

Making History Final Project

CSE 301

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iPhone 4s

Apple started a revolutionized how people use their phones. Starting from the release of the iPhone, Apple redefined the way we interact with cellular phones. One often finds difficulty in choosing the best iPhone from all the models produced by Apple. However, our group recognized the iPhone 4s as a significant product in Apple's history through several aspects.

The first historical significance of the iPhone 4s was the release date of the iPhone 4s. No one can separate Apple from Apple's founder: Steve Jobs. iPhone 4s was the last product designed by Steve Jobs before his death. Steve Jobs was an entrepreneur and inventor who played an essential role in revolutionizing the telecommunication industry. He resigned as the company's CEO in August 2011, before the expected release of the ground-breaking iPhone 4s.

The iPhone 4s was anticipated to be the fifth-generation smartphone. Many people expected Apple to announce the release of the iPhone 5. However, Apple decided to focus on the phone's internal and software aspects instead of giving iPhone 4s an updated display or new design (Fry, 2011). Whereas, the iPhone 4s retained the same look as the iPhone 4, the iPhone 4s had an array of exciting features and enhancements. For instance, the iPhone 4s has a dual-core A5 chip that was used in the iPad 2. Through this chip, the iPhone 4s has superior performance than the iPhone 4 (GSMarena, 2011). For a clearer display, Apple incorporated a new Retina Display into the iPhone 4s. The smartphone's optics and camera capacities also improved. Based on these capacities, the iPhone 4s can record a 1080p full HD.

iPhone 4s was also significant because the phone also supported Apple's iCloud services and the company's new operating system. One of the major additions to the iPhone 4s was Siri. Siri was described as an intelligent assistant that allows users to utilize their voice while operating the phone and its applications. Through Siri, users have been able to utilize their natural language to support voice command features (Fry, 2011). For instance, Siri has allowed users to utilize their natural voice commands while operating iTunes, setting reminders, placing calls, and sending text messages. With the release of the iPhone 4s, Apple ensured that the device supports Sprint's cellular network.

In iPhone 4, the antenna band, the company had a host of challenges. However, with the release of the iPhone 4s, there was a significant improvement in the antenna band. The iPhone 4s used the same band configuration that is available in Verizon iPhone 4. After release, the iPhone 4s reached more than 70 countries by the end of the year in 2011. Whereas Steve Jobs had died, one of the most innovative products that he envisioned remained. The iPhone 4s faced stiff competition when it entered the market in 2011 (Fry, 2011). During this period, many smartphone manufacturers recognized the potential market that existed in several countries. Apple was able to establish the iPhone 4s as the most preferred and dominant product in both the American and European markets.

The iPhone 4s features a stronger and longer lasting battery compared to previous phones. Different reviewers described the iPhone 4s as a world phone upon release in 2011. Through this, the reviewers meant that the phone could operate on a wide range of network platforms. Consequently, the phone could be used across the globe. The release of the iPhone 4s marked the first time that Apple unveiled a smartphone that supported a storage space of 64GB. The phone also came in the 32GB and 16GB versions.

Through the iPhone 4s, Apple ensured that Apple phones are fast and easy to use. The iPhone 4s has features that allow users to perform a wide range of functions, such as watching television shows, reading e-books, playing podcasts, and playing audiobooks, among others. Also, the iPhone 4s has security features that make the iPhone 4s difficult for third-parties to access. Based on the iPhone 4s's multifunctional design, users enjoyed faster data transfer speeds (GSMArena, 2011). When the smartphone was introduced, the company's executives assured consumers of improved call quality since the new device was equipped with two innovative antennas. The kind of technology that Apple used while manufacturing the iPhone 4s was superior to that used by other manufacturers in the smartphone market. Apple has been able to manufacture and unveil smartphones that have allowed Apple to gain an edge over competitors. The iPhone 4s has higher HSDPA data speeds than the iPhone 4 and other rival phones on the market.

Customers who purchased the iPhone 4s after release noted that the new phone's processing speeds and camera capabilities could not be compared with those of the previous models. The iPhone 4s had a positive reception in the market. This product enabled Apple to experience a significant increase in sales and revenues since the iPhone 4s supported many different iOS versions. Consumers appreciated the Siri capability that had been incorporated into the new smartphone. This was a feature that caused many consumers to purchase the product. Other consumers reported a host of issues with the new iPhone 4s. For instance, many consumers complained about the battery and overheating problems they experienced while using the device. They also complained about overheating when using Wi-Fi. Despite these complaints, the iPhone 4s has revolutionized the smartphone industry.

For showing the iPhone 4s's history, our group decided to do a re-enactment of the iPhone 4s ads. Among the ads we choose the advertisement that focus on the "Siri" function. One of the significant characteristics of iPhone 4s is "Siri" and this advertisement shows the use of "Siri."

Our group opted to do a video re-enactment of the iPhone 4s ad. At first, there was some debate on what ad to recreate with opinions divided between a 5-minute ad and a 30 second ad. Our group decided on the shorter ad, because of the 2-minute time constraint. The next step in the process was to plan out the process of making the video. Qianzhu Wu came up with the script, locations and clothes that would be needed. The script was then shared on the group spreadsheet. Members elected to do the various scenes on GroupMe. A process that was decided

by who had the clothes to do the scene. Scenes (1,4,8) were shot by Somi Bang and Jin Park. While the rest of the scenes were shot by either Lubaba Reza and/or Qianzhu Wu. The clothes were provided by the Actor/Actress or Lubaba Reza. The video was compiled and edited by Qianzhu Wu.

References

Fry, S. (2011). iPhone 4s: Stephen Fry's review. *The Guardian*

GSMarena (2011). Apple iPhone 4s. Retrieved from https://www.gsmarena.com/apple_iphone_4s-4212.php

Levy, Steven (August 24, 2016). "[An exclusive inside look at how artificial intelligence and machine learning work at Apple](#)". *Wired*. Retrieved November 28th, 2019.

Video re-enactment:

https://drive.google.com/a/stonybrook.edu/file/d/1bpHU_hKrUdlcMr3sxCwI4lLDDJ-sx7/view?usp=drivesdk

Original video: <https://www.youtube.com/watch?v=qyb5breW-J0>

Presentation:

<https://docs.google.com/presentation/d/19AyjEE90yKKuNn7RxUiYvwGZD0cFpssoAz7sXhCPTEQ/edit?usp=sharing>

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