



Company: *Apple*

Apple was founded in 1976 and is now ranked the largest information technology company in the world. Innovative designs and a clear following has ensured that the company has grown in profitability. The launch of the iPhone in 2007 designed by *Sir Jonathan Ive* was unlike any phone that existed before it. Although frequently updated the basic design is relatively unchanged to this day. The iPod and iPad have also proved good sellers for the company. Apple pride themselves on robust operating systems that are simple and intuitive to use combined with finely crafted components.

 iPhone **evolve**



You have been selected to be part of the Apple development team and have to decide what features will be included on their new device '*iPhone evolve*' which will be launched in September 2021. You must include information on the size, colour and materials the new device will be manufactured in and also explain the unique selling features/technology to be included.