.com/fasterforward/2011/01/liveblog_the_verizon_iphone.html)). *The Washington Post*. Archived from the original ([http://voices.washingtonpost.com/fasterforward/2011/01/liveblog\\_the\\_verizon\\_iphone.html](http://voices.washingtonpost.com/fasterforward/2011/01/liveblog_the_verizon_iphone.html)) on July 18, 2022. Retrieved January 11, 2011.
27. Raice, Shayndi (January 12, 2011). "Verizon Unwraps iPhone" (<https://www.wsj.com/articles/SB10001424052748703791904576075681886276172>). *The Wall Street Journal*. Archived (<https://web.archive.org/web/20220718001323/https://www.wsj.com/articles/SB10001424052748703791904576075681886276172>) from the original on July 18, 2022. Retrieved August 12, 2017.
28. Ziegler, Chris (September 12, 2012). "Apple's iPhone 5 announcement: everything you need to know" (<https://www.theverge.com/2012/9/12/3321568/apples-iphone-5-event-heres-everything-that-happened>). *The Verge*. Archived (<https://web.archive.org/web/20221005191558/https://www.theverge.com/2012/9/12/3321568/apples-iphone-5-event-heres-everything-that-happened>) from the original on October 5, 2022. Retrieved October 5, 2022.
29. Koetsier, John (September 10, 2013). "Apple's new iPhone 5s: The world's first 64-bit mobile phone ... with fingerprint login" (<http://venturebeat.com/business/apples-new-iphone-5s-the-worlds-first-64-bit-mobile-phone/>). *VentureBeat*. Archived (<https://web.archive.org/web/20221006074328/https://venturebeat.com/business/apples-new-iphone-5s-the-worlds-first-64-bit-mobile-phone/>) from the original on October 6, 2022. Retrieved October 6, 2022.



30. "A New Touch for iPhone" (<https://allthingsd.com/20130917/a-new-touch-for-iphone/>). *AllThingsD*. Archived (<https://web.archive.org/web/20220423202230/https://allthingsd.com/20130917/a-new-touch-for-iphone/>) from the original on April 23, 2022. Retrieved January 5, 2024.
31. Tibken, Shara. "Apple launches iPhone 5s and \$99 iPhone 5c with five colors" (<https://www.cnet.com/tech/tech-industry/apple-launches-iphone-5s-and-99-iphone-5c-with-five-colors/>). *CNET*. Archived (<https://web.archive.org/web/20221005191558/https://www.cnet.com/tech/tech-industry/apple-launches-iphone-5s-and-99-iphone-5c-with-five-colors/>) from the original on October 5, 2022. Retrieved October 5, 2022.
32. Rushe, Dominic; Hern, Alex; Gibbs, Samuel; Dredge, Stuart (September 9, 2014). "The Apple Watch, iPhone 6 and iPhone 6 Plus – as it happened" (<https://www.theguardian.com/technology/live/2014/sep/09/apple-announcement-iphone-6-iwatch-ios8-event-live>). *The Guardian*. Archived (<https://web.archive.org/web/20220814080353/https://www.theguardian.com/technology/live/2014/sep/09/apple-announcement-iphone-6-iwatch-ios8-event-live>) from the original on August 14, 2022. Retrieved March 23, 2017.
33. Sacco, Al (September 29, 2014). "Apple (Mostly) Not to Blame in iPhone 6 Plus 'Bendgate' Fiasco" (<https://www.cio.com/article/2688437/apple-mostly-not-to-blame-in-iphone-6-plus-bendgate-fiasco.html>). *CIO*. Archived (<https://web.archive.org/web/20220627185729/https://www.cio.com/article/2688437/apple-mostly-not-to-blame-in-iphone-6-plus-bendgate-fiasco.html>) from the original on June 27, 2022. Retrieved May 28, 2021.
34. Miller, Chance (September 25, 2015). "Here's how iPhone 6s Plus handles bendgate brutality" (<https://9to5mac.com/2015/09/24/does-the-iphone-6s-plus-bend/>). *9to5Mac*. Archived (<https://web.archive.org/web/20221005191602/https://9to5mac.com/2015/09/24/does-the-iphone-6s-plus-bend/>) from the original on October 5, 2022. Retrieved October 5, 2022.
35. "Apple Introduces iPhone SE – The Most Powerful Phone with a Four-inch Display" (<https://www.apple.com/sg/newsroom/2016/03/21Apple-Introduces-iPhone-SE-The-Most-Powerful-Phone-with-a-Four-inch-Display/>). *Apple Newsroom (Singapore)*. Archived (<https://web.archive.org/web/20221005204303/https://www.apple.com/sg/newsroom/2016/03/21Apple-Introduces-iPhone-SE-The-Most-Powerful-Phone-with-a-Four-inch-Display/>) from the original on October 5, 2022. Retrieved October 5, 2022.
36. Seifert, Dan (September 7, 2016). "iPhone 7 and 7 Plus announced with water resistance, dual cameras, and no headphone jack" (<https://www.theverge.com/2016/9/7/12758236/apple-iphone-7-announced-features-price-release-date>). *The Verge*. Archived (<https://web.archive.org/web/20190427014804/https://www.theverge.com/2016/9/7/12758236/apple-iphone>) from the original on April 27, 2019. Retrieved March 23, 2017.
37. Novet, Jordan (January 19, 2017). "Apple's AirPods are a no-brainer – if you have the latest iPhone" (<https://venturebeat.com/business/airpods-review/>). *VentureBeat*. Archived (<https://web.archive.org/web/20221005204305/https://venturebeat.com/business/airpods-review/>) from the original on October 5, 2022. Retrieved October 5, 2022.
38. "Camera" (<https://www.trustedreviews.com/reviews/iphone-7-plus-camera-page-3>). *Trusted Reviews*. March 11, 2020. Archived (<https://web.archive.org/web/20221005204305/https://www.trustedreviews.com/reviews/iphone-7-plus-camera-page-3>) from the original on October 5, 2022. Retrieved October 5, 2022.
39. "The future is here: iPhone X" (<https://www.apple.com/newsroom/2017/09/the-future-is-here-iphone-x/>). *Apple Inc.* Archived (<https://web.archive.org/web/20170924073859/https://www.apple.com/newsroom/2017/09/the-future-is-here-iphone-x/>) from the original on September 24, 2017. Retrieved September 14, 2017.
40. Warren, Tom (September 14, 2017). "Apple's iPhone X notch is an odd design choice" (<https://www.theverge.com/2017/9/14/16306298/apple-iphone-x-screen-notch>). *The Verge*. Archived (<https://web.archive.org/web/20171204223008/https://www.theverge.com/2017/9/14/16306298/apple-iphone-x-screen-notch>) from the original on December 4, 2017. Retrieved October 5, 2022.
41. Stein, Scott. "No home button? No problem: How to do everything on the iPhone X" (<https://www.cnet.com/tech/mobile/iphone-x-how-to-survive-with-no-home-button/>). *CNET*. Archived (<https://web.archive.org/web/20221013201552/https://www.cnet.com/tech/mobile/iphone-x-how-to-survive-with-no-home-button/>) from the original on October 13, 2022. Retrieved October 5, 2022.
42. Clifford, Catherine (November 3, 2017). "Apple CEO Tim Cook on the \$999 new iPhone X: 'We're not trying to charge the highest price we could get or anything like that'" (<https://www.cnbc.com/2017/11/03/tim-cook-buying-a-999-iphone-x-is-like-buying-high-quality-coffee.html>). *CNBC*. Archived (<https://web.archive.org/web/20221005204303/https://www.cnbc.com/2017/11/03/tim-cook-buying-a-999-iphone-x-is-like-buying-high-quality-coffee.html>) from the original on October 5, 2022. Retrieved October 5, 2022.
43. "iPhone Xs and iPhone Xs Max bring the best and biggest displays to iPhone" (<https://www.apple.com/newsroom/2018/09/iphone-xs-and-iphone-xs-max-bring-the-best-and-biggest-displays-to-iphone/>). *Apple Inc.* Archived (<https://web.archive.org/web/20190427014807/https://www.apple.com/newsroom/2018/09/iphone-xs-and-iphone-xs-max-bring-the-best-and-biggest-displays-to-iphone/>) from the original on April 27, 2019. Retrieved September 12, 2018.
44. "Apple introduces iPhone XR" (<https://www.apple.com/newsroom/2018/09/apple-introduces-iphone-xr/>). *Apple Inc.* Archived (<https://web.archive.org/web/20190327101626/https://www.apple.com/newsroom/2018/09/apple-introduces-iphone-xr/>) from the original on March 27, 2019. Retrieved September 12, 2018.
45. "Apple's new iPhone 11 is \$50 cheaper than last year's model, despite Trump's planned tariffs on Chinese imports" (<https://www.businessinsider.com/apple-iphone-11-cheaper-xr-despite-trump-china-tariffs-2019-9>). *Business Insider*. September 11, 2019. Archived (<https://web.archive.org/web/20220620214642/https://www.businessinsider.com/apple-iphone-11-cheaper-xr-despite-trump-china-tariffs-2019-9>) from the original on June 20, 2022. Retrieved September 10, 2019.
46. "iPhone 11 Pro and iPhone 11 Pro Max: the most powerful and advanced smartphones" (<https://www.apple.com/newsroom/2019/09/iphone-11-pro-and-iphone-11-pro-max-the-most-powerful-and-advanced-smartphones/>). *Apple Inc.* (Press release). September 10, 2019. Archived (<https://web.archive.org/web/20190910185030/https://www.apple.com/newsroom/2019/09/iphone-11-pro-and-iphone-11-pro-max-the-most-powerful-and-advanced-smartphones/>) from the original on September 10, 2019. Retrieved September 4, 2019.
47. "iPhone SE: A powerful new smartphone in a popular design" (<https://www.apple.com/newsroom/2020/04/iphone-se-a-powerful-new-smartphone-in-a-popular-design/>). *Apple Newsroom*. Archived (<https://web.archive.org/web/20200428153235/https://www.apple.com/newsroom/2020/04/iphone-se-a-powerful-new-smartphone-in-a-popular-design/>) from the original on April 28, 2020. Retrieved October 5, 2022.

