

# Apple counts Android world for mobile photography with a host of quality additions to the iPhone 11

As a big player in the market, Apple has the ability to turn the iPhone into a comprehensive phone.

If you go to Google and 'search' the keyword phrase 'the best smartphone camera in the world 2018', it can be seen that Apple does not have any representative in the top 3, even though they released it. 3 new products last year were iPhone XS, XS Max, and XR, not to mention the launch time has also drifted towards the end of the year.

Google Pixel 3 and the Chinese giant Huawei's P30 Pro - Mate 20 Pro dominate most of the rankings for photographic quality with flexible camera settings and stunning photography capabilities. in low light conditions, as well as the more imperfect presence of image processing algorithms based on today's leading artificial intelligence technology.

1. Actual photo of iPhone 11, 11 Pro and 11 Pro Max, expected price in Vietnam from 21.99 million



*Will the new generation camera help iPhone 2019 to make it into the top 3 best smartphone camera owners in the world?*

We all know that the vast iFan worldwide is always an unconditional supporter of Apple. However, this sometimes makes Apple "lazy" to update new and more modern technology to the product, because it is simply why it is necessary to update new technology when users are constantly hooking for the product. without a complaint. Of course the brains of Cupertino are the top business geniuses in the world, and they know that it's time to update their technology and keep their products from falling behind their competitors. just to soothe loyal

fans as complaints begin to appear more and more.

As a big player in the market, Apple has the ability to turn the iPhone into a comprehensive phone, at least compared to rivals from the Android world. The fact that they have won the user experience and stability of the operating system, and now it is time to solve some outstanding issues with the camera cluster. With its newly launched iPhones (iPhone 11, 11 Pro and 11 Pro Max), Apple has made remarkable improvements and additions.

1. Can Apple release an iPhone SE model no more than \$ 400 next year?



*Apple is capable of turning the iPhone into a comprehensive phone, the question is whether they really want it or not*

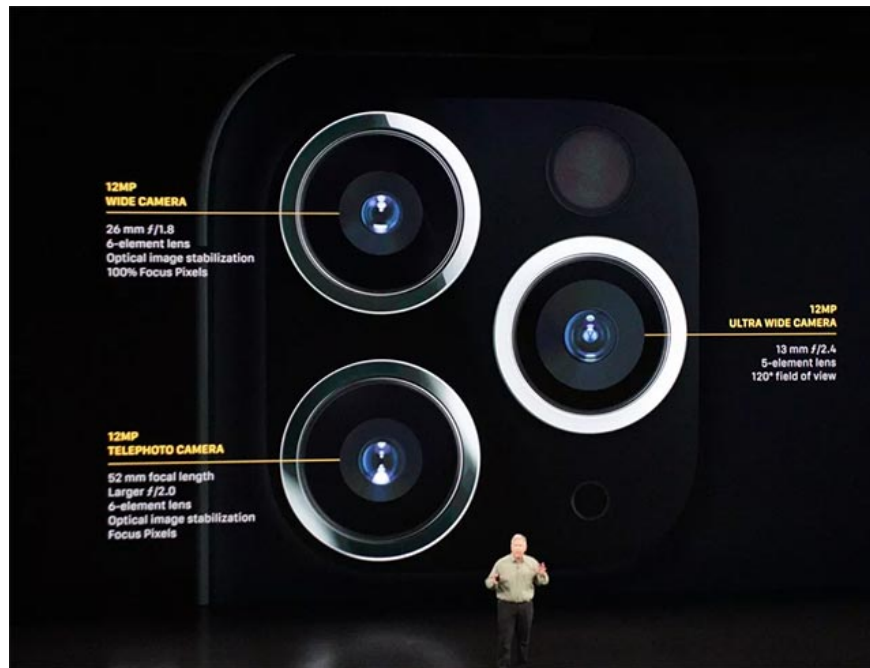
First, let's take a look at some basic camera system specs on the three new iPhone models:

#### **iPhone 11:**

1. Rear camera clusters: 1 12-megapixel wide-angle sensor with  $f / 1.8$  aperture, 1 12-megapixel ultra wide-angle sensor with  $f / 2.4$  aperture, maximum field of view of 120 degrees.
2. Front camera: 12-megapixel depth sensor with  $f / 2.2$  aperture.

#### **iPhone 11 Pro and iPhone 11 Pro Max:**

1. Rear camera clusters: 1 12-megapixel wide-angle sensor with  $f / 1.8$  aperture, 1 12-megapixel ultra wide-angle sensor with  $f / 2.4$  aperture, 120-degree maximum field of view, 1 12-megapixel telephoto sensor with  $f$ -aperture  $/2.0$ .
2. Front camera: 12-megapixel depth sensor with  $f / 2.2$  aperture.



*Is the quality of photos taken on new-generation iPhones worthy of expectations?*

So we can see the front camera configuration on all 3 versions are the same. Attention will be focused on the rear camera cluster, especially on the iPhone 11 Pro and iPhone 11 Pro Max with the first appearance of a third sensor. So what is the quality of photos taken on these phones? richer than the previous version?

1. Apple will equip a new coprocessor chip on the iPhone 2019 with many interesting additional features

## **Improvements in photographic ability**

With the lowest iPhone version of this launch - iPhone 11 switched to dual camera systems, and soon on Google's Pixel 4, it can be said that the era of the single-camera flagship models. has officially ended. Temporarily not to mention the ability to take pictures of single cameras compared to dual cameras, or even 3 sensors, but it is clear that the addition of hardware is necessary, giving users a sense of like. interesting and 'reassuring' more.

