

## The First “iPhone” and The First “SmartPhone”

Jobs unveiled the iPhone to the public on January 9, 2007, at the [Macworld](#) 2007 convention at the [Moscone Center](#) in San Francisco.[25] The two initial models, a 4 GB model priced at US\$499 and an 8 GB model at US\$599 (both requiring a 2-year contract), went on sale in the United States on June 29, 2007, at 6:00 pm local time, while hundreds of customers lined up outside the stores nationwide.[26] The passionate reaction to the launch of the iPhone resulted in sections of the media dubbing it the 'Jesus phone'. [27] [28] Following this successful release in the US, the first generation iPhone was made available in the UK, France, and Germany in November 2007, and Ireland and Austria in the spring of 2008.

On July 11, 2008, Apple released the iPhone 3G in twenty-two countries, including the original six.[29] Apple released the iPhone 3G in upwards of eighty countries and territories.[30] Apple announced the iPhone 3GS on June 8, 2009, along with plans to release it later in June, July, and August, starting with the US, Canada and major European countries on June 19. Many would-be users objected to the iPhone's cost,[31] and 40% of users had household incomes over US\$100,000.[32]

The back of the original first generation iPhone was made of aluminum with a black plastic accent. The iPhone 3G and 3GS feature a full plastic back to increase the strength of the [GSM](#) signal.[33] The iPhone 3G was available in an 8 GB black model, or a black or white option for the 16 GB model. The iPhone 3GS was available in both colors, regardless of storage capacity.

The iPhone 4 has an [aluminosilicate](#) glass front and back with a [stainless steel](#) edge that serves as the [antennas](#). It was at first available in black; the white version was announced, but not released until April 2011, 10 months later.

Users of the iPhone 4 reported dropped/disconnected telephone calls when holding their phones in a certain way. This became known as [antennagate](#). [34]

On January 11, 2011, [Verizon](#) announced during a media event that it had reached an agreement with Apple and would begin selling a [CDMA](#) iPhone 4. Verizon said it would be available for pre-order on February 3, with a release set for February 10.[35] [36] In February 2011, the Verizon iPhone accounted for 4.5% of all iPhone [ad impressions](#) in the US on Millennial Media's mobile ad network.[37]

From 2007 to 2011, Apple spent \$647 million on advertising for the iPhone in the US.[15]

On Tuesday, September 27, Apple sent invitations for a press event to be held October 4, 2011, at 10:00 am at the [Cupertino](#) Headquarters to announce details of the next generation iPhone, which turned out to be [iPhone 4S](#). Over 1 million 4S models were sold in the first 24 hours after its release in October 2011. [38] Due to large volumes of the iPhone being manufactured and its high selling price, Apple became the largest mobile handset vendor in the world by revenue, in 2011, surpassing long-time leader [Nokia](#). [39] American carrier [C Spire Wireless](#) announced that it would be carrying the iPhone 4S on October 19, 2011.[40]

In January 2012, Apple reported its best quarterly earnings ever, with 53% of its revenue coming from the sale of 37 million iPhones, at an [average selling price](#) of nearly \$660. The average selling price has remained fairly constant for most of the phone's lifespan, hovering between \$622 and \$660.[41] The production price of the iPhone 4S was estimated by [IHS iSuppli](#), in October 2011, to be \$188, \$207 and \$245, for the 16 GB, 32 GB and 64 GB models, respectively.[42] Labor costs are estimated at between \$12.50 and \$30 per unit, with workers on the iPhone assembly line making \$1.78 an hour.[43]

In February 2012, [ComScore](#) reported that 12.4% of US mobile subscribers used an iPhone.[44] Approximately 6.4 million iPhones are active in the US alone. [32]

On September 12, 2012, Apple announced the iPhone 5. It has a 4-inch display, up from its predecessors' 3.5-inch screen. The device comes with the same 326 pixels per inch found in the iPhone 4 and 4S. The iPhone 5 has the [SoC](#) A6 processor, the chip is 22% smaller than the iPhone 4S' A5 and is twice as fast, doubling the graphics performance of its predecessor. The device is 18% thinner than the iPhone 4S, measuring 7.6 millimetres (0.3 in), and is 20% lighter at 112 grams (4 oz).

