

Apple can remove the camera control button in the future iPhone 18 line. According to industry sources, the corporation reduces orders for this component, which may indicate plans to abandon it due to low interest from most users and high production costs.

The button was first represented in 2024 on the iPhone 16 Pro and Pro Max models in order to bring the shooting control to the possibilities of traditional cameras. Professional users have positively assessed the accuracy and flexibility, which provided physical management, but everyday owners of smartphones did not show the same interest. As a result, the mass production of a function in demand in the main narrow audience has become economically less justified.

If Apple makes a final solution, this will not be the first case of a refusal of a device that did not receive a wide response. Earlier, the company has already removed 3D Touch, after users did not actually use this function in everyday work with a smartphone.

Now Apple's attention is gradually shifting towards software solutions. The company can strengthen the emphasis on the algorithms of artificial intelligence and computing photographs, improving the shooting due to automatic scenes, advanced processing in low illumination and additional editing tools. Such functions will potentially turn out to be more useful for a wide audience than a separate physical button.