

**iPhone** is a line of [smartphones](#) produced by [Apple Inc.](#) that use Apple's own [iOS mobile operating system](#). The [first-generation iPhone](#) was announced by then-Apple CEO [Steve Jobs](#) on January 9, 2007. Since then, Apple has annually released new [iPhone models](#) and iOS updates. As of November 1, 2018, more than 2.2 billion iPhones had been sold. As of 2022, the iPhone accounts for 15.6% of global smartphone market share.<sup>[3]</sup>

The iPhone was the first mobile phone to use [multi-touch](#) technology.<sup>[4]</sup> Since the iPhone's launch, it has gained larger screen sizes, [video-recording](#), [waterproofing](#), and many [accessibility](#) features. Up to the [iPhone 8](#) and 8 Plus, iPhones had a single button on the front panel with the [Touch ID](#) fingerprint sensor. Since the [iPhone X](#), iPhone models have switched to a nearly [bezel](#)-less front screen design with [Face ID](#) facial recognition, and app switching activated by gestures. Touch ID is still used for the budget [iPhone SE](#) series.

The iPhone is one of the two largest smartphone [platforms](#) in the world alongside [Android](#), and is a large part of the [luxury market](#). The iPhone has generated large profits for Apple, making it one of the world's [most valuable publicly traded companies](#). The first-generation iPhone was described as a "revolution" for the mobile phone industry and subsequent models have also garnered praise.<sup>[5]</sup> The iPhone has been credited with popularizing the smartphone and [slate form factor](#), and with creating a large market for smartphone apps, or "[app economy](#)". As of January 2017, Apple's [App Store](#) contained more than 2.2 million applications for the iPhone.