On July 6, 2013, it was reported that Apple was in talks with Korean mobile carrier [SK Telecom](#) to release the next generation iPhone with LTE Advanced technology.[45]

On July 22, 2013, the company's suppliers said that Apple is testing out larger screens for the iPhone and iPad. "Apple has asked for prototype smartphone screens larger than 4 inches and has also asked for screen designs for a new tablet device measuring slightly less than 13 inches diagonally, they said." [46]

On September 10, 2013, Apple unveiled two new iPhone models during a highly anticipated press event in Cupertino. The iPhone 5C, a mid-range-priced version of the handset that is designed to increase accessibility due to its price is available in five colors (green, blue, yellow, pink, and white) and is made of plastic. The iPhone 5S comes in three colors (black, white, and gold) and the home button is replaced with a fingerprint scanner (Touch ID). Both phones shipped on September 20, 2013.[47]

On September 9, 2014, Apple revealed the iPhone 6 and the iPhone 6 Plus at an event in Cupertino. Both devices had a larger screen than their predecessor, at 4.7 and 5.5 inches respectively.[48]

In 2016, Apple unveiled the iPhone 7 and 7 Plus, which add water and dust resistance, improved system and graphics performance, a new dual-camera setup on the Plus model, new color options, and remove the 3.5 mm headphone jack. [49]

On September 12, 2017, Apple officially unveiled the iPhone 8 and 8 Plus, which features a new glass design, camera improvements, a True Tone display, wireless charging and improved system performance. It also unveiled the iPhone X, which features a near-bezelless design, face recognition dubbed "Face ID" with facial tracking used for Animojis, an OLED screen with the highest pixel density on an iPhone, a new telephoto lens which works better in low light conditions, and improved cameras for AR.[50]

## SALES AND PROFITS

Apple sold 6.1 million first generation iPhone units over five quarters.[51] Sales in the fourth quarter of 2008, temporarily surpassed those of Research In Motion's (RIM) BlackBerry sales of 5.2 million units, which briefly made Apple the third largest mobile phone manufacturer by revenue, after Nokia and Samsung [52] (However, some of this income is deferred [53]). Recorded sales grew steadily thereafter, and by the end of fiscal year 2010, a total of 73.5 million iPhones were sold.[54]

By 2010, the iPhone had a market share of barely 4% of all cellphones; however, Apple pulled in more than 50% of the total profit that global cellphone sales generate.[55] Apple sold 14.1 million iPhones in the third quarter of 2010, representing a 91% unit growth over the year-ago quarter, which was well ahead of IDC's latest published estimate of 64% growth for the global smartphone market in the September quarter. Apple's sales surpassed that of Research in Motion's 12.1 million BlackBerry units sold in their most recent quarter ended August 2010.[56] In the United States market alone for the third quarter of

2010, while there were 9.1 million Android-powered smartphones shipped for 43.6% of the market, Apple iOS was the number two phone operating system with 26.2% but the 5.5 million iPhones sold made it the most popular single device.  
[57]

On March 2, 2011, at the [iPad 2](#) launch event, Apple announced that they had sold 100 million iPhones worldwide.[58] As a result of the success of the iPhone sales volume and high selling price, headlined by the [iPhone 4S](#), Apple became the largest mobile handset vendor in the world by revenue in 2011, surpassing long-time leader [Nokia](#). [39] While the [Samsung Galaxy S II](#) proved more popular than the iPhone 4S in parts of Europe, the iPhone 4S was dominant in the United States.[59]

