

iPhone X is a product exclusively for the younger generation - those who like selfie

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According to Apple, iPhone X represents 'the phone of the future'. Super Retina screen completely without bezel. The camera supports facial recognition and the Home button is replaced by finger operation. Although impressive, that wasn't enough to sell this phone for \$ 1000.

Most ordinary users are not interested in Apple switching to using OLED or a new processor. Instead, they want to know how expensive this device will improve their daily lives when they use it daily to interact with friends on social networks. Apple has aimed directly at young people.

Apple needs a younger generation: they are very stylish, creating trends and earning income. They are important customers and Apple needs both money and loyalty to succeed. The launch of iPhone X clarifies this.

What makes young people like iPhones? Apple knows emoji like them, talking to you on iMessage, taking selfies, they also like Snapchat and especially the AR camera. The iPhone X is designed for them.

So Apple in conjunction with Snapchat offers a lens that displays depth, including a sparkling mask. Craig Federighi, vice president of Apple software, put the phone in front of him and demonstrated its quality. Snapchat offers a great way to take selfies and with the iPhone X, Apple has recognized the front camera as important as the camera after.



Mr. Craig Federighi and test lenses right at the event

Phil Schiller, Marketing Vice President, said 'people like to use the front camera to take selfies'. In response, Apple brings portrait mode to blur the background. Portrait Lighting Mode brightens portraits for use when taking selfies. Schiller calls these features 'a breakthrough with images when taking selfie'.



Take a selfie portrait with the ability to blur the background

Apple also introduced personal emoji on iPhone X. 'Many of us like to talk with emoji,' Federighi says, and now we can 'blow our personality into the favorite emoji'. You use emoji to convey emotions so you will also want them to express the expression on your face. 'You also want to share them,' Federighi said / Who likes to share? It is the young people.



Animoji only available on iPhone X is also a hit point for young people

Apple fans will find ways to update processors, Apple GPUs and other hardware, but Apple knows that what they need to sell phones is to create selfie shots that are better than older models. . iPhone X follows this strategy more clearly than any previous iPhone.

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