



The mobile phone that changed everything

On 9 January 2007, Apple founder Steve Jobs held a conference to announce his new product: a device that would go down in history. The world was discovering a touchscreen smartphone, with no buttons, with which to listen to music or connect to the Internet, and with an intuitive and easy-to-use interface. That new handset shifted the paradigm of the mobile phone, led the way for other telecommunications companies and achieved mass acceptance around the world.

In 2000, there were already more mobile phones than landlines in Spain. With the arrival of the smartphone in 2007, mobile phones use surpassed landline's in terms of voice minutes, and the gap would skyrocket over the years.

