# Hollywood Today Reviews Apple's iPhone 4G

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**HOLLYWOOD, CA (rushPRnews) 06/09/10 — Apple's iPhone 4G.. A Revolution In Mobile Technology**

*By Jacque Loewy*

**Apple Strikes Again With The New 4G iPhone.. A Revolution In Mobile Technology**

– Have you ever wanted a phone that has an unbelievably sharp image surpassing the human eye's ability to distinguish pixels? What about a phone with a 5 megapixel camera able to record HD video in 720p. How about a phone that provides live video chat and video calls for its users? Considered by many as just fantasy is now reality as Apple unveils the iPhone 4g with these and more than a hundred other new features.

Popularity and the iPhone go hand-in-hand. It is the most preferred choice among smartphone users in the US and the statistics back it up. Not only were iPhone market shares 3 times that of Android during the first quarter of 2010, 58% of mobile browser usage in the country can be traced back to iPhones.

Perhaps the most popular feature of the iPhone among young audiences is its camera and the ability to rapid share photos and videos on Facebook,

Myspace and multimedia messages. The 4g more than accommodates and is equipped with a 5 megapixel camera (2 more than its predecessor the 3gS) as well a long awaited LED flash and amazing capability to record HD video at 720p.

Ever since the iPhone was first released in 2007 it has become and increasingly popular tool in the hands of businessmen and women. It revolutionized the smartphone allowing user friendly operation and the syncing of contacts with internet and email in a way never seen before. The new 4g comes with a front facing camera that is sure to revolutionize business meetings of the future. This second camera on the front of the phone allows on the go video conferencing with other 4g users and web cam equipped computers. With the 4g revolutionizing the way we interact via the mobile medium, video calls may become more prevalent than standard calling.

An inconvenience with earlier iPhones was their short battery life. However the 4g's Li-ion battery with the assistance of the new A4 chip provides efficient power management prolonging battery life for the by 40%. Being an iPhone owner I can tell you that this is a much needed and appreciated addition to the 4g allowing more talk time, 40 hours of music and 10 hours of video per charge.

One of the most popular features of the iPhone in the past is its unique applications (known as apps) downloadable from the app store straight to the iPhone. The saying,"there's an app for anything" couldn't be more true. The app store gives 4g users access to a quarter million apps with 15,000 new apps created each week.

The addition of iMovie for the 4g allows you to watch your favorite movies in amazing quality all from the palm of your hand. This iWorks software native to Macs makes editing your personal videos quick and easy. Whether creating a family movie or sending a video postcard of your vacation, the iMovie app is arguably a sufficient enough reason to purchase the 4g.

The 4g features an “All new design” with glass on the front and rear encased by stainless steel on the sides. It is 9.3 mm thick which is 24% thinner than its predecessor making it the thinnest smart phone in the world and comes with a built-in 3 axis gyroscope allowing for faster and more responsive game control.

A problem faced by older iPhones was their inability to open multiple apps. In the past, you could only open a single app at a time and to answer a text message, play music etc. meant you’d have to close your current app. However, the 4g is all about multitasking and conquers this issue in an amazing way. Its the first generation iPhone that allows you to have several apps open simultaneously with effortless transition between pages.

Having just been released, it’ll be interesting to see how the new Apple 4g iPhone revolutionizes the way we interact.

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