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For the eight largest phone manufacturers in Q1 2012, according to Horace Dediu at Asymco, Apple and Samsung combined to take 99% of industry profits (HTC took the remaining 1%, while RIM, LG, Sony Ericsson, Motorola, and Nokia all suffered losses), with Apple earning 73 cents out of every dollar earned by the phone makers. As the industry profits grew from \$5.3 billion in the first quarter of 2010 to \$14.4 billion in the first quarter of 2012 (quadruple the profits in 2007), [60] [61] Apple had managed to increase its share of these profits. This is due to increasing carrier subsidies and the high selling prices of the iPhone, which had a negative effect on the wireless carriers (AT&T Mobility, Verizon, and Sprint) who have seen their EBITDA service margins drop as they sold an increasing number of iPhones.[62] [63] [64] By the quarter ended March 31, 2012, Apple's sales from the iPhone alone (at \$22.7 billion) exceeded the total of [Microsoft](#) from all of its businesses (\$17.4 billion).[65]

In the fourth quarter of 2012, the [iPhone 5](#) and [iPhone 4S](#) were the best-selling handsets with sales of 27.4 million (13% of smartphones worldwide) and 17.4 million units, respectively, with the [Samsung Galaxy S III](#) in third with 15.4 million. According to Strategy Analytics' data, this was "an impressive performance, given the iPhone portfolio's premium pricing," adding that the Galaxy S III's global popularity "appears to have peaked" (the Galaxy S III was touted as an iPhone-killer by some in the press when it was released [66] [67]). While Samsung has led in worldwide sales of smartphones, Apple's iPhone line has still managed to top Samsung's smartphone offerings in the United States,[68]

with 21.4% share and 37.8% in that market, respectively. iOS grew 3.5% to a 37.8%, while Android slid 1.3% to fall to a 52.3% share.[69]

The continued top popularity of the iPhone despite growing Android competition was also attributed to Apple being able to deliver iOS updates over the air, while Android updates are frequently impeded by carrier testing requirements and hardware tailoring, forcing consumers to purchase a new Android smartphone to get the latest version of that OS.[70] However, by 2013, Apple's market share had fallen to 13.1%, due to the surging popularity of the Android offerings.[71]

Apple announced on September 1, 2013, that its iPhone trade-in program would be implemented at all of its 250 specialty stores in the US. For the program to become available, customers must have a valid contract and must purchase a new phone, rather than simply receive credit to be used at a later date. A significant part of the program's goal is to increase the number of customers who purchase iPhones at Apple stores rather than carrier stores.[72]

On September 20, 2013, the sales date of the iPhone 5S and 5C models, the longest ever queue was observed at the New York City flagship Apple store, in addition to prominent queues in San Francisco, US and Canada; however, locations throughout the world were identified for the anticipation of corresponding consumers.[73] Apple also increased production of the gold-colored iPhone 5S by an additional one-third due to the particularly strong demand that emerged.[74] Apple had decided to introduce a gold model after finding that gold was seen as a popular sign of a luxury product among Chinese customers.[75]

Apple released its opening weekend sales results for the 5C and 5S models, showing an all-time high for the product's sales figures, with 9 million handsets sold—the previous record was set in 2012, when 5 million handsets were sold during the opening weekend of the 5 model. This was the first time that Apple has simultaneously launched two models and the inclusion of China in the list of markets contributed to the record sales result.[76] Apple also announced that, as of September 23, 2013, 200 million devices were running the iOS 7 update, making it the "fastest software upgrade in history." [77]

An Apple Store located at the Christiana Mall in Newark, Delaware, US claimed the highest iPhones sales figures in November 2013. The store's high sales results are due to the absence of a sales tax in the state of Delaware. [78]

The finalization of a deal between Apple and China Mobile, the world's largest mobile network, was announced in late December 2013. The multi-year