48. "Apple announces iPhone 12 and iPhone 12 mini: A new era for iPhone with 5G" (<https://www.apple.com/newsroom/2020/10/apple-announces-iphone-12-and-iphone-12-mini-a-new-era-for-iphone-with-5g/>). *Apple Newsroom*. Archived (<https://web.archive.org/web/20220814131441/https://www.apple.com/newsroom/2020/10/apple-announces-iphone-12-and-iphone-12-mini-a-new-era-for-iphone-with-5g/>) from the original on August 14, 2022. Retrieved January 9, 2021.
49. "Apple introduces iPhone 12 Pro and iPhone 12 Pro Max with 5G" (<https://www.apple.com/newsroom/2020/10/apple-introduces-iphone-12-pro-and-iphone-12-pro-max-with-5g/>). *Apple Newsroom*. Archived (<https://web.archive.org/web/20201013181423/https://www.apple.com/newsroom/2020/10/apple-introduces-iphone-12-pro-and-iphone-12-pro-max-with-5g/>) from the original on October 13, 2020. Retrieved January 9, 2021.
50. "Apple introduces iPhone 13 and iPhone 13 mini, delivering breakthrough camera innovations and a powerhouse chip with an impressive leap in battery life" (<https://www.apple.com/newsroom/2021/09/apple-introduces-iphone-13-and-iphone-13-mini/>). *Apple Newsroom*. Archived (<https://web.archive.org/web/20220622015723/https://www.apple.com/newsroom/2021/09/apple-introduces-iphone-13-and-iphone-13-mini/>) from the original on June 22, 2022. Retrieved October 9, 2021.
51. "Apple unveils iPhone 13 Pro and iPhone 13 Pro Max – more pro than ever before" (<https://www.apple.com/newsroom/2021/09/apple-unveils-iphone-13-pro-and-iphone-13-pro-max-more-pro-than-ever-before/>). *Apple Newsroom*. Archived (<https://web.archive.org/web/20210915145506/https://www.apple.com/newsroom/2021/09/apple-unveils-iphone-13-pro-and-iphone-13-pro-max-more-pro-than-ever-before/>) from the original on September 15, 2021. Retrieved October 9, 2021.
52. "Apple introduces iPhone 14 and iPhone 14 Plus" (<https://www.apple.com/newsroom/2022/09/apple-introduces-iphone-14-and-iphone-14-plus/>). *Apple Newsroom*. Archived (<https://web.archive.org/web/20220924172020/https://www.apple.com/newsroom/2022/09/apple-introduces-iphone-14-and-iphone-14-plus/>) from the original on September 24, 2022. Retrieved September 24, 2022.
53. "Apple debuts iPhone 14 Pro and iPhone 14 Pro Max" (<https://www.apple.com/newsroom/2022/09/apple-debuts-iphone-14-pro-and-iphone-14-pro-max/>). *Apple Newsroom*. Archived (<https://web.archive.org/web/20220924172007/https://www.apple.com/newsroom/2022/09/apple-debuts-iphone-14-pro-and-iphone-14-pro-max/>) from the original on September 24, 2022. Retrieved September 24, 2022.
54. Morrow, Allison (September 12, 2023). "Apple just killed the iPhone Lightning connector. What to do with your old chargers" (<https://www.cnn.com/2023/09/12/tech/old-iphone-chargers-dispose-reuse/index.html>). *CNN*. Cable News Network. Archived (<https://web.archive.org/web/20230913021727/https://www.cnn.com/2023/09/12/tech/old-iphone-chargers-dispose-reuse/index.html>) from the original on September 13, 2023. Retrieved September 12, 2023.
55. Kelly, Samantha Murphy (September 12, 2023). "The iPhone 15 and five other takeaways from Apple's 'wonderlust' event" (<https://web.archive.org/web/20230930012341/https://www.cnn.com/2023/09/12/tech/apple-iphone-15-event-wonderlust/index.html>). *CNN*. Archived from the original (<https://www.cnn.com/2023/09/12/tech/apple-iphone-15-event-wonderlust/index.html>) on September 30, 2023. Retrieved September 12, 2023.
56. "Apple debuts iPhone 15 and iPhone 15 Plus" (<https://web.archive.org/web/20230920002853/https://www.apple.com/newsroom/2023/09/apple-debuts-iphone-15-and-iphone-15-plus/>). *Apple Newsroom*. September 12, 2023. Archived from the original (<https://www.apple.com/newsroom/2023/09/apple-debuts-iphone-15-and-iphone-15-plus/>) on September 20, 2023. Retrieved December 20, 2023.
57. "Apple unveils iPhone 15 Pro and iPhone 15 Pro Max" (<https://web.archive.org/web/20230920005125/https://www.apple.com/newsroom/2023/09/apple-unveils-iphone-15-pro-and-iphone-15-pro-max/>). *Apple Newsroom*. September 12, 2023. Archived from the original (<https://www.apple.com/newsroom/2023/09/apple-unveils-iphone-15-pro-and-iphone-15-pro-max/>) on September 20, 2023. Retrieved December 20, 2023.
58. "Apple introduces iPhone 16 and iPhone 16 Plus" (<https://www.apple.com/newsroom/2024/09/apple-introduces-iphone-16-and-iphone-16-plus/>). *Apple Newsroom*. Retrieved October 30, 2024.
59. "Apple debuts iPhone 16 Pro and iPhone 16 Pro Max" (<https://www.apple.com/newsroom/2024/09/apple-debuts-iphone-16-pro-and-iphone-16-pro-max/>). *Apple Newsroom*. Retrieved October 30, 2024.
60. "Apple Intelligence" (<https://www.apple.com/apple-intelligence/>). *Apple*. Archived (<https://web.archive.org/web/20240613233953/https://www.apple.com/apple-intelligence/>) from the original on June 13, 2024. Retrieved October 30, 2024.
61. "Apple debuts iPhone 16e: A powerful new member of the iPhone 16 family" (<https://www.apple.com/newsroom/2025/02/apple-debuts-iphone-16e-a-powerful-new-member-of-the-iphone-16-family/>). *Apple Newsroom*. Retrieved February 19, 2025.
62. Eadicicco, Lisa (February 19, 2025). "Apple launches the iPhone 16e, a cheaper new version of the iPhone 16 | CNN Business" (<https://www.cnn.com/2025/02/19/tech/apple-iphone-16e-launch/index.html>). *CNN*. Retrieved February 19, 2025.
63. "Apple - Support - Technical Specifications" (<https://support.apple.com/specs/iphone>). *support.apple.com*. Archived (<https://web.archive.org/web/20221207095745/https://support.apple.com/specs/iphone>) from the original on December 7, 2022. Retrieved December 7, 2022.
64. "Taiwan's Pegatron to get most iPhone 6s orders in 2015: brokerage" (<http://focustaiwan.tw/news/aeco/201412020006.aspx>). Focus Taiwan. December 2, 2014. Archived (<https://web.archive.org/web/20170629211227/http://focustaiwan.tw/news/aeco/201412020006.aspx>) from the original on June 29, 2017. Retrieved December 9, 2014.
65. Lovejoy, Ben (December 18, 2019). "\$43M fraud by Foxconn managers selling iPhones made from rejected parts" (<https://9to5mac.com/2019/12/18/iphones-made-from-rejected-parts/>). *9to5Mac*. Archived (<https://web.archive.org/web/20220622150743/https://9to5mac.com/2019/12/18/iphones-made-from-rejected-parts/>) from the original on June 22, 2022. Retrieved December 20, 2019.
66. "Arrests as Indian workers ransack iPhone plant over wages" (<https://www.bbc.com/news/world-asia-india-55296433>). *BBC News*. December 14, 2020. Archived (<https://web.archive.org/web/20220710043842/https://www.bbc.com/news/world-asia-india-55296433>) from the original on July 10, 2022. Retrieved December 15, 2020.
67. "Apple iPhone: Can India be China's 'plus one' to the world?" (<https://www.bbc.com/news/world-asia-india-63140815>). *BBC News*. October 5, 2022. Archived (<https://web.archive.org/web/20221006000139/https://www.bbc.com/news/world-asia-india-63140815>) from the original on October 6, 2022. Retrieved October 6, 2022.

68. Singh, Manish (September 21, 2022). "Apple to move 25% iPhone production to India by 2025, 20% iPad and Apple Watch to Vietnam, analysts say" (<https://techcrunch.com/2022/09/21/apple-to-move-25-iphone-production-to-india-by-2025-20-ipad-and-apple-watch-to-vietnam/>). *TechCrunch*. Archived (<https://web.archive.org/web/20221012051633/https://techcrunch.com/2022/09/21/apple-to-move-25-iphone-production-to-india-by-2025-20-ipad-and-apple-watch-to-vietnam/>) from the original on October 12, 2022. Retrieved October 12, 2022.
69. Nellis, Stephen (September 7, 2022). "Apple offers adventure watch, satellite SOS iPhone – and steady prices" (<https://www.reuters.com/technology/apples-new-iphones-watches-are-coming-tough-time-consumers-2022-09-07/>). *Reuters*. Archived (<https://web.archive.org/web/20220908082118/https://www.reuters.com/technology/apples-new-iphones-watches-are-coming-tough-time-consumers-2022-09-07/>) from the original on September 8, 2022. Retrieved September 8, 2022.
70. Patel, Nilay (June 7, 2010). "iPhone OS 4 renamed iOS 4, launching June 21 with 1500 new features" (<https://www.engadget.com/2010/06/07/iphone-os-4-renamed-ios-gets-1500-new-features/>). *Engadget*. Archived (<https://web.archive.org/web/20220523171310/https://www.engadget.com/2010-06-07-iphone-os-4-renamed-ios-gets-1500-new-features.html>) from the original on May 23, 2022. Retrieved March 23, 2017.
71. Frommer, Dan (June 14, 2016). "Here's how to remove Apple's built-in system apps in iOS 10" (<https://www.recode.net/2016/6/14/1929496/apple-ios-10-system-apps-trash>). *Recode*. Archived (<https://web.archive.org/web/20190429122038/https://www.recode.net/2016/6/14/1929496/apple-ios-10-system-apps-trash>) from the original on April 29, 2019. Retrieved May 28, 2017.
72. Miller, Paul (March 6, 2008). "Apple announces App Store for iPhone, iPod touch" (<https://www.engadget.com/2008/03/06/apple-announces-app-store-for-iphone-ipod-touch/>). *Engadget*. Archived (<https://web.archive.org/web/20171231103226/https://www.engadget.com/2008/03/06/apple-announces-app-store-for-iphone-ipod-touch/>) from the original on December 31, 2017. Retrieved May 28, 2017.
73. "Update your iPhone, iPad, or iPod touch" (<https://support.apple.com/en-us/HT204204>). *Apple Support*. Archived (<https://web.archive.org/web/20220828222102/https://support.apple.com/en-us/HT204204>) from the original on August 28, 2022. Retrieved May 30, 2018.
74. Painter, Lewis. "Which iPhones & iPads are compatible with iOS 11?" (<https://www.macworld.co.uk/feature/iosapps/which-iphones-ipads-are-compatible-with-ios-11-3521184/>). *Macworld*. Archived (<https://web.archive.org/web/20180328211646/https://www.macworld.co.uk/feature/iosapps/which-iphones-ipads-are-compatible-with-ios-11-3521184/>) from the original on March 28, 2018. Retrieved May 30, 2018.
75. "Apple releases iOS 11 for iPhone and iPad, here's everything new" (<https://9to5mac.com/2017/09/19/apple-releases-ios11-iphone-ipad-ipod-touch-new-features/>). *9to5Mac*. September 19, 2017. Archived (<https://web.archive.org/web/20220622144017/http://9to5mac.com/2017/09/19/apple-releases-ios11-iphone-ipad-ipod-touch-new-features/>) from the original on June 22, 2022. Retrieved May 30, 2018.
76. "iOS 18" (<https://www.apple.com/ios/ios-18/>). *Apple*. Archived (<https://web.archive.org/web/20240915201203/https://www.apple.com/ios/ios-18/>) from the original on September 15, 2024. Retrieved October 30, 2024.
77. "iPhone to Support Third-Party Web 2.0 Applications" (<https://web.archive.org/web/20081215230338/http://www.apple.com/pr/library/2007/06/11iphone.html>) (Press release). Apple Inc. June 11, 2007. Archived from the original (<https://www.apple.com/pr/library/2007/06/11iphone.html>) on December 15, 2008. Retrieved December 15, 2008.
78. "Hot News" (<https://web.archive.org/web/20071018221832/http://www.apple.com/hotnews/>). *Apple*. Archived from the original (<http://www.apple.com/hotnews/>) on October 18, 2007. Retrieved September 9, 2017.
79. Block, Ryan (March 6, 2008). "Live from Apple's iPhone SDK press conference" (<https://www.engadget.com/2008/03/06/live-from-apples-iphone-press-conference/>). *Engadget*. Archived (<https://web.archive.org/web/20200323092549/https://www.engadget.com/2008/03/06/live-from-apples-iphone-press-conference/>) from the original on March 23, 2020. Retrieved March 23, 2017.
80. "Apple Introduces the New iPhone 3G" (<https://web.archive.org/web/20110501035135/http://www.apple.com/pr/library/2008/06/09iphone.html>) (Press release). Apple Inc. June 9, 2008. Archived from the original (<https://www.apple.com/pr/library/2008/06/09iphone.html>) on May 1, 2011. "iPhone 2.0 software will be available on July 11 as a free software update via iTunes 7.7 or later for all iPhone customers"
81. Kingsley-Hughes, Adrian (June 19, 2020). "Should Apple raise its \$99 developer program fee, or scrap it entirely?" (<https://www.zdnet.com/article/should-apple-raise-its-99-developer-program-fee-or-scrap-it-entirely/>). *ZDNET*. Archived (<https://web.archive.org/web/20221003211008/https://www.zdnet.com/article/should-apple-raise-its-99-developer-program-fee-or-scrap-it-entirely/>) from the original on October 3, 2022. Retrieved October 3, 2022.
82. "Program Renewal" (<https://developer.apple.com/support/renewal>). *Support – Apple Developer*. Archived (<https://web.archive.org/web/20221003211013/https://developer.apple.com/support/renewal>) from the original on October 3, 2022. Retrieved October 3, 2022. "If your Apple Developer Program membership expires, your apps will no longer be available for download and you won't be able to submit new apps or updates. [...] However, your apps will still function for users who have already installed or downloaded them, and you will still have access to App Store Connect and free development resources."
83. Quinn, Michelle (July 10, 2008). "Store aims to plug people into iPhones" (<http://www.latimes.com/business/la-fi-iphone10-2008jul10.0,3798678.story>). *Los Angeles Times*. Archived (<https://web.archive.org/web/20081016001509/http://www.latimes.com/business/la-fi-iphone10-2008jul10.0,3798678.story>) from the original on October 16, 2008. Retrieved July 10, 2008.
84. Statt, Nick (November 18, 2020). "Apple will reduce App Store cut to 15 percent for most developers starting January 1st" (<https://www.theverge.com/2020/11/18/21572302/apple-app-store-small-business-program-commission-cut-15-percent-reduction>). *The Verge*. Archived (<https://web.archive.org/web/20221003211007/https://www.theverge.com/2020/11/18/21572302/apple-app-store-small-business-program-commission-cut-15-percent-reduction>) from the original on October 3, 2022. Retrieved October 3, 2022.
85. Hill, Simon; Jansen, Mark (April 14, 2021). "Android vs. iOS: Which Smartphone Platform Is the Best?" (<https://www.digitaltrends.com/mobile/android-vs-ios/>). *Digital Trends*. Archived (<https://web.archive.org/web/20221011221349/https://www.digitaltrends.com/mobile/android-vs-ios/>) from the original on October 11, 2022. Retrieved October 12, 2022.

