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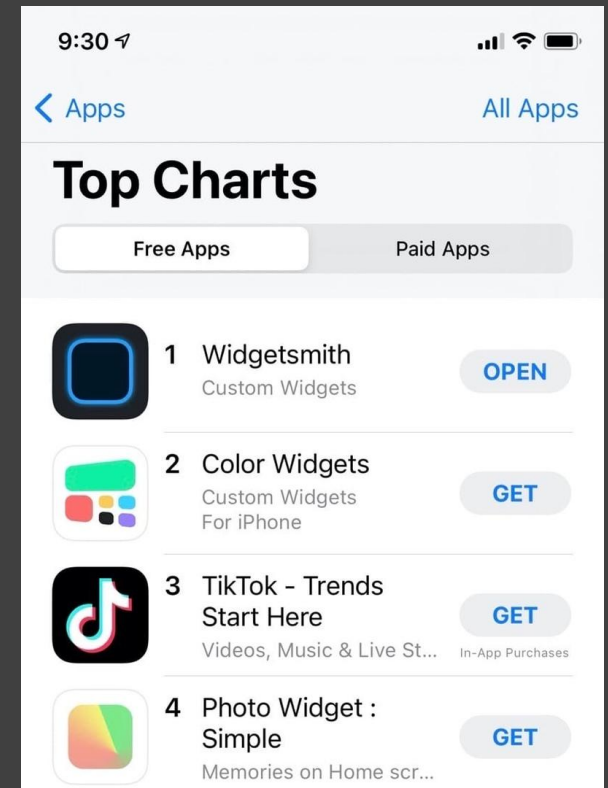
<https://www.cnbc.com/2020/09/21/ios-14-drives-aesthetic-iphone-home-screen-trend.html>

Over the weekend, iPhone customization went viral. One video titled “How to make your iOS 14 home screen aesthetic” had over 24 million views on TikTok on Monday. Countless viral tweets on Twitter were made with aesthetic customizations.



15.09 Apple launched a new iOS 14 where a new app called WidgetsSmith was presented. People interested in customization, which previously was never available for iOS users, immediately started to renew their home screens. These freshly looking designs attracted more and more people's attention who started to update their iPhones and create their own designs using the WidgetsSmith app.

Since WidgetsSmith was launched on September 16 alongside iOS 14, it's been downloaded **over 2 million times**, according to an estimate from Sensor Tower. Combining WidgetsSmith with Color Widgets and Photo Widget apps have been installed **about 5 million times** since iOS 14 was released, generating **hundreds of thousands of dollars of sales**, according to Sensor Tower's estimate.



Dictionary of the text

Viral – very popular and spreading very quickly, especially on the internet

To launch – to start selling a new product or service to the public

Estimate – to say what you think an amount or value will be, either by guessing or by using available information to calculate it