

SOFTWARE AND TECHNOLOGY

## Apple iOS 14.5, new devices coming next week

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A new version of Apple iOS 14 will be available for users next week. Image credit: Apple

By LUXURY DAILY NEWS SERVICE

Tech giant Apple announced that an updated version of its mobile operating system will be available for iPhone and iPad users sometime next week, impacting digital and mobile marketers.

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App developers and marketers have been anxiously awaiting this release and the enforcement of Apple's App Tracking Transparency (ATT). The implications of this shift for mobile advertising have been a topic of discussion and debate since the ATT framework was announced at Apple's Worldwide Developer Conference (WWDC) in June 2020.

### iOS 14.5

The update will grant users the ability to block identifiers for advertisers (IDFA) and opt-out of targeting or tracking.

IDFA is a unique identifier for mobile devices and is used to target and measure the effectiveness of advertising on a user level across mobile devices.



Apple introduced features of iOS 14 at its Worldwide Developer Conference last year. Image credit: Apple

Nearly 70 percent of iOS users share their IDFA with app publishers. Once these new options are rolled out, it is estimated this number will drop between 10 and 15 percent ([see story](#)).

Prior to this latest iOS update, users' IDFAs were available by default, making it easy for advertisers and app developers to target and retarget consumers, deliver customized advertising and measure mobile campaign performance.

These new changes to privacy management will impact how advertisers use mobile for targeting, insights, and attribution.

In addition to the system update, Apple has recently introduced new devices, including the iPhone 12 and iPhone 12 Mini in a new purple color as well as AirTag, an iPhone accessory that provides a private, secure way to locate items, such as keys.



*The AirTag Herms starts at \$299. Image credit: Apple*

Apple and Herms have also introduced AirTag Herms, featuring an assortment of handcrafted leather accessories including the Bag Charm, Key Ring, Travel Tag and Luggage Tag.

Herms accessories will be sold with a custom-engraved AirTag based on the brand's Clou de Selle signature.

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