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iPhone + iPad Life

Best Apps • Top Tips • Great Gear

IPHONELIFE.COM
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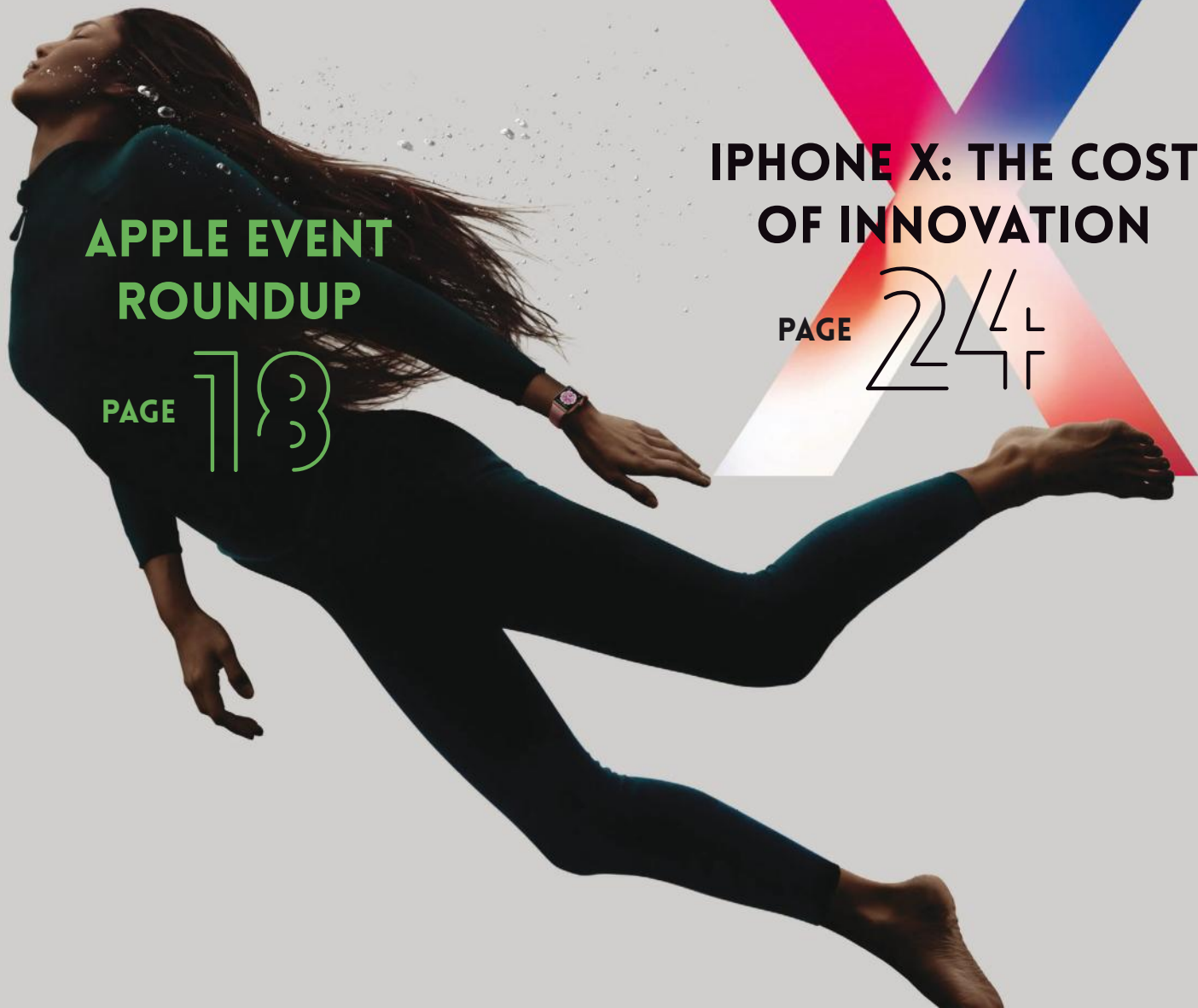
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Editor's Message

Does Innovation Drive Apple's Success?

Since Apple released the iPhone X in September, many of us have been musing over the same question—is the new \$1,000 smartphone genuinely innovative? Especially this year, which marks the tenth anniversary of the iPhone, we've been hoping to see something we've never seen before. What better way for Apple to pay tribute to Steve Jobs than to stun us with industry-disrupting features? When Apple introduced the iPhone X with features like wireless charging, an OLED screen, and facial identification, it didn't escape us that these technologies already exist in other smartphones. The unprecedented price of the phone only added to our disappointment (see pg. 24 for more on the implications of Apple's price hike).

What we fail to remember, though, is that Apple's strong suit is in taking existing technologies and turning them into something we actually want to use. Take the original iPhone, for instance. A decade ago, touchscreen smartphones were already on the market, but few of us remember them. That's because they provided a terrible user experience. Apple, on the other hand, poured itself into engineering an intuitive user interface that you could manipulate with your fingers by pressing and holding to magnify or pinching and spreading to zoom out and in. Apple didn't create the first smartphone with a touchscreen, but it was the first company to make one that made sense to people.

"Apple's strong suit is in taking existing technologies and turning them into something we actually want to use."

Similarly, the most hyped features of the iPhone X are hardly new. Face ID, which unlocks the iPhone X when you look at your screen, is a more sophisticated version of the crude facial recognition technology found in Android phones. While you can trick Samsung's iris scanner with a photograph like a Facebook profile picture, Apple's Face ID is advanced enough that banks will allow you to use it to make financial transactions. That's the revolutionary power of Apple. All that being said, it is interesting to see how the pressure of the tenth anniversary pushed Apple to take risks like changing its form factor and incorporating more experimental technology like Face ID. If successful, I hope the tech giant will take it as reason to be more aggressive in adopting current technology and making it appealing to the masses.

Reflecting on Ten Years

Apple's big anniversary has also been a reflective year at iPhone Life. Going into 2018, we will be celebrating our tenth year in business. The magazine remains at the core of our business, but we've now grown into a digital brand with a website that's turned into a trusted source of iOS how-to and lifestyle content for Apple enthusiasts (see founder Hal Goldstein's iView column on page 80 for the unconventional story of how iPhone Life was born).

It's That Time of Year

If you're in the market for an iOS device this holiday season, you'll find yourself faced with more purchase decisions to make than in the past. Departing from Steve Jobs's minimalist philosophy, Apple is now selling six different iPhones, four iPads, and three Apple Watch models. In this issue's buyer's guide (see pg. 35), we'll help you decide which Apple device makes sense for your lifestyle. We also threw in a generous helping of headphones, speakers, and other essential gear that we've personally tested and can confidently say make owning an Apple device that much better.

Donna Cleveland

Editor in Chief

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Name: Sarah Kingsbury
Title: Senior Web Editor
Years at iPhone Life: 4
Apple Products Owned: iPhone 7 Plus, Apple Watch, MacBook Air
Office Quirk: I'm obsessed with my Cubii Under-Desk Elliptical machine. It helps me keep active and stay focused while working. My coworkers can tell when I'm excited or angry because they can hear me peddling faster and faster. They find it hilarious.



PopSocket

(Starting at \$10)

I've dropped my iPhone more times than I care to admit. My klutziness became an even bigger problem once I switched to the iPhone 7 Plus. That's no longer the case now that I've discovered PopSockets. I can easily read in bed, text one-handed, and take photos thanks to the PopSocket stuck to the back of my phone. I love them so much I've ordered one to match each of my many iPhone cases. I might have a PopSocket addiction.



UE Megaboom Wireless Speaker

(\$299.99)

This rugged, waterproof speaker not only looks cool, it also puts out some serious volume without any noticeable loss of audio quality. I use it for everything from rocking out while cleaning, to playing background music during dinner parties, to enjoying tunes around the backyard fire pit. I plan to get a second one so I can daisy chain them and fill my whole house with sound whenever the mood strikes.



Kanex MultiSync Foldable Travel Keyboard

(\$36.95–\$49.95)

Sometimes I need to send a long email or log on to iPhoneLife.com when I'm away from my computer. Having this keyboard handy makes doing those on-the-go tasks on my iPhone a thousand times easier and faster. This keyboard is small enough that it easily fits in my not-very-big purse, but it also folds out into a very functional size.

Velvet Caviar iPhone Cases

(\$16.99–\$24.99)

Have I mentioned that I drop my iPhone a lot? I also like my phone to look stylish. That's why I love Velvet Caviar's custom cases. They offer a lot of protection while looking amazing. From fashionable and functional wallet cases to ultra blingy holographic cases, there is something for everyone. I change my phone case almost every day and these affordable, sturdy cases are in heavy rotation on my iPhone.



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TRENDING

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THE NUMBERS

17 PERCENT

Brick and mortar stores are gradually losing more sales—according to market research firm Forrester, online sales will account for 17 percent of retail sales by 2022, up from 12.7 percent this year. As you might expect, Amazon is projected to play a large role in this growth.

41 PERCENT

The rise of technology has brought forth a lot of great things—but not always the best in people. According to a 2017 survey conducted by Pew Research Center, 41 percent of Americans have experienced online harassment, and 66 percent have witnessed harassment toward others.

WHAT'S HOT IN THE APP STORE



Cat Bird!

(Free)

This pleasantly nostalgic app will take you back to the days of playing your Super Nintendo. In Cat Bird!, your character is—you guessed it—part cat, part bird. Your goal is to help Cat Bird get home. But getting back isn't easy. You'll need to complete various levels filled with enemies, traps, and pits filled with spikes.



Tasty

(Free)

If you're a visual learner who enjoys cooking, you'll love this recipe app by BuzzFeed. Tasty features over 2,000 recipes with step-by-step video instructions. You can search recipes by a variety of categories (e.g., Winter Desserts and For Cookie Monsters).



Olli

(\$0.99)

Can't draw? That's OK! This photo and video filter app does all the hard work for you by allowing you to easily transform your snapshots and recordings into seemingly hand-drawn works of art. You can even apply the filters in real time to get an idea of what your shots will look like beforehand.



HOOKED

(\$2.99/week)

Hooked is a highly addictive app featuring short stories in the form of text messages. It may sound strange, but its over-the-top plot lines are so entertaining. You can even create your own stories to share!

UNIQUE PRODUCT



Zungle Panther Sunglasses (\$150)

If you've ever found yourself annoyed when trying to wear your sunglasses and earbuds at the same time, then you're in luck! These sunglasses include built-in bone-conducting headphones, which use vibrations to transmit sound waves to your skull instead of through your ears. The great thing about bone-conduction headphones is that you can enjoy your music while still listening for the sounds around you, allowing you to have the best of both worlds. Unfortunately, other people will also be able to hear your music, which may be a deal-breaker.



USB Hub Review

bit.ly/2wDSpyT

The Nomad USB Charging Hub (starting at \$39.95) does the usual job of a hub while also

managing to hide all your pesky cables. It's available in three- or five-port configurations, and is sold in white or black. We tried the five-port model, which had two 2.4-amp ports and three 1-amp ports. Its circumference was slightly larger than the Echo Dot's (about the size of a hockey puck). Overall, we liked the simple, smart design of Nomad's hub.



How to Watch the NFL Games without Cable

bit.ly/2gJYMei

If you're a football fan without cable, figuring out how to watch

the NFL games online or with an Apple TV is important. Whether you want to use the NFL app on your iPhone, stream NFL games on your computer, or watch your favorite team kick ass on your Apple TV, there's a number of ways to catch some or all of the NFL season games. In this post, we cover seven different options for watching the NFL games without cable.



iOS Notes Guide

bit.ly/2w8VG5G

With an ever-increasing number of impressive note-taking apps in the App Store, Apple has

responded to the competition by adding solid updates to its Notes App in iOS 11. Apple has finally integrated popular features including the ability to convert writing to text, scan documents with the iPhone, and search handwritten messages. In this article, you'll learn how to take advantage of these new features.

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Cover images courtesy of Apple Inc.

AROUND THE IPHONE LIFE OFFICE

What Is Your Favorite Product Right Now?



Rheanne Taylor, Managing Editor
I recently tried out **Jaybird's X3 Wireless Buds** (\$99.99–\$129.99), and now they go everywhere with me. My other earbuds fall out if I go running or hiking, but the X3s stay firmly in place no matter how active I get. They're wireless too, so I don't have to deal with cords.



Sarah Kingsbury, Senior Web Editor
I love my **Renogy E.LUMEN Multi-Functional Flashlight** (\$24.99). This extra-bright, solar-powered flashlight for the car comes with a USB port for charging your iPhone and doubles as a seatbelt cutter and window breaker.



Donna Cleveland, Editor in Chief
I just set up an **Amazon Echo** (\$179.99) in my kitchen and have been enjoying playing audiobooks and music, testing new recipes, and even ordering products off Amazon without ever picking up my phone.



Conner Carey, Feature Web Writer
If you've ditched a traditional sound system but still want an incredible listening experience, get the **Libratone Zipp** (\$299). I watch all of my shows on a computer, but Zipp makes it feel like I'm lounging in my own personal theater.

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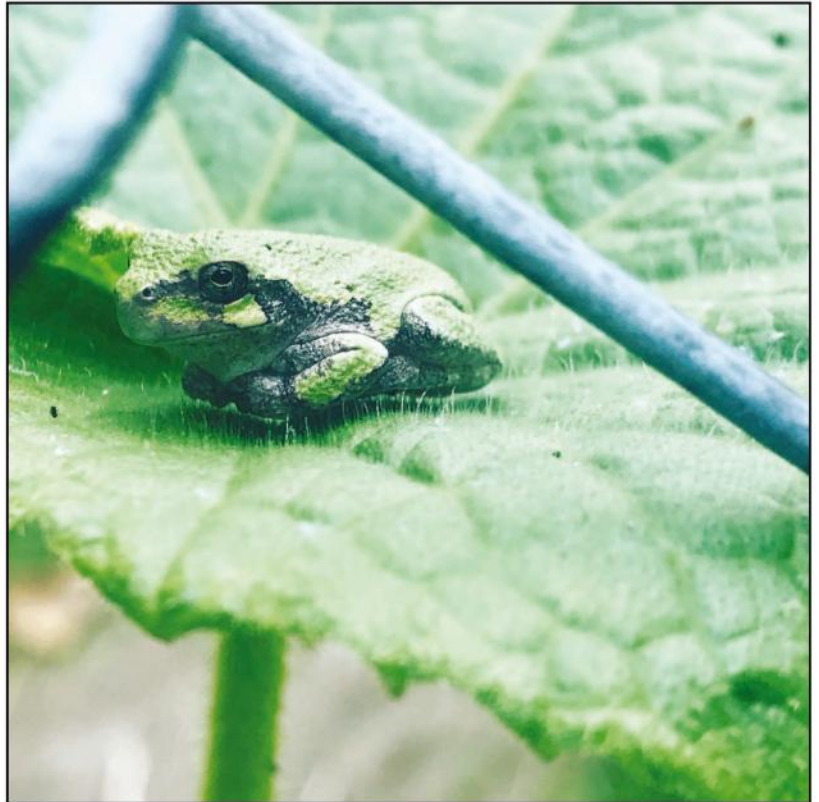
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By Jamie Jones

2nd Place



By Tommy Levan

3rd Place



By Zoe Del Valle

CONTEST WINNERS

Reader's Choice



By Mariusz Soszynski

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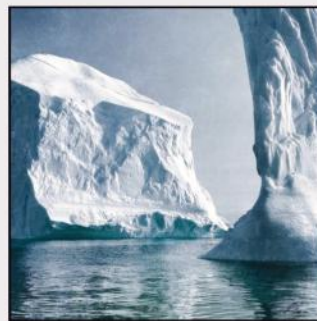
Photo Contest Finalists



By Jason Mills



By Rebekah Inglett



By Lydia Cassatt



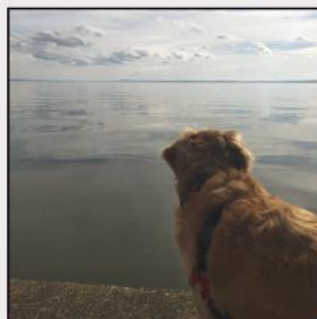
By Donna Hayward



By Jean Pierre Branchut



By Shreya Kathuriya



By Monica Herrin



By Elise Margolin

HEY, SARAH



Need iPad and iPhone help? Sign up for iPhone Life Insider and Sarah will help you with all of your iPhone troubleshooting and iOS-related issues. To learn more go to iphonelife.com/insider.

How can I remove all my info from my old iPad in order to give it to a friend?

Sincerely,

Give It Away Now

Dear Give,

The best way to do this is to erase all the iPad's contents and settings so your friend can set it up as a new device. Before you begin, make sure you know your iPad's passcode, your Apple ID and password, and your restrictions passcode, if you set one. Then open the Settings app and follow these steps:

First, make a backup of the device contents so you don't lose any of your data. To do this, tap your name at the top of the Settings menu and then tap iCloud. Go to iCloud Backup, make sure it's turned on, and then tap Back Up Now. Once the backup is complete, log out of iCloud and iTunes. To do this, tap your name at the top of the Settings menu and then tap Sign Out.

Finally, go to General > Reset > Erase All Content and Settings. Enter any passcodes requested. Once the device is erased, you can hand it over to your friend, worry free.

Can I free up storage on my iPhone by deleting photos without deleting them from iCloud?

**Sincerely,
Overload**

Dear Overload,

Whether you have enabled iCloud Photo Library or are simply storing photos locally (in which case they'd still be included in your iCloud Backup), you can't delete photos from your iPhone without deleting them permanently. However, you still have options for freeing up space on your iPhone while keeping your photo collection intact.

First, if you're using iCloud Photo Library, go to Settings > Photos and select Optimize iPhone Storage. This will make it so the full-resolution images are stored in the cloud, while smaller, low-res versions are stored on your iPhone. This is a quick, low-effort way to save a lot of iPhone storage space. Another option is to move your

photos to a non-Apple cloud service and then delete them from your iPhone. They will no longer be on your iPhone or iCloud, but you can still access them from any device with internet access. You can also move the photos onto a computer or external storage device and then delete them from your iPhone.

You can also optimize your iPhone storage: If you're an Apple Music subscriber, go to Settings > Music and turn on Optimize Storage in order to auto-delete downloads of songs you haven't listened to recently. If you use Apple's Podcasts app, you can limit the number of episodes that download to your device and set podcasts to auto-delete once played. In your General settings, tap iPhone Storage to see which apps are using the most storage and view suggestions for reducing that number.



Sarah Kingsbury is the senior web editor of iPhoneLife.com. She goes almost nowhere without her iPhone and is a contributor to the site's Tip of the Day column. She has over a decade of experience writing and editing for online and print publications.

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Tech Mishaps

Embarrassing Fails in the Digital Age

I Made a Difficult Life Choice

While I was visiting my sister, we decided to order some Chinese takeout and binge-watch a few of our favorite shows. I volunteered to pick up the food. After paying, I was carrying our hefty order out to my car. I felt things starting to shift in my hands. I was carrying a lot of quality Chinese food in my arms, but I also had my brand-new iPhone in my hand. I was about to drop something, either the food or the phone. Considering my dedication and passion for Chinese food, I decided to drop my phone. It was a split-second decision. As my phone plummeted to the ground in slow motion, of course, I saw a tiny pebble. I could feel it. My phone was going to land directly on the stone. After my phone hit the ground, I set the food down and picked up my phone. Shattered. I sighed, got in my car with my Chinese food and my broken phone, drove back to my sister's house, and binged. I stand by my decision. Chinese food is good.

-No Regrets



Illustration by Tamlin Day

1 Sent Pictures to the Wrong Guy

I was texting my boyfriend some scantily clad photos while he was away on a trip. While I was sending a photo, my ex happened to text me. Somehow, I must have clicked on something that indicated I wanted to send him the photo, rather than my boyfriend. Much to my dismay, my ex opened the picture. Needless to say, he was not pleased. Fortunately, my boyfriend and I found humor in the incident.

