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64R L2 IT

BTEC Level 2 Assignment Template

Unit 21: A Technology Business – Learning Aim A

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Introduction

I am just employed as a marketing apprentice at Leyton tech corporation, and my line manager has asked me to investigate how technology-based product or service can become successful. I am going to discuss the unique selling point (USP) of Apple's successful product or service. I will review the benefits and explain the features with examples.

iPhone 15 Pro Max – Features & Functions

Features

Face ID Camera System. A17 Pro Chip Apple's fastest processor in 2023. 6.7-inch Super Retina XDR OLED Display with 120Hz refresh rate means the phone can support up to 120 fps (frames per second). Which increase gaming experience. Triple Camera System 48MP Wide, Ultra-Wide, 5x Telephoto on Pro Max. iOS 17 Operating System. USB-C Port USB 3.0 speed on Pro models. iPhone 15 pro max battery capacity is 4441 MAH (milliampere-hours). Titanium Body with Ceramic Shield glass with plastic sheet on it to protect. 5G Connectivity

Functions

This product is a perfect example of modern technology because it uses tools like Face ID, a powerful A17 Pro chip, 5G internet, and a professional camera system all inside one device.

Feature: Face ID - Enabled by TrueDepth camera for facial recognition

Function: Unlocking the phone with your face.

Face ID (TrueDepth Camera) – Uses facial recognition for security. A17 Pro Chip A very fast and powerful processor. Triple Camera System 48MP wide, ultra-wide, and 5x telephoto lenses. ProMotion Display (120Hz) Smooth and bright screen for better viewing. Titanium Body + Ceramic Shield Glass Strong, light, and stylish design. USB-C Port Faster charging and file transfer. 5G Technology High-speed internet connection. iOS 17 Software Apple's latest system with smart tools and privacy features.

Benefits to Users (Customer's Point of View)

Fast and Easy to Use The A17 Pro chip makes the phone work quickly. Apps open fast, and games run smoothly. Better Security Face ID protects the phone. Only the user can unlock it with their face. High Quality Photos and Videos. The triple camera system lets customers take clear, bright, and professional pictures and videos. Beautiful Display The large OLED screen shows bright colors and smooth movement, which is great for watching videos and playing games. Strong and Stylish Design The titanium body and Ceramic Shield make the phone strong, light, and elegant. Faster Charging and File Sharing The USB-C port allows quick charging and easy file transfer to other devices. Fast Internet With 5G, customers can stream, download, and video call without delays. Simple and Smart Software iOS 17 is easy to use and connects well with other Apple devices like MacBooks, iPads, and AirPods.

Benefits of 15 pro max

From a customer's point of view, the Apple iPhone 15 Pro Max is a modern, high-end smartphone. It combines advanced hardware, smart software and a strong design to provide a fast, secure and enjoyable mobile experience. It is suitable for gaming, photography, video and everyday use, and its premium build can make customers feel confident that they are using a reliable device.

Unique selling points (USPs)

powerful A17 Pro chip with hardware-accelerated ray tracing for console-level gaming, the advanced 5x optical zoom Pro camera system for enhanced professional photography and videography, and its lightweight titanium frame for improved ergonomics and durability. Competitor cannot defeat apple. It's unique because except for battery life this phone can be use for more than five years smoothly.

Conclusion

Overall, the iPhone 15 Pro Max is successful because its advanced features, useful functions and customer benefits work together to create a premium smartphone. The A17 Pro chip provides fast performance, the Pro camera system supports high-quality photography and video, Face ID improves security, and the titanium design makes the phone strong and lightweight. Its main unique selling points, including the 5x optical zoom, powerful gaming performance and close connection with other Apple devices, help it stand out from competitors. These qualities meet the needs of customers who want speed, security, strong cameras and a reliable device for everyday use.

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