And it's also great that Apple chose to use the ultra-wide angle sensor instead of the telephoto sensor for the second sensor position on the iPhone 11. This sensor will give the device a much wider field of view, Along with that is the opportunity to create more impressive photos. I am not saying optical zoom is not an interesting feature, but obviously the ability to shoot wide-angle will be more practical, used more on a phone.

1. Snapdragon 865 and Apple A13: Which will be the most powerful mobile CPU in the world?



*The addition of hardware in the iPhone camera assembly is needed at the present time*

One big change and the most valuable value that Apple brings to the new generation iPhones is the all-new Night Mode. This mode automatically starts when the phone camera detects low light conditions in the frame, and the result is that the picture quality before and after turning on this mode will be as in the example below.



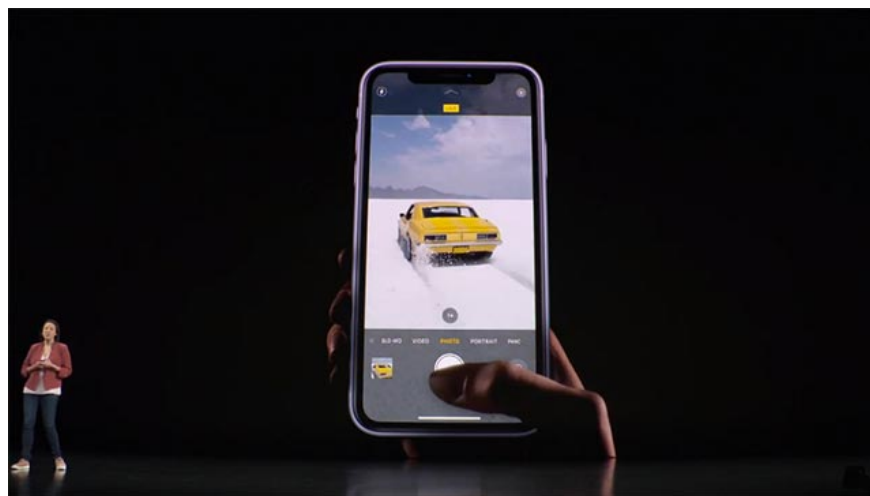
*Night mode on the new iPhone*

Basically, the Night Mode on the new iPhone works quite similar to what we have ever experienced on the top products of Huawei or Google. However, you will not be able to manually activate this mode as on Pixel 3 (Night Sight) and P30 Pro.

Apple said it has 'radically improved' its smartHDR algorithm so that the sensor can capture the most realistic image details, with better highlights and shadow details, thereby making The picture becomes more natural. In

addition, Apple has also improved portrait mode (Portrait mode). Besides humans, the iPhone can now detect objects as well as pets based on characteristics.

1. Opposed by Oppo, Apple dropped to fourth place in the list of the world's largest smartphone manufacturers



*iPhone 11 Pro and iPhone 11 Pro Max will have an additional telephoto sensor in the third position for optical zoom*

With the arrival of the new A13 Bionic chip, Apple has also confidently brought to the 2019 iPhone models a new image processing technology, based on artificial intelligence called Deep Fusion. The technology uses a neural processor managed by the A13 chip itself, which is designed to handle post-pixel-level post-processing to improve the texture, detail of the image, and reduce noise. The company says Deep Fusion will be released to iPhone users by the end of the fall, through a feature update.

As mentioned, iPhone 11 Pro and iPhone 11 Pro Max will have an additional telephoto sensor in the third position for optical zoom. More importantly, all three wide-angle, ultra-wide and telephoto sensors on the iPhone will not function completely independently but can share information with each other for better image quality. For example, a telephoto sensor can use details from the other two sensors to create a better depth effect. You can even take photos from both sensors at the same time.

1. iPhone users tend to switch to Samsung smartphones

## **Improvements in video recording capabilities.**

It is impossible not to mention another aspect that is extremely important on any camera system, that is the ability to record video. The iPhone manufacturer has also brought a lot of noticeable changes to its video recording feature. Both wide-angle and ultra-wide lenses on the iPhone 11 now support 4K video recording with extended dynamic range and cinematic stabilization - the term Apple uses instead of stabilization. electronic). It must be said that the demo video that Apple shot with the new iPhone at the launch event looked pretty 'delicious' and was something quite interesting.

On the new iPhones, Apple also added a feature that allows users to easily switch between sensors to perform some more complex tasks, such as zooming in and out seamlessly when you set photo layout. In addition, you can also experience the audio zoom feature - like the Samsung Galaxy Note 10 - which helps direct the camera to focus on a specific area to improve the ability to record voice / audio from a unit. location certain.

Not only that, Apple is also developing a feature that allows third-party video applications to record with multiple sensors at once in real time. Such features are small but make the user experience for the device significantly enhanced.

1. Why is Apple's printed circuit board black, while most other manufacturers are green?



*The iPhone has also added many notable changes to video recording capabilities*

In short, the new iPhone will show a completely different face, an important step in helping the same phone model get closer to the top notch improvements we've seen in the world of Android flagships - something that any iFan would expect, though sometimes their actual needs are not.

But of course, we will have to wait a few weeks until the first practical, in-depth reviews of the iPhone actually appear, thereby gaining a clearer view of the effect and impact of These improvements, new features in practical use. Theory and advertising are always 'quiet', certainly?

What are your thoughts on the three new iPhone models? Leave your comments in the comment section below!

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