-Wasn't Me

My First iPhone: A New Year's Eve Party Casualty

My parents gave me the first-generation iPhone as a Christmas present right after it came out. A few days later, I had a New Year's Eve party, drank too much, and woke up the next day without my phone. While cleaning up the mess, I found my brand new iPhone submerged in a cup of beer, where it had been soaking all night. I had to spend \$700 to replace the very generous gift from Dad and Mom.

-The Hungover Son

My Awkward (Online) Moment

I was browsing Facebook on my phone and tapped on someone I thought I recognized. I started tapping on a few photos and tagged myself in one of them accidentally. I didn't know the person at all.

-Made It Weird

A Facebook Faux Pas

One night during the a.m. hours, I was scrolling through a friend's profile and hit 'Like' on a status from two years ago. Even though I undid the 'Like,' I'm sure Facebook sent a notification to inform them I was prowling through their years-old posts.

-Online Prowler

1 Sleep-Texted My Mom

The other morning at 6 a.m., I was woken by a text from my mom asking out of the blue if I wanted to borrow her camera. I grumpily wondered why she thought it was ever OK to text that early in the morning, especially to offer her camera when I am terrible at photography. Later in the day when I was a bit more awake, I looked at the text conversation again and realized that I had sleep-texted her the word "camera" in the very early a.m. Turns out I was the one who had rudely interrupted HER sleep!

-The Sleep Texter

1 Missed Every Call for Six Months

For more than six months, all my calls mysteriously went to voicemail. I couldn't figure out what was wrong with my phone. I had just learned to live with it when one day, a friend pointed out the problem to me: My iPhone had been on Do Not Disturb mode all this time without me realizing it. I didn't know the little moon symbol in Control Center meant anything.

-Voicemail Full

Have a hilarious tale to share about a texting mix-up or other tech-related fail? Email techmishaps@iphonelife.com with your stories. We'll feature the funniest stories (anonymously, of course!) in the next issue of *iPhone Life* magazine.

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Apple's New Product Lineup—and Why It Matters

by Donna Cleveland

Under Tim Cook's leadership, Apple has maintained a sense of reverence for its late CEO Steve Jobs. Yet never has an Apple event paid as much tribute to Jobs as during this fall's tenth-anniversary iPhone release, a decade after Jobs revealed the original "one more thing." The event took place in the Steve Jobs Theater located in the heart of Apple Park, the company's new Cupertino, California-based campus whose design Jobs masterminded during the last years of his life. As Cook opened the fall keynote, he showed uncharacteristic emotion as he said, "Steve's spirit and timeless philosophy on life will always be the DNA of Apple."

Along with the symbolism of this year came a lot of pressure for Apple. We expected innovative products that would move the personal electronics industry forward, much like the first-generation iPhone did a decade ago. Apple answered by unveiling three new phones, a new cellular-enabled Apple Watch, and an Apple TV that supports 4K content. While it's debatable whether or not Apple really delivered something we'd never seen before, it was apparent that Apple wasn't holding back in terms of including exciting technology like wireless charging, augmented reality capabilities, an OLED display, and 4K video. Cutting-edge technology, however, does not always translate into features that are useful for the everyday user. Here, I'll recap the highlights of Apple's fall releases as well as take a look at what they mean, in practical terms, for you.

Tenth-Anniversary iPhone X

Pundits have speculated for years that Apple has been holding out on introducing new features with its last few iPhone releases in preparation for its tenth-anniversary release. Based on the no-holds-barred approach Apple took with its new premium iPhone X (pronounced "iPhone Ten"), I'd say the pundits were right.

The iPhone X features an edge-to-edge display that's larger than that of the iPhone 7 Plus (at 5.8 inches vs. 5.5 inches) and a form factor that's comparable to the iPhone 7 in size. The X features a glass back and surgical-grade stainless steel siding, and has the same water and dust resistant features as the 7. How did Apple achieve its most expansive screen in such a compact form? By removing the bezels found in older iPhones and by replacing Touch ID and the Home button with facial identification technology. Face ID, which unlocks your phone when you look at your screen, doesn't require any screen real estate, instead using a hybrid of cameras and sensors (including an infrared camera, flood illuminator, dot projector, and proximity and ambient light sensors) to detect and scan your face from any angle, even in the dark. Apple demoed new gestures that replace Home button functions for the iPhone X, like swiping up from the bottom of the screen to reveal the app switcher and pressing the side button to summon Siri.



iPhone X

Cost: Starting at \$999

Preorder: Starts October 27

Ships: November 3

Not only is the iPhone X display larger and the body smaller, but Apple also packed in a faster A11 bionic processor and an

OLED display. OLED has many merits: it delivers better color vibrancy, produces deeper blacks, and consumes less battery since it isn't backlit like LED. Samsung has used OLED in its smartphones for years, and you may have noticed their higher contrast and more color-saturated displays. In the past, Apple has disparaged OLED for its inaccurate color representation and its brightness limitations that can make it difficult to see in outdoor lighting. However, Apple executive Phil Schiller reassured us that the iPhone X's OLED "Super Retina" display has addressed these downsides by incorporating technology like HDR and True Tone.

Apple heard our prayers and finally added wireless charging to its new smartphones (including for the iPhone 8 and 8 Plus). This is a long-awaited feature that Apple has likely been sitting on, as other smartphones have had this capability for years. This also explains why Apple chose to build its new iPhones with glass backs; while more fragile, it allows for faster charging with less frequency interruption. Apple says it will take only 30 minutes to charge your iPhone up to 50 percent. What I found most surprising is that Apple used Qi wireless charging (pronounced "chee"), an open standard that companies like Belkin and Mophie, not to mention dozens of car brands, use. This means you won't be forced to use Apple's own proprietary (and likely more expensive) charging option. It also means that in the future we may be able to charge all our personal electronics, whether Android or Apple, universally in public spaces like airports and malls.

Finally, the iPhone X has a fancy new selfie camera that includes the Portrait Mode feature first found in the rear camera of the 7 Plus and an even newer Portrait Lighting feature that lets you replicate studio lighting for more flattering self portraits. It also includes an exclusive Animoji feature that lets you turn your face into an animated emoji, such as a unicorn head or an alien. This may sound like a trivial feature, but it brings Pixar-level animation within consumer reach.

If you're considering purchasing the iPhone X, you'll own a smartphone with an incredible display that uses less space and energy than any other iPhone. However, you'll be taking a chance on the new Face ID technology, instead of the tried-and-true Touch ID. Schiller reassured us that photos and even professionally made masks won't be able to trick Face ID, but it's still an emerging technology. You'll also have to pay extra for OLED, which was rumored to cost Apple \$125 per panel, a cost that's inevitably passed on to you. The X's \$1,000 price tag and delayed release also make the X very exclusive and inevitably a status symbol, for better or worse. If you're only interested in wireless charging, buy an 8 model and save yourself the cash.

iPhone 8 and 8 Plus

It looks like Apple may be dropping the 'S' from its naming convention. The tech giant released a more iterative update to its 7 line, but instead of naming it the expected iPhone 7s and 7s Plus, it skipped straight to the iPhone 8 and 8 Plus. While a simplified naming convention sounds nice, Apple set itself up for an awkward product launch next year after skipping over the iPhone 9 this year.



iPhone 8 Line

Cost: Starting at \$699

Available: Now

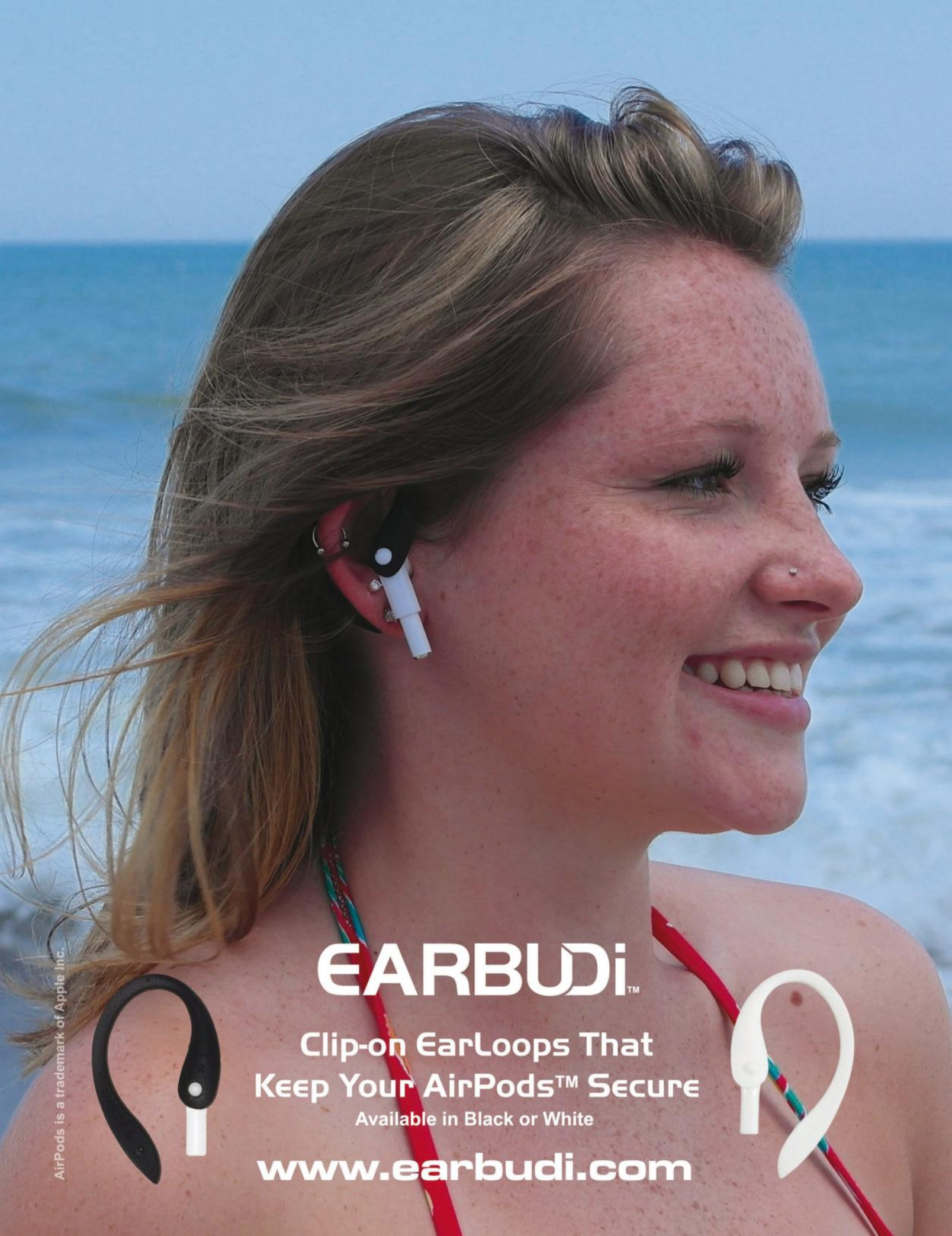
The iPhone 8 models have refreshed internals including the same A11 bionic processor as in the X, HDR video, and True Tone display. They also have a new look, sporting an all-glass back, an aluminum side band, and a warm gold color option that replaces last year's Rose Gold. The most standout feature of the 8 is wireless charging, which uses the same system as the iPhone X. Apple said the processors present in all the new iPhones support ARKit, Apple's software platform for augmented reality. During the fall event, Apple showed some fun AR app demos, including one with Sky Guide, an app that superimposes the constellations on a live camera view of the sky. Augmented reality looks fun, although it'll probably be some time before we see truly useful applications for it.

Wireless charging is cool, but it does mean you're going to have a more fragile phone thanks to the glass design. While case manufacturers are likely rejoicing, you're still stuck with a pretty phone that's also a liability unless you invest in good gear. It is a much better phone than the 7 though, and even comes with a baseline 64 GB of storage, instead of the 32 GB you get with the iPhone 7. While the cheapest iPhones once came with only 16 GB of storage, all three iPhones this year include 64 GB, which is a much more realistic allotment even for power users.

Cellular-Enabled Apple Watch

You can now connect directly to the internet with the new cellular-enabled Apple Watch Series 3. That means you can stream music, get notifications, and make calls without being tethered to your phone. If you have an Apple Music subscription, you have access to its library of 40 million songs without being connected to your iPhone, instead of having to create a

(continued on page 22)



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(continued from page 20)

watch playlist like with older models.

To support these exciting new functionalities, Apple built an electronic SIM card that fits inside the watches' form factor and uses the display as the antennae. Apple also added a dual-core processor that's up to 70 percent faster than previous models and a W2 chip for better battery performance. Overall, you'll experience much less lag time when using your new watch. Siri can also respond to you now, instead of just displaying answers on your screen.



Apple Watch Series 3 (GPS + Cellular)

Cost: \$399

Size: 38mm, 42mm

Available: Now

Apple Watch Series 3 (GPS)

Cost: \$329

Size: 38mm, 42mm

Available: Now

I have found the Apple Watch to be the best of all the fitness trackers I've tried. By adding a cellular connection, it expands the feature set of the device enough to make it no longer just a great fitness band but also a wearable that can accomplish much of what we've previously relied solely on smartphones for. However, if you're mainly interested in fitness tracking, Apple offers a non-cellular version of the Series 3 that has the W2 chip, so you can expect better battery performance for your workouts (see pg. 38 for our Apple Watch buyer's guide to find the right model for you).

The cellular model will add about \$5-\$10/month to your existing phone carrier fee, and your watch will use the same

number as your phone (thankfully). Overall, the Apple Watch Series 3 is great for people who hate being tethered to their phones but rely on the practicality of being reachable.

One of the most exciting things about the Apple Watch that Apple highlighted during its event is its potential to save lives. Apple played a commercial sharing stories of how Apple Watch users discovered serious health issues like diabetes or heart arrhythmia or called for help in a car crash. Adding a cellular connection makes the potential of the watch even greater as a safety device, whether as a way for people to call 911 in cases of domestic abuse or for elderly people who want to safely continue to live independent lives.

Apple TV 4K

After two years without a refresh, Apple came out with a fourth-generation Apple TV. The biggest selling point of the new model is that it supports high dynamic range and 4K video. 4K simply means that the video can fit 4,000 pixels on a single line across the TV screen. In order to serve up these impressive specs, Apple has added an improved A10X Fusion chip (the same processor Apple put in the iPad Pro).



Apple TV 4K

Cost: Starting at \$179

Available: Now

While this is a good move for Apple in order to set its products up for the future, it's not particularly relevant for the average consumer. In order to benefit from 4K support, you'd need to own a 4K TV and seek out the limited supply of videos shot in 4K. Apple will upgrade all the iTunes movies you own to 4K for free, but the selection is still limited. This is a move from Apple that we'll gradually benefit from as 4K video and hardware become ubiquitous.



Donna Schill Cleveland is the Editor in Chief of *iPhone Life* magazine. After a short stint as a newspaper reporter, she became web editor at *iPhone Life*, where she continues to pair her penchant for storytelling with her love of Apple products. Donna holds a master's degree from the University of Iowa School of Journalism & Mass Communication.

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- **Asus Google Nexus, Vivotab**
- **Microsoft Surface 2, 3** (not pro)
- Any tablet less than 10mm in thickness (most tablets)

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IPHONE X: THE COST OF INNOVATION

BY DAVID AVERBACH

When Apple announced the iPhone X, many had sticker shock over the \$1,000 price tag. Not only is this the most expensive iPhone that Apple has ever created, but it's also one of six different iPhones the company now sells. Building such a large (some would argue fragmented) product line is one of the biggest departures in strategy Tim Cook has taken from his predecessor. Under Cook, Apple has dabbled in budget markets by offering the cheaper iPhone 5c and SE. However, these releases were more consistent with Apple's image as being a luxury brand for the masses; with the iPhone X, Apple is becoming a luxury brand for the rich.

The effects of this decision may have profound consequences for Apple's business model and revenue.

“DECIDING WHAT NOT TO DO IS AS IMPORTANT AS DECIDING WHAT TO DO.” –STEVE JOBS

THE MINIMALISM OF STEVE JOBS

Before Steve Jobs returned to Apple as the interim CEO in 1997, Apple's product lineup had ballooned under previous management and included over a dozen different versions of the Mac. One of the first things that Jobs did upon taking over operations was to cut Apple's lineup to just four products. Journalist Walter Isaacson wrote in his biography of Jobs, “[Jobs] drew a horizontal and vertical line to make a four-squared chart... Atop the two columns he wrote ‘Consumer’ and ‘Pro’; he labeled the two rows ‘Desktop’ and ‘Portable.’” For each of these quadrants Apple went on to create a single product. Over the years, Apple's product matrix has expanded slightly, but this concept of having just one product for each category has remained at the foundation of Apple's business model. This model has guided Apple to become one of the most successful companies of all time.

Jobs told Isaacson, “Deciding what *not* to do is as important as deciding what to do.” The primary reason why Jobs preferred to have such a narrow product line was that it allowed his team to be laser focused on creating innovative products. Jobs and his team would obsess over every detail of a product, and this simply didn't work if he had too many devices to think about. He also believed that producing a large

number of products makes it harder for employees to understand how their work fits into the company's long-term plans. In describing the experience of trimming Apple's product line, Jobs said, “I came out of the meeting with people who had just gotten their products canceled and they were three feet off the ground with excitement because they finally understood where in the heck we were going.”

The small range of products also helped Apple when it came to marketing. It allowed Apple to spend its time promoting just a few products, and it lowered the cognitive overhead required to buy an Apple product. If customers believed Apple made the best products, then deciding which phone or computer to buy was relatively easy. Conversely, a customer who decided to go the Windows route still had to choose between dozens of companies and hundreds of computers. The same is true for Android smartphones today.



“THE SECRET BEHIND APPLE'S METEORIC RISE IS THAT IT HAS BEEN ABLE TO PRODUCE A HIGH-MARGIN DEVICE WITH INDUSTRY-LEADING TECHNOLOGY AT A PRICE THAT'S AFFORDABLE FOR THE MIDDLE CLASS.”

A NEW ERA: THE IPHONE IS NO LONGER FOR EVERYONE

This strategy also matched Jobs's countercultural instincts. As journalist Matthew Yglesias explored in an article for Vox following Apple's tenth-anniversary event, Apple risks losing its mass popularity with the iPhone X. Yglesias calls this the “Coca-Cola factor,” referring to a quote from Andy Warhol on the universal appeal of Coke. While the iPhone doesn't have the same universality as Coke, there is a certain altruism that comes with having just one product per category that likely appealed to Jobs. Apple never marketed its products as a status symbol for the rich and famous, but rather a tool for the artists and creators (as well as the rest of the middle class).



In most industries, the best product is not the most *successful* product. Rolex may make the best watches in the world, but most people wear a Timex or something much cheaper. This is because in order to make the best product on the market you typically have to make that product too expensive for the masses. The secret behind Apple's meteoric rise is that it has been able to produce a high-margin device with industry-leading technology at a price that's affordable for the middle class. Walking this tightrope is incredibly difficult though, and there are a lot of market forces working against Apple. In order to continue to produce the most advanced phone in the world, Apple has to include cutting-edge technologies, which are typically expensive and difficult to manufacture. Tim Cook has a reputation for being brilliant at supply chain management. This excellence in manufacturing has allowed Apple to release innovative new phones every year without having to raise the price.

“APPLE HAS CREATED A PHONE FOR THE RICH AND A PHONE FOR THE REST OF US.”

