

EXHIBIT G

The WIRED Guide to the iPhone

It's not just the best-selling gadget ever created: It's probably the most influential one too. Since Steve Jobs announced the [iPhone](#) in 2007, Apple has sold close to 1.5 billion of them, creating giant businesses for app developers and accessory makers, and reimagining the way we live. Millions of people use an iPhone as their only computer. And their only camera, GPS device, music player, communicator, trip planner, sex finder, and payment tool. It put the world in our pockets.

Before the iPhone, smartphones mostly copied the BlackBerry. After the iPhone, they all copied Apple: Most phones now have big screens, beautiful designs, and ever-improving cameras. They even have "notches," or, cut-outs at the top of their edge-to-edge displays, where the phone's front-facing camera lives.

And the iPhone Effect goes far beyond smartphones. In order to make so many phones, Apple and its competitors set up huge, whirling supply chains all over the world. Those same manufacturers now make the same parts to power drones, smart-home gadgets, wearables, and self-driving cars. They don't look like your phone, but they might not be here without it.

FUN FACT: The iPhone was [nowhere near finished](#) when Jobs announced it. The phone Jobs used in the iPhone introduction was basically one of a kind, and the prototypes Apple was making at the time were so fragile, they couldn't even be shipped from Asia.

Thanks to the iPhone and the apps developed for it, the [world has reorganized itself](#) around the smartphone, and a few people have started to wonder what the iPhone hath wrought. They worry that we spend too much time buried in our phones, heads down, ignoring the people and the world around us.

Social media, in particular, is being questioned. We always always knew that there was an exchange, that if we were using free apps, we were giving up something in return; but now there are concerns about where exactly all that data *ends up*. We're becoming accustomed to a sense of undefinable stress, the feeling like there's always too much going on and you can never get away even if you want to. The smartphone is one of the portals into this sometimes-dystopian data vortex.

But at the same time, there's no denying that the iPhone has utterly transformed our lives—and that anything truly transformational will both solve existing problems and introduce new ones.

The Invention of the iPhone

Jobs [announced the iPhone](#) on January 9, 2007, on stage at the Macworld conference. He spent nearly an hour explaining the device, extolling the virtues of everything from a touch interface to a huge, desktop-sized version of *The New York Times'* website that you could pan around. He even made a phone call (how quaint!) and placed what has to be the largest Starbucks order in history to go

a remarkable piece of tech-industry history, and you can still watch it all (on your phone) on YouTube.

The phone didn't come out [until six months](#) after that initial reveal, during which time Apple frantically scrambled to turn Jobs' demo into a [mass-market gadget](#). When it finally hit stores in June, people lined up outside stores to buy one. Apple sold 270,000 iPhones the first weekend it was available, hit 1 million by Labor Day, and instantly captured the imagination of phone owners everywhere.

FUN FACT: There were two factions within Apple fighting over what the iPhone should be. One side favored the touch-friendly device we know now. Another, led by Tony Fadell, thought the iPhone should be just an iPod that made phone calls. Clickwheel and all.

The iPhone 3G, which came out a year later, may have been an even bigger deal. Apple's 2008 iPhone included support for 3G networks, which offered much faster access to email and web pages, and it came at a much lower price. Most important, it added the App Store, which gave developers a way to build and sell software to millions of smartphone owners. The App Store will almost certainly stand as Apple's most important contribution to both the tech industry and society in general, even more than the phone itself. Developers immediately began building apps and games that changed the way we communicate, work, eat, and play. The App Store made way for Instagram, Uber, and Tinder, and it turned the iPhone into the pocket computer it was always meant to be.

FUN FACT: It's been [10 years since the first iPhone](#), but there have been 16 iPhones, if you include the Plus models, the SE, and the 5C. Which, we'd understand if you didn't count the 5C.

From there, the iPhone's story is one of [evolution, not revolution](#). Each year, Apple made the phone bigger and faster, refining the product without changing the basic form factor or its most beloved features. It became more popular every time. From the beginning, Apple seemed to know the camera could be a smartphone's best feature: [The iPhone 4](#), with its selfie camera and HD video recording, was the biggest thing in cameras since Kodak. Ever since, Apple's cameras have been among the best in their class.

[Timeline: What Was New in Every iPhone](#)

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