

《闲聊：说说人们不想再购买新款iPhone的原因》

导读:你是否也有这样的感觉，iPhone已经不再像以前那样炙手可热了。那到底是什么原因呢？



Apple isn't introducing the features that people want

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A great example is the iPhone 7, which various rumors indicated (wrongly) could get features like wireless charging, a redesigned body, an invisible home button, and an OLED screen. Not all of those features are necessary upgrades, but some of them — like faster charging capabilities, a more powerful chip, and even the Apple SIM — could have made the iPhone 7 a much more compelling upgrade.

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While there are iPhone 7 features worth getting excited over, including water resistance and improved battery life,

this year's iPhone launch failed to bring many of the features that iPhone fans wanted.

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A one-, two-, or three-year-old iPhone is often good enough

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Many users are waiting for something better

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Each year, consumers realize all over again that there's never a good time to buy an iPhone. That's because whenever you purchase one, there's always going to be a newer, better one on its way. Rumors are already starting about the iPhone 7s or iPhone 8, or whatever Apple is going to call its 2017 iPhone. Plenty of iPhone users are opting to hold off on purchasing a new iPhone until a new model really wows them — and if analysts like Ming-Chi Kuo are correct, waiting another year or so is probably a sound strategy.

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