

IPHONE

An iPhone is a smartphone that is manufactured by Apple. It's a hand held device that contains a multi touch screen and applications to personalise the phone for the users.

HOW DOES IT WORK?

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 iPhone's touch-sensitive screen displays the output and emulates a mouse and keyboard for input.

WHO DEVELOPED THE IPHONE?

The iPhone was developed by Apple Inc. The company, whose CEO was Steve Jobs, is based in California, USA. The iPhone was unveiled by Jobs on June 29, 2007 at the annual Apple Conference. Currently, Apple

have released 4 further iPhone models, with the latest being the 5th generation iPhone 4S released on October 14, 2011.

CONCLUSION:

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Great: The iPhone currently is owned by 90% of users who own a smartphone, making it the most popular of all the smartphones on the mobile phone market. **(facts)**

Poor: The iPhone is clearly an awesome phone, as 90% of users who own a smartphone, own an iPhone. **(opinion)**