The streak finally broke this year, however, when Apple decided to switch screens. Many of the top Android brands, including LG and Samsung, have begun to release phones with edge-to-edge OLED screens. In order to continue to offer a best-in-class device, Apple had no choice but to follow suit. OLED screens not only have better picture quality, but they are more flexible, which allows the manufacturers to have the edge-to-edge displays. They also use less battery. Unfortunately, the only company capable of producing OLED screens at the quality and quantity that Apple needs is Sam-

sung. According to KGI Securities analyst Ming-Chi Kuo, Samsung is taking advantage of its temporary OLED monopoly by charging Apple between \$120 and \$130 per unit. This is an enormous cost increase from the \$45 that Apple is rumored to be paying for the iPhone 8 Plus display. The iPhone 7 reportedly cost around \$245 to manufacture. At a retail price of \$650, Apple was able to have a 2.6 times markup. The iPhone X reportedly costs \$581 to manufacture, so even at the increased price, Apple is still making less of a margin than on its previous generation of devices.

When choosing between a simple product line and creating the most innovative phone on the market, Apple chose to go with innovation. It's hard to say how all of this will shake out and how this strategy will affect sales. OLED screen prices will eventually drop and Apple may eventually go back to a simplified product line. In the meantime, Apple has created a phone for the rich and a phone for the rest of us, and has sacrificed on its margins in the process. By all accounts the iPhone X looks to be the best phone Apple (or anyone else) has ever created, but the cost of that device might be Apple's successful business model.



David Averbach is the CEO and Publisher of *iPhone Life* magazine. David has an obsession with all things Apple. He grew up on Macs and now has a MacBook Pro, iPhone, iPad, Apple TV, and an Apple Watch. David enjoys traveling and Ultimate Frisbee. He has been to over 20 countries. To contact David, email him at David@iphonelife.com.



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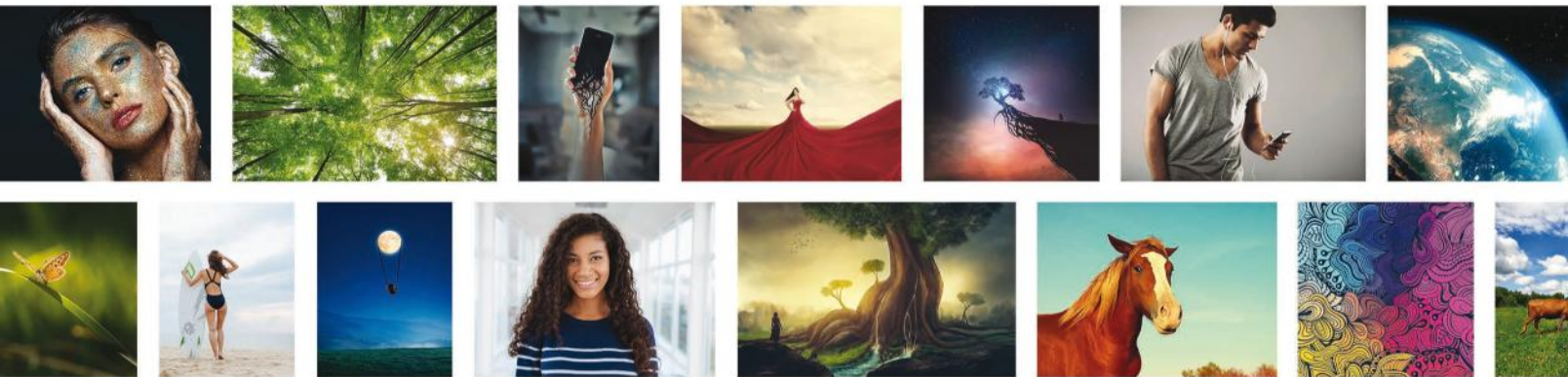
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"Make the sensible choice and stick to the iPhone 7 or 8."



"The iPhone X is out of this world; it's money well spent."



WHICH IPHONE IS THE BETTER BUY?

From Face ID to an OLED edge-to-edge display to wireless charging, the new iPhone 8, iPhone 8 Plus, and iPhone X have a lot of new and exciting features. It's hard to know which iPhone to choose! Our CEO and publisher David Averbach and our senior web editor Sarah Kingsbury debate the merits of the new iPhones in hopes of swaying your decision. Whose side will you take?

Overall Value

Sarah: The iPhone X is the best device, and it's worth it. Having the biggest screen of any iPhone in a smaller phone is significant. And the quality of the Super Retina OLED display

is out of this world. With Face ID you don't even have to fuss with trying to get Touch ID to work, it just unlocks because it sees your face.

David: To me, that's actually an argument against the iPhone X, because we know Touch ID works well. We know the Home button works well. I'm worried about having to relearn a user interface that does not have a Home button.

Sarah: You're going to have to learn how to use the new interface sooner or later. These improvements are most likely coming to all the phones, eventually.

David: Yeah, but maybe I should wait until I don't have to pay so much for the privilege of learning it.

IPHONE 8



IPHONE 8 PLUS



IPHONE X



Cost	Starting at \$699	Starting at \$799	Starting at \$999
Size	5.45 x 2.65 inches	6.24 x 3.07 inches	5.65 x 2.79 inches
Display	4.7-inch Retina HD Display	5.5-inch Retina HD Display	5.8-inch Super Retina HD Display
Portrait Mode	X	✓	✓
Selfie Portrait Mode	X	X	✓
Portrait Lighting	X	✓	✓
Home Button	✓	✓	X
Touch ID	✓	✓	X
Face ID	X	X	✓
Wireless Charging	✓	✓	✓

Wireless Charging

Sarah: I hear a lot from our readers that this is a feature they really want. It's not a factor when deciding whether to buy one of the 8 models or the iPhone X, though, because they all have it.

David: It is really an exciting feature. When you're in your car, you don't have to fuss with the cable. If everything eventually goes to wireless charging, you can charge all your devices on the same charging pad.

The Cost

David: It is cool to have an edge-to-edge display. But having a reliable phone that is cheaper, has a Home button, and has a familiar user interface—there are advantages to that.

Sarah: You're not saving as much money as you think, because if you want Portrait Mode, you have to get the more expensive 8 Plus anyway. And the Plus doesn't have the edge-to-edge OLED display. If you care about the quality of photos you take, then you might as well just go for it.

Durability

David: If you are concerned about durability, I think there is a case to be made for buying the 7 Plus, which is cheaper than the 8 Plus and has the metal back.

Sarah: But if you're not just going to stick to the 7 or 7 Plus, go with the X, because protective cases add bulk and at least you'll be starting with a small phone and it won't end up being as huge.

Final Arguments

Sarah: Really, I think the screen is what makes the iPhone X worth buying. The iPhone X display is bigger, and the quality is so much better while the size of the phone is smaller.

David: As far as arguing that you don't need the X, the main reason is money. The X is the better phone, but the main advantage of the X is a nice screen. If you don't particularly care about having the latest and greatest display, it's a lot of money to spend.



Sennheiser HD 4.50BTNC Wireless Headphones
 (\$199.95, sennheiser.com)

Sennheiser is launching the HD 4.50BTNC and HD 4.40BT—two new wireless headsets designed for powerful, everyday listening pleasure. The first Bluetooth models in the audio specialist’s popular HD 4 series combine high-quality Sennheiser sound with the freedom of wireless listening in a robust, affordable headphone.



The closed-back, around-the-ear headphones have been created to be perfect everyday companions for wireless listening on the move. Alongside great performance, the new headsets offer ease of use, comfort, and convenience. They feature NFC for simple pairing with compatible devices and intuitive earcup-mounted controls for changing tracks and for making calls via the integrated microphone.

Both headphones feature excellent battery life, letting listeners enjoy wireless sound for up to 25 hours. Featuring an elegant and minimalist design, these new wireless headphones have been crafted from durable materials that make them tough enough to be everyday audio companions.



LifeProof NEXT Series
 (\$79.99, lifeproof.com)

Your new iPhone is epic. Get the ultimate in protective cases. Get LifeProof. The LifeProof NEXT series will keep your new iPhone 8, iPhone 8 Plus, or iPhone X safe while letting the beautiful design of your device shine through. The clear back and solid edge keep your iPhone safe from drops up to six and a half feet, while the open front gives you unhindered access to your iPhone’s awesome screen.



This is the first LifeProof case made specifically for water-resistant iPhones. Hike the trails, hit the slopes, or bike through town—NEXT is dust-proof, dirt-proof, and snow-proof for all your adventures. The backs of NEXT cases are clear, but a soft color rounds the edges in black, gray, blue, or pink. It presents a barely-there look with the best rugged protection available.

Let’s be real, you want to show off that pretty glass back and let the world know you’ve got the latest. The NEXT gives your

iPhone all the strength of a rugged case with a minimalist look that shows off its innate style. Let your new iPhone shine while protecting it from the elements with LifeProof NEXT.





Informant 5 by Fanatic Software
(Free, pocketinformant.com)

You need an app that can do it all—a one-stop source where you can find everything on your to-do list and in your schedule. Informant 5 is that app. Whether you're managing a work project with many moving parts or planning a dinner date for the weekend, Informant 5 is the app to keep it all organized.



Informant 5 has a 30-day calendar view that's actually helpful. You can create events, to-dos, projects, and tasks for keeping track of everything from bills to pay and groceries to

buy to your best friend's birthday. The 7-day view in Informant 5 is our favorite, because it lays out everything beautifully with color-coding for an easy glance at the week ahead.

With weather and email integration, you can quickly see the forecast and easily turn an email into a task. Informant 5 will automatically manage any timezone confusion with TravelAssist. You also can set the design to Dark Mode for low-light situations. And we still haven't mentioned it all. The essential version of the Informant 5 app is free, so why are you still reading this? Get it in the App Store now.

Pocket Informant



Tablift Tablet Stand
(\$39.95, tablift.com)

The vast majority of iPad stands aren't made for lounging, which means you end up holding your iPad at awkward angles when you should be stretched out in maximum relaxation mode. Not true of the incredible Tablift stand, designed for use on any uneven surface, including your bed, couch, or lounge chair by the pool.



If you need iPad productivity gear, there's more options on the market than you could ever sort through. But it's all designed for someone sitting at desk. Yet there are highly productive people that aren't able to get out of bed to work; for them, Tablift is not just for comfort but quality of life.

Tablift is designed to clip onto any iPad model. The four legs are flexible, allowing you to shift and shape Tablift however it works best for you. Tablift has three built-in angles but those flexible legs also allow you to adjust your iPad to whatever angle is most comfortable for you. As the hands-free iPad stand you've always dreamed of, Tablift will turn your iPad experience into one of ultimate comfort.

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GOBUDi EARBUDi Earbud Clips
(\$9.99, gobudi.com)

The truth is, the EarPods that come with your iPhone aren't bad earbuds. Yet they end up in a drawer somewhere, rarely seeing the light of day. Why? Because they fall out! But they don't have to. EARBUDI is the brilliantly simple solution to earbuds that constantly fall out. Simply snap EARBUDI onto your existing Apple EarPods, loop EARBUDI around your ear, bend the flexible rubber to a fit you like, and enjoy a hassle-free workout.



For under ten dollars, this EarPods solution keeps your earbuds securely in place during sports and rigorous activity. The adjustable loops are made of a soft rubber that's lightweight and ultra-comfortable. You'll be able to forget they're there, even when wearing glasses. Plus, should you have any issues with EARBUDI, you can get a replacement or a no-questions-asked refund for a full year after purchase. Not that you'll need to. EARBUDI is the perfect solution that will turn your abandoned Apple EarPods into functional, sports-ready earbuds. Got AirPods? GOBUDI also offers EARBUDI FLEX for your wireless Pods. Check out both EARBUDI options at Earbudi.com or on Amazon today.

EARBUDI™



**Necential by Qmadix
"All You Need iPhone Kit"**

(Original price \$79.99; on sale for \$59.99; qmadix.com)

There are some essentials every iPhone user needs and that's why Qmadix put together the perfect bundle of iPhone gear: Necentials. This "All You Need," 4-in-1 accessories kit includes a Liquid Glass Screen Protector, a USB-to-Lightning cable, a car charger for Lightning devices, and a Lightning wall charger for both travel and at-home use. Let's go over the features of each item.

First up, the Liquid Glass Nanotechnology penetrates the glass to create an invisible coating, leaving the screen with the hardness of sapphire. Easily apply the Liquid Glass Screen Protector, give it time to cure, and your iPhone screen will be stronger than ever while also being resistant to water, scratches, and 99.9% of bacteria.

We've all been in situations where we couldn't find a way to charge our device (this bundle is great for an iPhone or iPad user!), but with Qmadix's bundle of must-have cables and chargers, that's unlikely to happen anytime soon. You'll get a four-foot corded Travel Charger, a four-foot corded Car Charger, and a four-foot USB cable that's capable of syncing and transferring data between your devices. Don't waste time and money buying these items separately. Get the Necential "All You Need" bundle by Qmadix for under \$60 on Amazon now.



Matias Wireless Aluminum Keyboard with Backlight

(\$139, matias.ca)

Built with a 1,600 mAh rechargeable battery to run the keyboard, and a separate 1,400 mAh rechargeable battery to power the backlighting, the Matias Backlit Wireless Keyboard can be typed on for a full year without a charge (as opposed to Apple's, which lasts a month), and the backlighting can last up to 2 weeks without a charge. The keyboard is ultra-light and ultra-thin, with keys that are backlit for easy typing in the dark, and is available in Space Gray and Silver to match your devices.



Matias steps it up even more by including a numeric keyboard and backlit keys, so you can work anywhere at any time of day. With Mac-friendly function keys and keyboard layouts for various countries around the world, the Matias Backlit Wireless Keyboard takes Apple's style and extends its functionality.

Pair your keyboard with any of your devices, including iPhone, iPad, Mac, Windows, and Android. You can pair up to four different devices, and the keyboard can quickly switch between them with a single press of a button. With more options, better functionality, and epic battery life, the Matias Backlit Wireless Keyboard outshines its competition. Get yours today.



Storyblocks

(\$99/year, storyblocks.com)

For stock photos, vectors, and illustrations, the pros turn to Storyblocks. Whether you need stunning blog images, patterns, and buttons for the website you're designing, or layers to combine for an epic Photoshop image, Storyblocks has what you need. With a huge library of over 400,000 images (and lots more always on the horizon), Storyblocks is the best and biggest creative resource that any content creator or designer needs to have in their tool belt.



Unlike some stock services, you get unlimited downloads for a flat monthly rate or annual fee. And every image you download is yours to keep and use forever. Storyblocks' collection is updated on a regular basis, and all of the new photos, vectors, and illustrations added are yours to use at no additional cost.

Don't waste your time on subpar images at a premium price—Storyblocks images are royalty free so that your imagination can truly be the only limitation. Browse the library at storyblocks.com/iphonelife now for a free 7-day trial; you're guaranteed to walk away equipped and inspired.





The Complete iOS 11 Guide for iPhone Life Insiders

(\$9.99/month or \$59.94/year, iphonelife.com/insider)

Each new version of iOS comes with a steep learning curve, and we want to make it easy for you. That's why we created The Complete iOS 11 Guide for iPhone Life Insiders, and you can gain access to this video guide immediately when you become a member alongside thousands of other iOS users.

It's time to figure out how to use all the new features of Apple's latest operating system. You can now mark up a screenshot right after taking it, share Wi-Fi passwords with friends, and turn on Do Not Disturb while you're driving. But that's only the tip of the iceberg!

Get immediate access to all Insider benefits when you sign up, including daily 1-minute video tips, in-depth video guides and collections, personal iPhone support via our Ask an Editor program, and more!

The Complete iOS 11 Guide is packed with all of the how-tos, tips, and tricks you need to become an expert. We'll cover everything you need to know, and we'll make it easy to follow with guided videos that'll show you exactly what your iPhone or iPad screen will look like every step of the way. You'll be teaching your friends iOS 11 tricks in no time! Become an iPhone Life Insider today.



Patchworks Level Aegis Series

(\$14.95-\$34.95, patchworks.us)

The latest and greatest iPhones need the best in rugged protection. Patchworks Level Aegis Series case for iPhone X, iPhone 8, and iPhone 8 Plus has a dual layer polycarbonate exterior along with interior air pockets that disperse the energy of the impact, keeping your phone safe. With military standard drop protection, your new iPhone will be safe from drops up to four feet—not once but 26 times.



The Level Aegis Series case is designed to work perfectly with Patchworks' magnetic car mount. There's even a space for the magnetic metal plate built into the case. The edges of the case have solid side bumpers, providing a stronger and more stable grip. And the porthole is plenty large enough to fit any Lightning cable.

This rugged case is available in four color combinations: Black/Black, Red/Black, White/Grey, and Pink/Grey. The Level Aegis Series case by Patchworks is made for your adventures. The slim-yet-snug fit provides ultra-rugged protection, so your iPhone is ready to go wherever you go.



Scosche MagicMount Charge

(Starting at \$69.99, scosche.com)

The new iPhones are here, but Apple's wireless charging pad won't be available until next year. No worries; the MagicMount Charge by Scosche has you covered. Available in three models—for vehicles, for home/office, and for home/office/car—this mount magnetically holds your iPhone perpendicular to the ground, making it easy to tap the screen and use your iPhone while it's charging.

Since Apple decided to use the industry standard in wireless charging, you don't have to worry about compatibility.



The MagicMount Charge is Qi certified for a safe, reliable wireless charge that will work with the iPhone 8, iPhone 8 Plus, and iPhone X. The mount easily attaches to any surface with its StickGrip suction base for a strong hold.

The MagicMount Charge works with your new iPhone and will also work with any other devices that power up using the Qi wireless standard. Scosche is the leading mount brand in the United States; get the best for your new device. Check out Scosche's full collection of wireless charging solutions at scosche.com.



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BUYER'S GUIDE

A

s technology advances, so too do the opportunities for it to make our lives easier. After all, a few years ago we could barely send texts on our cellphones, and yet today we are able to use our iPhones for everything from watching Netflix to managing our health. Despite how exciting all of these advancements can be, they can also leave even the most savvy of us in a state of disarray. Just when we're finally getting used to one product—be it an iPhone, a protective case, or a pair of headphones—a company releases a newer, improved model that leaves us anxious to upgrade.

With the tech market saturated with so many gadgets, how can you know what's worth your time and money? We understand the struggle, which is why we've compiled this guide to help you make the best purchases possible. We'll show you a side-by-side comparison of each of the iPhone, iPad, and Apple Watch models available, as well as share with you the products that we love best. Whether you're upgrading and are unsure of which iPhone to buy or you simply need advice on the best speakers and cases available, we have you covered!

IPHONE

FOR THE
ENTHUSIAST



iPhone X (Starting at \$999)
This smartphone is the best of the best. Although much of the iPhone X's hardware is similar to the 8 and 8 Plus, its all-screen display and lack of a Home button make for a radical redesign. You'll need to learn how to navigate the phone's gestures and Face ID, but that's what makes the X so seamless! Also, it's the only phone with advanced front-facing camera features, like studio lighting and animated selfies.

FOR THE
PHOTOGRAPHER



iPhone 8 Plus (Starting at \$799)
The idea of Face ID and an edge-to-edge display might seem a bit excessive (not to mention pricy) for you. Plus, maybe you love Touch ID and don't want to give it up just yet. If your biggest priority is improved camera features, then this is your best choice. The 8 Plus includes a Portrait Lighting option in its rear-facing camera that will majorly boost the quality of your images.

FOR THE
SPEED DEMON



iPhone 8 (Starting at \$699)
If you want the very best technology Apple has offer but the idea of spending \$1,000 is out of the question, then no worries. The 8 is a fantastic product with a slew of features that will keep you happy. It's smaller than the Plus model, but not by too much, and it includes the latest processor and top-notch features like wireless charging and a True Tone display.