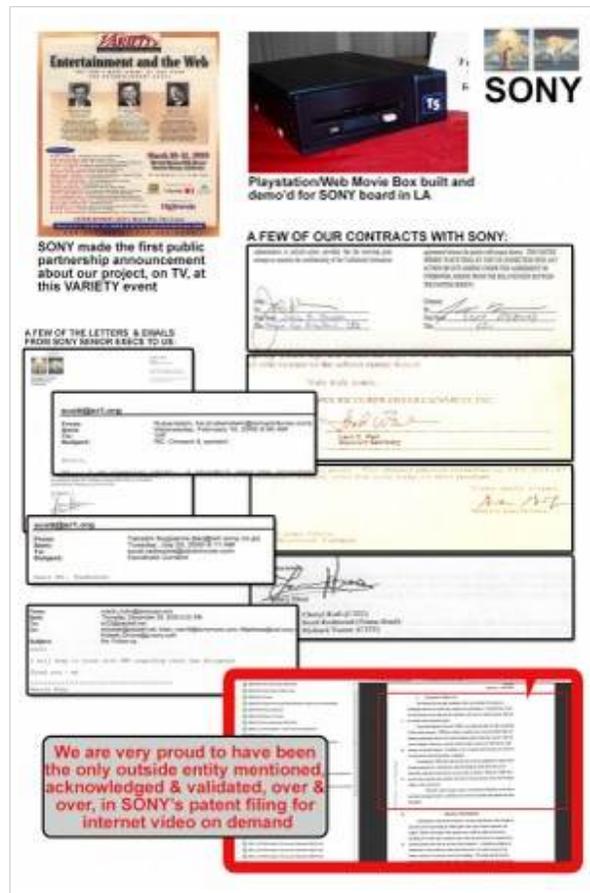
agreement provides iPhone access to over 760 million China Mobile subscribers.  
[79]

In the first quarter of 2014, Apple reported that it had sold 51 million iPhones, an all-time quarterly record, compared to 47.8 million in the year-ago quarter.  
[80]  
[81]

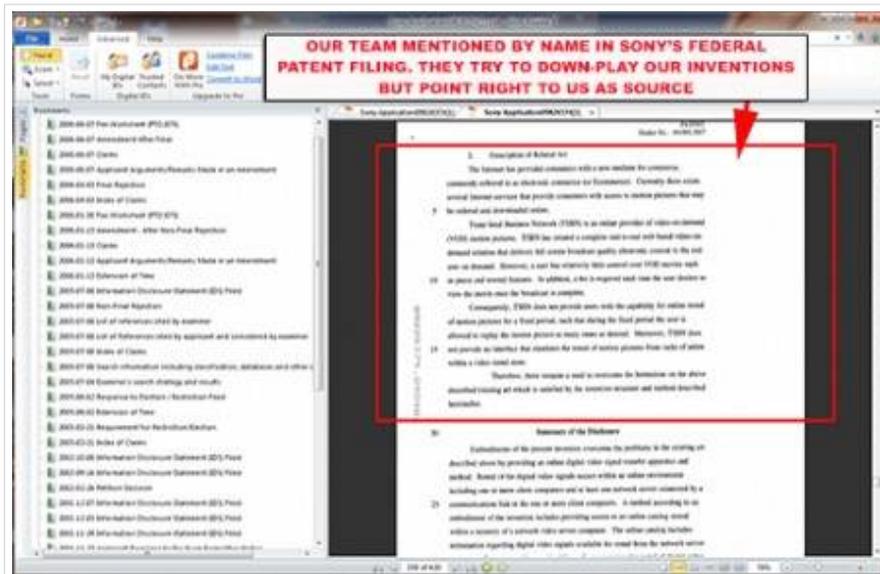
The Sony **CLiÉ** is a series of personal digital assistants running the Palm Operating System developed and marketed by Sony from 2000 to 2005. The devices introduced many new features to the PDA market, such as a jog-wheel interface, high-resolution displays, and Sony technologies like Memory Stick slots and ATRAC3 audio playback. Most models were designed and manufactured in Japan. The name is an acronym for *creativity, lifestyle, innovation, emotion* though formerly *communication, link, information and entertainment*. It was initially an attempt at a new coinage term, though it means "tool" in the Jèrriais language.

The CLiÉ handhelds were distinguished from other Palm OS models by their emphasis on multimedia capabilities, including photo, video, and audio playback, long before any other Palm OS PDAs had such capabilities. Later models have been credited with spurring competition in the previously stagnant Palm market, closing many of the gaps that existed between Palm OS PDAs and those powered by Microsoft's Windows Mobile operating system, particularly on the multimedia front, but also with Sony's proprietary application launcher interface.

