



Apple's bet for the future, the [iPhone X](#) was unveiled recently in California. Apple set the first delivery for the 3d of November 2017, with pre-ordering service available from the 27th of October 2017. The device displays end-to-end a buttonless screen that features Organic Light-Emitting Diodes (OLED) technology. Made of steel and crystal, it will be sold in gray and silver colors and is resistant to splashes, water, and dust, according to the manufacturer.

The pre-sale of X, pronounced "ten" as well as the Roman numeral and the number of years since the first iPhone was released, begins on October 27, and the launch forecast is for November 3 - but only in the USA and some other countries.

Facial recognition

iPhone X has done away with the traditional 'home' button. When you unlock it, the front camera will identify your face, over 30,000 feature points, which will be transformed into a mathematical code. You can change the hairstyle, put on glasses and even get old, and still, the creators guarantee, that the facial recognition system will work.

Other features?

In addition to facial recognition, which represents an evolution of the ID Touch, the X display has no borders, but features a 7 megapixel front camera with auto-stabilization and portrait mode for selfies.

The iPhone X stole the scene in this Tuesday's presentation from Apple. In addition to it, the new watch Apple Series Watch 3, Apple TV 4k and the iPhone 8 and iPhone 8 Plus, the latter two also resistant to

water and dust, were shown, according to the company.

Price?

It is not going to be cheap. The most basic model of the iPhone X, 64 GB, will 64GB version, which will start at £999, and a more expensive 256GB version for £1,149 - ushering in the era of the £1,000 smartphone.

It will be more expensive than, say, a similar 64GB model of Samsung's Note 8, which costs £869. Neil Mawston, a strategist at Strategy Analytics, calls Apple's ability to make consumers spend more money on their devices. According to him, the company has always wanted to sell a device for \$1,000.

"We have seen prices rise year after year, and there is a lot of pressure from shareholders," he notes. "There may be a price hike to control demand and balance the amount of cell phones they can produce," Mawston says.

The iPhone X display features **Super Retina OLED** technology, which promises contrast and color saturation and more realistic dark tones, while saving battery life compared to previous generation displays of retina screens. LG and Samsung already use similar technology in their handsets.

"The iPhone X is a long-standing investment from Apple that sets a standard for the next generations of handsets," notes Geoff Blaber of CCS Insight. For him, the challenge is to ensure enough parts for the new product.

Safety and security?

Apple acknowledges that users may be apprehensive about how to use facial recognition to unlock the device and check for purchases made over the phone.

To set them at ease, the company says facial recognition is safer than using digital. He argues that the possibility of another person "stealing" the user's identity is one in a million.

The identification technology will be made through a bionic chip. Apple warrants, for example, that the system is designed to prevent the use of photos or masks to activate the device.

The most important question, however, whether the technology will work efficiently. Apple's launch of the iPhone X suffered some embarrassment when this feature failed during the live demo. While demonstrating Face ID, Craig Federighi struggled to unlock the device.

Reviews

Some experts have criticised the phone for reasons of security.

"This is the biggest hurdle you have now," says Carolina Milanesi of Creative Strategies. "A lot of people will be afraid to use this facial recognition if it is not proven to be safe," he adds.

For BBC tech expert Dave Lee, X is the big leap that iPhone followers and the financial market wanted, although the new product brings expected features such as facial recognition and animated emoji, more fun to interact with.

The news makes the model the most expensive story, notes the expert. So, everyone in [our team](#) is waiting for the announced iPhone-X to test it by ourselves and express our own thoughts.

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