Storage	64 GB; 256 GB	64 GB; 256 GB	64 GB; 256 GB
Size & Weight	5.68 X 2.79; 6.14 ounces	6.24 X 3.07 inches; 7.13 ounces	5.45 X 2.65 inches; 5.22 ounces
Display	5.8-inch all-screen OLED; Super Retina HD	5.5-inch widescreen LCD; Retina HD	4.7-inch widescreen LCD; Retina HD
Resolution	458 ppi	401 ppi	326 ppi
Battery	< 21 hours talk time	< 21 hours talk time	< 14 hours talk time
Wireless Charging	✓	✓	✓
Security	Face ID	Touch ID	Touch ID
Processor	A11 Bionic chip with 64-bit architecture; M11 motion coprocessor	A11 Bionic chip with 64-bit architecture; M11 motion coprocessor	A11 Bionic chip with 64-bit architecture; M11 motion coprocessor
Camera	12 MP wide-angle and telephoto lens; Portrait Mode; Portrait Lighting	12 MP wide-angle and telephoto lens; Portrait Mode; Portrait Lighting	12 MP
Water & Dust Resistant	✓	✓	✓

A Side-by-Side Comparison of Apple's Top Phones

FOR THE
PRAGMATIST



iPhone 7 Plus (Starting at \$669)
If you aren't swayed by Apple's hyperbole and you prefer to wait before upgrading your device (whether to save money or simply to make sure the purchase is worth it), then we recommend the 7 Plus. Its hardware is similar to the iPhone 7, but if you have a penchant for photography and would enjoy the bigger screen, then the 7 Plus is an absolute must-have.

FOR THE
FRUGAL BUYER



iPhone 7 (Starting at \$549)
This might be last year's iPhone, but there's no denying that it's still a pretty fantastic product for anyone who wants a high-powered phone from Apple without breaking the bank. If you aren't enthused about the idea of a larger phone, but want something large enough to occasionally watch YouTube videos on, then this is a great option. And now it's much cheaper than it used to be!

FOR THE
MINIMALIST



iPhone SE (Starting at \$349)
If you prefer a small phone that easily fits in your pocket and you have no need for extra features such as Portrait Mode, then this iPhone is a winner. It isn't ideal for watching movies or reading e-books, but it's great for basics like sending texts or snapping photos. Also, it's the only option here that still sports a headphone jack.

32 GB; 128 GB	32 GB; 128 GB	32 GB; 128 GB
6.23 X 3.07 inches; 6.63 ounces	5.44 X 2.64 inches; 4.87 ounces	4.87 X 2.31 inches; 3.99 ounces
5.5-inch widescreen LCD; Retina HD	4.7-inch widescreen LCD; Retina HD	4-inch LCD display
401 ppi	326 ppi	326 ppi
< 21 hours talk time	< 14 hours talk time	< 14 hours talk time
X	X	X
Touch ID	Touch ID	Touch ID
A10 Fusion chip with 64-bit architecture; M10 motion coprocessor	A10 Fusion chip with 64-bit architecture; M10 motion coprocessor	A9 chip with 64-bit architecture; M9 motion coprocessor
12 MP wide-angle and telephoto lens; Portrait Mode	12 MP	12 MP
✓	✓	X

APPLE WATCH

THE JACK-OF-ALL-TRADES



Apple Watch Series 3 (GPS + Cellular) (Starting at \$399)
The new alpha wolf of Apple Watches delivers what we've been dreaming of—the ability to leave your iPhone at home. Thanks to a built-in electronic SIM card, the Series 3 cellular can make calls, stream music, and receive notifications all on its own. Just be aware that all this extra use will take a toll on battery life and will add roughly \$5–\$10/month to your phone bill (prices vary by carrier).

FOR FITNESS FIENDS



Apple Watch Series 3 (GPS) (Starting at \$329)
If you love hiking, biking, and swimming, the Series 3 non-cellular model is your match made in heaven. While a Jetsons-style watch sounds cool, its features may prove to be a distraction and battery hog if fitness tracking is what you're after. Not only does the Series 3 non-cellular track GPS, measure elevation, and allow you to swim, but it also has the battery-enhancing W2 chip that you can devote to tracking your next triathlon instead of calling a friend.

THE GATEWAY SMARTWATCH



Apple Watch Series 1 (Starting at \$249)
If you want to increase your health and fitness awareness, the Series 1 is a great choice. While it won't be as quick and responsive as either Series 3 models, it can handle activity tracking and notifications with ease (and its processor is still superior to that of the original Apple Watch). If you don't care about swimming with your watch or using GPS to track your route, the Series 1 will serve you well and will be easier on your wallet.

Heart Rate Sensor	✓	✓	✓
Processor	S3 dual-core; W2 Chip	S3 dual-core; W2 Chip	S1P dual-core
Size	38mm; 42mm	38mm; 42mm	38mm; 42mm
Display	OLED Retina; Sapphire crystal	OLED Retina; Ion-X glass	OLED Retina; Ion-X glass
Storage	16 GB	8 GB	8 GB
Swim Proof	Up to 50 meters	Up to 50 meters	Splash Resistant
GPS	✓	✓	X
Connectivity	Cellular; Bluetooth; Wi-Fi	Bluetooth; Wi-Fi	Bluetooth; Wi-Fi
Battery	< 18 Hours	< 18 Hours	< 18 Hours
Siri Voice	✓	✓	X

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FOR THE FANBOY

The Crowd Pleaser



12.9-inch iPad Pro (Starting at \$799)

If you're looking for a tablet that looks, feels, and to a certain extent, works the same as a 13-inch MacBook, this is the one for you. While it's too expensive and cumbersome for more casual users, if you're a power user, an artist, or you're simply a sucker for a big display, then the 12.9-inch iPad Pro will hold a lot of appeal.

10.5-inch iPad Pro (Starting at \$649)

In our opinion, this is the best iPad Apple has to offer. It boasts identical specs to its bigger sibling but comes with a size and price closer to what we've all come to expect from a tablet. Plus, it's the only iPad that comes in Rose Gold.

Size	12 inches X 8.68 inches	9.8 inches X 6.8 inches
Resolution	264 ppi	264 ppi
Display	2732 X 2048; 12.9-inch	2224 X 1668; 10.5-inch
Weight	1.49 pounds	1.03 pounds
Battery	< 10 Hours	< 10 Hours
Storage	64 GB; 256 GB; 512 GB	64 GB; 256 GB; 512 GB
Processor	A10X Fusion chip with 64-bit Architecture; M10 Coprocessor	A10X Fusion chip with 64-bit Architecture; M10 Coprocessor
Touch ID	Second-generation	Second-generation
Camera	12 MP; f/1.8	12 MP; f/1.8
Apple Pencil	✓	✓

Your Guide to Finding the Best Apple Tablet for You

For the Budget Buyer



iPad (Starting at \$329)

If you want to watch movies and do some light browsing on a tablet, you can't go wrong with Apple's most basic model. What you'll sacrifice in screen sharpness and support for the Apple Pencil you'll make up for in significantly lower sticker shock. However, if you have an iPad Air 2 at home, don't bother upgrading.

For the Whole Family



iPad mini 4 (Starting at \$399)

If you own a supersized iPhone Plus model, the iPad mini 4 is probably too similar for it to make sense to buy. However, it shines as an e-reader and portable entertainment system for the whole family and may appeal to people who prefer a small device but like Apple's unique features for the iPad, like Split View and Drag and Drop. If you choose the mini 4, just make sure to buy it on sale.

9.4 inches X 6.6 inches	8 inches X 5.3 inches
264 ppi	326 ppi
2048 X 1536; 9.7-inch	2048 X 1536; 7.9-inch
1.03 pounds	0.65 pounds
< 10 Hours	< 10 Hours
32 GB; 128 GB	128 GB
A9 chip with 64-bit Architecture; M9 Coprocessor	A8 chip with 64-bit Architecture; M8 Coprocessor
First-generation	First-generation
8 MP; f/2.4	8 MP; f/2.4
X	X

ESSENTIALS

A Selection of Accessories You Need in Your Life

by Rheanne Taylor



Olloclip Lens Set

(Starting at \$79.99)

I've tried a ton of external lenses, and although some of them have boasted higher-quality materials here and there, Olloclip's lenses remain my favorite due to their sheer ease of use. Olloclip offers lenses for a variety of functions, from wide-angle to fisheye. I love macro photography, so my personal favorite is the brand's Macro Pro Lens Set that lets me take close-up shots of flowers and insects. It easily slips onto my phone. The only downside is that I have to remove my iPhone case, which gets pretty frustrating. However, the quality of my

shots is incredible and makes the slight hassle worth it.



Belkin BOOST UP Wireless Charging Pad

(\$59.99)

Goodbye, pesky cables! If you're planning on upgrading to the new iPhone 8, iPhone 8 Plus, or iPhone X, then you'll want a Qi-compatible charger to take advantage of your device's new wireless charging technology. Belkin offers a sleek option at a reasonable price. The BOOST UP works with most lightweight cases, allowing you to simply lay your iPhone on the surface of the charger and voila! It will begin charging. A green LED light on the side of the gadget will let you know whether you've placed your device down on the charger properly.



Zagg InvisibleShield Glass+ Privacy Screen Protector

(\$18-\$44.99)

I travel often, which means I'm often crammed inside planes and buses with a lot of people. I love using my phone

to pass the time, but it's awkward knowing that my neighbors are nosily watching my every move. This screen protector by Zagg is not only super protective against drops and scratches, but its side-view privacy filter prevents people next to me from seeing what I'm looking at; which is useful if I am viewing private information like my bank account or credit card information.



Quad Lock Bike Kit

(\$55-\$69.95)

If you use your bike to get around, then this kit is an absolute must-have. I used to have the hardest time following turn-by-turn directions from my bike. I didn't like using headphones, since I wanted to stay tuned in to my surroundings, and I didn't like my phone

blaring directions from my backpack either (because that's obviously awkward). This mount allows me to place my phone on my handlebars so I can glance at Maps and see when to take my next turn without ever having to touch my phone, which is much safer.



HANS Swipe – Clean

(\$14.95)

HANS is a cleaner specifically designed for your touchscreen devices, and it comes in a little container that resembles a stick of deodorant. That may seem laughable at first, but it has quickly become a popular accessory around the iPhone Life office. Its dual-sided design allows you to easily clean your iPhone with one end and dry it off with the other.

If you're one of those people

(like us) who gets annoyed by unsightly smudges on your iPhone's screen, then you'll quickly fall in love with HANS too.



Otterbox Lightning Connector

(\$29.95–\$34.95)

Charging cables aren't the most exciting purchase, but they are essential nonetheless. I've never had much luck with Apple's included cable, as it ends up fraying way too quickly (I blame my cats). If you've had the

same experience, and you don't plan on upgrading to an iPhone 8 or the iPhone X, then you will want a sturdy Lightning cable to see you through. Unsurprisingly, Otterbox has just the cable you're looking for, featuring a rugged, braided nylon cord designed to stand the test of time (or of teeth, claws, or whatever).



Joby GripTight ONE GP Magnetic Impulse Tripod

(\$39.95–\$59.95)

If you love snapping pictures with your iPhone, then a functional tripod should definitely be on your shopping list. Tripods may sound inconvenient, but Joby's bendable tripod is a breeze to set up and carry with you. It comes in handy on trips when I want a

group shot with my friends but am either away from civilization or (more likely) feel too awkward to ask a stranger for help. The GripTight's bendable legs and magnetic feet make it perfect for impromptu shots, as I can easily attach it to branches and metal poles or adjust it to the rocky landscape.



Tile

(\$20–\$35)

I lose everything. It's a rough life being eternally absentminded, OK? Tile has a reputation for its handy Bluetooth trackers that help out people like me. I recently tried out Tile

trackers for myself and am very happy with them. I stuck the stylish Tile Sport on my set of keys and the ultra-thin Tile Slim in my wallet. If I lose my wallet or keys, I simply use the Tile app to check my item's location on a map or ring the attached Tile. If I lose my phone, I can even use the Tile to ring it simply by double-pressing the Tile's button.



Logitech Slim Combo for iPad Pro

(\$129.99–\$149.99)

A quality, easy-to-use keyboard case is a must-have for iPad Pro users. Our

editor in chief, Donna, loves the Logitech Slim. She says it offers solid protection and that the keyboard is super simple to use—all you have to do is attach the iPad Pro to the Smart Connector and the keyboard will pair right away. When you're ready to go keyboard-free, you can easily disconnect the keyboard and use the iPad solely with your hands. She also really appreciated the Apple Pencil slot at the top of the case, since Apple's magnetic connection isn't very strong.



Fitbit Alta HR

(\$128–\$179.95)

If you want to track your fitness but don't need all the extra features an Apple Watch offers, the Fitbit Alta HR, with its slim, stylish profile and cheaper pricepoint, is the way to go. The Alta offers automatic sleep and workout tracking, heart rate

monitoring, and calorie tracking. The Bluetooth connectivity (sometimes a problem with other fitness trackers) to the iPhone is seamless. And although there is no Apple Health app integration, Fitbit's app is so comprehensive and easy to use that you may not miss it.

IPHONE CASES

Must-Have Picks for Every Occasion, Style, and Budget

by Rheanne Taylor



CaseMate Brilliance Tough
(\$67.99–\$80)

This case has become one of my absolute favorites. Although it's a bit flashy for some, that's one of the many reasons I love it so much. Not only is it just plain glamorous, but it's pretty rugged too. While testing this case, I dropped it quite a few times, and my phone made it out completely unscathed (and, remarkably, the case did too). I'll admit, I was pretty concerned about the gems on the back falling off, as that's what happens to most cases like this, but I've had no such problem with the Brilliance Tough. The only downside is that it's not super easy

to take on and off, which isn't a problem if you only remove your case to swap it out for another, but can get frustrating if you (like me) frequently use external lenses that require a naked iPhone.



DODOcase Leather Cardcase
(\$34.95)

If I'm at a concert or out on the town, then there are really only three things I need: my phone, my credit card, and my ID. Anything else is cumbersome and unnecessary. This case has been the perfect solution. It isn't as rugged as some of the other options listed here, but its slim design makes it perfect for your pocket. The case features a leather backing and card pocket, which can stretch to accommodate up to four cards. I slid two cards into the pocket and found that they stayed firmly in place, so I didn't

worry about losing them at any point. You can also include a gold monogram on the leather backing if you so choose. This is a great case for activities that require you to pack as light as possible.



Mophie Charge Force Case
(\$59.95)

I take a lot of photos and videos when I travel. That means that my battery drains much faster than I would like. Although I have a ton of external batteries that I pack on my trips, all of them require me to plug my phone into them for it to charge. That usually ends up putting my phone out of commission until it reaches 100 percent again. Mophie's Charge Force case is a great alternative. The case is compatible with nearly all wireless chargers, but I use Mophie's Charge Force Powerstation Mini (\$49.95). All I have to do is charge the Powerstation before my trip, and then it's ready to use next time my phone's battery runs low. The Powerstation magnetically adheres to the back of my phone and begins charging instantly, so I can continue using my phone with no issues—no wires necessary!



Otterbox Defender Series Case
(\$23.95–\$49.95)

Otterbox is a household name when it comes to protective iPhone cases—and for good reason! This case not only protects your iPhone against drops with its rugged design, but its built-in screen protector safeguards your device against cracks and scratches as well. Most of my friends who work outdoors (especially in construction) swear by Otterbox, and it's been hard to convince them to try anything else. They've

shared many stories about dropping phones from roofs or accidentally leaving them on their car as they drove away, and in each scenario their devices miraculously escaped unscathed. I've used the product myself in the past, and although it was a bit bulky for my liking, it would be a disservice not to mention it in this roundup, especially considering how many of my close friends love it so much. If you regularly work outdoors, then I definitely recommend the Otterbox Defender Series.



Lifeproof FRĒ Case

(\$18.99–\$89.99)

I don't let hazards like rivers and rocky slopes stand in my way when I'm taking pictures. Even though the iPhone 7 has proven itself to be incredibly resistant to water, I don't trust that it can withstand some of the situations I place it in (I really like capturing underwater shots). This case is my go-to for all outdoor adventures. I recently took it on a four-day camping trip along the Chattooga River in South Carolina, and I thoroughly freaked out my companions every time I dipped my phone below the water's surface to snap a photo of a fish. I did this a lot, and never once did a drop of water manage to sneak into the case. And despite its slim design, it offered incredible protection against the jagged rocks I occasionally dropped it on. The only downside is that it's nearly impossible to use the screen while it's submerged.



Speck Presidio Protective Cases

(\$18.99–\$39.95)

Speck's cases may seem basic, but they haven't let me down yet! Despite their slim design, they are incredibly resilient. In fact, they boast 10-foot protection against drops—and trust me, I've dropped my phone more times than I care to admit. Speck's top-selling case is the Presidio Clear (which protects your iPhone while allowing you to appreciate its design) but my personal favorite has been the Presidio Inked, which comes in a variety of colorful options. The company also offers the Presidio WALLET (which allows you to easily store your credit card and ID) and the Presidio GRIP (which features a ridged exterior that prevents your iPhone from slipping out of your hands). I've been impressed with how this case has held up for me. It has never felt too bulky, which is important to me, but has offered just the right amount of protection.



REVEAL Nature Tech Collection

(Starting at \$25)

This case isn't designed to be very protective, but it is one of the few environmentally friendly options available and it looks beautiful too. REVEAL's case easily guards against dents and scratches, but I certainly wouldn't feel safe dropping my phone while using it. Regardless, I love the design and found it to offer a sufficient amount of protection for everyday use. Not only is REVEAL's Nature Tech line made from renewable cork and bamboo, but through the company's partnership with the nonprofit American Forests, it also promises to plant a tree for every product bought from the collection. To date, the nonprofit has already planted over 50 million trees worldwide, which is certainly significant. If you're trying to live a more sustainable lifestyle, then it's hard to go wrong with this case.



X-Doria Case Defense Lux Wood

(\$24.95–\$39.99)

I'm a sucker for beautiful, natural-looking designs, but even so, I never expected that I would grow to love this case as much as I have. Its smooth wooden backing is right up my alley, and its soft rubber interior and aluminum frame offer just the right amount of protection against drops without making the case too bulky. I used this case for a solid three months in all manner of conditions, and it held up amazingly well. Many cases start showing signs of wear and tear early on, but this one looks almost the same as the day I first put it on, which is incredible in and of itself. The metal latch on the case's side is easy to lock and unlock, which makes removing the phone fairly easy, and its raised lip edges have no doubt protected my screen more times than I realize (which is great, because I've boldly chosen not to use a screen protector).

APPLE WATCH GEAR

5 Accessories to Go Everywhere with You

by Conner Carey



Twelve South ActionSleeve Armband (\$29.99)

As incredible as the Apple Watch is, it gets in the way during certain workouts. When I'm deadlifting over a hundred pounds, worrying about the bar damaging my watch screen isn't where my attention should be. Twelve South thought ahead with its ActionSleeve Armband for Apple Watch users. Especially if

you have an iPhone Plus model, using your phone in an armband is clunky. An armband for Apple Watch, however, will feel barely there and make it easy to switch the song or check your workout stats thanks to the simple, small screen. For athletes and avid gym-goers, the ActionSleeve is a must.



RuslieStraps Handmade Apple Watch Band (\$64.99)

Supporting small and local businesses is a cause dear to my heart, so I was thrilled to receive this handmade vegetable-tanned leather Apple Watch band from RuslieStraps. This Etsy store creates bands with love, and you can see it in

the craftsmanship. Not only is your purchase going directly to a family, you're getting a top-notch band that's nothing short of stunning. Have a couple photos you'd like to feature on your Apple Watch band? RuslieStraps does custom designs as well. Etsy is a surprisingly incredible place to look for a new Apple Watch band. RuslieStraps should be your first stop, but there are thousands of shops to peruse.



Casetify Watch Bands

(Starting at \$52)
When it comes to fun and beautiful designs, it's hard to beat Casetify. The Casetify collection is huge, nearly guaranteeing that you'll find a design you love. Casetify bands are wonderfully thin and sturdy, so each band fits comfortably and holds up well over time. If you're an Apple Watch user who likes your band to express your person-

ality, then you're sure to find one that will represent you well. Not a fan of designs? Casetify has a great line of Steel Mesh, Double Tour, and Magnetic bands to check out.