Email to Scott from Sony's head of mobile devices after Sony consulted with Scott. In this email the Sony boss says that Sony is not going to make a Clie...then they do make it:



Scott's team is the only non-Sony party mentioned (...and mention over-and-over) in Sony's federal patent filings as the source of Sony's technology:



During the heyday of the iPhones, total profits for Apple for the iPhone are said, by Forbes, to be in the many billions of dollars.





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(12) **United States Design Patent**  
**Redmond**

(10) **Patent No.:** **US D451,096 S**  
(45) **Date of Patent:** **\*\* Nov. 27, 2001**

(54) **WIRELESS MEDIA ACCESS AND STORAGE APPARATUS**

(75) **Inventor:** **Scott D. Redmond, San Francisco, CA (US)**

(73) **Assignee:** **Tranz-Send Broadcasting Network, Inc., San Francisco, CA (US)**

(\*\*) **Term:** **14 Years**

(21) **Appl. No.:** **29/134,958**

(22) **Filed:** **Jan. 2, 2001**

(51) **LOC (7) CL.** ..... **14-02**

(52) **U.S. CL.** ..... **D14/343**

(58) **Field of Search** ..... **D14/341, 343, D14/344, 346, 347, 390; D18/1, 2, 7; 235/145 A, 145 R; 341/22, 23; 345/156, 168, 169, 172, 173; 349/12; 70/218; 340/825, 52; 709/200, 202, 217, 218, 249**

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D. 278,916	*	5/1985	Gallman	.....	D18/7
D. 348,654	*	7/1994	Branck et al.	.....	D14/343
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D. 417,201	*	11/1999	Davis	.....	D14/343
D. 432,124	*	10/2000	Pardikes et al.	.....	D14/336

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(57)

**CLAIM**

The ornamental design for a wireless media access and storage apparatus, substantially as shown and described.

**DESCRIPTION**

FIG. 1 is a perspective view of a wireless media access and storage apparatus new design;

FIG. 2 is a left side view thereof;

FIG. 3 is a front side view thereof;

FIG. 4 is a right side view thereof;

FIG. 5 is a bottom side view thereof;

FIG. 6 is a top side view thereof;

FIG. 7 is a back side view thereof;

FIG. 8 is a perspective view of a further embodiment of a wireless media access and storage apparatus new design;

FIG. 9 is a left side view thereof;

FIG. 10 is a front side view thereof;

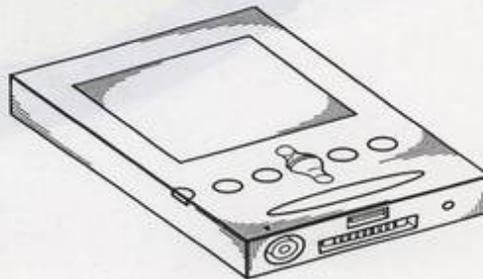
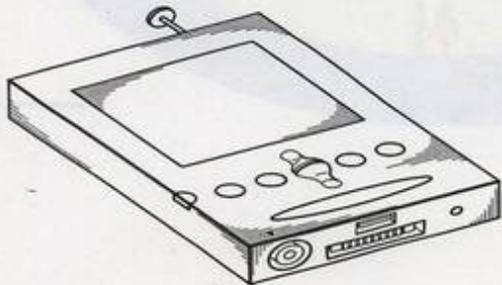
FIG. 11 is a right side view thereof;

FIG. 12 is a bottom side view thereof;

FIG. 13 is a top side view thereof; and,

FIG. 14 is a back side view thereof.

**1 Claim, 4 Drawing Sheets**



Previous patent filings, signed NDA's, contracts, emails and industry records show even earlier invention proof dates.



Per Wikipedia:

**iPhone** (/ˈaɪfoʊn/ ⓘ ***EYE**-fohn* ⓘ) is a line of smartphones ⓘ designed and marketed by Apple Inc. ⓘ They run Apple's iOS ⓘ mobile operating system. The first generation iPhone ⓘ was released on June 29, 2007, and there have been multiple new hardware iterations with new iOS ⓘ releases since.

