Apple’s latest iPhone X commercial is all about selfies

Apple has released a new commercial for its iPhone X, which showcases the camera’s ability to take some great selfies, set to a monologue by Muhammad Ali.

Ali’s words are appropriate here: he was brash and outlandish, and his assertion that he was the greatest is an attitude that’s often applied to those taking selfies of themselves. But while selfies can be condemned as self-aggrandizing and only for the vain, Ali’s words underscore the importance of one’s self confidence. So, take that selfie: you are great.

Whether or not the iPhone X is the best camera for selfies is up for debate, however.

https://www.theverge.com/2018/1/21/16916386/apple-iphone-x-commercial-selfies-watch