ZAGG Glass Luxe Screen Protector

(\$29.99, add Bumper for \$9.99)

We're quick to buy a screen protector and case for our iPhones but often forget about protecting our Apple Watches from harm, even though wear and tear is inevitable. So I decided to try out Zagg's Glass Luxe screen protector

with a bumper case for this roundup. I have the Rose Gold Apple Watch Series 1, and the color of Zagg's gear is just slightly off. But I can't see the original color with both the screen protector and bumper in place, which keeps the color difference from bugging me. I love the combination of both items on my watch. They add minimal bulk, look classy, and don't get in the way of what I need to do on my device. My Apple Watch is protected from all angles, giving me peace of mind.



Bucardo Charm Necklace for Apple Watch

(\$131-\$249)

If you like your Apple Watch to be part of your style ensemble, you'll like how the Bucardo Charm Necklace will make you stand out from the crowd. The accessory allows you to wear your Apple Watch as a locket or necklace along with a charm of your choosing. For a classy night on the town, these beautiful pieces provide a different wearable experience and offer

styles for all genders. The necklaces are available in silver and gold, as are the charms. For even more flexibility with your look, you can get a separate charm to interchange whenever the mood strikes. Bucardo is a luxury brand so the pieces aren't cheap, but neither is the quality.

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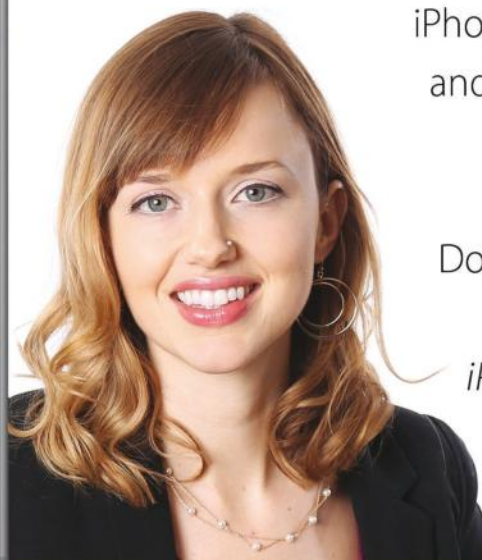
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SPEAKERS

Your Guide to the Best Sound, Design, and Price

by Donna Cleveland



UE Phantom Wonderboom
(\$99.99)

With the Wonderboom, Ultimate Ears has successfully engineered surprisingly strong bass and volume—not the tinny sound you'd expect from other mini Bluetooth speakers. Add to that its IPX7 waterproof rating, 10-hour battery life, and 5-foot drop protection, and you've got yourself a solid holiday gift for your audiophile

friends and family members. While you'll sacrifice some features of the \$300 UE Megaboom, like the big sound and ability to connect up to 50 speakers (the Wonderboom lets you connect 2), you'll gain extra portability, a fresh set of colors, and a loop so you can tote it on your backpack or bike.



Amazon Echo
(\$179.99)

I set up Amazon's smart speaker in my kitchen this summer, and so far I've been impressed with its sound quality and wide range of third-party voice apps called skills which allow me to do things like call an Uber, exercise with 7-Minute Workout, get my daily news briefing, or call other Echo owners. I love that, unlike Siri on my iPhone, Alexa can hear my commands even when it's playing loud music. It's also encouraged me to take advantage of Amazon's music library, which comes along with my Prime membership, since I can say things like "play Bob Marley,"

and immediately hear top hits from the legend. However, if you have a Chromecast or are tied in to other Google services like Calendar or Maps, you might want to check out Google Home (\$85–\$129) instead.



Braven 1100
(\$199.99–\$249.99)

The smallest of Braven's Premium Home series, the 1100 is a refined-looking wireless speaker that complements

any home (I recommend buying the white and gray version). The 1100 is small enough to easily move from your bookshelf to your kitchen counter, but is large enough to deliver clear, room-filling sound that isn't too overpowering. It also packs a 28-hour battery life, thanks to its built-in 8,800 mAh battery, and it even has an extra USB port so you can use it to charge your iPhone or iPad (which comes in handy when you're traveling). The sound gets a little fuzzy at loud volumes compared to speakers at a similar price point, but if you can get it on sale and want something that looks sophisticated for your home or apartment, the Braven 1100 is a good choice.



Apple HomePod
(\$349)

We've got our eye on the HomePod, Apple's new spatially aware smart speaker that becomes available in December. While this Siri-enabled smart speaker will compete with the Alexa-powered Amazon Echo, Apple has been touting the HomePod's merits as a high-end speaker over its AI smarts. The HomePod is said to handle high volume

levels with zero distortion and tailor its sound experience to fit the size and shape of the room it's in. While the HomePod may be able to deliver a full surround sound experience from one small speaker, it will likely be a while before it can compete with the over 10,000 skills the Amazon Echo has in its arsenal.



JBL Charge 3
(\$117–\$149.95)

Thanks to the large feature set and low price, the JBL Charge 3 is my latest home favorite. While the treble and mid-tones aren't quite as clean as the more expensive ones from Fender or V-MODA, that's where my complaints end. The Charge 3's sound is just as powerful and doesn't distort at maximum volumes, boasts a 20-hour battery, is IPX7-rated waterproof, can connect to multiple units for surround sound, and comes with a built-in speakerphone so you can take calls without disconnecting. If you want an all-purpose Bluetooth speaker at a decent price, look no further than the JBL Charge 3.



Fugoo Style-S
(\$139.99)
If you're looking for a durable yet classy wireless speaker

to provide a soundtrack for your active life, the Style-S is hard to beat. Not only is the Style-S IP67-certified waterproof and shockproof, but it also includes an inset mounting socket so you can use a Fugoo mount to attach the speaker to your bike, tent, stroller, tree, or whatever else is in your vicinity. It comes with a big battery for such a lightweight speaker, so you can go up to 15 hours off grid without running out of power. My biggest criticism of the Style-S is that while it sounds great at moderate volumes, it distorts when you get really loud. You can always pair two together for stereo sound, but I still wouldn't recommend the Style-S if you're looking for big sound.



Fender Monterey
(\$349.99)

Fender prides itself on its clear sound, and after playing with the Monterey for a week, I'm a believer. The hefty Monterey plays off Fender's long history in the industry

with its old-school amplifier design and wood casing that lends a natural quality to the sound. I tried listening to Beyoncé at maximum volume and bass and playing Bob Marley with a more balanced audio mix and was amazed at how incredibly clear the sound remained at all volumes and settings. My favorite thing about the Fender is that you can adjust the treble and bass manually to create a floor-thumping, dance-party vibe or a relaxed dinner-party feel with a quick turn of the knob.



BoomBotix Pro
(\$22–\$60)

If you're on a tight budget, a little money will go a long way with the BoomBotix Pro. Not only does it pack a punch for its size, but it also includes a surprising number of features, including an IPX7 waterproof rating, a built-in mic, a re-

spectable six-hour battery, and a clip so you can attach it to your backpack. Our managing editor Rheanne Taylor has been using the Pro for years, and says it's filled her apartment with sound (and only minimal distortion) and has survived camping trips and even being dropped on rocky terrain.



ECOXGEAR EcoSlate
(\$95–\$149.99)

If you're looking for a rugged speaker that holds up against dirt, drops, and water, this speaker by ECOXGEAR is your safest bet. With an IP67 dust-proof and waterproof rating, you can confidently take the EcoSlate with you whether you're backpacking in

the wilderness or river tubing with a group of rowdy friends. ECOXGEAR designed the EcoSlate with the outdoor enthusiast in mind. It makes a great camping companion, with a built-in lantern that can light up your tent and a 12-hour battery that doubles as a charger for your iDevices.



V-MODA Remix
(\$300)

Audiophiles of all stripes have loved V-MODA's premium headphones for a long time, but it was only earlier

this year that the company ventured into the Bluetooth speaker market. The Remix delivers vibrant audio quality, a 10-hour battery, and a built-in mic for speakerphone calls. Its sound is one-directional though, and can't quite fill a large room. As is the tradition of V-MODA, the Remix also comes with interesting customization options. While I like the base aluminum and vegan leather options, I personally find the 3D custom grills and shells a little gaudy and not worth paying extra for.

HEADPHONES

Find the Perfect Pair You Won't Want to Leave Home without

by David Averbach



Jabra Elite Sport Earbuds

(\$199–\$249.99)

The Jabra Elite Sports are a truly wireless earbud designed specifically for working out. The earbuds have a built-in heart-rate monitor that can automatically sync with your favorite workout apps, including **Strava** (free) and **RunKeeper** (free). The sound quality is mediocre for the price point, and as with most wireless earbuds, the battery life isn't amazing (three hours). But if you primarily use your earbuds for working out, these are a great option for you.



Here One Smart Earbuds

(\$299.99)

I know, \$299 for earbuds is a bit excessive. Especially when

Apple's own wireless earbuds are only \$159. But these aren't just earbuds, they're more like your volume knob for the outside world. In addition to streaming music, the Here One buds allow you to turn up or down the sound from the outside world or filter out certain sounds altogether. The app has a filter for subways, airplanes, restaurants, cities, and crowds. It also has filters to enhance the volume of a person speaking behind or in front of you. This is a new technology that will likely improve and come down in price over time, but the early results are pretty impressive. Other than the high price tag, the biggest drawback of the Here Ones is that the battery only lasts for two hours. If you're someone who wants to quiet the world around you without drowning it out entirely with music, these earbuds might be for you.



1More Triple Driver In-Ear Headphones

(\$99.99)

A driver is the part of the headphone that converts the electrical signal into sound. Think of it as the tiny speaker in your headphone. Most earbuds, including Apple's EarPods, come with just one driver. As the name implies, the 1More Triple Drivers have three drivers in each earbud: a tweeter for the high tones, a mid-range for the midtones,

and a woofer for the bass. Having three drivers isn't just something audiophiles care about, it allows these earbuds to have a much fuller sound than their cheaper counterparts. At \$99, 1More's Triple Drivers offer hands-down the best value for earbuds. The wires and the thick remote can make it a bit clunky for working out, but if you want an ultra-portable pair of headphones that can fit in your pocket but still deliver great sound, these are your best bet. If you want to splurge, 1More also makes a pair of quad drivers for \$199 that are even better.



Jabra Move On-Ear Headphones
(\$69–\$99)

The Jabra Moves offer some of the best value in the industry. They lack many of the bells and whistles of some of the other headphones on this list, including premium materials and noise cancellation, but if you're looking for a no-frills, affordable pair of headphones, I can't recommend these enough. The Jabra Moves boast reliable wireless streaming, an eight-hour battery life, and a lightweight, comfortable build. Most importantly, the Moves deliver sound quality comparable to many headphones priced exponentially higher (I'm looking at you Beats!)



Sennheiser PXC 550 Over-Ear Headphones
(\$329–\$399.95)

Founded in 1945 and still family owned, Sennheiser knows a thing or two about making headphones. The PXC 550s are really light and fold up, making them incredibly portable. The sound quality is excellent, with clear, crisp mid-tones and trebles, a full rich bass, and effective background noise cancellation. If the professional look isn't for you, the Sennheiser HD1 Over-Ears (\$349) offer comparable sound quality and noise cancellation with a more sleek retro look.



Libratone Q Adapt On-Ear Headphones
(\$249)

Libratone headphones are renowned for their Scandinavian design, and the Q Adapts are no exception; they are polished and highly functional. Similar to the Jabra Moves, the Q Adapts are lightweight and sport a fabric headband. However, the Q Adapts are made from higher-quality material and have a much sleeker look. But what really sets the Libratone Q Adapts apart is that

they offer high-quality noise cancellation. Using the Libratone app, you can select from four tiers of noise cancellation ranging from blocking out 20 percent to 90 percent of the background noise. I tend to use my headphones in noisy environments such as coffee shops and airports, so noise cancellation is high on my list of must-have features. While the sound quality and noise cancellation are not quite on par with Sennheiser's PXC 500s or Sony's MDR 1000xs, at \$249, the Q Adapts are one of the most affordable wireless noise-cancelling headphones available.



Sony MDR-1000X Over-Ear Headphones
(\$300)

Sony headphones hold a special place in my heart. Not only did the legendary Japanese corporation dominate the headphone market for years, but it provided my first pair of headphones too. Recently, Sony has struggled to keep up with the cutting edge of headphone technology. This makes the MDR-1000Xs a breath of fresh air. They come packed with amazing noise cancellation, superb sound, and tons of innovative features. The MDR-1000Xs have an ambient noise mode that amplifies outside noise while listening to music, and a "Personal NC Optimizer" that analyzes the shape of your head in order to create a more personalized sound experience. The touch controls can be fidgety at times and the design isn't for everyone, but overall the headphones have very few drawbacks. When choosing between the MDR-1000Xs and PXC 500s, you really can't go wrong. The Sonys have a slight edge on noise cancellation and are slightly more feature rich, while the Sennheissers have slightly clearer sound quality.

DOCKS

4 Winning Accessories to Stow Away and Power Up Your iDevices

by Conner Carey



Belkin Valet Charge Dock for Apple Watch + iPhone (\$129.99)

This is one of the few docks available for both the iPhone and Apple Watch that includes an Apple Watch charger so you don't have to snake yours through. Belkin's dock is available in every color your iPhone comes in (I got mine in Rose Gold to match my Apple Watch) and

looks elegant on any desk or surface. If you have a bulkier case, chances are this dock will still work—Belkin included a Lightning plug that can be raised and lowered with a turn-dial on the back. This dock is perfect for the iPhone user who wants a place for both their iPhone and Apple Watch but doesn't want to use the charging cords that came with their devices.



Carved Skate Dock (\$94)

This dock doesn't include a Lightning cord, but what it lacks in accessories it makes up for in craftsmanship and general coolness. Plus, this dock doubles as a natural amplifier for your iPhone's speaker. Each Carved Skate Dock is unique, made in Indiana from discarded or broken skateboards. This is a sizable dock with a beachy, warm feel to it that's a nice contrast to the other docks' more modern style. As soon as I docked my iPhone and heard the natural amplification as my music suddenly got a bit louder, I was immediately in love.



Twelve South HiRise 2 Deluxe (\$59.99)

If you like to use your iPhone while it's docked, the HiRise 2 Deluxe is a great choice. Say you're cooking a meal and need to reference a recipe on your phone; you can dock it on the HiRise in your kitchen while you prepare your ingredients. An adjustable back plate and three docking pieces means you can tailor the dock to fit your iPhone without a case or even in a bulky battery pack case.

As the name suggests, the HiRise 2 Deluxe is slightly raised, making it perfect for FaceTime calls on your iPhone or docking your Apple TV remote. If you constantly find yourself needing to use your iPhone while it's charging, this is the dock for you.

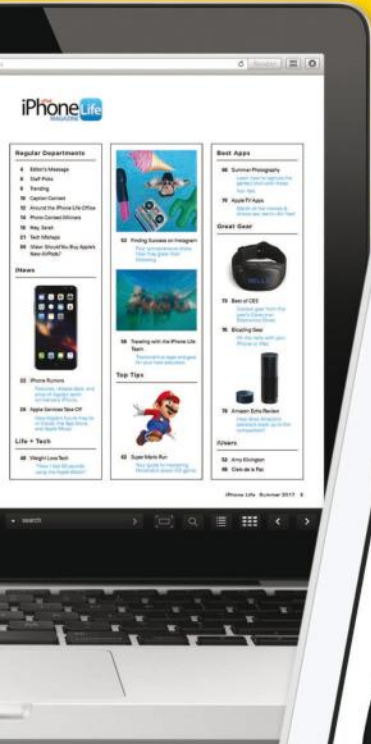


Native Union DOCK + Lightning (\$59.99)

This is the sturdiest of the docks featured in this round-up. Like the HiRise, Native Union's dock includes three different pieces to accommodate a variety of iPhone cases. I was shocked by this dock's heavy weight, which is entirely intentional as it provides a solid foundation for your iPhone and makes it easier to remove your phone without lifting the base. This wonderfully sturdy dock takes up a very small amount of desk space and includes a

four-foot braided nylon Lightning cord that won't easily fray or get chewed up.

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Top

iOS 11

Tips

OUR FAVORITE NEW IOS FEATURES & HOW TO USE THEM

BY RHEANNE TAYLOR

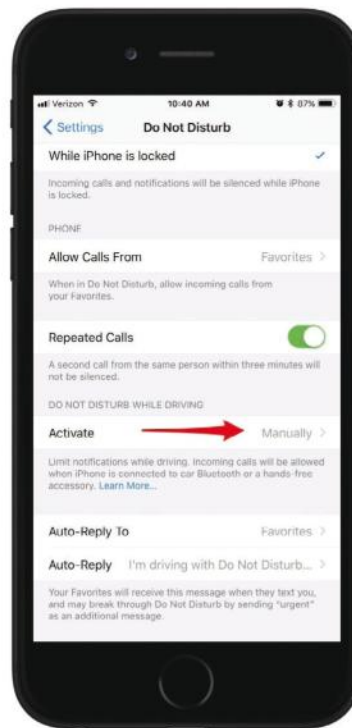
Thanks to iOS 11, your iPhone and iPad just got a lot more powerful. With each new release, Apple focuses on improving old features as well as delivering new ones. So whether you're looking to kickstart your productivity by scanning documents in the Notes app or to train yourself to be a safer driver with Do Not Disturb While Driving, this guide is your go-to source for all that and more.



Customize Control Center

With iOS 11, you can finally customize Control Center on your iPhone. This allows you to remove functions that you might never use and replace them with something better (like Low Power Mode or Screen Recording!). To customize Control Center, go to Settings > Control Center > Customize Controls. To remove a control, tap the red circle next to the feature you want to remove. Under More Controls, tap the green circle to add a feature to your Control Center. Under Include, tap and hold the three horizontal

lines to the right of each feature to rearrange the order in which they show up in your Control Center.



Turn on Do Not Disturb While Driving

A new feature Apple designed for distracted drivers blocks notifications when you're on the road. To enable this feature, go to Settings > Do Not Disturb and tap Activate under the Do Not Disturb While Driving heading. From here, you can select Automatically, When Connected to Car Bluetooth, and Manually. To ensure safer driving, select Automatically. From the previous page, you can also set up Auto-Reply to send a default text to people who try to reach you

while you're in transit, letting them know you'll get back to them.



Automatically Answer Calls

With the latest update, you can now allow your phone to automatically answer calls after three rings. If you're the type of person who's always near their phone but sometimes takes too long to answer, or if you find the swipe-to-answer motion annoying or difficult to do, then you can turn on this setting. To do this, go to Settings > General > Accessibility. Then scroll down to Call Audio Routing. Tap Auto-Answer Calls, and toggle it on. You can choose the duration of time your iPhone will

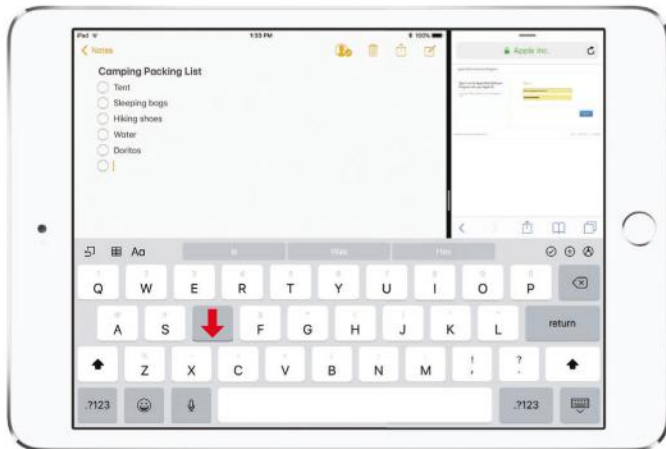
ring before it automatically answers the call.