The user interface ⓘ is built around the device's multi-touch ⓘ screen, including a virtual keyboard ⓘ. The iPhone has Wi-Fi ⓘ and can connect to cellular networks ⓘ. An iPhone can shoot video ⓘ (though this was not a standard feature until the iPhone 3GS ⓘ), take photos ⓘ, play music ⓘ, send and receive email ⓘ, browse the web ⓘ, send and receive text messages ⓘ, follow GPS navigation ⓘ, record notes, perform mathematical calculations, and receive visual voicemail ⓘ. Other functionality, such as video games, reference works, and social networking, can be enabled by downloading mobile apps ⓘ. As of January 2017, Apple's App Store ⓘ contained more than 2.2 million applications available for the iPhone.

Apple has released eleven generations ⓘ of iPhone models, each accompanied by one of the eleven major releases of the iOS ⓘ operating system. The original 1st-generation iPhone ⓘ was a GSM ⓘ phone and established design precedents, such as a button placement that has persisted throughout all releases and a screen size maintained for the next four iterations. The iPhone 3G ⓘ added 3G ⓘ network support, and was followed by the 3GS ⓘ with improved hardware, the 4 ⓘ with a metal chassis, higher display resolution and front-facing camera, and the 4S ⓘ with improved hardware and the voice assistant Siri ⓘ. The iPhone 5 ⓘ featured a taller, 4-inch display and Apple's newly introduced Lightning connector ⓘ. In 2013,

Apple released the [5S](#) with improved hardware and a [fingerprint reader](#), and the lower-cost [5C](#), a version of the 5 with colored plastic casings instead of metal. They were followed by the larger [iPhone 6](#), with models featuring 4.7 and 5.5-inch displays. The [iPhone 6S](#) was introduced the following year, which featured hardware upgrades and support for [pressure-sensitive touch inputs](#), as well as the [SE](#)—which featured hardware from the 6S but the smaller form factor of the 5S. In 2016, Apple unveiled the [iPhone 7 and 7 Plus](#), which add water resistance, improved system and graphics performance, a new rear dual-camera setup on the Plus model, and new color options, while removing the 3.5 mm headphone jack found on previous models. The [iPhone 8 and 8 Plus](#) were released in 2017, adding a glass back and an improved screen and camera. The [iPhone X](#) was released alongside the 8 and 8 Plus, with its highlights being a near bezel-less design, an improved camera and a new facial recognition system, named [Face ID](#), but having no home button, and therefore, no [Touch ID](#).

The original iPhone was described as "revolutionary" and a "game-changer" for the mobile phone industry. Newer iterations have also garnered praise, and the iPhone's success has been credited with helping to make Apple one of the world's most valuable publicly traded companies.

Apple has filed more than 200 [patent applications](#) related to the technology behind the iPhone.[\[265\]](#) [\[266\]](#)

LG Electronics claimed the design of the iPhone was copied from the [LG Prada](#). Woo-Young Kwak, head of LG Mobile Handset R&D Center, said at a press conference: "we consider that Apple copied Prada phone after the design was unveiled when it was presented in the iF Design Award and won the prize in **September 2006**."[\[267\]](#)

On September 3, 1993, [Infogear](#) filed for the US trademark "I PHONE"[\[268\]](#) and on March 20, 1996, applied for the trademark "iPhone".[\[269\]](#) "I Phone" was registered in March 1998,[\[268\]](#) and "iPhone" was registered in 1999.[\[269\]](#) Since then, the I PHONE mark had been abandoned.[\[268\]](#) Infogear trademarks cover "communications terminals comprising computer hardware and software providing integrated telephone, data communications and personal computer functions" (1993 filing),[\[268\]](#) and "computer hardware and software for providing integrated telephone communication with computerized global information networks" (1996 filing).[\[270\]](#)

Infogear released a telephone with an integrated web browser under the name [iPhone](#) in 1998.[\[271\]](#) In 2000, Infogear won an infringement claim against the owners of the iphones.com domain name.[\[272\]](#) In June 2000, [Cisco](#)

Systems acquired Infogear, including the iPhone trademark.[273] On December 18, 2006, they released a range of re-branded Voice over IP (VoIP) sets under the name iPhone.[274]

In October 2002, Apple applied for the "iPhone" trademark in the United Kingdom, Australia, Singapore, and the European Union. A Canadian application followed in October 2004, and a New Zealand application in September 2006. As of October 2006, only the Singapore and Australian applications had been granted.

