



From left to right, top to bottom: Lily Peikos, Liam Oh, Katherine Gjertsen, Josh Brethauer, Billy Loveman, then Lily Peikos, Jacob Imber, Josh Brethauer, Billy Loveman, Regina Madanguit, and Stephanie Reedy. Top is during a song called "Funk Boys," bottom takes place during the scene "NT Rent." | Byrne

# Apple's next-generation iPhone proves to be a success

Apple strikes again with its 9th generation iPhone 6S

by Michael Blickstein

Apple's iPhone release cycle is right on schedule. As the phone enters its ninth incarnation, the question everyone is asking is, "Should I upgrade?"

There are a few things you should keep in mind if you're considering a new iPhone.

First, consider which device you're upgrading from. If you're thinking about upgrading from the iPhone 5S or older, the answer is unequivocally yes. But if you currently have the iPhone 6 or 6 Plus, the devices are very similar, with the new features being pretty marginal.

Apple has made two major hardware changes and a few other minor ones. To start off with, the iPhone 6S's pressure sensitive display, called 3D Touch, broadens the capabilities of the iPhone to include different actions depending on the strength of your touch.

Forexample, a light tap can open a preview of an email, while a harder tap opens the full view. This feature isn't fully developed yet, but once all apps are updated, multitasking and navigation will be simpler than ever.

The other major upgrade is in the camera. The back camera was updated from 8 megapixels to 12 megapixels, to provide much more detailed



iPhone 6S  
The only thing that's changed is everything.

Apple's new website banner with all four colors of the device | [Apple.com](http://Apple.com)

pictures and Ultra HD video recording. An even bigger change is in the front camera, which jumped from 1.2 megapixels to 5 megapixels. This camera will give you the best selfies you can take on any smartphone.

Additionally, some changes were made to the body of the iPhone. The aluminum is a stronger build, making the phone more resistant to drops and scuffs. The display also underwent a special ionization process, which makes the glass what Apple calls "the most durable in the smartphone industry."

The most improved feature is arguably the new fingerprint sensor. This new sensor is quicker to register and will catch your fingerprint to unlock just by pressing the home button when you "wake up" your device.

The 6S and 6S Plus battery life is fantastic. It can withstand a day connected to a Bluetooth device, watching Youtube videos for fourteen hours, before reaching the extent of the battery life. Phone Arena reports the iPhone 6S and 6S Plus can last about three hours longer on average than their predecessors.

One thing to note is that the

new operating system is built specifically for the iPhone 6S. The device has a faster processor and more RAM than any other iPhone, and iOS 9 is tailored to those specifications.

If you're using an iPhone 5S or older, this is the perfect time to upgrade. A two-year contract with an S model is a great cycle to be on. You're getting hardware and software that can keep up with the next iPhone just fine.

If you're using the iPhone 6, the upgrade probably isn't worth it. The new device is a little bit heavier and bulkier, but feels almost the same. Unless you need Ultra HD video or the new display, you should probably wait for the next big thing.

If you have an Android phone, this is a device that should be on your radar, especially if you use Mac computers. iOS 9 makes the device more customizable than ever and has great consistency.

This device is worth two years of your life, if you can spare the expense. It is undoubtedly the best iPhone yet; Apple can confidently call the iPhone 6S a success.

# Shake Shack opening threatens fast food giants

This new chain focuses on quality rather than quantity

by Logan Etheredge

Fifteen years ago, new chains like Chipotle and Panera entered and changed the once cost-driven fast food arena.

For years, consumers relied on cheap fast food chains like McDonald's and Burger King, which operate on the assumption that ease of access comes before taste or quality.

These new chains, whose focus was on quality rather than quantity, began threatening the fast food giants. Now with the new Shake Shack opening in Old Orchard, students at New Trier are recognizing this power shift.

Junior YeJi An is among them, "Shake Shack's burgers are really hard to beat. It's true I could get one for less than half the price at cheaper fast food places, but the taste doesn't really compare," An said.

An raises the argument that the fast food industry has been debating for years: should a fast food chain focus on the quality of its food, or continue cranking out cheap food at cheap prices?

Shake Shack's CEO Randy Garutti believes that quality outweighs price. "Shake Shack is for people who want to understand where their food is from, and have a higher expectation when they eat a burger... and are willing to pay a little more for it."

While McDonald's CEO has been known to say similar things, consumers have often questioned the validity of this claim. According to Forbes Magazine, "McDonald's burgers are frozen; there's usually a space of two to three weeks between when a burger is formed and when it's eaten."

Shake Shack, on their website, states that their meat is "100% all-natural Angus beef. No hormones and no antibiotics ever."

Business education teacher Kevin Kansler attributes some of Shake Shack and other fast casual restaurants' success to their dedication to higher quality foods. "Consumers are better educated about healthy eating than they were previously. If given the opportunity, people want something healthy, tasty, organic, and quick. The old fast food model needs to adapt or face the problems that a diminishing customer base brings with it," Kansler said.

The quality of the meat is not the only factor aiding the rise of "fast-casual," a term used by chains such as Chipotle and Shake Shack to differentiate themselves from traditionally lower quality "fast-food."

Some analysts are beginning to look at a restaurant's social media account to aid in determining the chain's worth. McDonald's Instagram follower count is 890,000 while Shake Shack's is only 208,000. Given that McDonald's has over 35,000 locations internationally, and Shake Shack only has 73, McDonald's only has about 25 followers per location, while Shake Shack has around 2,849.

Senior Jian Li said, "I think it definitely makes a difference if



The new Shake Shack in Old Orchard has attracted many New Trier students' business | NT Archives

a restaurant has a strong media following. Especially for younger generations, restaurants are more likely to be recognized by more people if they have active, popular social media accounts."

It's worth noting that Shake Shack is not trying to be the next McDonald's. Forbes Magazine states

that the restaurant only intends to open "450 [locations]" compared to McDonald's 35,000, according to their website. However, this quality over quantity may pay off in the long run. Other successful "fast-casual" restaurants like Chipotle (1,595 locations) and Panera (1,926 locations) have been using similar tactics.

According to the trade journal Quick Service and Fast Casual Restaurant, "[Fast foods] are struggling to resonate with a consumer base that is increasingly demanding a higher-quality product," and if they're not careful, they "might be losing their stronghold as chief industry influencers."