Scan Documents with Notes

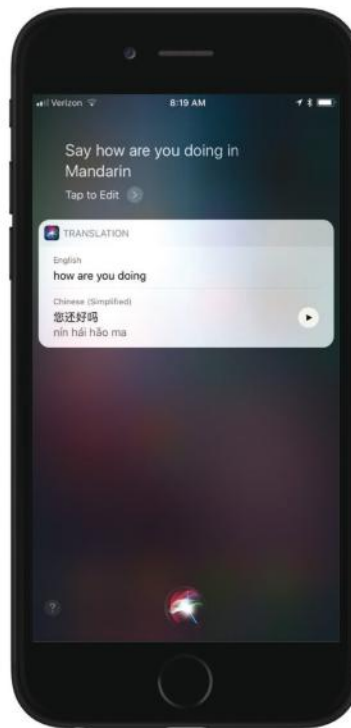
A great new functionality of the Notes app is the ability to easily scan documents. To use the scanner, open a note, tap the plus icon along the bottom of the screen, and tap Scan Documents. The camera viewfinder will appear. Tap the three-circle icon for the following options: Grayscale, Black & White, Photo. Choose Black & White if you're scanning text-only documents, like receipts. If you need more light, tap the flash icon to enable flash or to set

it to Off or Auto. The feature will automatically straighten the document into a rectangle for you. Tap Keep Scan when you're happy with your result.



Enter Punctuation on iPad

Typing using the iPad's on-screen keyboard can be a challenge, but Apple has added a punctuation tool with iOS 11 that eases the process. Instead of having to switch to a whole new keyboard to add punctuation, you can now enter a key's secondary entry by simply pressing the key, swiping down, and releasing to enter the punctuation mark associated with that key. This makes life a lot easier when typing on your iPad! Give it a try!



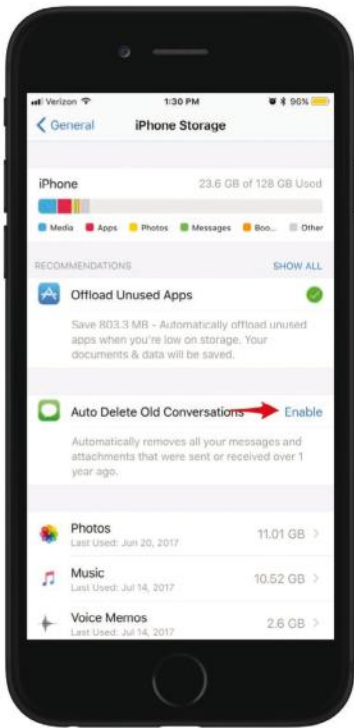
Use Siri to Translate Languages

A new translation feature allows you to ask Siri to translate English to several languages including Mandarin, French, German, Italian, and Spanish. If you ask Siri for a translation for a sentence, Siri will speak the translation aloud as well as show it on your screen. You'll also see a Play button that lets you tap to repeat the translation. If you're not hearing the translation aloud, check to see if you have the Silent switch turned on.



Use Flyover to Explore Cities

Apple's Flyover feature—which uses 3D satellite imaging to let you explore cities with your iOS device—has just gotten a lot cooler. Thanks to ARKit, you can now control your point of view using the positioning of your screen. To use this feature, enter in a destination in Apple Maps, such as New York City, and tap the Flyover option to the left of Directions. From here, swivel and tilt your iPhone screen to view your surroundings from every angle and direction.



Free up & Optimize Storage

With iOS 11, you can save space on your device by optimizing your storage. To do this, go to Settings > General > iPhone Storage. At the top of the page, you'll see a full breakdown of what's taking up all your space. Below that, you'll find optimization choices, including the option to delete old text threads and message attachments. You can also offload apps, a new option that allows you to remove storage-heavy apps but keep any personal data (like game

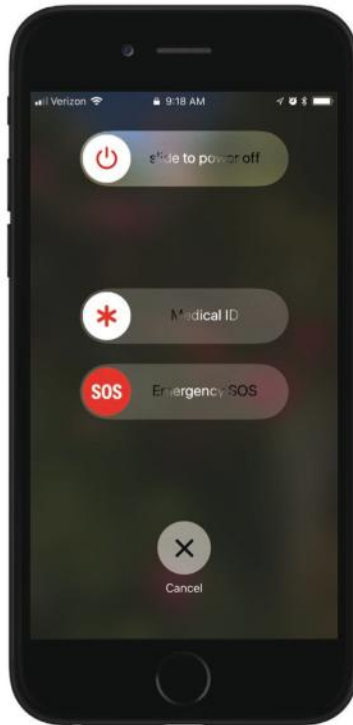
scores) intact. Enable Offload Unused Apps to automatically delete apps you haven't opened in a while, or scroll down and tap on apps from the list below to offload apps manually.



Use the QR Code Reader

QR codes are bar codes for smartphones that you can use to transmit data. Now with iOS 11, your iPhone's native Camera app can read QR codes in order to launch apps, visit websites, or join WiFi networks. To test this feature out, launch your Camera app and point your camera at the QR code above. A notification banner should pop up at the top of your screen asking

if you'd like to visit iPhoneLife.com. Tap on the banner to trigger the action.



Get Help with Emergency SOS

Emergency SOS lets you call an emergency service by pressing the Sleep/Wake button five times. This feature reveals your location to your local emergency service. After speaking to an emergency dispatcher, you'll have the option to notify the emergency contact you've specified via your Medical ID card in the Health app that you've used Emergency SOS. For a limited time, your emergency contact will be notified of changes to your location.



Rheanne Taylor is the Managing Editor of *iPhone Life* magazine. In her spare time Rheanne is an avid iPhoneographer who loves trying out the latest apps and gadgets for her iPhone camera. She has a BA in literature and writing from Maharishi University of Management in Fairfield, Iowa.

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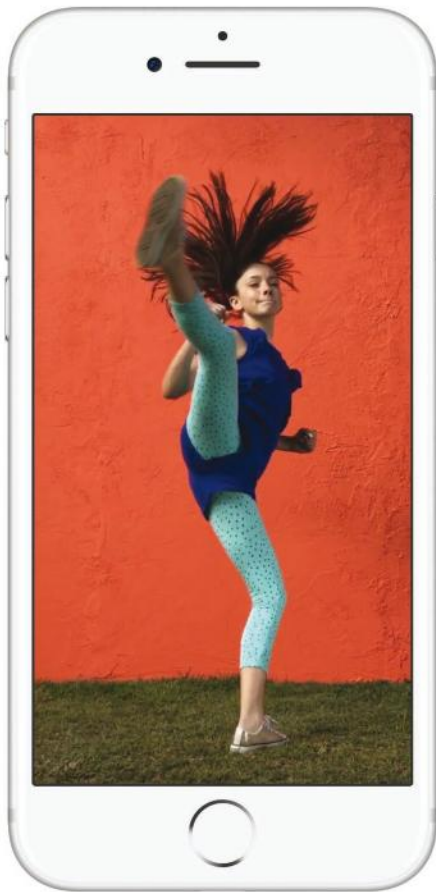
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How to

Take Live Photos

The Complete Guide

by Conner Carey

Apple's Live Photos are comprised of a series of burst photos that come to life when you press and hold an image. Apple introduced Live Photos with the iPhone 6s, which means all iPhones released since support the feature.

I came to love Live Photos during a road trip I took last summer. The pictures I took of the ocean are particularly fantastic, because they capture sound too, which means I caught the moving waves and the sound they made. Now it's your turn; here's how to take, edit, add effects, and share Live Photos, as well as how to use Live Photos as wallpaper for your Lock screen.

What Is a Live Photo & How Does It Work?

A Live Photo is a short moving picture. Your iPhone captures audio and images starting 1.5 seconds before and ending 1.5 seconds after you tap the white shutter button to snap a photo. Live Photos appear as stills in the Photos app until you tap and hold the image, bringing it to life. You can simply take your photos as usual, then later on when you're viewing them you can see if you captured any awesome Live Photos.

How to Take Live Photos



If you have an iPhone 6s or newer, your device's Camera app is set to take Live Photos by default. At the very top center, a bullseye-looking icon will be highlighted yellow to indicate that Live Photos is on. To turn Live Photos off, you can tap the yellow icon; it will turn white and say Live Off.

If you turn Live Photos off and exit the Camera app, Live Photos will remain off when the app is reopened. So if you like having the feature on by default, make sure to turn Live Photos on before leaving the Camera app.

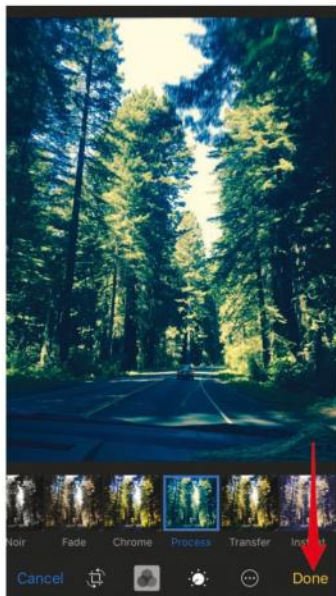
How to View a Live Photo



If you have an iPhone or iPad that's running iOS 9 or later, you can view Live Photos by pressing and holding the image. If you're not sure whether a photo is Live or not, check in the left corner of your screen for the word Live in gray. You can also press and hold to find out (this works with thumbnails as well as full screen images) or scroll through individual photos and notice the ones that move as you scroll.

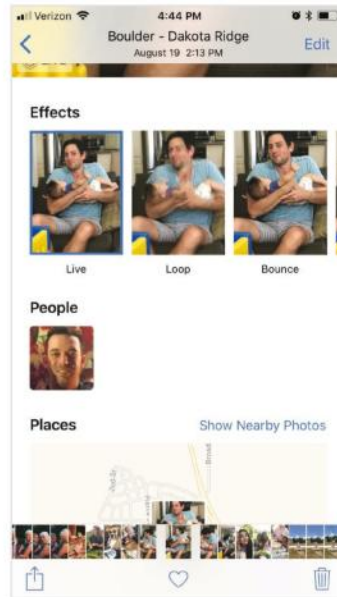
If you're viewing photos on a Mac running OS X El Capitan or later, you can play Live Photos in the Photos app by tapping the Live button in the corner.

How to Edit a Live Photo



To edit a Live Photo, find a picture in the Photos app and tap the Edit icon at the bottom of the screen. Here, you can add a filter, alter brightness and saturation, and crop the Live Photo. Tap Done to save your changes. Now press and hold the image to see it come to life with the changes you just made. If you decide you don't like the changes, tap the Edit icon again for the option to revert to the original version.

Turn Your Live Photos into GIFs



With iOS 11, you can now turn your Live Photos into GIFs within the Photos app! There are two GIF options on your iPhone now: Loop, which continuously replays the clip; and Bounce, which plays the sequence backward and forward. To get started, first open the Photos app and then select the Live Photo you want to turn into a GIF. Swipe up to reveal Effects. You'll see Loop and Bounce. Tap on each to see what it looks like. Choose the option you like best. If you look in the Albums view in the Photos app, you can find all the Live Photos you've

applied effects to as well as other GIFs you've saved in a new album titled Animated.

How to Save Stills of a Live Photo

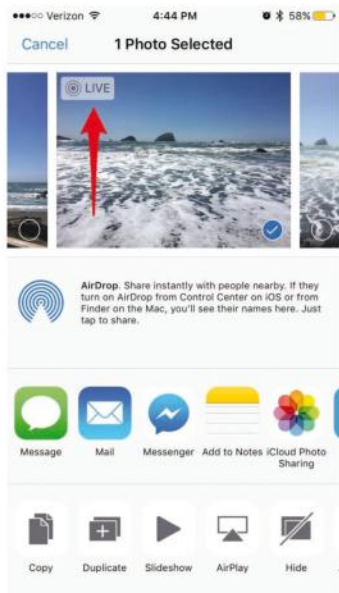


Apple has added the ability to easily choose your own key photo so you're no longer stuck with the moment Apple's algorithm thinks is best. This makes Live a very attractive setting to use for group photos or action shots, where it can traditionally be difficult to snap the exact right moment. Now you're able to go in afterward and find the best moment yourself.

To do this, open the Live Photo in question and tap Edit in the upper right corner. You'll see all the frames of the Live Photo and will be able to choose which still image to use. Drag

your finger over the timeline to scrub through the sequence. When you find the key frame you want to represent your Live Photo, stop scrolling and tap Make Key Photo, then tap Done. In the editing menu, you can also trim the three-second clip by dragging the edges of the timeline in if you wish.

How to Share Live Photos



When you share Live Photos, keep in mind that not all services support the feature and may display them as still photos. However, if you send a Live Photo to someone with an iPhone 6s or later using iMessage, iCloud Photo Sharing, Facebook, or AirDrop, they will be able to press and hold to view the photo live. To share a Live Photo, open the Photos app and find an image with the word Live in the top left corner before tapping the Share icon. Make sure to use the Messages app, AirDrop, or iCloud Photo Sharing. Using Mail will

just send the still image. If you'd like to share a Live Photo as a still, you can tap the Live button to turn the moving image into a regular photo before tapping the Share icon.

You can share Live Photos that you've applied Loop and Bounce effects to and have them play continuously for your recipient if you send them to other iOS devices running iOS 11. However, when you share Loop or Bounce videos with devices running older versions of iOS or non-iOS devices, they will appear as a video file. How they appear in other messaging and social media platforms varies by service.

How to Share Live Photos on Facebook

Facebook is one of the only social media sites that's currently able to share Live Photos (aside from Tumblr). The slightly tricky part to remember is that you can't share Live Photos to Facebook from the Photos app. To share Live Photos to Facebook, you'll need to do so from within the Facebook app. Here's how: Open the Facebook app and start a new status by tapping "What's on your mind?" Then tap Photo/Video. Find the Live Photo you want to share, and tap Done. Tap the Live button in the lower right corner of

the photo to include motion and audio. Each time you post a Live Photo to Facebook, you have to turn on the Live part of the photo or it will share as a still. Tap Post, and you're done! All iPhone users with iOS 9 or later will be able to play your Live Photo from Facebook by using 3D Touch (if available on their device) or tapping and holding the Live Photo to play the three-second video.

How to Use Live Photos as a Live Wallpaper



One of my favorite places to view my Live Photos is on my Lock screen. Live wallpapers appear stationary until you activate 3D Touch or tap and hold the screen. I've used photos from my summer road trip as my wallpaper so I can feel immersed in that trip whenever I pick up my iPhone. The easiest way to assign a Live Photo to your Lock screen is to find a picture in the Photos app, tap the Share icon, and select Use as Wallpaper (Note that you can't use Live Photos as your Home screen wallpaper, just your Lock screen).

Move and scale the photo as you see fit, and make sure you've selected Live Photo, not Still. When you're satisfied, tap Set. Now you can view a fun moment from your Lock screen whenever you feel like it!



Conner Carey is a feature web writer at iPhone Life and a contributing writer for Love U magazine. Her work has been published on Art Parasites Berlin and Chronically. She holds a bachelor's in English with an emphasis in Creative Writing and resides in Fairfield, Iowa. You can find her personal blog at connerleecarey.com or follow her on Twitter @connerleecarey.



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Age: 25

Location: Los Angeles, California

One-Line Bio: Alma is a copy editor for ballotpedia.org, a political encyclopedia used by journalists and everyday voters. She also sings and writes music, which you can listen to at hearalma.com.



Lyft: Everyone asks how I survive in LA without a car—and the answer is Lyft. To save money, I usually use the carpool feature.



Snapseed: This app makes photo editing a breeze! My Instagram feed became so much more beautiful once I started using it.



Acorns: Wish you were better at saving money? This app rounds up each purchase I make to the nearest dollar and invests the change.



Podcasts: I'm obsessed with knowledge! The Podcasts app gives me my fix of subjects like economics (EconTalk), philosophy (Sam Harris), and theology (The Liturgists).



Venmo: All my fellow freelancers rely heavily on Venmo. I use it to make quick and easy payments to band members, photographers, videographers, etc.



Voice Memos: You never know when artistic inspiration will strike! The Voice Memos app captures my songwriting ideas as soon as they hit me.



Slack: My coworkers at Ballotpedia are located all around the country, but Slack helps us stay in touch by allowing us to send quick messages to individuals or teams.



Crowdfire: Social media management is made easy with this app. Every day Crowdfire prescribes actions I can take to grow my online presence—and then it helps me execute them.



Sleep Time: I've been monitoring my sleep for years with this app. I love the ambient sounds, and it helps me make sure I'm getting eight hours of sleep each night.



The King of Photography

How To

Use Portrait Mode to Create Beautiful Background Blur

by Eric Mueller

This article was originally published on iphonephotographyschool.com.

Portrait mode on the iPhone Plus models and the iPhone X is the perfect tool for creating amazing portraits that can usually only be achieved with a DSLR camera. In this tutorial, you'll discover how to use the iPhone to capture professional-looking photos with a wonderful background blur.

What Is Portrait Mode?

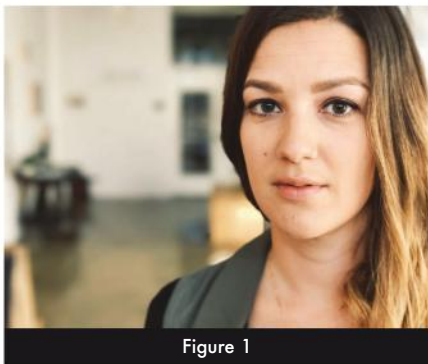


Figure 1

Portrait is a unique shooting mode available in the native Camera app. It

uses a special software tool to create a shallow depth of field in your photos. Shallow depth of field simply means that only a small portion of an image is in focus while the rest is blurred. In most cases, you would want your main subject to appear in sharp focus while the background appears blurred (figure 1).

Why Use a Shallow Depth of Field?

A shallow depth of field is often used by portrait photographers. Why? Because it places the emphasis on the person (or animal) that is the subject of the photo and creates a soft, dreamy backdrop behind them. Blurring the background is also really useful when shooting in locations with a busy, messy, or distracting backdrop. The blurring makes the background secondary, bringing the viewer's attention back to the main subject in the foreground.

Shallow depth of field isn't something you'd use for every kind of photo. You

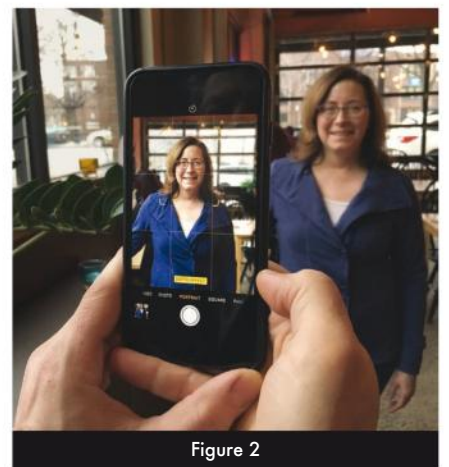


Figure 2

typically wouldn't want a blurry background in a landscape or architectural photo, as you'd want to see everything clearly from foreground to background. However, in portrait photography, a shallow depth of field will make a huge difference to the impact of your image. By blurring the background, you can really make your subject stand out (figure 2).

Creating Background Blur with Your iPhone

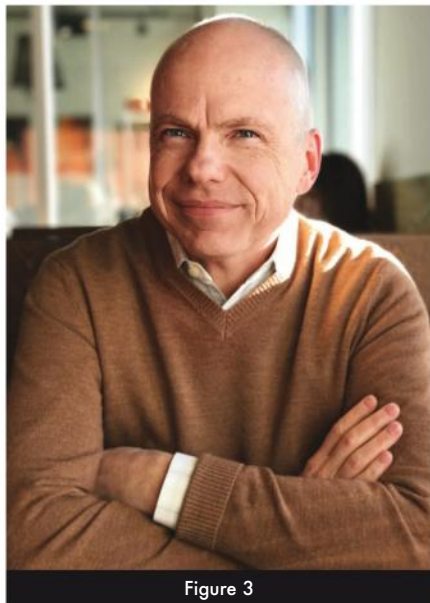


Figure 3

In the past, the iPhone camera hasn't allowed you to have any control over the depth of field in your photos. You've mostly just had the option to have everything in focus—unless your main subject was very close to the lens, in which case the background would appear blurred. But with Portrait mode on the iPhone, you can choose what's in focus and what isn't (figure 3).