86. Brodtkin, Jon (June 29, 2017). "With iPhone, Apple showed AT&T and Verizon who's boss" (<https://arstechnica.com/gadgets/2017/06/with-iphone-apple-showed-att-and-verizon-whos-boss/>). *Ars Technica*. Archived (<https://web.archive.org/web/20220912164328/https://arstechnica.com/gadgets/2017/06/with-iphone-apple-showed-att-and-verizon-whos-boss/>) from the original on September 12, 2022. Retrieved October 11, 2022.
87. Leswing, Kif (June 21, 2019). "Inside Apple's team that greenlights iPhone apps for the App Store" (<https://www.cnbc.com/2019/06/21/how-apples-app-review-process-for-the-app-store-works.html>). *CNBC*. Archived (<https://web.archive.org/web/20221003211006/https://www.cnbc.com/2019/06/21/how-apples-app-review-process-for-the-app-store-works.html>) from the original on October 3, 2022. Retrieved October 3, 2022.
88. Andrews, Robert (May 6, 2009). "The Sun's 'obscene' Page 3 girls get iPhone newspaper app banned by Apple" (<https://www.theguardian.com/media/pda/2009/may/06/sun-newsinternational>). *the Guardian*. Archived (<https://web.archive.org/web/20221007234549/https://www.theguardian.com/media/pda/2009/may/06/sun-newsinternational>) from the original on October 7, 2022. Retrieved October 3, 2022.
89. "Tumblr Explains Why It Still Bans Porn: Blame Credit Card Companies, Apple" (<https://www.pcmag.com/news/tumblr-explains-why-it-still-bans-porn-blame-credit-card-companies-apple>). *PCMag*. September 29, 2022. Archived (<https://web.archive.org/web/20221013201551/https://www.pcmag.com/news/tumblr-explains-why-it-still-bans-porn-blame-credit-card-companies-apple>) from the original on October 13, 2022. Retrieved October 3, 2022.
90. Lovejoy, Ben (December 28, 2021). "App Store review process perplexing, random, discordant, asinine – ex-Tumblr developer" (<https://9to5mac.com/2021/12/28/app-store-review-process-problems/>). *9to5Mac*. Archived (<https://web.archive.org/web/20221013201551/https://9to5mac.com/2021/12/28/app-store-review-process-problems/>) from the original on October 13, 2022. Retrieved October 3, 2022.
91. Centers, Josh (August 13, 2020). "Developers v. Apple: Outlining Complaints about the App Store" (<https://tidbits.com/2020/08/13/developers-v-apple-outlining-complaints-about-the-app-store/>). *TidBITS*. Archived (<https://web.archive.org/web/20221003211008/https://tidbits.com/2020/08/13/developers-v-apple-outlining-complaints-about-the-app-store/>) from the original on October 3, 2022. Retrieved October 3, 2022.
92. Statt, Nick (November 18, 2020). "Apple's biggest App Store critics are not impressed with its new fee cut for small developers" (<https://www.theverge.com/2020/11/18/21573109/epic-tim-sweeney-apple-app-store-fee-cut-reduction-criticize>). *The Verge*. Archived (<https://web.archive.org/web/20221003211013/https://www.theverge.com/2020/11/18/21573109/epic-tim-sweeney-apple-app-store-fee-cut-reduction-criticize>) from the original on October 3, 2022. Retrieved October 3, 2022.
93. "Apple 'Surprised' By Developer Frustration With Its App Review Process" (<https://www.macrumors.com/2021/03/22/apple-surprised-developer-concerns-app-review/>). *MacRumors*. March 22, 2021. Archived (<https://web.archive.org/web/20221003211006/https://www.macrumors.com/2021/03/22/apple-surprised-developer-concerns-app-review/>) from the original on October 3, 2022. Retrieved October 3, 2022.
94. Healey, Jon (August 6, 2007). "Hacking the iPhone" (<http://www.latimes.com/news/opinion/la-oew-healey6aug06,0,3456267.story>). *Los Angeles Times*. Archived (<https://web.archive.org/web/20131112130736/http://www.latimes.com/news/opinion/la-oew-healey6aug06,0,3456267.story>) from the original on November 12, 2013. Retrieved June 6, 2008.
95. Fitzgerald, Thomas J. (November 24, 2010). "Breaking into the Smartphone (Risks Included)" (<https://www.nytimes.com/2010/11/25/technology/personaltech/25basics.html>). *The New York Times*. ISSN 0362-4331 (<https://search.worldcat.org/issn/0362-4331>). Archived (<https://web.archive.org/web/20221003211014/https://www.nytimes.com/2010/11/25/technology/personaltech/25basics.html>) from the original on October 3, 2022. Retrieved October 3, 2022.
96. Perton, Marc (October 22, 2013). "Apple App Store hits 60 billion cumulative downloads" (<https://www.engadget.com/2013/10/22/apple-ios-7-downloaded-over-200-million-times-in-5-days/>). *Engadget*. Archived (<https://web.archive.org/web/20190330044546/http://www.engadget.com/2013/10/22/apple-ios-7-downloaded-over-200-million-times-in-5-days/>) from the original on March 30, 2019. Retrieved March 23, 2017.
97. Perez, Sarah (September 7, 2016). "App Store sees 140 billion downloads, 106% year-over-year growth" (<https://techcrunch.com/2016/09/07/app-store-sees-140-billion-downloads-106-year-over-year-growth/>). *TechCrunch*. Archived (<https://web.archive.org/web/20220319075709/https://techcrunch.com/2016/09/07/app-store-sees-140-billion-downloads-106-year-over-year-growth/>) from the original on March 19, 2022. Retrieved March 23, 2017.
98. Goode, Lauren (January 5, 2017). "Apple's App Store just had the most successful month of sales ever" (<https://www.theverge.com/2017/1/5/14173328/apple-december-2016-app-store-record-phil-schiller>). *The Verge*. Archived (<https://web.archive.org/web/20220821185418/https://www.theverge.com/2017/1/5/14173328/apple-december-2016-app-store-record-phil-schiller>) from the original on August 21, 2022. Retrieved May 28, 2017.
99. "App Store shatters records on New Year's Day" (<https://www.apple.com/newsroom/2017/01/app-store-shatters-records-on-new-years-day/>) (Press release). Apple Inc. January 5, 2017. Archived (<https://web.archive.org/web/20220709042435/https://www.apple.com/newsroom/2017/01/app-store-shatters-records-on-new-years-day/>) from the original on July 9, 2022. Retrieved December 31, 2017.
100. "The apps you love. From a place you can trust" (<https://www.apple.com/in/app-store/>). *Apple.com*. Retrieved September 7, 2024.
101. Braiker, Brian (May 2, 2008). "A Killer Product: Will closed devices like Apple's iPhone murder the Web?" (<http://www.newsweek.com/id/135150>). *Newsweek*. Archived (<https://web.archive.org/web/20100413072716/http://www.newsweek.com/id/135150>) from the original on April 13, 2010. Retrieved June 16, 2009.
102. Krazit, Tom (October 29, 2007). "iPhone jailbreak for the masses released" (<https://www.cnet.com/news/iphone-jailbreak-for-the-masses-released/>). *CNET*. Archived (<https://web.archive.org/web/20220319195927/https://www.cnet.com/news/iphone-jailbreak-for-the-masses-released/>) from the original on March 19, 2022. Retrieved March 23, 2017.
103. Love, Dylan. "13 iPhone Features Apple Stole From Jailbreak Developers" (<https://www.businessinsider.com/apple-steal-jailbreak-2011-6>). *Business Insider*. Archived (<https://web.archive.org/web/20221020092655/https://www.businessinsider.com/apple-steal-jailbreak-2011-6>) from the original on October 20, 2022. Retrieved October 20, 2022.

