iPhone 4s

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What makes the iPhone 4s historically significant?

- Last phone designed by Steve Jobs before his death
- Sold 4 million phones 3 days from launch
- Introduced Siri (The S stands for "Siri")
- First time Apple used a letter ('S') to represent a new model

Report Summary

The iPhone 4s was a cutting edge model at the forefront of Apple products. This was the last phone that Steve Jobs designed before his death. The iPhone 4s improved upon many aspects of the previous version. The system-on-a-chip was upgraded to the A5 chip. Which improved the performance of the iPhone 4s in comparison to the previous model. The camera was upgraded to a retina display which enhanced the resolution and recording capabilities of the phone. One of the more important innovations of the iPhone 4s was Siri the digital assistant. Siri was notable for being a commercial application of machine learning and voice recognition. The iPhone 4s in many ways was a major advancement in consumer mobile technology.

Locations used for planning or scenes

Student Activity Center
1st floor

Outside Frey hall

	A	B	C	D	E	F	G	H	
1	Name	Role	email	Availability (in general)		Deliverables	Description	Due	Turned in by Se
2	Somi Bang	Researcher	somi.bang@stonybrook.edu	W/F		Research Report	2 page paper (not including illustrations)	11/30	
3	Mark Paddy	Secretary	mark.paddy@stonybrook.edu	M/F		In-class presentation	Slide show no longer than 8 minutes	11/30	
4	Jin Park	Researcher	jin.park@stonybrook.edu			Supplies to make video		11/30	
5	Lubaba Reza	Photographer/Fabricator	lubaba.reza@stonybrook.edu	M/F		Video(Shooting and editing)	Video for 30 seconds that shared inside group me	11/30	
6	Qianzhu Wu	Editor	qianzhu.wu.1@stonybrook.edu	M/W/F					
7							Presentation slides:	Presentor:	
8	Order/Status	Actor	Script	Time	Places	Clothes	1	Everyone	
9	Somi Jin No 1	Women with her kids	We had a flat tire	0:00-0:03	Inside Car	Casual grey sweater	2		
10	Qianz Yes 2	Single man	How do I tie a bow tie again?	0:03-0:05	Living Room	black suits with tie	3		
11	Lubaba Yes 3	Single woman	What's the fastest way to Hartford hospital	0:05-0:07	Public places	Red blazer with scarf	4		
12	(somi) Yes 4	Women moving clothes	Do I need umbrealla New York this weekend	0:07-0:09	Bedroom	Pink T-shirt and yellow towel	5		
13	Lubaba No 5	Women running	For(..)Call Chirs when I got home (I can't cat	0:09-0:10	Roth Quad	Sports wear	6		
14	Qianz No 6	Man walking	Move my meeting from 3 to 4	0:10-0:12	New computer sc	Blue shirt with purple sweater	7		
15	Lubaba No 7	Teenage girl lying on bed	what does a weasel look like	0:12-0:14	Bed	pink socks and colorful sweate	8		
16	(Somi) Yes 8	Women Squat	Remind me to get milk when I leave work	0:14-0:16	Next to Refriegira	Blue shirt	9		
17	Qianz Yes 9	Men wallking	Tell my wife I am gonna make it	0:16-0:17	Public place	Suits			
18	Lubaba Yes 10	Woman	Make me up at 6	0:17-0:18	Bedroom	Dark(doesn't really matter)			
19	Qianz Yes 11	Man	Play some cold train	0:18-0:19	Cafe	Plaid Shirt			
20	Lubaba No 12	Woman	I am locked out	0:19-0:25	porch	Suit			
21		13	Final Scene	See hello to the most amazing Iphone yet	0:25-0:30	Just Blank Space with Iphone logo			
22									
23	video link:		https://drive.google.com/a/stonybrook.edu/file/d/1bpHU__hKrUdlcMr3sxkCwI4lLDDJ-sx7/view?usp=drivesdk						
24	paper		https://docs.google.com/document/d/1GKAu9QdBWeHFAxbetc7xAhsil-BCOO6QazHrYmDP698/edit?usp=sharing						

Spreadsheet: detailing script, turn-in dates, etc…

How the video re-enactment was made:

Our group opted to do a video re-enactment of the iPhone 4s ad with most communication taking place on the GroupMe mobile app. At first, there was some debate on which ad to recreate with opinions divided between a 5 minute ad and 30 second ad. Our group decided on the shorter ad, because of the 2 minute time constraint. Next we planned out the making of the video re-enactment. Qianzhu Wu came up with the script, locations and clothes that would be needed. Then that info was shared on the group spreadsheet that Mark Paddy made. Members elected to do various scenes based on who had the clothes to do the scene. (continued)

Re-enactment process (continued):

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 not provided by the actor/actress were provided by Lubaba Reza. The video was compiled and edited by Qianzhu Wu.

iPhone 4s ad re-enactment:

https://drive.google.com/a/stonybrook.edu/file/d/1bpHU__hKrUdlcMr3sxkCwl4lLDDJ-sx7/view?usp=drivesdk

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.