

# FAIRPHONE

## Fairphone 4 gets better over time, receiving a major camera software upgrade

*Fairphone used customer feedback to significantly improve the Fairphone 4 camera software and upgrade it for 2024*

**Amsterdam, the Netherlands, 22 February 2024** — Fairphone, the trailblazing ethical smartphone manufacturer, has once again challenged the electronic industry's status quo. At a time in the life cycle where other smartphone brands stop support and investment altogether, Fairphone takes longevity to another level by offering the [Fairphone 4](#) a major camera upgrade.

This extensive camera software overhaul incorporated user feedback to improve the smartphone's imaging experience. The software update has majorly improved four critical aspects of the phone:

- **Faster shot time:** Fairphone made first shot time 230% faster and improved autofocus speed. It also massively reduced shutter lag, boosting shot-to-shot time by 50% from 12 shots in ten seconds to 18 shots in ten seconds.
- **Better low-light photography:** Refining low-light photography was another big focus area for the company. Fairphone successfully added even more contrast and detail than before, especially in Super Night mode.
- **Camera tuning improvements:** Fairphone improved tuning for the main and ultrawide camera covering both photos and videos as well as vastly better AI scene detection. The company also enhanced noise reduction and color tuning (both main and ultrawide camera) and sharpened the main camera zoom.
- **Electronic image stabilization in video:** The Fairphone 4 now has better electronic image stabilization in video in both the main and ultrawide camera.

At Fairphone, designing for longevity is in the company's DNA. The Fairphone ethos is to ensure users continue using their products for as long as possible, which means Fairphone is committed to providing extended software and hardware support. Fairphone's approach to extended software updates ensures that its devices remain in use and are updated over time, well past the average smartphone lifespan of less than three years. The Fairphone 2 received support for an unprecedented seven years, while the Fairphone 3, launched five years ago, recently received an Android 13 update.

**Agnès Crepet, Head of Smartphone Longevity at Fairphone** states:

*"This is a big step forward for Fairphone. We put a lot of effort into analyzing customer feedback to identify the key improvements needed and made a significant financial investment to address these points in our software development and camera tuning. The most important outcome for us is that both new and existing customers love the camera and keep using the phone for much longer than they originally planned. We also went several steps further to give customers even more benefits, now with a lower price and the original five-year warranty still firmly in place. For existing customers, this upgrade is absolutely free, because we want to make good on our smartphone longevity mission. With the Fairphone 4 and our recently launched Fairphone 5, we now have a Fairphone product family both with a strong camera performance at different price points."*

Fairphone 4 currently ships with Android 13 and will be upgraded to Android 14 this year. Existing Fairphone 4 customers can upgrade to the new camera software for free and will be prompted by a notification that the update is available and ready to be installed. New customers will also be prompted to download and install the free update when they first set up the phone.

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## **About Fairphone**

Fairphone is a pioneering leader in the ethical smartphone industry committed to creating sustainable products as transparently as possible, challenging the status quo of the electronics industry. Fairphone had an annual turnover of €58mil in 2022 and have sold more than half a million Fairphones since 2013. By prioritizing fairness, environmental responsibility, and social impact, Fairphone aims to inspire positive change across the technology sector and beyond. Fairphone 4, is described with the tagline 'Sustainable. Long-lasting. Fair.' Fairphone 4 offers an unprecedented 5-year warranty and contains fairly sourced materials, challenging the electronics industry to take a more responsible approach. It is the world's first electronic waste neutral smartphone and has been certified according to TCO Certified (for sustainable IT products).

- 5G and dual SIM
- Modular design for easy repair
- 5-year warranty for maximum longevity
- 48MP dual rear cameras with supporting sensor and 25MP selfie camera

The smartphone was launched in 2021 and has a suggested retail price of €499 (6GB RAM, 128GB internal memory) or €569 (8GB RAM, 256GB internal memory). The two variants of the device are available in Europe from a wide distribution network of (online) retailers and network operators and Fairphone's website. To learn more about Fairphone 4 click [here](#).