Planned Obselescence:

A Case Study in the iPhone X

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Apple suggested that applications "embrace the notch" instead of hiding it using a black top bezel, making new devices more distinctive and reinforcing percieved obsolescence. Yearly changes to camera and lens shape make new designs visually disntinct from previous generations, reinforcing percieved obsolescence.

Embracing the Notch Lens Refreshes

Repeated bezel style refreshes also increases the percived generational gap. The iPhone line has swapped between angular and rounded bezels and between metalic and colored.

Bezel Refreshes

Glued Connectors

The proprietary connectors between logic board components are attached using foam-like double-sided tape, which require significant force to pry off and can easily break, making repairs



unecessarily difficult.

The adhesives used to attach the screen to the chasis and the battery to theinner case, make the device difficult to disassemble and repairs riskier, costlier, and more complex

Glue-based Construction

Programmed Obselescence

In addition, various software and hardware techniques are used to make old devices appear slower or unusable. Mandatory software updates install bloated software which older processors cannot handle, or new power management firmware that reduces battery life on old devices. New operating systems both iOS and in the rest of the ecosystem remove support for old devices, and hardware locks detect third-party or transplanted components and refuse to boot the device.

Extreme Integration

The placement of components creates numerous layers of interacting logic boards and connectors, further complicating the disassembly and repair process.

Proprietary Screws