104. Milian, Mark (July 27, 2010). "'Jailbreaking' Apple iPhones is legal, government says" (<https://www.latimes.com/archives/la-xpm-2010-jul-27-la-fi-iphone-apps-20100727-story.html>). *Los Angeles Times*. Archived (<https://web.archive.org/web/20221020092655/https://www.latimes.com/archives/la-xpm-2010-jul-27-la-fi-iphone-apps-20100727-story.html>) from the original on October 20, 2022. Retrieved October 20, 2022.
105. "The pros and cons of iPhone jailbreaking" (<https://www.macworld.com/article/670893/is-jailbreaking-an-iphone-or-ipad-safe.html>). *Macworld*. Archived (<https://web.archive.org/web/20221020092655/https://www.macworld.com/article/670893/is-jailbreaking-an-iphone-or-ipad-safe.html>) from the original on October 20, 2022. Retrieved October 20, 2022.
106. FAQ Details (<http://eshop.macsales.com/Search/displayFAQDetails.cfm?ID=656>) Archived (<https://web.archive.org/web/20140804114415/http://eshop.macsales.com/Search/displayFAQDetails.cfm?ID=656>) August 4, 2014, at the *Wayback Machine*. Eshop.macsales.com (March 27, 2013). Retrieved on July 30, 2013.
107. Brandom, Russell (September 30, 2016). "The rising cost of cracking the iPhone" (<https://www.theverge.com/2016/9/30/13123790/iphone-crack-remote-jailbreak-price-bug-bounty>). *The Verge*. Archived (<https://web.archive.org/web/20230111154746/https://www.theverge.com/2016/9/30/13123790/iphone-crack-remote-jailbreak-price-bug-bounty>) from the original on January 11, 2023. Retrieved October 20, 2022.
108. Hardwick, Tim (August 19, 2022). "iOS 16: How to Make Siri Announce Notifications Through Your iPhone's Speaker" (<https://www.macrumors.com/how-to/make-siri-announce-notifications-iphone-speaker/>). *MacRumors*. Archived (<https://web.archive.org/web/20230111154753/https://www.macrumors.com/how-to/make-siri-announce-notifications-iphone-speaker/>) from the original on January 11, 2023. Retrieved October 20, 2022.
109. Biersdorfer, J. D. (September 21, 2022). "The Settings That Make Smartphones Easier for Everyone to Use" (<https://www.nytimes.com/2022/09/21/technology/personaltech/smartphone-accessibility-features.html>). *The New York Times*. ISSN 0362-4331 (<https://search.worldcat.org/issn/0362-4331>). Archived (<https://web.archive.org/web/20221019233827/https://www.nytimes.com/2022/09/21/technology/personaltech/smartphone-accessibility-features.html>) from the original on October 19, 2022. Retrieved October 20, 2022.
110. "Use Live Listen with Made for iPhone hearing aids" (<https://support.apple.com/en-us/HT203990>). *Apple Support*. Archived (<https://web.archive.org/web/20190427034926/https://support.apple.com/en-us/HT203990>) from the original on April 27, 2019. Retrieved October 12, 2022.
111. "Use Live Listen with Made for iPhone hearing aids" (<https://support.apple.com/en-us/HT203990>). Apple Inc. Archived (<https://web.archive.org/web/20190427034926/https://support.apple.com/en-us/HT203990>) from the original on April 27, 2019. Retrieved April 3, 2016.
112. Heisler, Yoni (June 8, 2016). "This was the first iPhone rumor. Ever" (<https://nypost.com/2016/06/08/this-was-the-first-iphone-rumor-ever/>). *New York Post*. Archived (<https://web.archive.org/web/20221011185759/https://nypost.com/2016/06/08/this-was-the-first-iphone-rumor-ever/>) from the original on October 11, 2022. Retrieved October 11, 2022.
113. Graham, Jefferson (March 9, 2010). "Apple buffs marketing savvy to a high shine" ([https://web.archive.org/web/20070324010755/http://news.yahoo.com/s/usatoday/20070309/tc\\_usatoday/applebuffsmarketingsavvytoahighshine](https://web.archive.org/web/20070324010755/http://news.yahoo.com/s/usatoday/20070309/tc_usatoday/applebuffsmarketingsavvytoahighshine)). *USA Today*. Archived from the original ([http://news.yahoo.com/s/usatoday/20070309/tc\\_usatoday/applebuffsmarketingsavvytoahighshine](http://news.yahoo.com/s/usatoday/20070309/tc_usatoday/applebuffsmarketingsavvytoahighshine)) on March 24, 2007. Retrieved October 11, 2022.
114. Stieg, Cory (December 8, 2020). "The psychology behind a new iPhone release—and why it's so hard to resist" (<https://www.cnn.com/2020/12/08/the-psychology-of-new-iphone-releases-apple-marketing.html>). *CNN*. Archived (<https://web.archive.org/web/20230111154746/https://www.cnn.com/2020/12/08/the-psychology-of-new-iphone-releases-apple-marketing.html>) from the original on January 11, 2023. Retrieved October 20, 2022.
115. DeNinno, Nadine (May 22, 2014). "Forget Fashion: Teens Spend Their Money On Food And Phones" (<https://www.ibtimes.com/teen-clothing-retail-trumped-gadgets-food-status-symbol-1588959>). *International Business Times*. Archived (<https://web.archive.org/web/20230208045702/https://www.ibtimes.com/teen-clothing-retail-trumped-gadgets-food-status-symbol-1588959>) from the original on February 8, 2023. Retrieved October 20, 2022.
116. Bertrand, Marianne; Kamenica, Emir (July 5, 2018). "Coming Apart? Cultural Distances in the United States Over Time" (<https://papers.ssrn.com/abstract=3208730>). *NBER Working Paper*. Rochester, NY. SSRN 3208730 ([https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3208730](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3208730)). Archived ([https://web.archive.org/web/20230111154748/https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3208730](https://web.archive.org/web/20230111154748/https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3208730)) from the original on January 11, 2023. Retrieved October 20, 2022.
117. Higgins, Tim (January 8, 2022). "Why Apple's iMessage Is Winning: Teens Dread the Green Text Bubble" (<https://www.wsj.com/articles/why-apples-imessage-is-winning-teens-dread-the-green-text-bubble-11641618009>). *Wall Street Journal*. Archived (<https://web.archive.org/web/20221020010550/https://www.wsj.com/articles/why-apples-imessage-is-winning-teens-dread-the-green-text-bubble-11641618009>) from the original on October 20, 2022. Retrieved October 20, 2022.
118. Nieva, Richard. "Google Calls On Apple To Fix Hated Green Bubbles On iMessage" (<https://www.forbes.com/sites/richardnieva/2022/08/09/google-calls-on-apple-to-fix-hated-green-bubbles-on-imessage/>). *Forbes*. Archived (<https://web.archive.org/web/20230111154747/https://www.forbes.com/sites/richardnieva/2022/08/09/google-calls-on-apple-to-fix-hated-green-bubbles-on-imessage/>) from the original on January 11, 2023. Retrieved October 20, 2022.
119. "Taking Stock With Teens | Piper Sandler" (<https://www.pipersandler.com/teens>). *www.pipersandler.com*. Archived (<https://web.archive.org/web/20240716162504/https://www.pipersandler.com/teens>) from the original on July 16, 2024. Retrieved June 22, 2025.
120. Hattersley, Lucy (July 22, 2022). "How to check an iPhone is unlocked before buying it" (<https://www.macworld.com/article/671715/how-to-check-if-an-iphone-is-locked-or-unlocked.html>). *Macworld*. Archived (<https://web.archive.org/web/20221014223645/https://www.macworld.com/article/671715/how-to-check-if-an-iphone-is-locked-or-unlocked.html>) from the original on October 14, 2022. Retrieved October 14, 2022.
121. Farivar, Cyrus (November 14, 2007). "Unlocking an iPhone" ([http://www.macworld.com/article/1060045/iphone\\_sim\\_unlocking.html](http://www.macworld.com/article/1060045/iphone_sim_unlocking.html)). *Macworld*. Archived ([https://web.archive.org/web/20220319195927/https://www.macworld.com/article/1060045/iphone\\_sim\\_unlocking.html](https://web.archive.org/web/20220319195927/https://www.macworld.com/article/1060045/iphone_sim_unlocking.html)) from the original on March 19, 2022. Retrieved May 25, 2009.



122. "iPhone 3G Price Decrease Addresses Key Reason Consumers Exhibit Purchase Resistance" ([https://web.archive.org/web/20090626074446/http://www.npd.com/press/releases/press\\_090622.html](https://web.archive.org/web/20090626074446/http://www.npd.com/press/releases/press_090622.html)). NPD Group. June 22, 2009. Archived from the original ([http://www.npd.com/press/releases/press\\_090622.html](http://www.npd.com/press/releases/press_090622.html)) on June 26, 2009. Retrieved June 27, 2009.
123. "Quarter of US iPhones 'unlocked' " (<http://news.bbc.co.uk/1/hi/business/7214873.stm>). BBC News. January 28, 2008. Archived (<https://web.archive.org/web/20090212222147/http://news.bbc.co.uk/1/hi/business/7214873.stm>) from the original on February 12, 2009. Retrieved January 29, 2008.
124. "Sim lock laws by country – ChimeraTool help" (<https://chimeratool.com/en/docs/sim-lock-laws-by-country>). *ChimeraTool*. Archived (<https://web.archive.org/web/20230111154750/https://chimeratool.com/en/docs/sim-lock-laws-by-country>) from the original on January 11, 2023. Retrieved October 14, 2022.
125. Fiegeman, Seth (September 1, 2013). "Apple Rolls Out iPhone Trade-In Program Nationwide" (<http://mashable.com/2013/08/30/apple-iphone-trade-ins/>). *Mashable*. Archived (<https://web.archive.org/web/20220901190052/https://mashable.com/archive/apple-iphone-trade-ins/>) from the original on September 1, 2022. Retrieved September 1, 2013.
126. "Here's Why Apple Is Offering An iPhone Upgrade Plan" (<https://fortune.com/2015/09/15/apple-upgrade-iphone/>). *Fortune*. Archived (<https://web.archive.org/web/20230208045625/https://fortune.com/2015/09/15/apple-upgrade-iphone/>) from the original on February 8, 2023. Retrieved October 18, 2022.
127. "About genuine iPhone displays" (<https://support.apple.com/en-us/HT210321>). *Apple Support*. Archived (<https://web.archive.org/web/20220805174620/https://support.apple.com/en-us/HT210321>) from the original on August 5, 2022. Retrieved June 1, 2021.
128. Chugh, Ritesh (March 11, 2021). "Screwed over: how Apple and others are making it impossible to get a cheap and easy phone repair" (<https://theconversation.com/screwed-over-how-apple-and-others-are-making-it-impossible-to-get-a-cheap-and-easy-phone-repair-156871>). *The Conversation*. Archived (<https://web.archive.org/web/20221022115748/https://theconversation.com/screwed-over-how-apple-and-others-are-making-it-impossible-to-get-a-cheap-and-easy-phone-repair-156871>) from the original on October 22, 2022. Retrieved October 20, 2022.
129. Buskirk, Chris Van. "Apple products get low marks in new repairability index" (<https://www.metrowestdailynews.com/story/business/2022/03/13/apple-laptops-cellphones-score-low-new-repairability-index/9451411002/>). *MetroWest Daily News*. Archived (<https://web.archive.org/web/20221020104231/https://www.metrowestdailynews.com/story/business/2022/03/13/apple-laptops-cellphones-score-low-new-repairability-index/9451411002/>) from the original on October 20, 2022. Retrieved October 20, 2022.
130. "Apple Is Lobbying Against Your Right to Repair iPhones, New York State Records Confirm" (<https://www.vice.com/en/article/apple-is-lobbying-against-your-right-to-repair-iphones-new-york-state-records-confirm/>). *Vice.com*. May 18, 2017. Archived (<https://web.archive.org/web/20221020104232/https://www.vice.com/en/article/nz85y7/apple-is-lobbying-against-your-right-to-repair-iphones-new-york-state-records-confirm/>) from the original on October 20, 2022. Retrieved October 20, 2022.
131. Abnett, Kate (March 30, 2022). "Reduce, repair, recycle as EU plans 'circular' rules for everyday items" (<https://www.reuters.com/business/environment/reduce-repair-recycle-eu-plans-circular-rules-everyday-items-2022-03-30/>). *Reuters*. Archived (<https://web.archive.org/web/20221020104230/https://www.reuters.com/business/environment/reduce-repair-recycle-eu-plans-circular-rules-everyday-items-2022-03-30/>) from the original on October 20, 2022. Retrieved October 20, 2022.
132. Swinford, Steven (March 10, 2021). "'Right to repair' means spare parts for household appliances" (<https://www.thetimes.com/article/right-to-repair-means-spare-parts-for-household-appliances-mr5gmkjxr>). *The Times*. Archived (<https://web.archive.org/web/20221020104232/https://www.thetimes.co.uk/article/right-to-repair-means-spare-parts-for-household-appliances-mr5gmkjxr>) from the original on October 20, 2022. Retrieved October 20, 2022.
133. Shepardson, David (February 3, 2022). "U.S. lawmakers introduce 'Right to Repair' bills to spur competition" (<https://www.reuters.com/world/us/us-lawmakers-introduce-right-repair-bills-spur-competition-2022-02-03/>). *Reuters*. Archived (<https://web.archive.org/web/20221020104232/https://www.reuters.com/world/us/us-lawmakers-introduce-right-repair-bills-spur-competition-2022-02-03/>) from the original on October 20, 2022. Retrieved October 20, 2022.
134. Macro, Ashleigh (July 26, 2018). "Apple apologises, releases fix for iPhones bricked by Error 53" (<https://www.macworld.co.uk/feature/what-is-iphone-error-53-3634865/>). *Macworld UK*. Archived (<https://web.archive.org/web/20220319075709/https://www.macworld.co.uk/feature/what-is-iphone-error-53-3634865/>) from the original on March 19, 2022. Retrieved April 20, 2021.
135. "iPhone 8 Plus Home/Touch ID Sensor Replacement" (<https://www.ifixit.com/Guide/iPhone+8+Plus+Home-Touch+ID+Sensor+Replacement/100950>). *iFixit*. December 13, 2017. Archived (<https://web.archive.org/web/20221020104232/https://www.ifixit.com/Guide/iPhone+8+Plus+Home-Touch+ID+Sensor+Replacement/100950>) from the original on October 20, 2022. Retrieved October 20, 2022.
136. "iOS 14.4 Will Introduce Warning on iPhones With Non-Genuine Cameras" (<https://www.macrumors.com/2021/01/14/ios-14-4-non-genuine-camera-warning/>). *MacRumors*. January 14, 2021. Archived (<https://web.archive.org/web/20220524173102/https://www.macrumors.com/2021/01/14/ios-14-4-non-genuine-camera-warning/>) from the original on May 24, 2022. Retrieved June 1, 2021.
137. "Is This the End of the Repairable iPhone?" (<https://www.ifixit.com/News/45921/is-this-the-end-of-the-repairable-iphone>). *iFixit*. June 1, 2021. Archived (<https://web.archive.org/web/20220826224329/https://www.ifixit.com/News/45921/is-this-the-end-of-the-repairable-iphone>) from the original on August 26, 2022. Retrieved June 1, 2021.
138. Adorno, José (April 27, 2022). "iFixit praises Apple Self Service Repair program, but says it falls short of Right to Repair goals" (<https://9to5mac.com/2022/04/27/ifixit-praises-apple-self-service-repair-program-but-says-it-falls-short-of-right-to-repair-goals/>). *9to5Mac*. Archived (<https://web.archive.org/web/20221021012506/https://9to5mac.com/2022/04/27/ifixit-praises-apple-self-service-repair-program-but-says-it-falls-short-of-right-to-repair-goals/>) from the original on October 21, 2022. Retrieved October 20, 2022.
139. "Apple Fixes Its DIY Repair Stance" (<https://spectrum.ieee.org/right-to-repair-apple>). *IEEE Spectrum*. December 7, 2021. Archived (<https://web.archive.org/web/20221020104237/https://spectrum.ieee.org/right-to-repair-apple>) from the original on October 20, 2022. Retrieved October 20, 2022.
140. Cross, Jason (April 29, 2021). "What is App Tracking Transparency and how do you block app tracking?" (<https://www.macworld.com/article/344420/app-tracking-transparency-privacy-ad-tracking-iphone-ipad-how-to-change-settings.html>). *Macworld*. Archived (<https://web.archive.org/web/20221019201249/https://www.macworld.com/article/344420/app-tracking-transparency-privacy-ad-tracking-iphone-ipad-how-to-change-settings.html>) from the original on October 19, 2022. Retrieved October 19, 2022.

