Apple iPhone 7 – hello performance, goodbye headphone jack!

There was a lot of hype surrounding the launch of the iPhone 7, so we were surprised to find that on the outside it hasn't changed much from the iPhone 6. But don't let this fool you, the iPhone has had a major internal upgrade. The performance is fast and slick powers by the A10 fusion core plus a quad-core processor. To put this in perspective the iPhone 7 tested 30% faster than the 6S and 12% more powerful than the Galaxy S7.

The 4.7-inch retina display is richer than ever before, showing crisp images with true colours, the perfect accompaniment to the upgraded 12MP camera. The iPhone 7 now has a six-optic lens, image stabilisation and improved aperture, meaning photos look sharp and professional even when taken in low-light conditions. If you want to add an extra boost to your pics, then the 7 Plus with a new dual-lens camera, is definitely the phone for you.

The only major downside for me is the battery life. With the improved performance taking its toll on the battery your new iPhone 7 will probably need a charge before you hit the pillow. I would definitely recommend investing in a power bank if you need it to go all day. But, as an added plus, Apple have hopped on board the water-resistant bandwagon and finally produced a water resistant iPhone - perfect for surviving an accidental puddle dunk.

The biggest change overall? The disappearing headphone jack! Why? Just, why? Apple do provide an adaptor which each iPhone 7, so you can still use your wired headphones through the charge port, but the adaptor is small and easily misplaced, as I've repeatedly discovered. In place of the jack are two speakers, and although these give you loud, excellent, sound quality, it definitely wasn't worth the trade. Goodbye forever, headphone jack. I'll never let go...

The iPhone 7 and 7 Plus are available in matt black, jet black, gold and rose gold 32GB/128GB/256GB, with no upfront costs when you take out an airtime plan. Pop in-store and give it a spin.