

Apple Products' Impact on Society

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Introduction

Apple was established in 1976 and has continuously since that date had an impact on our society today. Apple's products have grown year after year, with new inventions and additions to products coming out everyday. People have grown to not only recognize these advance items by their aesthetic appeal, but also by their easy to use methodology that has created a new phenomenon that almost everyone in the world knows about. With Apple's worldwide annual sales of \$42.91 billion a year, one could say that they have most definitely succeeded at their task of selling these products to the majority of people. Apple products are known to be so highly valued in the public, that they have revolutionized technology. They have created a 'product' that almost anyone can use, without having any previous knowledge or having to read any detailed instructions. Apple has essentially created an entire era of products that will constantly be in demand by the public, and will be bought due to the sheer convenience and appearance of the item, as well as the fact that they catered to the customer themselves. The new developments of Apple products are interesting and beneficial.

Background

Apple Inc. is a multination corporation that creates consumer electronics, computer software, and commercial servers. Its main source of revenue came originally from the iPod, but now more so from the iPhone, iMac/Macbook, and the iPad. These products have changed the way people see technology. Apple won the JD Powers and Associates Award for Smartphone Customer Satisfaction three years in a row, and currently the iPhone 4 gains popularity with over 3 million sales as of September of this

year. There is also a large variety of software that Apple has invented such as the Mac OS X operating system, the iTunes music media browser, iPhoto photograph browser, iMovie movie browser, and plenty more. The company was originally called Apple Computer Inc, for the first thirty years of the business, but then the Computer was dropped to reflect their ongoing expansion of the company. If they had the word Computer in their title, it indicated that those were the only products that they sold. In 2008, *Fortune Magazine* stated that Apple is “the most admired company in the United States.” A company like Apple started so small with majority of people not knowing or understanding what the company was, or how truthfully successful it would turn out to be. On April 1, 1976, Steve Jobs, Steve Wozniak, and Ronald Wayne created Apple. Currently, Steve Jobs is the CEO of Apple, and with each day creating new products to make the company thrive even more (Apple).

In the beginning, the Apple I personal computer kits were hand-built by Wozniak, and were shown to the public at the Homebrew Computer Club. The Apple I was sold as a motherboard only and went on sale in July 1976, market-priced at \$666.66 (\$2.5 thousand in 2009 dollars, adjusted for inflation.) (Time Magazine). After the Apple I, a year later the Apple II came out. The Apple II was introduced in April of 1977 at the first West Coast Computer Faire. It was different from its major rivals because it included color graphics and an open architecture framework. Apple’s competitors were superseded at this point. A continuous rivalry from then had been put into action between Apple and all other companies who tried to create and mock all of Apple’s products.

Potential Benefits

When discussing the potential benefits of Apple products, the first thing that comes to mind is the ongoing conflict between Macs vs. PC computers. Truthfully, it is said that people think Mac computers and PC computers are almost completely the same. They use many of the same components from the same manufacturers, including processors like those made by Intel, memory, and hard drives. One will find that this really is the situation. If you ask someone anyone that has a computer, they will tell you that a Mac and a PC both have the same purpose and can for the most part complete the same tasks. The true differences between the two lie in the hardware packaging and the implementation of the software. Macs, compared to PCs, have a close integration between hardware and software. A Mac not only looks great but also it gives you so many distinct technological advantages and features so you can achieve more by doing less. Apple's newest operating system is called Mac OS X v10.5 Leopard (Apple). It is seemingly faster, much easier to use, and more reliable than Windows. This system created and kept its position in such high standards because Apple based Leopard on a principle of ongoing transformation. Apple's goal is to give each user a fully rounded Mac Computer for the home and office. The most impressive and innovative part of Mac OS X v10.5 Leopard is Apple's web browser, Safari, which is extremely beneficial to a college student, and is unique in that it is specific to Apple users only; compared to other web browsers such as Mozilla Firefox and Internet Explorer (Apple).

Apple's main approach to success is simplicity, and that is why it is so successful. The benefits are endless when the products are user-friendly and not complicated. The way Apple stays on top is by controlling the development of the system and the software that runs it. No other company can produce a Mac computer or its operating system, and

Apple controls how other developers write programs for its systems. Apple offers three different types of products: high-end, mainstream, and basic systems that come in desktop or notebook versions (Intel). Apple has a high-end system that includes the fastest processors, the most memory, the best graphics cards, and the most data storage. Mac has an extremely small systems trade computing power for its physical size. And the mainstream machines balance power and price (Intel).

Further Research

As far as the future can tell, Apple will more than likely remain on top. With new technology and innovations every season, Apple continues to set the trend for technology, businesses, and the consumer. Every year a new iPod comes out, one better, faster, smaller, and cheaper than its predecessor. This coming winter, Apple will be releasing a brand new iPod shuffle, one with a small, yet bright, LCD touch screen. It is just one of the many innovative changes that Apple has in store for its next conference. The iPad has outsold anything like it in years past. It's like nothing else, and has spawned numerous imitators, all of which have not even come close to matching its appeal and technology. Apple's Macbook has continuously increased in popularity, coming close to surpassing Microsoft based computers. Sales have shown that over the years, the continuing battle between Microsoft and Apple has become a battle that constantly gets closer in competition. The truth of the matter is, Apple has forced itself in the forefront of the computer and music world, leaving behind a trail of technology that rivals even the new things that comes out of rival companies.

Conclusion

Since 1976, Apple has been paving the way for ideas and technology in the business and commercial realm of computers and music. Their founders started a company with simple minds and a complex dream, and they molded and fought their way to the top, competing with all that came to them. This game of King of the Hill, for now, ends with Apple on top; but the competition is always near. Their continuous dedication to their products and more importantly, their customers, keeps them alive and thriving in a cutthroat world where the weak get weaker and the strong get stronger. For Apple Inc, formerly Apple Computer Inc, change is the name of the game, and that is what keeps them in business.

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