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Common Sense

"My phone's dead"

In 2007, Apple Inc. introduced a versatile tool to the world that would create a monopoly in the phone market, the iPhone. Within the last decade, Apple has created with a new version of the iPhone every November. They have demonstrated multiple freedoms for the users to take advantage of, allowing users to change their background picture, increasing the size of the screen multiple times, upgrading the material of the casing around the phone, upgrading the speed of the phone's processor, and increasing the megapixels on the phone's camera. Despite this wide array of changes, the one thing that Apple has left in its virgin state is the battery, seeing that they have not used a new one in any models.

My relationship with Apple started in 2008, when I first was the proud new owner of the iPhone 3G. As much as I loved and adored it, my phone had so many software glitches, and physical issues. My smooth and shiny screen had been shattered and transformed into a window of spider-webs and crests of broken glass multiple times, but I was able to repair it myself. After utilizing the phone for a few months, the battery had weakened so much that it would only be alive for usage for an hour or two. Despite these factors, the iPhone 3G was insanely popular, and the nation begged Apple to create a new phone. As a response to their audience of addicted enthusiasts, Apple produced several more series of iPhones, all with improvements from its prior version, and I'm proud to say I've owned each version. As much as I love their products, the one action Apple took that confounded me was during the transition from the iPhone 5 to the iPhone 6, with the sole modification of a larger screen. This screen on the 6 is convenient and a good

size, but as mentioned earlier, the battery life in the 6 is the same one being used for a decade, meaning it must still be charged constantly to meet the high demands that are required by the top tier parts.

All Apple needs to do is to come together, and either buy better batteries from another company, or literally create their own "Apple Battery" that can last 12 hours, after 3 years of use. They were able to do it with the MacBook Pros (Apple's version of high powered laptops), so logically they should be able to implement it into their iPhones. With the astronomical changes Apple has made to the phone industry, it's always a shock to the consumer market with the lacking power of the batteries.

Despite this, I still adore Apple as a company and love their products as a whole. It seems that with their budget and their international body of customers, the only limit they have is the sky (and with modern technology, perhaps they can exceed even that). Every dark cloud has its silver lining, just like how every poor iPhone battery has an arsenal of advanced technology and software, making it the great product it is today. I am beyond excited for Apple's future plans for the world, as I am sure I will partake in them. But until then, I will be here with my decade old collection of phones, always loyal, always waiting, always charging.