141. Bechade, Corentin (April 30, 2021). "App Tracking Transparency : tout savoir sur le contrôle du suivi publicitaire d'Apple" (<https://www.numerama.com/tech/707374-tout-comprendre-a-lapp-tracking-transparency-loutil-dapple-pour-brouiller-le-pistage-publicitaire.html>). *Numerama* (in French). Archived (<https://web.archive.org/web/20221019201245/https://www.numerama.com/tech/707374-tout-comprendre-a-lapp-tracking-transparency-loutil-dapple-pour-brouiller-le-pistage-publicitaire.html>) from the original on October 19, 2022. Retrieved October 19, 2022.
142. Howley, Daniel (February 3, 2022). "What to know about the Apple privacy changes that crushed Facebook parent Meta" (<https://finance.yahoo.com/news/how-apple-app-tracking-transparency-works-162225922-220141435.html>). *Yahoo Finance*. Archived (<https://web.archive.org/web/20221019201249/https://finance.yahoo.com/news/how-apple-app-tracking-transparency-works-162225922-220141435.html>) from the original on October 19, 2022. Retrieved October 19, 2022.
143. "Apple gets boost in French privacy fight, but still faces probe" (<https://www.reuters.com/article/us-france-apple-antitrust-idUSKBN2B914D>). *Reuters*. March 17, 2021. Archived (<https://web.archive.org/web/20221019201250/https://www.reuters.com/article/us-france-apple-antitrust-idUSKBN2B914D>) from the original on October 19, 2022. Retrieved October 19, 2022.
144. "German cartel office examining Apple's tracking rules" (<https://www.reuters.com/article/germany-cartel-idCAKBN2NV0JM>). *Reuters*. June 14, 2022. Archived (<https://web.archive.org/web/20221019201249/https://www.reuters.com/article/germany-cartel-idCAKBN2NV0JM>) from the original on October 19, 2022. Retrieved October 19, 2022.
145. Valentino-DeVries, Julia Angwin And Jennifer (April 21, 2011). "Apple's iPhones and Google's Androids Send Cellphone Location" (<http://online.wsj.com/article/SB10001424052748703983704576277101723453610.html>). *Wall Street Journal*. Archived (<https://web.archive.org/web/20130928012407/http://online.wsj.com/article/SB10001424052748703983704576277101723453610.html>) from the original on September 28, 2013. Retrieved October 19, 2022.
146. Sewell, Bruce (July 12, 2010). "Apple Inc.'s Response to Request for Information Regarding Its Privacy Policy and Location-Based Services" (<https://web.archive.org/web/20101208141602/http://markey.house.gov/docs/applemarkeybarton7-12-10.pdf>) (PDF). Archived from the original (<http://markey.house.gov/docs/applemarkeybarton7-12-10.pdf>) (PDF) on December 8, 2010. Retrieved October 19, 2022.
147. Vance, Christopher (October 9, 2010). "iPhone iOS4 GPS Data" (<https://web.archive.org/web/20101009004414/http://blog.csvance.com/?p=39>). *Cellular.Sherlock*. Archived from the original (<http://blog.csvance.com/?p=39>) on October 9, 2010. Retrieved October 19, 2022.
148. Keizer, Gregg (April 21, 2011). "Apple faces questions from Congress about iPhone tracking" (<https://www.computerworld.com/article/2507868/apple-faces-questions-from-congress-about-iphone-tracking.html>). *Computerworld*. Archived (<https://web.archive.org/web/20221019214406/https://www.computerworld.com/article/2507868/apple-faces-questions-from-congress-about-iphone-tracking.html>) from the original on October 19, 2022. Retrieved October 19, 2022.
149. Rooney, Ben (April 21, 2011). "Apple New Secret Tracking File Neither New Nor Secret" (<https://www.wsj.com/articles/BL-TEB-2446>). *The Wall Street Journal*. ISSN 0099-9660 (<https://search.worldcat.org/issn/0099-9660>). Archived (<https://web.archive.org/web/20221020031710/https://www.wsj.com/articles/BL-TEB-2446>) from the original on October 20, 2022. Retrieved October 20, 2022.
150. Arthur, Charles (April 20, 2011). "iPhone keeps record of everywhere you go" (<https://www.theguardian.com/technology/2011/apr/20/iphone-tracking-prompts-privacy-fears>). *The Guardian*. Archived (<https://web.archive.org/web/20221019214520/https://www.theguardian.com/technology/2011/apr/20/iphone-tracking-prompts-privacy-fears>) from the original on October 19, 2022. Retrieved October 19, 2022.
151. Allan, Alasdair. "Got an iPhone or 3G iPad? Apple is recording your moves" (<http://radar.oreilly.com/2011/04/apple-location-tracking.html>). *O'Reilly Radar*. Archived (<https://web.archive.org/web/20221019214411/http://radar.oreilly.com/2011/04/apple-location-tracking.html>) from the original on October 19, 2022. Retrieved October 19, 2022.
152. Valentino-DeVries, Jennifer (April 25, 2011). "iPhone Stored Location Even if Disabled" (<http://online.wsj.com/article/SB10001424052748704123204576283580249161342.html>). *WSJ*. Archived (<https://web.archive.org/web/20130927220036/http://online.wsj.com/article/SB10001424052748704123204576283580249161342.html>) from the original on September 27, 2013. Retrieved October 19, 2022.
153. Elmer-Dewitt, Philip (April 27, 2011). "LocationGate was a "bug," says Apple" (<https://fortune.com/2011/04/27/locationgate-was-a-bug-says-apple/>). *Fortune*. Archived (<https://web.archive.org/web/20221019214408/https://fortune.com/2011/04/27/locationgate-was-a-bug-says-apple/>) from the original on October 19, 2022. Retrieved October 19, 2022.
154. "Apple Q&A on Location Data" ([https://web.archive.org/web/20110607035322/http://www.apple.com/pr/library/2011/04/27/location\\_qa.html](https://web.archive.org/web/20110607035322/http://www.apple.com/pr/library/2011/04/27/location_qa.html)) (Press release). Apple Inc. April 27, 2011. Archived from the original ([https://www.apple.com/pr/library/2011/04/27/location\\_qa.html](https://www.apple.com/pr/library/2011/04/27/location_qa.html)) on June 7, 2011. Retrieved June 7, 2011.
155. "Influential China TV alleges iPhone exposing 'state secrets'" (<https://web.archive.org/web/20140714141821/http://www.beijingnews.net/index.php/sid/223727225/scat/3a8a80d6f705f8cc/ht/Influential-China-TV-alleges-iPhone-exposing-state-secrets>). *Beijing News.Net*. Archived from the original (<http://www.beijingnews.net/index.php/sid/223727225/scat/3a8a80d6f705f8cc/ht/Influential-China-TV-alleges-iPhone-exposing-state-secrets>) on July 14, 2014. Retrieved July 10, 2014.
156. "iPhone Feature Tracks Your Movement, Learns Your 'Home'" (<https://www.newsweek.com/your-iphone-knows-exactly-where-youve-been-and-how-long-you-spent-there-249475>). *Newsweek*. May 2, 2014. Archived (<https://web.archive.org/web/20221019215429/https://www.newsweek.com/your-iphone-knows-exactly-where-youve-been-and-how-long-you-spent-there-249475>) from the original on October 19, 2022. Retrieved October 19, 2022.
157. Waterson, Jim (April 29, 2014). "Your iPhone Knows Exactly Where You've Been And This Is How To See It" (<https://www.buzzfeed.com/jimwaterson/your-iphone-knows-exactly-where-youve-been-and-this-is-how-t>). *BuzzFeed News*. Archived (<https://web.archive.org/web/20220323201034/https://www.buzzfeed.com/jimwaterson/your-iphone-knows-exactly-where-youve-been-and-this-is-how-t>) from the original on March 23, 2022. Retrieved October 19, 2022.
158. Marcos, Coral Murphy; Browning, Kellen (September 3, 2021). "Apple delays the rollout of child-safety features over privacy concerns" (<https://www.nytimes.com/2021/09/03/business/apple-child-safety.html>). *The New York Times*. ISSN 0362-4331 (<https://search.worldcat.org/issn/0362-4331>). Archived (<https://web.archive.org/web/20221020085913/https://www.nytimes.com/2021/09/03/business/apple-child-safety.html>) from the original on October 20, 2022. Retrieved October 20, 2022.