In September 2006, a company called Ocean Telecom Services applied for an "iPhone" trademark in the United States, United Kingdom and Hong Kong, following a filing in Trinidad and Tobago.[275] As the Ocean Telecom trademark applications use exactly the same wording as the New Zealand application of Apple, it is assumed that Ocean Telecom is applying on behalf of Apple.[276] The Canadian application was opposed in August 2005, by a Canadian company called Comwave who themselves applied for the trademark three months later. Comwave has been selling VoIP devices called iPhone since 2004.[273]

Shortly after Steve Jobs' January 9, 2007 announcement that Apple would be selling a product called iPhone in June 2007, Cisco issued a statement that it had been negotiating trademark licensing with Apple and expected Apple to agree to the final documents that had been submitted the night before.[277] On January 10, 2007, Cisco announced it had filed a lawsuit against Apple over the infringement of the trademark iPhone, seeking an injunction in federal court to prohibit Apple from using the name.[278] In February 2007, Cisco claimed that the trademark lawsuit was a "minor skirmish" that was not about money, but about interoperability.[279]

On February 2, 2007, Apple and Cisco announced that they had agreed to temporarily suspend litigation while they held settlement talks,[280] and subsequently announced on February 20, 2007, that they had reached an agreement. Both companies will be allowed to use the "iPhone" name in exchange for "exploring interoperability" between their security, consumer, and business communications products.[282]

The iPhone has also inspired several leading high-tech clones,[283] driving both the popularity of Apple and consumer willingness to upgrade iPhones quickly. [284]

On October 22, 2009, Nokia filed a lawsuit against Apple for infringement of its GSM, UMTS and WLAN patents. Nokia alleges that Apple has been violating ten Nokia patents since the iPhone initial release.[285]

In December 2010, [Reuters](#) reported that some iPhone and iPad users were suing [Apple Inc.](#) because some applications were passing user information to third-party advertisers without permission. Some makers of the applications such as [Textplus4](#), [Paper Toss](#), [The Weather Channel](#), [Dictionary.com](#), Talking Tom Cat and Pumpkin Maker have also been named as co-defendants in the lawsuit. [\[286\]](#)

In August 2012, Apple won a [smartphone patent lawsuit](#) in the U.S. against [Samsung](#), the world's largest maker of smartphones;[\[287\]](#) however, on December 6, 2016, [SCOTUS](#) reversed the decision that awarded nearly \$400 million to Apple and returned the case to Federal Circuit court to define the appropriate legal standard to define "article of manufacture" because it is not the smartphone itself but could be just the case and screen to which the design patents relate.[\[288\]](#)

**Development of what was to become the iPhone began in 2004, when Apple started to gather a team of 1,000 employees to work on the highly confidential "Project Purple",**[\[15\]](#) including [Jonathan Ive](#), the designer behind the iMac and iPod.[\[16\]](#) Apple CEO [Steve Jobs](#) steered the original focus away from a tablet (which Apple eventually revisited in the form of the iPad) and towards a phone.[\[17\]](#) Apple created the device during a secretive collaboration with Cingular Wireless (now [AT&T Mobility](#)) at the time—at an estimated development cost of US\$150 million over thirty months.[\[18\]](#)

Apple rejected the "[design by committee](#)" approach that had yielded the [Motorola ROKR E1](#), a largely unsuccessful collaboration with [Motorola](#). Among other deficiencies, the ROKR E1's firmware limited storage to only 100 [iTunes](#) songs to avoid competing with Apple's [iPod nano](#).[\[19\]](#) [\[20\]](#)

Cingular gave Apple the liberty to develop the iPhone's hardware and software in-house[\[21\]](#) [\[22\]](#) and even paid Apple a fraction of its monthly service revenue (until the iPhone 3G),[\[23\]](#) in exchange for four years of exclusive US sales, until 2011.[\[24\]](#)