Figure 4

While Portrait mode is perfect for shooting photos of people and animals, it can actually be used to blur the background behind any subject (figure 4). Many things look better when placed in front of a soft, dreamy background—especially if that background would distract the viewer from the main subject.

How to Use iPhone Portrait Mode

Creating a shallow depth of field with Portrait mode is easy. Start by opening the native Camera app and then swiping through the shooting modes (Video, Photo, etc.) until Portrait is highlighted in yellow:

The first thing you'll notice when you switch to Portrait mode is that everything gets bigger. That's because the camera automatically switches over to the iPhone's telephoto lens. The telephoto lens typically creates more flattering portrait photos than the wide-angle lens which can distort facial features. You'll also notice the words Depth Effect appear at the bottom of the screen. Your phone will help you by giving on-screen instructions if you haven't framed the image optimally. For example, you might see the words "Move farther away" or "More light required."



Figure 5



Figure 6

Once you're the right distance from your subject, the words Depth Effect will be highlighted in yellow. You'll also see four yellow crop marks, roughly indicating the face of your subject. You're now ready to shoot, so tap the shutter button to take your photo. After taking the picture, you'll notice that two

versions of the image appear in the Photos app. One image will have the Depth Effect (figure 6) and the other won't (figure 5).

Comparing these two versions of the image really shows how much nicer a portrait photo looks when it has a shallow depth of field. If for some reason you're not sure which of the two photos had the Depth Effect, it will be clearly labeled in your photo library like so (figure 7).

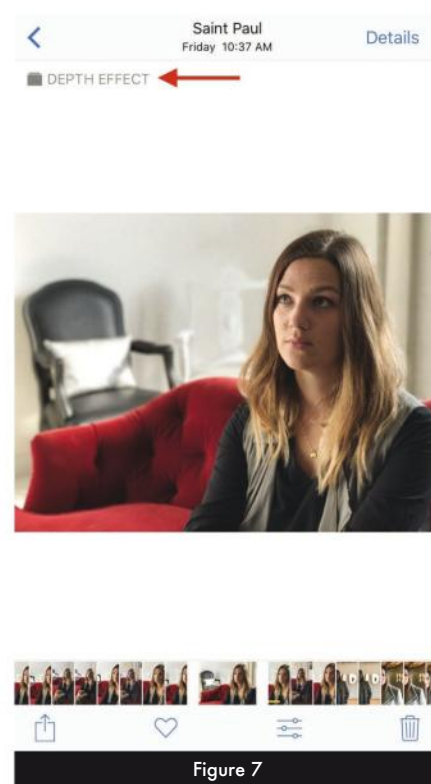


Figure 7

Tips for Creating Great Background Blur

When shooting in Portrait mode, it's important to consider your background as well as your subject. The type of background you shoot against and how far it is from your subject will have a big impact on the final image.

The Depth Effect works best when your subject is far away from the background. The further away the subject is from the background, the more pleasant blur you'll get. Note the difference in the amount of background blur between the two images in figure 8.



Figure 8

If your background doesn't look blurry enough when shooting in Portrait mode, move your subject further away from the background. It's also important to actually have something in the background, so that there's some detail for the camera to blur. In figure 9, my subject was placed in front of a plain white wall.

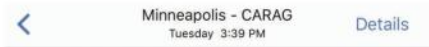


Figure 9

Even though I used the Depth Effect in Portrait mode, the background doesn't look blurred because there's no detail there to blur. In figure 10 and figure 11, there's a small amount of detail on the wall behind my subject.

You can definitely see the difference in figure 11 with the Depth Effect. But the photo could be a lot more dynamic if there were some more details on the



Figure 10



Figure 11

wall to show the blur effect.

In figure 12, there's a lot of detail and different colors in the background. This makes the blurring much more obvious.



Figure 12

Remember, if you want to achieve beautiful background blur, you need to have something in the background, and ideally it should be far away from your foreground subject.

iPhone Portrait Mode: Conclusion

The iPhone has always been an amazing tool for many types of photography—such as landscape, architecture, and street photography. But now the iPhone offers the ability to shoot amazing, high-quality portrait photos too (figure 13). The telephoto lens on the iPhone is more flattering for shooting people than the standard wide-angle lens. And the magical Depth Effect tool in the iPhone Portrait mode creates beautiful background blur, simulating the shallow depth of field that could previously only be achieved with a DSLR camera.

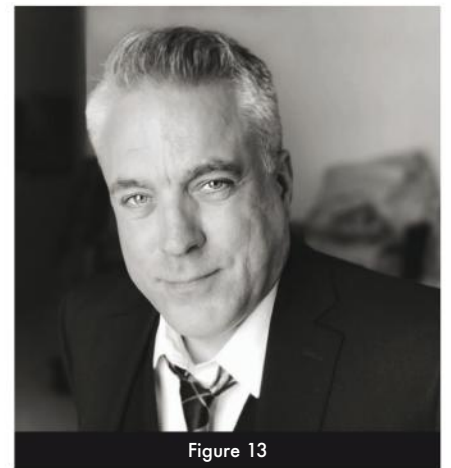


Figure 13

Taking photos with the iPhone Portrait mode is a joy. And your subjects are sure to be excited when you show them how good they look in your photos. And don't forget, while Portrait mode is perfect for taking photos of people and animals, you can use it on any subject where you want to create a lovely background blur.



Eric Mueller initially wrote this tutorial for iPhonePhotographySchool.com, which is a website dedicated to helping people take incredible iPhone photos. Visit iPhonePhotographySchool.com for more iPhone photography tutorials.



TEXTING TIPS FOR KIDS

5 RULES TO KEEP YOUR CHILD SAFE AND DRAMA FREE

BY DR. STEPHANIE O'LEARY

Okay, so you've taken the leap and handed your child or teen a smartphone. You may feel like you've made the biggest decision already, but if you want to keep your child safe, you have many more decisions to make ahead of you.

I hear a lot of chatter about how to keep kids safe on social media (which is a critically important topic), but there's not as much guidance when it comes to one of the iPhone's simplest features: text messages. Here, I'll touch on the five most important things you and your child need to know when it comes to texting.

1. Know the Number

If your child receives a text from someone who is not saved in their contact list, the unknown number will be displayed on the phone rather than a name. This is probably a harmless situation, but it's important that your child confirm the person's identity.

Coach your child to save a person's contact information in person and then send a confirmation text to ensure that they've saved the contact information correctly. This is the best way to make sure that the number belongs to the right person!

2. Don't Be a Group-Text Gatekeeper

Group texts are inevitable. That said, it becomes tricky to navigate the social dynamics as peers are asked to join or are "kicked off" a thread. Coaching your child to avoid being the one who adds or subtracts people from a group chat will help avoid drama. If something is going on in a group text that's uncomfortable for your child, they can decide to take the high road by opting out.

3. Remember, Texting Is not Talking

On a brain-behavior level, it's critically important for kids to understand the distinction between talking verbally and texting. Talking involves your voice. Texting involves written text. As your

child is communicating with you, take time to make this difference clear. Doing so will help your child develop an accurate perception of social interactions and avoid the trap of assuming a degree of closeness or inferring meanings that may not exist.

4. Keep Contacts Straight

Want to know how to create drama at the push of the send button? Just mix up two people who go by the same name. For example, maybe you wanted to vent to Jake Thomas about what happened at baseball practice but you accidentally texted Jake Williams instead. Sometimes slip-ups can be funny and sometimes there will be serious social repercussions. The solution is pretty simple: Coach your child to keep their contact list in order by including everyone's first and last name (and any other notes that will help with organization).

5. Don't Assume Texting Is Private

Exchanging texts with a friend may seem like a private, one-on-one interaction, but that's simply not true. When your child texts, there's no way to know who else is reading their messages. Worse yet, if your child has texter's regret and deletes a sent message, the text still exists on the recipient's phone, and can be screenshotted and shared via social media with the world at large. Make sure your child understands that anything sent via text is documented forever—including pictures! There's no erasing messages or turning back, so urge your child to text wisely and set ground rules regarding sharing photos so there's no confusion.



Stephanie O'Leary is a Clinical Psychologist specializing in neuropsychology, a mom of two, and the author of *Parenting in the Real World*. She provides parents with a no-nonsense approach to navigating the daily grind while preparing their child for the challenges they'll face in the real world. www.stephanieoleary.com.

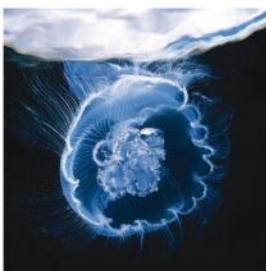
Fabulous

INSTAGRAM FEEDS

16 Accounts You Should Be Following Right Now

National Geographic @natgeo

Most of us grew up on the pages of *National Geographic* magazine. We love this account, which keeps our feeds stocked with mesmerizing photos of wildlife and people from all walks of life.



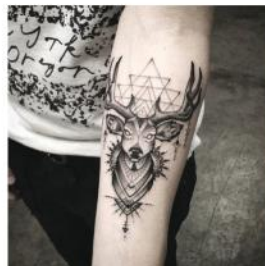
Gabriel Picolo @_picolo

Gabriel is a freelance illustrator based in Brazil. If you enjoy reading comics, then you'll love this talented artist's work, which he regularly shares on his account.



Bang Bang Tattoo @bangbangnyc

This account is run by one of the most famous tattoo artists in the world—and you can tell! His feed is filled with some of the most stunning tattoos we've ever seen.



Nina Olsson @nourish_atelier

A few of us here at the office are vegetarians, so we follow accounts featuring plant-based recipes. Nina's incredible fixings will make even the most staunch carnivore's mouth water.



Juniper @juniperfoxx

We love Juniper. Not only is this fox incredibly sweet and adorable, but her owner does an incredible job of educating Juniper's followers about the nature of foxes.



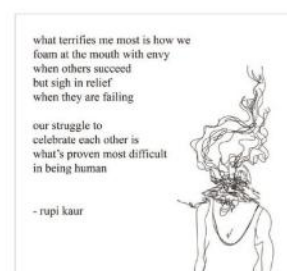
Baddie Winkle @baddiewinkle

Baddie Winkle reminds us all that we're never too old to have a little fun. We love seeing this badass eighty-eight-year-old don all of her colorful outfits and reading her sassy comments.



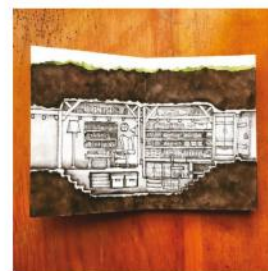
rupi kaur @rupikaur_

This best-selling author and illustrator found much of her success on Instagram, and has since published two books of poetry. If you love prose or simple one-liners, then be sure to check her out.



The Sketchbook Project @thesketchbookproject

This account features beautiful pages from sketchbooks around the world. You can even order and create your own, then send it in to be included in the sketchbook library.



Haarkon / India & Magnus @haarkon_

If you love plants (and many of us here do), then Haarkon is the perfect account to follow. Interior and exterior spaces filled with greenery is this page's specialty.



Caroline Khoo @nectarandstone

This online dessert boutique shares photos of the most beautiful creations we've ever seen—everything from unicorn-themed cake pops to bright pink martinis topped with cotton candy.



Homepolish
@homepolish

Homepolish features photos of modern interior design, which is great inspiration if you are looking for ideas on how to decorate your home.



Murad Osmann
@muradosmann

We love this Russian photographer's gorgeous travel images, which feature him and his wife hand in hand in various parts of the world.



Wesley the Pirate Cat
@wesley_the_pirate_cat

We might be a little biased here, but we are big fans of Wesley around the office. Not only is he heart-warmingly adorable, but he actually lives with our managing editor Rheanne Taylor!



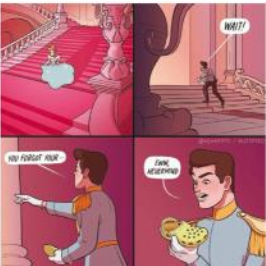
Megan Crabbe
@bodyposipanda

Megan is all about body positivity and shares posts on everything from intuitive eating and body confidence to problems with the diet industry and unrealistic body standards.



Adam Ellis
@adamtots

Run by the popular web comic artist Adam Ellis, this account is filled with bright and funny comics with lots of great inside jokes for the LGBTQIA+ community.



Adrian Kozakiewicz
@insecthaus_adi

Bugs might give most of us the creepy crawlies, but this insect breeder is reminding us that there is beauty to be found in even the world's tiniest (and sometimes weirdest) critters.



FEATURED iUSER:

DOUGLAS WALKER



Location: Nashville, Tennessee

Bio: Douglas Walker is legally blind and is an assistive tech specialist at the Hadley Institute for the Blind and Visually Impaired. He's also the program director for iFocus—a brand featuring instructional videos on iPhone use for the visually impaired.



KNFB Reader: This app takes a picture of text and converts it into audio or connects to a Bluetooth braille display.



Nearby Explorer: It is beyond great to hear the turn-by-turn spoken walking directions from this app. It also points out things of interest along the way.



NFB-Newsline Mobile: This app gives me audio access to hundreds of the most popular newspapers and magazines at the same time as my sighted friends.



Digit-Eyes: The audio readout from this app's barcode scanner ensures I'm drinking my beverage of choice and eating what I really want from my pantry.



Just Press Record: This super simple voice recorder uses iCloud to ensure that all of my voice memos are synced across all of my Apple devices.



NantMobile Money Reader: This app makes it so handy to quickly scan all of my paper money. It's great to know if I'm handing someone \$1 or \$20!



Voice Dream Reader: I use this app as my primary text reader. It reads virtually any text file format, as well as books I download from Bookshare (a reading service for people with print disabilities).



BARD Mobile: With BARD, I can download and listen to thousands of high-quality books and magazines from the National Library Service for the Blind.



NOAA Weather International: No weather surprises for me! This app is extremely accurate and totally accessible for the blind, featuring detailed up-to-date weather information.

PARENT TECH GUIDE

APPS & GEAR FOR PARENTING IN THE DIGITAL AGE

BY BRIANA DICKS

Photos courtesy of Becca McKinney Photography



Being a parent is not for the faint of heart. As a new parent, you find yourself in situations you've probably never ventured into before (at least not while sober). Think cleaning throw up off your shirt for the fifth time in one day, dealing with blow-out diapers at inopportune moments, and going crazy from lack of sleep. This is a judgment-free zone for parents. Because believe me, I know first-hand how quickly insanity can settle in when you are dealing with small children.

Don't get me wrong, there are lots of wonderful moments when you bring your baby home too—all the cuddles, first smiles, and that fresh baby smell (it's a thing). With so much technology available for new parents, it can be hard to know what will actually make your life with a newborn easier and what you can pass on. Here, I'll share the gadgets and apps that saved my sanity as a new parent, so you can spend less time researching and more time snuggling.

MONITORING YOUR CHILD'S HEALTH



The Bump (free) was my all-time favorite app for tracking my pregnancy. Each week, it gives you detailed descriptions of what is going on with mommy's and baby's bodies. Not only is it really cool to see what your baby looks like every week and what size fruit they are comparable to, but it's a great way for the other parent to get a glimpse into what

is going on and connect with the baby. The app goes much further than just tracking how big your baby is. It is updated daily with new content and articles for the specific week of your pregnancy. And it has a fantastic registry feature with products from Target, Amazon, Buy Buy Baby, and Walmart, to name a few. The best part is that if you register at two separate stores, The Bump will automatically track both of your registries, making it easy to see what has been purchased and what still remains.



There is nothing worse than having a sick child. All I do is stay up and worry at night fearing the unknown. That was until I discovered **Fever Scout** (\$59.99), a patch your child wears under their armpit that continuously monitors their temperature remotely. This was a game changer for me. All I had to do was download the **Fever Scout** app (free), pair my patch to my phone via Bluetooth, attach the provided adhesive to the Fever Scout patch, and place it on my child's armpit. It is easy to use and extremely accurate. It takes the worry out of having a sick child. My favorite feature is the temperature alerts you can set up through the app, so you'll know in real-time if your child's fever spikes. Another bonus is that the Fever Scout comes with eight adhesives and a charger, so once you purchase it you can use it multiple times without putting any more money into it.

REMEMBERING ALL THE DETAILS

At the hospital after our baby arrived, my husband and I were slightly loopy from sleep deprivation. Nurses would come in at all hours asking us when the baby's last diaper change or feeding was. Call me a terrible parent, but I couldn't ever remember! Once I discovered the **Sprout Baby +** app (\$4.99) it became the most-used app on my phone. It tracked all the vital things I needed to know off-hand for my baby, from how many hours she slept to when she was last fed to when she had her last diaper change. It also tracks baby's growth, developmental milestones, and immunizations. The sky really is the limit with this app. It has more options than I was ever able to use. One of my favorite features is the automatic alarms you can set to go off every time baby needs to eat. That way you can be loopy from sleep deprivation and not worry about missing anything.

HELPING YOU (AND YOUR BABY) GET SOME REST



A good baby monitor can make all the difference in your peace of mind. I currently use the **Foscam Security Camera R4W** (\$199.99). When I was sleep training my daughter, it was so convenient to be able to see her right from my phone or tablet as she was lying down trying to sleep or standing up in her crib playing. Gone are the days of the old-school walkie-talkie monitors. As a modern parent, now I get the joy of watching my daughter after she's gone to bed pull out all the books and snacks she's hidden in her room. Before using the Foscam camera, I thought it was so quiet in there because she was sleeping the whole time. Another great feature is the two-way audio. With it I can listen and respond to my daughter just by pressing a button on my phone instead of getting out of bed and walking across the house to her bedroom. In my house, this feature is mainly used to communicate things like, "Please stop licking your book," or "No, you don't need a third cup of water, it's bedtime. Go to sleep."

The **Sound Sleeper** app (free) is a personal favorite for helping me get my daughter to sleep. Almost every parent I know has it on their phone. Ever have family over from out of town and they are being a little too noisy or rowdy while your child is trying to sleep? This app uses white noise to soothe the baby and block out any type of sound—no expensive white noise machine needed. It has three different settings: Play mode will play a variety of sounds (including the sound of rain, a womb, and a vacuum cleaner) that all can be set on a timer, Listen mode will start up sounds automatically when your baby cries, and Sleep Tracking mode has a sleep graph to help break down your baby's sleep patterns using basic color coding.

PROTECTING YOUR DEVICES



My number one gear suggestion for any parent is a LifeProof case for your iPhone. Mine has taken quite a beating since I've brought children into the mix. It's been used as everything from my daughter's personal plaything to a paddle for her boat in the pool. As much damage as she's put my phone through though, I've done much worse to it just by being scatterbrained. Remember that judgement-free zone? Well, brace yourself, because on this particular day (in my eternally frazzled state of mind) I thought it was a good idea to set my phone on top of my car as I was loading the car seat, diaper bag, sippy cups, etc. I didn't foresee forgetting where I'd left my phone and driving off with it still on the roof of my vehicle. It ended up falling into traffic and bouncing around on the road. Miraculously, it escaped unscathed! My case was a little scuffed up, but the phone itself was in perfect condition. Thankfully, a good Samaritan returned it to me. But did I learn my lesson? Not really. The exact same scenario occurred again a couple months later. Whoops. The moral of the story? Get a LifeProof case! Chaos can strike at any moment with children, and LifeProof proved itself able to handle all sorts of abuse—from swimming in a bowl of Cheerios to bouncing around in traffic.