159. Menn, Joseph (August 19, 2021). "Policy groups ask Apple to drop plans to inspect iMessages, scan for abuse images" (<https://www.reuters.com/technology/exclusive-policy-groups-ask-apple-drop-plans-inspect-imessages-scan-abuse-images-2021-08-19/>). *Reuters*. Archived (<https://web.archive.org/web/20230111154749/https://www.reuters.com/technology/exclusive-policy-groups-ask-apple-drop-plans-inspect-imessages-scan-abuse-images-2021-08-19/>) from the original on January 11, 2023. Retrieved October 20, 2022.
160. Portnoy, India McKinney and Erica (August 5, 2021). "Apple's Plan to "Think Different" About Encryption Opens a Backdoor to Your Private Life" (<https://www.eff.org/deeplinks/2021/08/apples-plan-think-different-about-encryption-opens-backdoor-your-private-life>). *Electronic Frontier Foundation*. Archived (<https://web.archive.org/web/20221018221139/https://www.eff.org/deeplinks/2021/08/apples-plan-think-different-about-encryption-opens-backdoor-your-private-life>) from the original on October 18, 2022. Retrieved October 20, 2022.
161. Simon, Michael (April 21, 2022). "Apple CSAM detection: Conversation Safety for Messages is coming to the UK" (<https://www.macworld.com/article/352875/ios-15-csam-scanning-icloud-photos-messages-siri-search-faq.html>). *Macworld*. Archived (<https://web.archive.org/web/20221020085924/https://www.macworld.com/article/352875/ios-15-csam-scanning-icloud-photos-messages-siri-search-faq.html>) from the original on October 20, 2022. Retrieved October 20, 2022.
162. Newman, Lily Hay. "Apple Kills Its Plan to Scan Your Photos for CSAM. Here's What's Next" (<https://www.wired.com/story/apple-photo-scanning-csam-communication-safety-messages/>). *Wired*. ISSN 1059-1028 (<https://search.worldcat.org/issn/1059-1028>). Archived (<https://web.archive.org/web/20230117204253/https://www.wired.com/story/apple-photo-scanning-csam-communication-safety-messages/>) from the original on January 17, 2023. Retrieved January 24, 2023.
163. Malik, Aisha (November 9, 2021). "iOS 15.2 includes Apple's new safety feature for kids in Messages" (<https://techcrunch.com/2021/11/09/apple-safety-feature-messages/>). *TechCrunch*. Archived (<https://web.archive.org/web/20221020085913/https://techcrunch.com/2021/11/09/apple-safety-feature-messages/>) from the original on October 20, 2022. Retrieved October 20, 2022.
164. Bary, Emily. "Android vs. iOS: Are iPhones Really Safer?" (<https://www.barrons.com/articles/android-vs-ios-are-iphones-really-safer-1496254475>). *Barron's*. Archived ([https://web.archive.org/web/20230111154806/https://gum.criteo.com/syncframe?origin=publisher&topUrl=www.barrons.com&gdpr=0&gdpr\\_consent=](https://web.archive.org/web/20230111154806/https://gum.criteo.com/syncframe?origin=publisher&topUrl=www.barrons.com&gdpr=0&gdpr_consent=)) from the original on January 11, 2023. Retrieved October 20, 2022.
165. "Do iPhones get viruses? We bust the myths" (<https://www.macworld.com/article/672485/do-iphones-get-viruses.html>). *Macworld*. Archived (<https://web.archive.org/web/20230111154749/https://www.macworld.com/article/672485/do-iphones-get-viruses.html>) from the original on January 11, 2023. Retrieved October 20, 2022.
166. Cunningham, Andrew (May 8, 2014). "New guidelines outline what iPhone data Apple can give to police" (<https://arstechnica.com/gadgets/2014/05/new-guidelines-outline-what-iphone-data-apple-can-give-to-police/>). *Ars Technica*. Archived (<https://web.archive.org/web/20221020055142/https://arstechnica.com/gadgets/2014/05/new-guidelines-outline-what-iphone-data-apple-can-give-to-police/>) from the original on October 20, 2022. Retrieved October 20, 2022.
167. Farivar, Cyrus (September 18, 2014). "Apple expands data encryption under iOS 8, making handover to cops moot" (<https://arstechnica.com/gadgets/2014/09/apple-expands-data-encryption-under-ios-8-making-handover-to-cops-moot/>). *Ars Technica*. Archived (<https://web.archive.org/web/20230111154748/https://arstechnica.com/gadgets/2014/09/apple-expands-data-encryption-under-ios-8-making-handover-to-cops-moot/>) from the original on January 11, 2023. Retrieved October 20, 2022.
168. Cox, Joseph (July 5, 2018). "Leaked Emails Show Cops Trying to Hide Emails About Phone Hacking Tools" (<https://www.vice.com/en/article/leaked-emails-cops-hiding-graykey-grayshift-phone-hacking-emails/>). *Vice Media*. Archived (<https://web.archive.org/web/20220320044712/https://www.vice.com/en/article/wjken4/leaked-emails-cops-hiding-graykey-grayshift-phone-hacking-emails/>) from the original on March 20, 2022. Retrieved July 6, 2018. "Leaked emails from one of these communities showed how some members were confident that Grayshift, the company behind the GrayKey product, had already found a workaround to a new security feature from Apple called USB Restricted Mode."
169. Nicas, Jack (October 21, 2020). "The Police Can Probably Break Into Your Phone" (<https://www.nytimes.com/2020/10/21/technology/iphone-encryption-police.html>). *The New York Times*. ISSN 0362-4331 (<https://search.worldcat.org/issn/0362-4331>). Archived (<https://web.archive.org/web/20221020055141/https://www.nytimes.com/2020/10/21/technology/iphone-encryption-police.html>) from the original on October 20, 2022. Retrieved October 20, 2022.
170. Michael Riley; Jordan Robertson (February 19, 2016). "Secret Memo Details U.S.'s Broader Strategy to Crack Phones" (<https://www.bloomberg.com/news/articles/2016-02-19/secret-memo-details-u-s-s-broader-strategy-to-crack-phones>). *Bloomberg News*. Archived (<https://web.archive.org/web/20220826235933/https://www.bloomberg.com/news/articles/2016-02-19/secret-memo-detail-s-u-s-s-broader-strategy-to-crack-phones>) from the original on August 26, 2022. Retrieved March 7, 2017.
171. Farivar, Cyrus (February 17, 2016). "Judge: Apple must help FBI unlock San Bernardino shooter's iPhone" (<https://arstechnica.com/tech-policy/2016/02/judge-apple-must-help-fbi-unlock-san-bernardino-shooters-iphone/>). *Ars Technica*. Archived (<https://web.archive.org/web/20220623200114/https://arstechnica.com/tech-policy/2016/02/judge-apple-must-help-fbi-unlock-san-bernardino-shooters-iphone/>) from the original on June 23, 2022. Retrieved March 23, 2017.
172. Tim Cook. "A Message to Our Customers" (<https://web.archive.org/web/20160217084120/http://www.apple.com/customer-letter/>). Archived from the original (<https://www.apple.com/customer-letter/>) on February 17, 2016. "The United States government has demanded that Apple take an unprecedented step which threatens the security of our customers. We oppose this order, which has implications far beyond the legal case at hand."
173. Nakashima, Ellen; Albergotti, Reed (April 14, 2021). "The FBI wanted to unlock the San Bernardino shooter's iPhone. It turned to a little-known Australian firm" (<https://www.washingtonpost.com/technology/2021/04/14/azimuth-san-bernardino-apple-iphone-fbi/>). *Washington Post*. Archived (<https://web.archive.org/web/20221124085649/https://www.washingtonpost.com/technology/2021/04/14/azimuth-san-bernardino-apple-iphone-fbi/>) from the original on November 24, 2022. Retrieved October 20, 2022.
174. Nicas, Jack (June 13, 2018). "Apple to Close iPhone Security Hole That Law Enforcement Uses to Crack Devices" (<https://www.nytimes.com/2018/06/13/technology/apple-iphone-police.html>). *The New York Times*. ISSN 0362-4331 (<https://search.worldcat.org/issn/0362-4331>). Archived (<https://web.archive.org/web/20221020055142/https://www.nytimes.com/2018/06/13/technology/apple-iphone-police.html>) from the original on October 20, 2022. Retrieved October 20, 2022.

175. Timberg, Craig; Albergotti, Reed; Guéguen, Elodie (July 19, 2021). "Despite the hype, iPhone security no match for NSO spyware – International investigation finds 23 Apple devices that were successfully hacked" (<https://www.washingtonpost.com/technology/2021/07/19/apple-iphone-nso/>). *The Washington Post*. Archived (<https://web.archive.org/web/20210719121837/https://www.washingtonpost.com/technology/2021/07/19/apple-iphone-nso/>) from the original on July 19, 2021. Retrieved July 19, 2021.
176. Priest, Dana; Timberg, Craig; Mekhennet, Souad. "Private Israeli spyware used to hack cellphones of journalists, activists worldwide" (<https://www.washingtonpost.com/investigations/interactive/2021/nso-spyware-pegasus-cellphones/>). *Washington Post*. Archived (<https://web.archive.org/web/20200102225119/https://www.washingtonpost.com/investigations/interactive/2021/nso-spyware-pegasus-cellphones/>) from the original on January 2, 2020. Retrieved October 20, 2022.
177. Cox, Joseph (May 12, 2020). "NSO Group Pitched Phone Hacking Tech to American Police" (<https://www.vice.com/en/article/nso-group-pitched-phone-hacking-tech-american-police/>). *Vice*. Archived (<https://web.archive.org/web/20220130025302/https://www.vice.com/en/article/8899nz/nso-group-pitched-phone-hacking-tech-american-police/>) from the original on January 30, 2022. Retrieved January 30, 2022.
178. Bergman, Ronen; Mazzetti, Mark (January 28, 2022). "The Battle for the World's Most Powerful Cyberweapon" (<https://www.nytimes.com/2022/01/28/magazine/nso-group-israel-spyware.html>). *The New York Times*. Archived (<https://web.archive.org/web/20220130025302/https://www.nytimes.com/2022/01/28/magazine/nso-group-israel-spyware.html>) from the original on January 30, 2022. Retrieved January 30, 2022.
179. "Israeli spyware firm targeted Apple devices via iMessage, researchers say" (<https://www.theguardian.com/technology/2021/sep/13/nso-group-iphones-apple-devices-hack-patch>). *the Guardian*. September 14, 2021. Archived (<https://web.archive.org/web/20221101130803/https://www.theguardian.com/technology/2021/sep/13/nso-group-iphones-apple-devices-hack-patch>) from the original on November 1, 2022. Retrieved November 1, 2022.
180. Kirchgaessner, Stephanie (April 5, 2022). "Victim's iPhone hacked by Pegasus spyware weeks after Apple sued NSO" (<https://www.theguardian.com/world/2022/apr/05/apple-iphone-pegasus-spyware-nso-group-israel-jordan>). *The Guardian*. Archived (<https://web.archive.org/web/20230208045711/https://www.theguardian.com/world/2022/apr/05/apple-iphone-pegasus-spyware-nso-group-israel-jordan>) from the original on February 8, 2023. Retrieved November 1, 2022.
181. Nellis, Stephen (July 6, 2022). "Apple to release new 'Lockdown Mode' as it battles spyware firms" (<https://www.reuters.com/article/apple-cyber-idTRNIKBN2OH1J7>). *Reuters*. Archived (<https://web.archive.org/web/20221101130804/https://www.reuters.com/article/apple-cyber-idTRNIKBN2OH1J7>) from the original on November 1, 2022. Retrieved November 1, 2022.
182. Newman, Lily Hay. "iOS 16 Has 2 New Security Features for Worst-Case Scenarios" (<https://www.wired.com/story/apple-ios-16-safety-check-lockdown-mode/>). *Wired*. ISSN 1059-1028 (<https://search.worldcat.org/issn/1059-1028>). Archived (<https://web.archive.org/web/20230208045710/https://www.wired.com/story/apple-ios-16-safety-check-lockdown-mode/>) from the original on February 8, 2023. Retrieved November 1, 2022.
183. Albergotti, Reed (September 13, 2021). "Apple pays hackers six figures to find bugs in its software. Then it sits on their findings" (<https://www.washingtonpost.com/technology/2021/09/09/apple-bug-bounty/>). *Washington Post*. ISSN 0190-8286 (<https://search.worldcat.org/issn/0190-8286>). Retrieved September 27, 2024.
184. Benjakob, Omer (April 5, 2022). "The NSO File: A Complete (Updating) List of Individuals Targeted With Pegasus Spyware" (<https://www.haaretz.com/israel-news/tech-news/2022-04-05/ty-article-magazine/nso-pegasus-spyware-file-complete-list-of-individuals-targeted/0000017f-ed7a-d3be-ad7f-ff7b5a600000>). *Haaretz*. Archived (<https://web.archive.org/web/20221020055142/https://www.haaretz.com/israel-news/tech-news/2022-04-05/ty-article-magazine/nso-pegasus-spyware-file-complete-list-of-individuals-targeted/0000017f-ed7a-d3be-ad7f-ff7b5a600000>) from the original on October 20, 2022. Retrieved October 20, 2022.
185. Bergman, Ronen; Mazzetti, Mark (January 28, 2022). "The Battle for the World's Most Powerful Cyberweapon" (<https://www.nytimes.com/2022/01/28/magazine/nso-group-israel-spyware.html>). *The New York Times*. ISSN 0362-4331 (<https://search.worldcat.org/issn/0362-4331>). Archived (<https://web.archive.org/web/20220130025302/https://www.nytimes.com/2022/01/28/magazine/nso-group-israel-spyware.html>) from the original on January 30, 2022. Retrieved October 20, 2022.
186. Ingleton, Danna (July 18, 2022). "A year on from the Pegasus project, governments still have access to surveillance technology | Danna Ingleton" (<https://www.theguardian.com/commentisfree/2022/jul/18/pegasus-project-surveillance-tech-spying-nso-group>). *The Guardian*. Archived (<https://web.archive.org/web/20221020055141/https://www.theguardian.com/commentisfree/2022/jul/18/pegasus-project-surveillance-tech-spying-nso-group>) from the original on October 20, 2022. Retrieved October 20, 2022.
187. Pogue, David (June 27, 2007). "The iPhone Matches Most of Its Hype" (<https://www.nytimes.com/2007/06/27/technology/circuits/27pogue.html>). *The New York Times*. Archived (<https://web.archive.org/web/2022091085353/http://www.nytimes.com/2007/06/27/technology/circuits/27pogue.html>) from the original on September 1, 2022. Retrieved March 23, 2017.
188. Boehret, Walter S. Mossberg and Katherine (June 28, 2007). "Testing Out the iPhone" (<https://www.wsj.com/articles/SB118289311361649057>). *The Wall Street Journal*. ISSN 0099-9660 (<https://search.worldcat.org/issn/0099-9660>). Archived (<https://web.archive.org/web/20221013201552/https://www.wsj.com/articles/SB118289311361649057>) from the original on October 13, 2022. Retrieved October 11, 2022.
189. Grossman, Lev (June 30, 2007). "'I Take the iPhone Home'" (<http://content.time.com/time/business/article/0,8599,1639068,00.html>). *Time*. ISSN 0040-781X (<https://search.worldcat.org/issn/0040-781X>). Archived (<https://web.archive.org/web/20221013201559/http://content.time.com/time/business/article/0,8599,1639068,00.html>) from the original on October 13, 2022. Retrieved October 11, 2022.
190. Satariano, Adam (August 10, 2011). "Apple Surpasses Exxon as World's Most Valuable Company Before Retreating" (<https://web.archive.org/web/20110810082324/http://www.bloomberg.com/news/2011-08-09/apple-rises-from-near-bankruptcy-to-become-most-valuable-company.html>). *Bloomberg News*. Archived from the original (<https://www.bloomberg.com/news/2011-08-09/apple-rises-from-near-bankruptcy-to-become-most-valuable-company.html>) on August 10, 2011. Retrieved May 28, 2017.
191. Clover, Juli (September 27, 2022). "iPhone 14 Pro Max Earns Best Smartphone Display Award, Replacing iPhone 13 Pro Max" (<https://www.macrumors.com/2022/09/27/iphone-14-pro-max-best-smartphone-display/>). *MacRumors*. Retrieved October 11, 2022.

