

## A Closer Look: The Evolution of the Smart Phone

4:44 PM SEPTEMBER 19, 2014

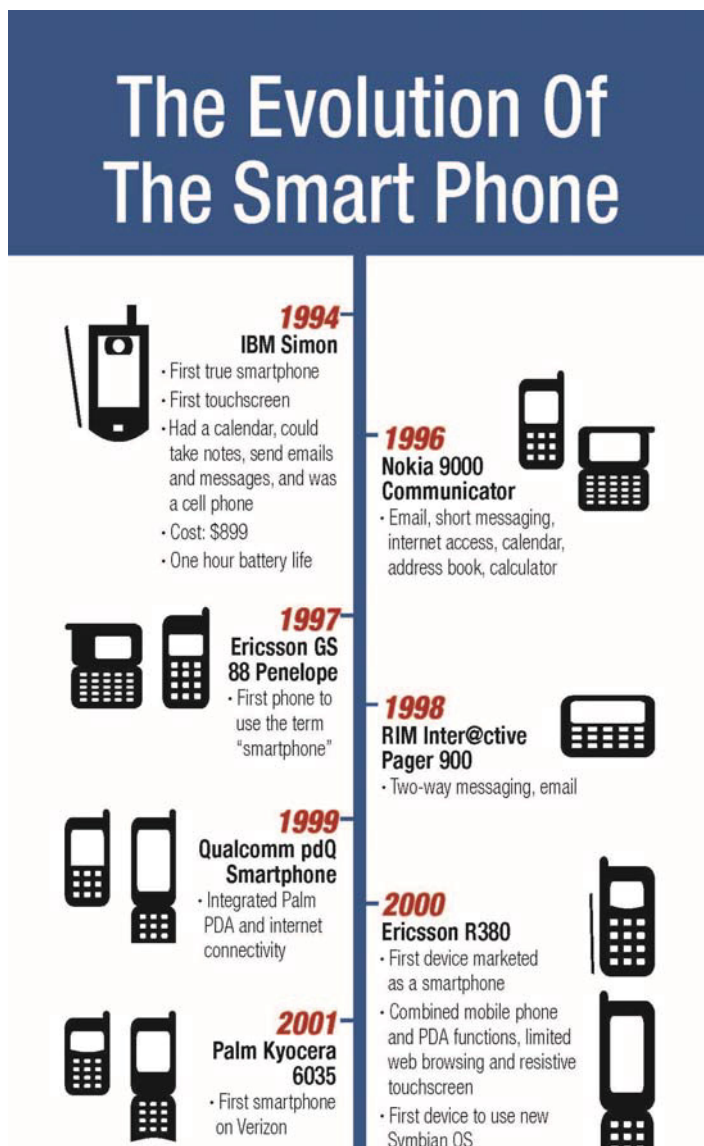
Last week, Apple announced the release of the iPhone 6 and 6 Plus, which feature a larger and thinner screen like many devices currently on the market offered by Apple's competitors for some time. To date, the new devices have doubled the number of orders placed the first day the iPhone 5 was released. In the wake of Apple's big announcement, it is important to see how far technology has come in the smartphone space. Since the first smartphone in 1994, IBM's Simon, to the introduction of the scrolling wheel by BlackBerry in 2003 and Samsung's launch of the first phablet in 2012, technology continues to make significant strides. Smartphone manufacturers are fiercely competing with one another to bring new features, innovations, and applications to their devices. Women Impacting Public Policy (WIPP) has created an [infographic](#) that illustrates the evolution of this dynamic market and shows just how far technology has come in a relatively short time - benefiting consumers and business owners alike. Technological advances in this space directly impact women and minority owned businesses that need fully equipped yet affordable devices to conduct efficient, and successful, business operations. Advancements in smartphone technology have lowered startup costs and improved access to information technology for businesses and help them compete in today's digital economy.

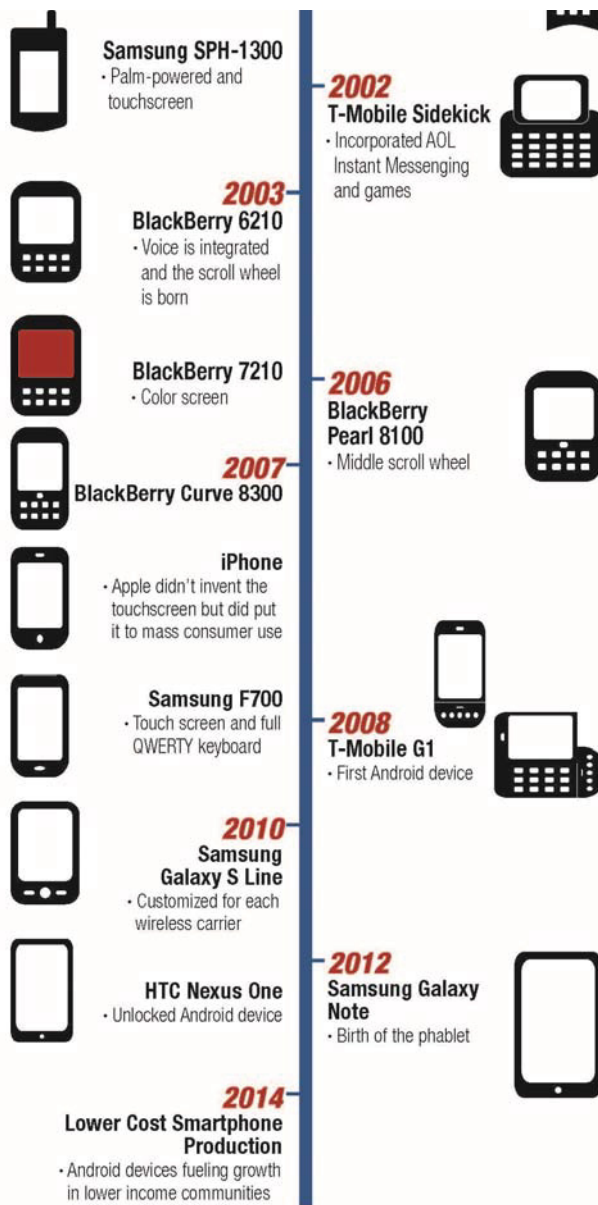
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