With babies in the mix, you are sure to encounter things like teething, explosive diapers, and scatterbrained mishaps. Hopefully, some of this technology will help save your sanity if you have bravely ventured into parenthood recently. I'm wishing you all sleep-filled nights, calm and collected days, and spit-up free shirts.



Briana Dicks is the proud mother of two fiery little girls. She is an advocate for happiness, reading, healthy living, and truth-telling.



Apps for a Healthy Brain

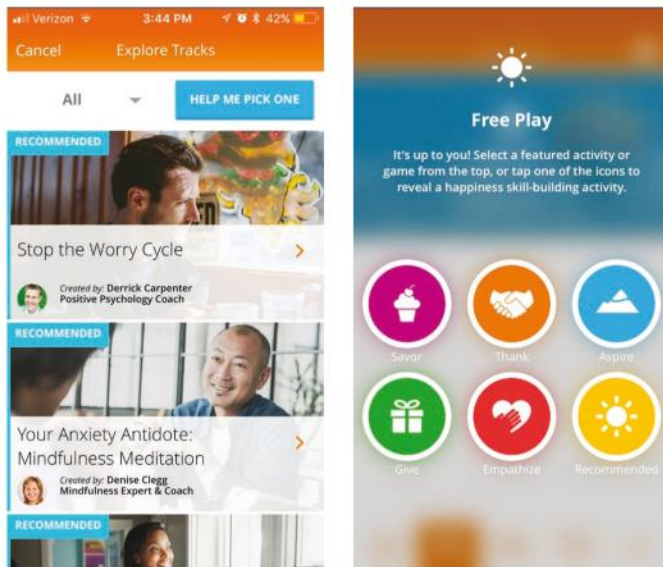
Top Picks for Building, Maintaining,
and Supplementing Your Mental Health Routine

by Tamlin Day

Anxiety is the most common mental health issue in the United States, affecting 18 percent of the population, according to the National Institute of Mental Health. Even those of us who don't deal with clinical anxiety still experience periods of abnormal stress that negatively affects our lives. A study by the American Psychological Association shows that we've become a nation of "constant checkers;" not only are we connected to our friends and family, we are one quick call or text away from work. In a society in which we're all tuned in to our devices, it's important for us to find ways to turn tech into a helper instead of a stressor. The apps in this article have all been approved and recommended by clinicians, patients, and casual users to help you alleviate stress, improve self-care, and safeguard your mental health.

“It’s important for us to find ways to turn tech into a helper instead of a stressor.”

Apps to Make You Happy & Relieve Stress



Creative and self-improvement apps provide a positive outlet in the midst of stressful workdays or family get-togethers. **Happify** (\$11.99/month) aims to improve your life with guided activities focusing on everything from mindfulness to leadership, providing rewards for completed goals and a community

working toward personal growth. While you can access limited content for free, I highly recommend paying for a monthly subscription so you'll always have a new life-coaching goal to follow. **Seven** (\$4.99/month) is another great app, which offers seven-minute workouts you can do at home, at work, or on the go. Basic full-body workouts are free, or you can pay a monthly or yearly subscription for the full exercise library that includes target areas like legs or arms. **Colorfy** (free) brings the adult coloring phenomenon to your iPhone and iPad. I use this app at family gatherings, on public transit, and other social situations where I prefer having something to keep my hands busy. You can color the basic library for free or pay a weekly fee for new pages every week. And if you enjoy writing, **Momento** (free) provides an immersive journaling experience for you to record all your thoughts, favorite activities, and daily trials.

Some of us have clinical mental health issues that complicate our daily routines. For people with social anxiety or generalized anxiety disorder, crowds and social interactions can lead to panic attacks in public spaces. **White Noise** (\$0.99) lets you curate playlists of soothing sounds. You can mix looped tracks of different sounds into a single track that you find appealing. You can also adjust the noise level, bass, and tenor of each sound. White Noise provides an easy escape from the clamor of the day.

If you try the previously mentioned tips and still find yourself reaching peak anxiety before lunchtime, download **Essence** (free) and take a deep breath. This free app has easy-to-follow graphics and soothing tones to guide you through the 4-7-8 breathing technique. In this technique, you breathe in for four seconds, hold for seven, and exhale for eight. This technique slows your heart rate and prepares the body for sleep.

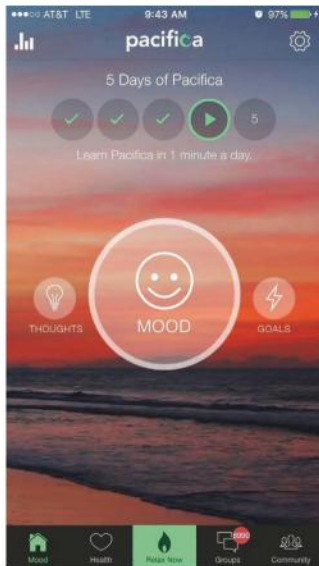
Doing a quick workout, taking a break to breathe, and pursuing creative outlets will help you maintain a healthy mindset during your normal workday routine.

Tracking Your Mental & Emotional Well-Being

Some issues go beyond feeling sad and dealing with basic life stresses. If you're dealing with clinical anxiety, mood disorders, depression, PTSD, or other chronic mental health issues, then you probably need more targeted solutions. Therapists often recommend journaling and keeping logs of symptoms either for diagnostic purposes or to help adjust medication levels. The apps in this section are recommended for use alongside therapy as a way to log your symptoms, your progress, and to give positive reinforcement, as well as create achievable goals.

For patients with mood disorders, the App Store offers **MoodKit** (\$4.99) and **MoodNotes** (\$3.99). Combining diagnostic criteria with journaling tools, cognitive behavioral exercises, and customizable goals for you to set with your therapist, these apps work well in a therapeutic setting. You can track your progress with skills like anger management, coping with change, and responses to external or internal stressors.

Recovering from an eating disorder, managing your PTSD, or dealing with generalized anxiety disorder? There's an app for that too. **iCBT** (\$5.99) lets you track your negative thoughts and feelings as well as identify cognitive distortions



for you to share with your therapist. **Recovery Record** (free) specifically deals with eating disorder meal tracking. For PTSD, there's **PTSD Coach** (free), an app by the US Department of Veterans Affairs. PTSD Coach has a symptom log as well as exercises for symptom management.

For a general cognitive behavioral coaching tool, check out **Pacifica** (free). Along with tracking your symptoms and recording your journey via text, Pacifica offers a voice recorder journal for a personalized experience. For an additional monthly fee of \$3.99, you

and your therapist can customize exercises and weekly goals for you to focus on between sessions. To track your anxiety, download **Worry Watch** (\$1.99), an app that lets you track the length and frequency of anxiety attacks.

Any of these tools can improve your therapeutic experience by showing your progress, creating achievable goals between you and your therapist, or helping you establish treatment protocols for necessary medications.

Medication Trackers & Crisis Management



Remembering to take medications is hard for everyone, but mental health and the side effects of related medications can add to overall stress levels when you're trying to stay healthy. The apps in this section can help you stay on track, easily share your emergency contacts, and communicate your medical needs if you go nonverbal.

Medisafe Pill Reminder (free) lets you schedule your medications as well as record any side effects, and it sends reminders to your smartwatch. **DoseCast**

(\$2.99/month) and **MedCoach** (free) will give you refill reminders and sync your records with your doctor so that you can keep your pharmacy up to date and stay on top of your own treatment plan.

Similar to Apple's free Medical ID feature in the Health app, **Emergency Contact** (free) puts your doctor's contact information, as well as your basic health concerns, on your Lock screen in case of emergency. You can customize the display

to meet your privacy and medical needs. **Emergency Contact** even lets you include the numbers for family or friends you've designated from your contact list.

For patients who go nonverbal but are still able to communicate, look into **Emergency Chat** (free). Created by an app developer with Asperger's Syndrome, Emergency Chat puts your crisis needs in the hands of people who want to help. You can add your medical status to the welcome screen ahead of time so that you don't have to worry about explaining what you need mid-crisis. The app also has a text-based chat function, which you can use with another person by passing the phone back and forth.

Feel Good Apps & Mental Health

If you've spent any time on the App Store, then you know that apps claiming to promote mental health are a dime a dozen. It's easy to create colorful graphics, add cheerful music, and toss another feel-good app into the market. That's why I've selected apps by reading clinician recommendations and patient reviews, and I've taken into account cognitive behavioral therapy techniques. The apps I've shared won't solve any problems overnight, but they're good tools to help manage symptoms and move your mental health in a positive direction.



Tamlin Day is a Media and Communications Major at Maharishi University. He has written for the university blog and has been previously published in the Rio Review and Breathe Free Press.



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8 IPHONE

YOU'VE (PROBABLY)

BY CONNER CAREY

We're all aware that there are millions of apps in the App Store, and we know that means that tons of cool apps are bound to slip below the radar. That's why it's exciting when a new app we've never heard of turns out to be fantastic. Here, we'll cover eight awesome, educational, and helpful apps, all of which you've probably never heard of. Time to discover something new!



Mextures
(\$1.99)

This app lets you edit your iPhone photos like you've never been able to before. You can apply textures, light leaks, gradients, film grain, and more to your pictures. Stack an infinite number of layers to get the look you want, and edit specific details to your liking. Mextures' high-precision tools allow you to create your own formulas that you can apply to photos again and again, allowing you to develop your own signature style. If you're in a hurry, you can use one of the 200 formulas Mextures provides to create a beautiful photo immediately.



Stephen Hawking's Pocket Universe
(\$4.99)

Learn about the universe in this beautifully designed educational app based on the scientific theories of Stephen Hawking. Hawking said of the app, "My goal is to highlight the excitement of new discoveries, and to offer an understanding of the new picture of reality that is emerging as a result." The app's easy-to-understand illustrations make learning complex theories fun and enjoyable.

Concepts that would be excruciating to learn from a book come to life as you've never seen in this interactive walkthrough of the universe.



Runtastic Results
(\$10/month)

Want to jump-start a new fitness journey but don't have the funds to hire a trainer or the know-how to create your own workout plan?

Take on the 12-week challenge with Runtastic Results. At ten dollars a month, you'll get a personalized bodyweight training plan with a health and nutrition guide to make sure you see results. You don't need any equipment or access to a gym. The app will give you a fitness assessment to begin, that way it can customize your training plan to you. From there, video workouts will help you build muscle and feel stronger. This is a great app for getting out of old fitness ruts and unhealthy eating patterns.



Skiplagged
(Free)

Skiplagged gives you access to the flights travel companies don't want to show you. When you book a flight from one place to another, most airlines want to sell you a package deal that includes layover stops. But with Skiplagged, you're seeing flights from airports to layover stops rather than final destinations. That means if you're going one-way from Chicago to Mexico, you'll need to book two flights: one from Chicago to a major airport like Dallas, Texas, and another flight from Dallas to Mexico. For long distances, traveling this way can save you a lot of money! Next time you're booking a flight, check out Skiplagged and compare prices.

APPS

NEVER HEARD OF



Coffee Meets Bagel Dating App

(Free)

Tired of the swiping game? Coffee Meets Bagel takes a different approach by offering you fewer daily matches. This app takes more patience,

but it has the potential for more meaningful connections too. For straight users, men will make the first move with a like. Women, therefore, choose from men who have already liked them. LGBTQ? Both parties will receive a daily potential match, regardless of gender. Overall, it's a refreshing take on dating apps that puts the person, instead of their photos, first.



Expenses OK

(Free)

If you simply want to track your expenses with a straight-forward app that's easy to use, I highly recommend looking at Expenses OK. I've

tried apps like Mint in the past, but found there were actually too many features, which made it more complicated than just creating my own spreadsheet to track my budget. Expenses OK is fantastic because it's fast and simple. Just enter the amount you spent and choose a category—that's it. You can then clearly view your expenses in a list. You can also view expenses visually with a color-coded pie chart, allowing you to quickly see where your money is going each month. It hasn't been updated in a while, but my iPhone is running it without any problems.



Moments

(Free)

Considering this is an app by Facebook, it's surprisingly unknown. Our iPhone's have built-

in iCloud Photo Sharing capabilities, but we at iPhone Life find the service to be a pain in the ass to use. Moments, on the other hand, couldn't be easier. If you're taking a vacation with friends or family, going out to dinner with a group, or generally spending time with other people, you're probably all taking photos. But sharing your photos with one another can be a hassle. This app is fantastic at looking through your photos and choosing ones it thinks you'll want to share with a group. Just make sure you don't accidentally let Moments upload all of your photos!



Timepage

(\$4.99)

Still looking for the perfect calendar app? You may have just found a winner. Timepage is a smart calendar that combines your events,

maps, contacts, and weather into one app. For me, this calendar app stands out from the rest because it excels in the small details. Most calendar apps cover the basics, but Timepage goes a step beyond with an intuitive heatmap that instantly shows when you are busy and free within any given month. It offers automatic travel time estimates and animated weather forecasts too. Plus, there aren't any in-app purchases or premium plans to upsell you on. You're left with a beautiful, customizable calendar app that can do it all.



Conner Carey is a feature web writer at iPhone Life and a contributing writer for Love U magazine. Her work has been published on Art Parasites Berlin and Chronically. She holds a bachelor's in English with an emphasis in Creative Writing and resides in Fairfield, Iowa. You can find her personal blog at connerleecarey.com or follow her on Twitter @connerleecarey.

FREE GAMING APPS



PASS THE TIME WITH THESE FUN IOS GAMES

BY CHRIS MOLNAR



ur iPhones and iPads allow us to access the internet, create presentations, type papers, read books—whatever you want. But we all know the truth about why these devices suck us in for hours or days at a time. It's because of the games!

Here, I'll feature my favorite iOS games in the App Store. They're all free, but is anything really free in life? You'll find you can buy things in each of these games, whether it be extra coins to upgrade your equipment, power-ups so you have an easier time completing a level, or the ever-popular ad-free version of the game. Purchases range anywhere from \$0.99 to \$99. I myself am fairly cheap when it comes to gaming on my iPhone. I can honestly say that each title in this roundup has enough free content to keep me entertained and to keep me from feeling like I am missing out or being cut off because I am not spending money.



Color Switch

(Free)

This game is a bit tough when you get started, but it will immediately suck you in once you get the hang of it. The premise is simple: just tap

the screen to move the ball through various moving obstacles to collect stars. The ball changes colors, and you can only move through the obstacles that are the same color as the ball. There are tons of different challenges with various obstacles to keep you busy. The game is addictive even if, like me, you don't typically like tapping games that require a lot of quick thinking.



Word Cookies!

(Free)

I really enjoy this cookie-themed word puzzler. It's similar to other popular word games in that you are given a certain number of letters and

then you have to try to make as many words with those letters as possible. The game is set in a kitchen, and each level is named after a different type of cookie. Sure, the game may seem childish with the baking theme, but I enjoy these types of games. There are ads between levels every once in a while, but not frequently enough to be an annoyance.



Paper.io

(Free)

This is one of those games that will cause you to become almost angrily addicted to it. In this

game, you start off as a small box that's continuously moving, leaving a colorful tail in your wake. The object is to go out and change a new area of the map to your color by making a complete box, starting in your colored area and then reconnecting back. If another opponent runs over your tail, or you run over it yourself, then you lose. It is a continuous game, so you just restart when you "die" and begin all over. This game is dangerously addictive as you try to get as much of the map as you can to be your color while trying to run over your opponents' tails to knock them out, before they knock you out.



8 Ball Pool

(Free)

Of these five games, this one is my favorite. It is just what you would expect, featuring lots of different versions of virtual pool. You can play the traditional one-on-one, nine-ball, tournament, and mini games all for free. You can play against your friends or just against random players. There are different upgrades you can earn, and you don't need to spend money to get them; just keep playing and hopefully win to get into bigger events and to get better cues. Gameplay is pretty simple as well. You are able to control what direction you hit the cue ball, where on the cue ball you want to strike, and how hard you want to hit it.



Fight List

(Free)

If you're into trivia, you should check out Fight List. You can either challenge a friend to a trivia battle or pair randomly with an opponent. Once the game has started, players take turns answering trivia questions. Each player has 45 seconds to type in their answer. You are given points for every correct answer; wrong answers are crossed off your list. My only issue with the game is that there's an ad between every turn. This game works best when you challenge a friend, because when you are randomly matched it may take hours for your opponent to play you back. I do not want to open a game and then be delayed because the other player is not active. If you're looking for a trivia battle with a friend, this game is for you.



Chris Molnar is a 23-year-old USMC Veteran and current student at Mercer County Community College in NJ. Chris is a three-time stroke survivor, two-open-heart-surgery survivor, and a heart transplant recipient. He is pursuing a career in motivational speaking hoping to inspire others to persevere no matter what.

The Unexpected Story of iPhone Life



Illustration by Mikaila Maidment, mikailamaidment.com

This year marks the tenth anniversary of the iPhone and along with it the genesis of *iPhone Life* magazine. As the founder of the magazine, I figured what better time to reflect on the story of iPhone Life's beginnings and the product that started it all.

Unexpected Change

In the months after Steve Jobs released the original iPhone in January of 2007, it looked like Apple's new smash success would doom our company for good. It was fall, 2008 at the time. Revenue had all but stopped from our magazine that was focused on Microsoft-based Pocket PCs and smartphones. The economy was imploding and the iPhone had taken over the smartphone market. Nobody was buying our magazine anymore.

Rewind a year and a half, and the email-based Blackberry, the easy-to-use Palm Treo, and the full-featured Microsoft-based smartphone were battling for leadership in a market not living up to its potential. Some analysts concluded that smartphones were destined to be a niche product. But at Apple's 2007 Macworld keynote, late Apple CEO Steve Jobs shared a new vision.

Today, we're introducing three revolutionary products...a widescreen iPod with touch controls; a revolutionary mobile phone; and a breakthrough internet communications device. An iPod, a phone, and an internet communicator. An iPod, a phone ... are you getting it? These are not three separate devices, this is one device, and we are calling it iPhone.

Former Microsoft CEO Steve Ballmer laughed when asked about the new iPhone. Competing companies like Palm and Blackberry weren't worried either. After all, the iPhone used only one network—the unpopular and unreliable AT&T. It offered no third-party apps, no styluses, no swappable batteries, no extra buttons, and no expandable storage. Microsoft-based smartphones could do everything the iPhone could and more.

So, why did the iPhone win?

Apple had taken the best from competitors such as Palm, Blackberry, and Microsoft and then perfected the apps that appealed to most users: Phone, Safari, and Music. Best of all, the apps were easy to use. And Jobs created such excitement about the iPhone that it took on a life of its own.

The End of an Era

With no one buying Microsoft-based devices, it looked like we would have to shut down our company. I cut the magazine staff down to one editor, one ad salesperson, and myself. I told my remaining two employees, who together had worked for me for over thirty years, that I had no money to pay them. But I promised that if we could successfully produce and sell *iPhone Life*, I would make it right.

We made a bold decision: Rather than publishing the next issue of *Smartphone & Pocket PC*, we created and mailed the first issue of *iPhone Life*. Newsstand sell-through jumped by over 20 percent. Only 15 percent of our subscribers cancelled, and the renewal rate stayed the same.

In 2011, I semi-retired. Today, the iPhone Life team has successfully transitioned to being a digital-first company. Our premium subscription, iPhone Life Insider, includes daily one-minute video tips, video tutorials, digital access to *iPhone Life* archives, and direct support from an editor. The tactile, immersive print version of *iPhone Life* offers respite from the digital world and from reading on a screen. We love what we do, and with this issue, we celebrate our ninth year in print.



Hal, along with his wife Rita, founded *iPhone Life's* original publishing company, Thaddeus Computing, in 1985. You can reach him at hal@thaddeus.com. Check out Hal's new book at meditatingentrepreneur.com.



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