192. Stevenson, Alastair (October 11, 2021). "Trusted Reviews Awards: The iPhone 12 Pro Max is 2021's Best Camera Phone" (<https://www.trustedreviews.com/news/trusted-reviews-awards-the-iphone-12-pro-max-is-2021s-best-camera-phone-4171979>). *Trusted Reviews*. Archived (<https://web.archive.org/web/20221013201553/https://www.trustedreviews.com/news/trusted-reviews-awards-the-iphone-12-pro-max-is-2021s-best-camera-phone-4171979>) from the original on October 13, 2022. Retrieved October 11, 2022.
193. "Why The iPhone Upended The Tech Industry" (<https://time.com/4837176/iphone-10th-anniversary/>). *Time*. Archived (<https://web.archive.org/web/20220720210128/https://time.com/4837176/iphone-10th-anniversary/>) from the original on July 20, 2022. Retrieved October 11, 2022.
194. "Why does Symbian collapse?" ([http://pixelstech.net/article/1359363948\\_Why\\_does\\_Symbian\\_collapse\\_](http://pixelstech.net/article/1359363948_Why_does_Symbian_collapse_)). Pixelstech.net. Archived (<https://web.archive.org/web/20220320044718/https://www.pixelstech.net/article/1359363948-Why-does-Symbian-collapse>) from the original on March 20, 2022. Retrieved June 13, 2013.
195. Streitfeld, David (November 17, 2012). "As Boom Lures App Creators, Tough Part Is Making a Living" (<https://www.nytimes.com/2012/11/18/business/as-boom-lures-app-creators-tough-part-is-making-a-living.html>). *The New York Times*. Archived (<https://web.archive.org/web/20220901190132/https://www.nytimes.com/2012/11/18/business/as-boom-lures-app-creators-tough-part-is-making-a-living.html>) from the original on September 1, 2022. Retrieved April 2, 2013.
196. Siracusa, John (July 2, 2007). "Let a million iPhones bloom" (<https://arstechnica.com/staff/2007/07/let-a-million-iphones-bloom/>). *Ars Technica*. Archived (<https://web.archive.org/web/20220319075713/https://arstechnica.com/staff/2007/07/let-a-million-iphones-bloom/>) from the original on March 19, 2022. Retrieved March 23, 2017.
197. Hackett, Stephen (March 15, 2018). "The Initial iPhone SDK" (<https://www.macstories.net/stories/the-initial-iphone-sdk/>). *MacStories*. Retrieved October 11, 2022.
198. Timmer, John (June 28, 2017). "A touch of Cocoa: Inside the original iPhone SDK" (<https://arstechnica.com/gadgets/2017/06/iphone-sdk/>). *Ars Technica*. Archived (<https://web.archive.org/web/20221013201802/https://arstechnica.com/gadgets/2017/06/iphone-sdk/>) from the original on October 13, 2022. Retrieved October 11, 2022.
199. Etherington, Darrell (September 20, 2013). "Apple's iPhone 5s And 5c Launch Draws Big Crowds, Including Biggest Ever Line at NYC Flagship Store" (<https://techcrunch.com/2013/09/20/apples-iphone-5s-and-5c-launch-draws-big-crowds-including-biggest-ever-line-at-nyc-flagship-store/>). TechCrunch. Archived (<https://web.archive.org/web/20220901190044/https://techcrunch.com/2013/09/20/apples-iphone-5s-and-5c-launch-draws-big-crowds-including-biggest-ever-line-at-nyc-flagship-store/>) from the original on September 1, 2022. Retrieved March 23, 2017.
200. "Apple has most loyal smartphone customers in US, study finds" (<https://appleinsider.com/articles/21/10/29/apple-has-most-loyal-smartphone-customers-in-us-study-finds>). *AppleInsider*. October 29, 2021. Archived (<https://web.archive.org/web/20221012082620/https://appleinsider.com/articles/21/10/29/apple-has-most-loyal-smartphone-customers-in-us-study-finds>) from the original on October 12, 2022. Retrieved October 12, 2022.
201. 64 million smart phones shipped worldwide in 2006 ([https://canalys-prod-public.s3.eu-west-1.amazonaws.com/static/press\\_release/2007/r2007024.pdf](https://canalys-prod-public.s3.eu-west-1.amazonaws.com/static/press_release/2007/r2007024.pdf)) (PDF) (Report). Canalys. February 12, 2007. Archived ([https://web.archive.org/web/20221013201557/https://canalys-prod-public.s3.eu-west-1.amazonaws.com/static/press\\_release/2007/r2007024.pdf](https://web.archive.org/web/20221013201557/https://canalys-prod-public.s3.eu-west-1.amazonaws.com/static/press_release/2007/r2007024.pdf)) (PDF) from the original on October 13, 2022. Retrieved October 11, 2022.
202. Amadeo, Ron (August 6, 2015). "Waiting for Android's inevitable security Armageddon" (<https://arstechnica.com/gadgets/2015/08/waiting-for-androids-inevitable-security-armageddon/>). *Ars Technica*. Archived (<https://web.archive.org/web/20170312065601/https://arstechnica.com/gadgets/2015/08/waiting-for-androids-inevitable-security-armageddon/>) from the original on March 12, 2017. Retrieved October 11, 2022.
203. "Global mobile OS market share 2012–2022" (<https://www.statista.com/statistics/272698/global-market-share-held-by-mobile-operating-systems-since-2009/>). *Statista*. Archived (<https://web.archive.org/web/20221011192809/https://www.statista.com/statistics/272698/global-market-share-held-by-mobile-operating-systems-since-2009/>) from the original on October 11, 2022. Retrieved October 11, 2022.
204. Guglielmo, Connie. "Steve Jobs Knew iPhone Would Be Iconic. More Than 2 Billion Phones Later, He Was Right" (<https://www.cnet.com/tech/mobile/steve-jobs-knew-iphone-would-be-iconic-more-than-2-billion-phones-later-he-was-right/>). *CNET*. Archived (<https://web.archive.org/web/20221018155551/https://www.cnet.com/tech/mobile/steve-jobs-knew-iphone-would-be-iconic-more-than-2-billion-phones-later-he-was-right/>) from the original on October 18, 2022. Retrieved October 19, 2022.
205. "Apple Reports First Quarter Results" (<https://web.archive.org/web/20090623022830/http://www.apple.com/pr/library/2009/01/21results.html>) (Press release). Apple Inc. January 21, 2009. Archived from the original (<https://www.apple.com/pr/library/2009/01/21results.html>) on June 23, 2009.
206. Foresman, Chris (January 30, 2009). "iPhone passes 1 percent goal for 2008, looking good for 2009" (<https://arstechnica.com/gadgets/2009/01/iphone-passes-1-percent-goal-for-2008-looking-good-for-2009/>). *Ars Technica*. Archived (<https://web.archive.org/web/20220814203007/https://arstechnica.com/gadgets/2009/01/iphone-passes-1-percent-goal-for-2008-looking-good-for-2009/>) from the original on August 14, 2022. Retrieved September 24, 2020.
207. Slivka, Eric (February 23, 2010). "Gartner: iPhone Sales Double in 2009 as Apple Claims Third Place in Smartphone Sales" (<http://www.macrumors.com/2010/02/23/gartner-iphone-sales-double-in-2009-as-apple-claims-third-place-in-smartphone-sales/>). *MacRumors*. Archived (<https://web.archive.org/web/20220814203007/https://www.macrumors.com/2010/02/23/gartner-iphone-sales-double-in-2009-as-apple-claims-third-place-in-smartphone-sales/>) from the original on August 14, 2022. Retrieved September 24, 2020.
208. Hempel, Jessi (August 17, 2009). "Research in Motion battles BlackBerry's competitors" ([https://money.cnn.com/2009/08/12/technology/blackberry\\_research\\_in\\_motion.fortune/index.htm](https://money.cnn.com/2009/08/12/technology/blackberry_research_in_motion.fortune/index.htm)). *CNN Money*. Archived ([https://web.archive.org/web/20221208084753/https://money.cnn.com/2009/08/12/technology/blackberry\\_research\\_in\\_motion.fortune/index.htm](https://web.archive.org/web/20221208084753/https://money.cnn.com/2009/08/12/technology/blackberry_research_in_motion.fortune/index.htm)) from the original on December 8, 2022. Retrieved January 4, 2023.
209. "Top 10 Mobile phones in the US in 2010" (<https://www.independent.co.uk/tech/top-10-mobile-phones-in-the-us-in-2010-2168707.html>). *The Independent*. December 24, 2010. Archived (<https://web.archive.org/web/20230104171909/https://www.independent.co.uk/tech/top-10-mobile-phones-in-the-us-in-2010-2168707.html>) from the original on January 4, 2023. Retrieved January 4, 2023.



