

WHEN WE SEE THE WORLD MOVING IN A WHOLE NEW WAY

BAR YOUNG MOVERS 2017 PRESENTATION - Erik Christensen

C R A T E R



iPhone X

Dual 12MP Cameras

The art of photography. Simplified.



Improved Cameras

A larger and faster 12MP sensor. A new colour filter. Deeper pixels. And a new telephoto camera with OIS.



Facial Mapping

Face ID is enabled by the TrueDepth camera and is simple to set up. It projects and analyses more than 30,000 invisible dots to create a precise depth map of your face.

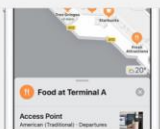


iOS knows what you want before you do.

Combined with the power of Siri, iOS can provide helpful suggestions to make writing a message easier, get you to your destination faster, and even recommend apps you're likely to love. All while keeping your information private.



QuickType
Siri intelligently suggests your current location, recent addresses, contact information and more just when you need it. So when a friend asks "Where are you?", you can share your location or ETA with just a tap.



Maps
Maps can learn your daily routine, providing helpful suggestions for places you might like to visit and the fastest way to get there. For example, upcoming meetings in your calendar are automatically presented with suggested routes.



News
As Siri learns which topics you're interested in, they'll be suggested in News — making News even better at finding stories that matter to you.



Photos
When you search your photo collection, Photos performs billions of calculations to identify images with the specific people, places and things you're looking for. And with curated photos and even more accurate face recognition, it's faster than ever to find your favourite memories.



Calendar
Siri intelligently picks up on scheduling details both in your conversations and in Safari. So if you confirm an appointment or book a flight on a travel website, it promptly adds it to your calendar.

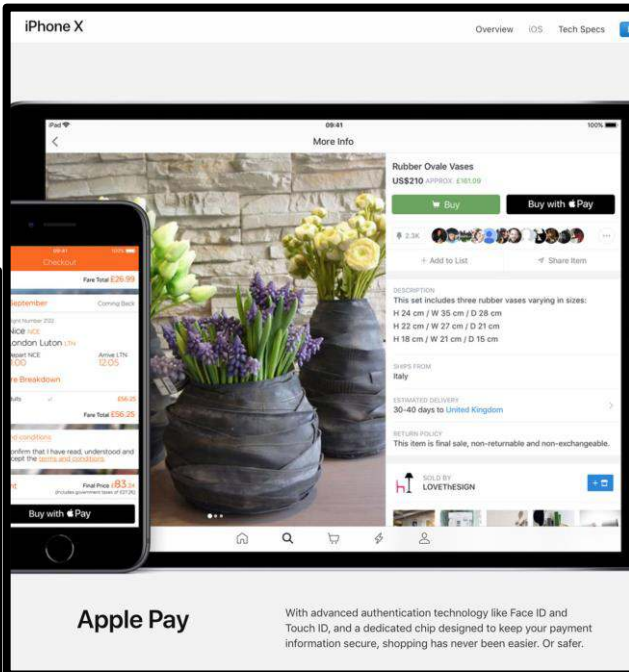


Suggested apps
Siri suggests apps you might like to use based on your location and the time of day. When you arrive at the gym, for example, Siri may suggest your favourite personal training app to help you get the most out of your workout.

Each new Operating System allows us to capture, store and interact with more data in more ways than ever before. iOS 11 allows:

Augmented reality. Apps that can change your world.

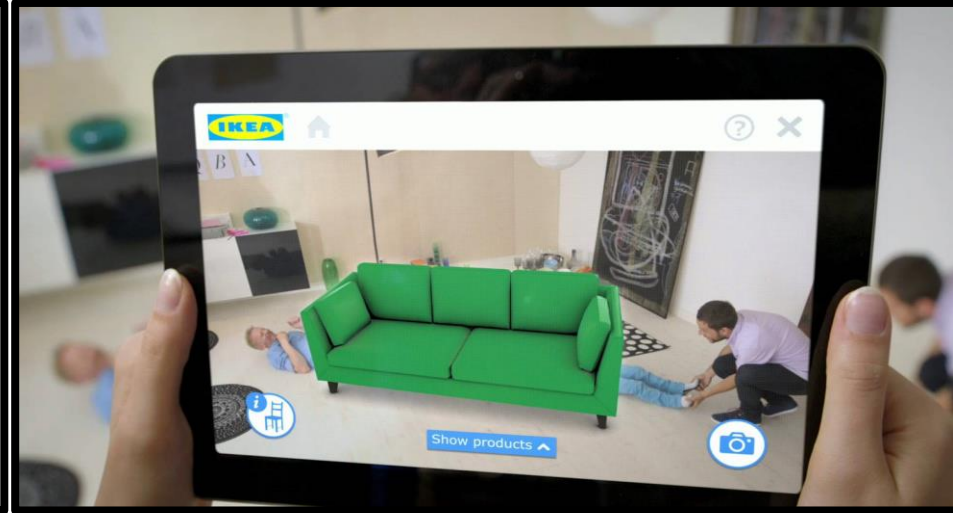
iOS is the world's largest augmented reality platform. Games and apps now offer fantastically immersive and fluid experiences that go far beyond the screen. By taking advantage of the latest in AR technology, you can digitally redecorate your home, explore a city you've never visited, or even try on a new tattoo. The possibilities are endless.



