

Information Report Planning Proforma
Title: iPhone

Focus Questions:	Who? Developed the iPhone	What? Does an iPhone do?	When? Was the 1st iPhone released?	Where? Was it developed?	Why? Would people choose an iPhone?	How? Does the iPhone work?
What I already know	<p>developed by Apple Inc.</p> <p>The company is based in California USA.</p> <p>unveiled by Steve Jobs, CEO of Apple on June 29, 2007</p> <p>5th generation iPhone, 4S, released October 14, 2011.</p>	<p>Can function as a video camera, camera phone, portable media player, internet client with email and web browsing capabilities, sends texts, receive visual voicemail, wifi and 3G connectivity,</p> <p>Has multi touch screen with a visual keyboard</p> <p>Ability to purchase APPS from the APP store.</p>	<p>iPhone 1: June 29, 2007.</p> <p>iPhone 3G: July 11, 2008</p> <p>iPhone 3GS: June 19, 2009</p> <p>iPhone 4: June 24, 2010</p> <p>iPhone 4S: Oct 14, 2011</p>	<p>Developed in California in the USA.</p> <p>25% of the iPhone (manufacturing and assembly) is done in China.</p> <p>75% of the iPhone (design, software development, marketing, shipping and selling) is done in USA.</p>	<p>The first phone to be viewed as a smartphone, seen as a mini computer.</p> <p>Apple pull in 50% of the profit from mobile phones, due largely to the iPhone and the apps available at the App store.</p>	<p>An iPhone at its heart is a normal mobile phone Attached to that mobile phone is a small but powerful processor running the iPhone's operating system and applications. The operating system is a form of Unix. The iPhone's touch-sensitive screen displays the output and emulates a mouse and keyboard for input</p>