210. Howse, Brett. "Apple Announces Q2 Fiscal Year 2016 Results: iPhone Sales Slowed But Services Gain" (<https://web.archive.org/web/20211118121418/https://www.anandtech.com/show/10283/apple-announces-q2-fiscal-year-2016-results-iphone-sales-slowed-but-services-gain>). *www.anandtech.com*. Archived from the original (<https://www.anandtech.com/show/10283/apple-announces-q2-fiscal-year-2016-results-iphone-sales-slowed-but-services-gain>) on November 18, 2021. Retrieved October 12, 2022.
211. Snell, Jason (April 26, 2016). "Apple Q2 2016 results: Going down!" (<https://sixcolors.com/post/2016/04/apple-q2-2016-results-going-down/>). *Six Colors*. Archived (<https://web.archive.org/web/20221012082613/https://sixcolors.com/post/2016/04/apple-q2-2016-results-going-down/>) from the original on October 12, 2022. Retrieved October 12, 2022.
212. "Apple iPhone 3G sales surpass RIM's Blackberry" ([http://www.appleinsider.com/articles/08/10/21/apple\\_iphone\\_3g\\_sales\\_surpass\\_rims\\_blackberry.html](http://www.appleinsider.com/articles/08/10/21/apple_iphone_3g_sales_surpass_rims_blackberry.html)). *AppleInsider*. October 21, 2008. Archived ([https://web.archive.org/web/20081022214401/http://www.appleinsider.com/articles/08/10/21/apple\\_iphone\\_3g\\_sales\\_surpass\\_rims\\_blackberry.html](https://web.archive.org/web/20081022214401/http://www.appleinsider.com/articles/08/10/21/apple_iphone_3g_sales_surpass_rims_blackberry.html)) from the original on October 22, 2008. Retrieved October 22, 2008.
213. "Global smartphone shipments by vendor 2009–2022" (<https://www.statista.com/statistics/271490/quarterly-global-smartphone-shipments-by-vendor/>). *Statista*. August 24, 2022. Archived (<https://web.archive.org/web/20221012082612/https://www.statista.com/statistics/271490/quarterly-global-smartphone-shipments-by-vendor/>) from the original on October 12, 2022. Retrieved October 12, 2022.
214. "Apple: 100 Million iPhones Sold" (<http://mashable.com/2011/03/02/100-million-iphones>). *Mashable*. March 2, 2011. Archived (<https://web.archive.org/web/20220901190051/https://mashable.com/archive/100-million-iphones>) from the original on September 1, 2022. Retrieved March 2, 2011.
215. "Strategy Analytics: Apple Becomes World's Largest Handset Vendor by Revenue in the first quarter of 2011" (<https://web.archive.org/web/20120111133615/http://eon.businesswire.com/news/eon/20110421005965/en/Apple/Nokia/revenues>) (Press release). April 21, 2011. Archived from the original (<http://eon.businesswire.com/news/eon/20110421005965/en/Apple/Nokia/revenues>) on January 11, 2012.
216. Jordan, Golson (January 26, 2012). "iPhone Average Selling Price Remains Steady Even With Free 3GS Offer" (<http://www.macrumors.com/2012/01/26/iphone-average-selling-price-remains-steady-even-with-free-3gs-offer/>). *MacRumors*. Archived (<https://web.archive.org/web/20220319195915/https://www.macrumors.com/2012/01/26/iphone-average-selling-price-remains-steady-even-with-free-3gs-offer/>) from the original on March 19, 2022. Retrieved September 6, 2012.
217. "Apple Reports Fourth Quarter Results" (<https://www.apple.com/newsroom/2022/10/apple-reports-fourth-quarter-results/>). *Apple Newsroom*. Archived (<https://web.archive.org/web/20221027203215/https://www.apple.com/newsroom/2022/10/apple-reports-fourth-quarter-results/>) from the original on October 27, 2022. Retrieved November 14, 2023.
218. "iPhone-Verkaufszahlen weltweit bis 2023" (<https://de.statista.com/statistik/daten/studie/203584/umfrage/absatz-von-apple-iphones-seit-dem-geschaeftsjahr-2007/>). *Statista* (in German). Archived (<https://web.archive.org/web/20231114154109/https://de.statista.com/statistik/daten/studie/203584/umfrage/absatz-von-apple-iphones-seit-dem-geschaeftsjahr-2007/>) from the original on November 14, 2023. Retrieved November 14, 2023.
219. "Apple iPhone market share 2007–2022" (<https://www.statista.com/statistics/216459/global-market-share-of-apple-iphone/>). *Statista*. August 24, 2022. Archived (<https://web.archive.org/web/20221007045228/https://www.statista.com/statistics/216459/global-market-share-of-apple-iphone/>) from the original on October 7, 2022. Retrieved October 12, 2022.
220. Chauhan, Karn (March 8, 2022). "Apple Captures 7 Spots in 2021 List for Global Top 10 Smartphones" (<https://www.counterpointresearch.com/global-top-10-smartphones-2021/>). *Counterpoint Research*. Archived (<https://web.archive.org/web/20220308162002/https://www.counterpointresearch.com/global-top-10-smartphones-2021/>) from the original on March 8, 2022. Retrieved October 12, 2022.
221. Swingle, Joshua (May 19, 2022). "The iPhone 13 and 13 Pro Max were the world's best-selling phones in Q1" ([https://www.phonearena.com/news/iphone-13-world-best-selling-phone-q1-2022\\_id140285](https://www.phonearena.com/news/iphone-13-world-best-selling-phone-q1-2022_id140285)). *Phone Arena*. Archived ([https://web.archive.org/web/20220927002902/https://www.phonearena.com/news/iphone-13-world-best-selling-phone-q1-2022\\_id140285](https://web.archive.org/web/20220927002902/https://www.phonearena.com/news/iphone-13-world-best-selling-phone-q1-2022_id140285)) from the original on September 27, 2022. Retrieved October 12, 2022.
222. "Global Smartphone Revenue Hits Record ~\$450 Billion in 2021; Apple Captures Highest Ever Share in Q4 2021" (<https://www.counterpointresearch.com/global-smartphone-revenue-hits-record-450-billion-2021-apple-captures-highest-ever-share-q4-2021/>). *Counterpoint Research*. February 25, 2022. Archived (<https://web.archive.org/web/20221012082620/https://www.counterpointresearch.com/global-smartphone-revenue-hits-record-450-billion-2021-apple-captures-highest-ever-share-q4-2021/>) from the original on October 12, 2022. Retrieved October 12, 2022.
223. Orr, Andrew (September 29, 2022). "Apple continuing command of global smartphone profits, and the lead is growing" (<https://appleinsider.com/articles/22/09/29/apple-continuing-command-of-global-smartphone-profits-and-the-lead-is-growing>). *AppleInsider*. Archived (<https://web.archive.org/web/20221012082621/https://appleinsider.com/articles/22/09/29/apple-continuing-command-of-global-smartphone-profits-and-the-lead-is-growing>) from the original on October 12, 2022. Retrieved October 12, 2022.
224. Bary, Emily (October 17, 2020). "The 5G iPhone is reigniting the subsidy wars, which is good for Apple and consumers but not mobile carriers" (<https://www.marketwatch.com/story/the-5g-iphone-is-reigniting-the-subsidy-wars-which-is-good-for-apple-and-consumers-but-not-mobile-carriers-11602760302>). *MarketWatch*. Archived (<https://web.archive.org/web/20220722074024/https://www.marketwatch.com/story/the-5g-iphone-is-reigniting-the-subsidy-wars-which-is-good-for-apple-and-consumers-but-not-mobile-carriers-11602760302>) from the original on July 22, 2022. Retrieved October 12, 2022.
225. "Apple celebrates one billion iPhones" (<https://www.apple.com/newsroom/2016/07/apple-celebrates-one-billion-iphones/>). *Apple Newsroom*. Archived (<https://web.archive.org/web/20220901190054/https://www.apple.com/newsroom/2016/07/apple-celebrates-one-billion-iphones/>) from the original on September 1, 2022. Retrieved March 18, 2021.
226. "32 iPhone User Statistics: Sales, Usage & Revenue (2024)" (<https://www.demandsage.com/iphone-user-statistics/>). *Demandsage*. January 11, 2024. Archived (<https://web.archive.org/web/20240218052637/https://www.demandsage.com/iphone-user-statistics/>) from the original on February 18, 2024. Retrieved February 17, 2024.
227. Silberling, Amanda (July 31, 2025). "Apple has now sold 3 billion iPhones" (<https://techcrunch.com/2025/07/31/apple-has-now-sold-three-billion-iphones/>). *TechCrunch*. Retrieved August 3, 2025.

228. Williams, Rhianon (January 9, 2015). "Women more likely to own an iPhone than men" (<https://www.telegraph.co.uk/technology/apple/iphone/11335574/Women-more-likely-to-own-an-iPhone-than-men.html>). *Daily Telegraph*. London. Archived (<https://web.archive.org/web/20220701035144/https://www.telegraph.co.uk/technology/apple/iphone/11335574/Women-more-likely-to-own-an-iPhone-than-men.html>) from the original on July 1, 2022. Retrieved August 15, 2015.
229. "Early Signs Of iPhone Adoption in Business – InformationWeek" (<https://www.informationweek.com/early-signs-of-iphone-adoption-in-business/d/d-id/1057082>). *InformationWeek*. Archived (<https://web.archive.org/web/20220901190133/https://www.informationweek.com/it-life/early-signs-of-iphone-adoption-in-business>) from the original on September 1, 2022. Retrieved May 30, 2018.
230. "iPhone Users Earn Higher Income, Engage More on Apps than Android Users" (<https://www.comscore.com/ita/Public-Relations/Infographics/iPhone-Users-Earn-Higher-Income-Engage-More-on-Apps-than-Android-Users>). *Comscore, Inc.* Archived (<https://web.archive.org/web/20220809143557/https://www.comscore.com/ita/Public-Relations/Infographics/iPhone-Users-Earn-Higher-Income-Engage-More-on-Apps-than-Android-Users>) from the original on August 9, 2022. Retrieved June 7, 2020.
231. "Want to Appear Rich? Buy an iPhone" (<https://gizmodo.com/want-to-appear-rich-buy-an-iphone-1827431776>). *Gizmodo*. July 8, 2018. Archived (<https://web.archive.org/web/20220528065156/https://gizmodo.com/want-to-appear-rich-buy-an-iphone-1827431776>) from the original on May 28, 2022. Retrieved June 7, 2020.
232. Lovejoy, Ben (September 2, 2022). "iPhone US market share hits all-time high, overtaking Android; dominates global premium sales" (<https://9to5mac.com/2022/09/02/iphone-us-market-share/>). *9to5Mac*. Archived (<https://web.archive.org/web/20221012054230/https://9to5mac.com/2022/09/02/iphone-us-market-share/>) from the original on October 12, 2022. Retrieved October 12, 2022.
233. Hardwick, Tim (September 2, 2022). "Apple's U.S. iPhone User Base Overtook Android in June Quarter, Now Accounts for More Than Half of All Smartphones" (<https://www.macrumors.com/2022/09/02/us-iphone-user-base-overtakes-android/>). *MacRumors*. Archived (<https://web.archive.org/web/20221013032010/https://www.macrumors.com/2022/09/02/us-iphone-user-base-overtakes-android/>) from the original on October 13, 2022. Retrieved October 12, 2022.
234. Kastrenakes, Jacob (January 27, 2021). "Apple says there are now over 1 billion active iPhones" (<https://www.theverge.com/2021/1/27/22253162/iphone-users-total-number-billion-apple-tim-cook-q1-2021>). *The Verge*. Archived (<https://web.archive.org/web/20220903092127/https://www.theverge.com/2021/1/27/22253162/iphone-users-total-number-billion-apple-tim-cook-q1-2021>) from the original on September 3, 2022. Retrieved March 18, 2021.
235. "How the old products Apple keeps around are crucial to its success" (<https://www.macworld.com/article/358034/apple-old-products-iphone-ipad-apple-watch.html>). *Macworld*. Archived (<https://web.archive.org/web/20221012082620/https://www.macworld.com/article/358034/apple-old-products-iphone-ipad-apple-watch.html>) from the original on October 12, 2022. Retrieved October 12, 2022.
236. Duprey, Rich (August 20, 2020). "Analyst: Used iPhones Will Significantly Expand Apple's Share in Emerging Markets" (<https://www.nasdaq.com/articles/analyst%3A-used-iphones-will-significantly-expand-apples-share-in-emerging-markets-2020-08>). *NASDAQ*. Archived (<https://web.archive.org/web/20221012082619/https://www.nasdaq.com/articles/analyst-used-iphones-will-significantly-expand-apples-share-in-emerging-markets-2020-08>) from the original on October 12, 2022. Retrieved October 12, 2022.
237. Chan & Chen (June 22, 2015). "Cook Says Chinese Tastes Considered in Apple Product Designs" (<https://www.bloomberg.com/news/articles/2015-06-22/cook-says-chinese-tastes-considered-in-apple-product-designs>). *Bloomberg News*. Retrieved August 15, 2015.
238. Kharpal, Arjun (September 26, 2022). "Apple begins making the iPhone 14 in India, marking a big shift in its manufacturing strategy" (<https://www.cnbc.com/2022/09/26/apple-starts-manufacturing-the-iphone-14-in-india.html>). *CNBC*. Archived (<https://web.archive.org/web/20221011200449/https://www.cnbc.com/2022/09/26/apple-starts-manufacturing-the-iphone-14-in-india.html>) from the original on October 11, 2022. Retrieved October 12, 2022.
239. John, Cyrus (October 19, 2020). "Explained: Why iPhones Cost Lot More in India" (<https://www.thequint.com/tech-and-auto/tech-news/here-is-why-apple-iphone-costs-more-in-india-compared-to-us>). *The Quint*. Archived (<https://web.archive.org/web/20211021113558/https://www.thequint.com/tech-and-auto/tech-news/here-is-why-apple-iphone-costs-more-in-india-compared-to-us>) from the original on October 21, 2021. Retrieved October 12, 2022.
240. Kubota, Yoko. "China Bans iPhone Use for Government Officials at Work" (<https://www.wsj.com/world/china/china-bans-iphone-use-for-government-officials-at-work-635fe2f8>). *The Wall Street Journal*. Archived (<https://web.archive.org/web/20230906152539/https://www.wsj.com/world/china/china-bans-iphone-use-for-government-officials-at-work-635fe2f8>) from the original on September 6, 2023. Retrieved September 6, 2023.
241. "گمرک: مصوبه آزاد سازی واردات آیفون به گمرکات کشور ابلاغ شد" (<https://www.etemadonline.com/tiny/news-683646>) (in Persian). Retrieved December 3, 2024.
242. "واردات گوشی آیفون ۱۴ به بعد ممنوع شد" (<https://www.etemadonline.com/tiny/news-597020>) (in Persian). Retrieved December 3, 2024.

## External links

- [Official website](https://apple.com/iphone) (<https://apple.com/iphone>)
- [Video of Steve Jobs announcing the first-generation iPhone at Macworld 2007](https://www.youtube.com/watch?v=6uW-E496FXg) (<https://www.youtube.com/watch?v=6uW-E496FXg>) on [YouTube](#)
- [Evolution of the iPhone](https://techengage.com/evolution-of-iphone/) (<https://techengage.com/evolution-of-iphone/>) at TechEngage, February 3, 2021

Retrieved from "<https://en.wikipedia.org/w/index.php?title=IPhone&oldid=1312722324>"