

loveit coverit celebrates the new iPhone X with an infographic of the evolution of the iPhone

Submitted by: Love it Cover it

Wednesday, 13 September 2017

Following Apple's reveal of the new iPhone X and iPhone 8, mobile phone insurance company, loveit coverit, celebrate ten years of the iPhone with a new infographic detailing how the revolutionary device, which accounted for 65% of all its policies in 2016, has developed over the past decade, transforming the mobile phone industry.

The iPhone X, launched September 12th at Apple's annual event in California, will feature wireless charging, facial recognition and a TrueDepth camera, as well as an edge-to-display for the first time. The handset is a stark contrast from the first iPhone which launched in November 2007. The original model was available in aluminium grey, had a 1.2 MP rear camera, a maximum of 16GB data, no 3G, no apps and no videos.

loveit coverit's infographic details key features of each device, as well as milestones such as the introduction of the App Store and Apple Pay, as well as the inclusion of the first front-facing camera and video recording.

The infographic also includes findings from loveit coverit's claims database. Data from 2016 showed that only 13% of Apple customers made a claim, compared to 20% of those with a Samsung device. Interestingly however, more iPhone insurance (<https://www.loveitcoverit.com/iphone-insurance/>) claims were for theft than those with Samsung devices.

Documenting the success of the iPhone over time, the infographic shows that global sales of the device grew from 1.39million in 2007 to over 211 million in 2016.

Commenting on the popularity of the iPhone, loveit coverit CEO, Mark Gordon, said:

"Simplicity has been pivotal to the iPhone's success over the past decade, when it comes to both the product itself and the way it's been marketed. Apple has always prioritised key features that focus on user benefit, rather than being directed by spec. This has helped them simplify the decision-making process.

"This clarity extends to their messaging too. Apple understands that its customers don't care about technical jargon; whilst the product specifications are available, they're shaped around the benefits their audience is looking for."

Find the infographic on the loveit coverit website (<https://www.loveitcoverit.com/news/10504/>)

Authorised and regulated by the Financial Conduct Authority, loveit coverit are a trading name of Pier Insurance Managed Services. Providing gadget insurance for over 13 years, the company has insured over 870,000 mobile devices to date, and all claims are handled by an in-house team.

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