Apple Pay

With advanced authentication technology like Face ID and Touch ID, and a dedicated chip designed to keep your payment information secure, shopping has never been easier. Or safer.

In contrast to virtual reality (which requires separate, sometimes awkward equipment and creates an entire artificial world), AR overlays information on top of the real world and is available through the mobile devices people carry around every day.

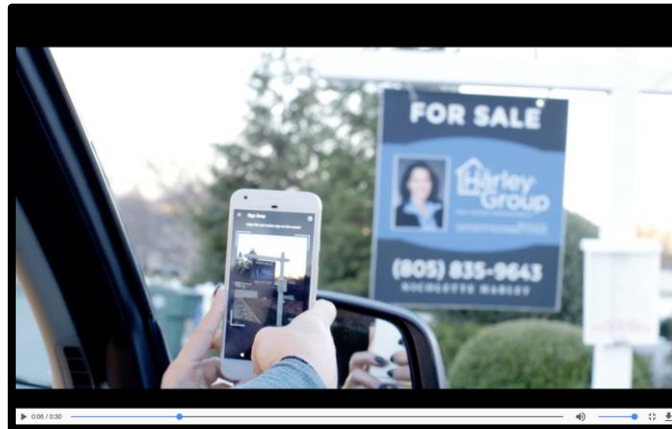


“By blending digital objects and information with the environment around you, ARKit takes apps beyond the screen, freeing them to interact with the real world in entirely new ways,” (Apple)

Property Buying Made Interactive

Walk Your Customers Through Their Dream House

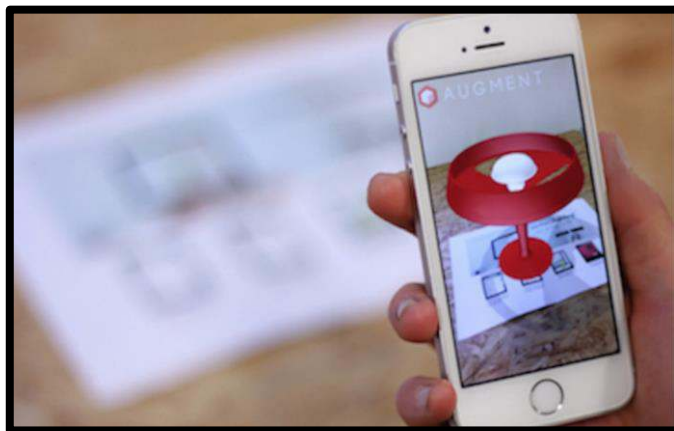
Rely on augmented reality to boost your next real-estate marketing campaign. The technology combines digital information with real world to offer your customers an enhanced experience of properties. Let your customers watch your brochure turn into a 3D building and explore lobbies, floor plans and much more in an interactive way. Specific Augmented Reality Real Estate apps can be built revolving around architecture, buildings, housing renewal and refurbishment too!



Try furniture at home before buying

Simulate your furniture and interior design products in 3D augmented reality in real time.

[Watch Video](#)



“MakeSpace wants to make it easier for people to access their storage items and has built an on-demand app, where you can pay to have select items delivered. If you’ve ever made the trek to a creepy storage facility, you’ll understand why this is a convenience.” (Techcrunch)

“There’s a small closet out there for every man, woman and child,” said Pao. “We’re partnering with the operators to create a wonderful consumer experience that’s simple and affordable to the end customer.” (Techcrunch)

“Why go through the trouble of building infrastructure required to pick up items for storage, individually tag and categorize them, and add them to a cloud database of goods unless you would then allow users to actually do something with them?” (Techcrunch)

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