

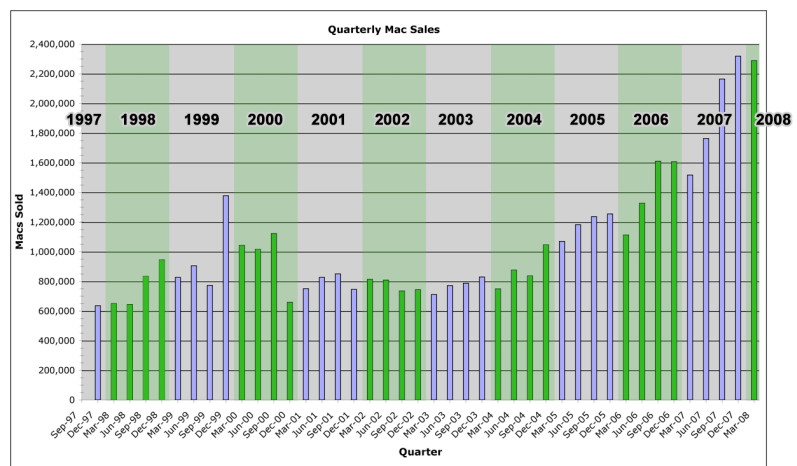


# APPLE?

## BUT I THOUGHT YOU EAT THEM.

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In these hard economic times everyone is now paying more attention to what they are buying, in the world of computers this is especially prevalent. The “U.S. projected job losses for this March are calculated to be 50,000” (Brodie, pg. 1-2) and the spending of money has dropped dramatically; it is a wonder to see companies like Apple who are selling more products than ever during such a time as this. This can tell us at-least two things: one that there are consumers who are not effected by the recession, and two that there are PC users who are buying Apple computers instead now. A way this can be measured is by “Apple’s global share of the personal computer market and that it has grown 6.6 percent since last September”(Mihailescu, pg.1). Can this growth entail a positive influence for the economy? Why are people changing from PC to Mac now? These are simple enough questions to which answers will be presented in the following.



## **The Rivals**

No one has had a more heated rivalry than that of Microsoft (aka. PC or personal computers using Windows) and Apple INC. (aka. Mac or Macintosh). They are like twin brothers who grew up together and now when push comes to shove want to kill each other. On one side there is Apple, being led by Executive Steven Jobs co-founder of Mac computers. On the other you have PC's once wealthiest man alive, Microsoft's Bill Gates. They started as friends 30 years ago who took on the world and have accomplished so much. Growing from a 128 byte p.c. to computers that can fit virtually anywhere and has more than one million times the space and processing capacity comparably. That type of growth of any product is imaginable, but has become a reality in the life of PC and Mac.

## **Common Ground**

There has usually been major differences for users of either products. Users who are interested in media and production have preferred to use Mac's great graphic based computers and clean system to make big movie and sound files. While those in the business world have made great use of networking and database centered perfection of the PC. Now that there is everything you want from PC on a Mac and visa versa users are left to choose based on design and usability instead of functionality. Now software programs exists for either company in both fields Media/Business. There are over 18,000 Mac compatible products from PC to Mac and its current iWork 09' is quickly catching up to the Microsoft Office standard and usability.

## iTunes



The whole music industry has changed forever because of Steve Jobs and his revolutionary iPod(s). iTunes, Apples starship music player/music store is now the number one seller and distributor of music in the world as of January 2008 when they surpassed Wal-Mart Inc. (Brodie, pg. 1). As Ben Fritz said in his article Steve Jobs Friend or Foe? “Apple now commands more than 80% of the growing digital music market and has a huge influence on how much such music will cost”(2). Many are starting to use this for movie rentals and buying their favorite TV shows as well. iTunes has been such a break through for many little companies, musicians and artists to be able to effectively spread their product to a huge audience. It's that type of power that makes many in the film and music industry nervous as “Jobs and Apple negotiate to extend iTunes to feature-length films, a natural step after the store added TV shows last fall”(Fritz, pg.2) Jobs has a reputation as a brilliant yet arrogant executive used to getting what he wants, and “many in Hollywood wondering whether the new-media titan will prove a friend or foe” (Fritz, pg.2). Along with this Steve Jobs is now the majority share holder of Disney films thanks to a 7.4 Billion dollar deal with selling his pioneered adventure PIXAR to Disney for stock. The scary thing is is that he is that Apple is taking control over one of the most powerful industries in the world one co-worker of Jobs said. Such demands has never been tolerated before by Hollywood, but he is doing it his way cause he cares intensely about changing things for the better and “95% of his comments are right”(Fritz, pg.3).

## Differences

The quality of Macintosh has been a secret that most users know nothing about. The differences of Mac to PC are great. In the commercials publicized by Apple 'Mac vs. PC' even goes as far to mock the huge difference that there were 144,000 known viruses for a PC in the year 2007, but not a single one on the Mac. There is no Mac virus that can destroy your hardware, some PC viruses can zero out the flash BIOS and fry your CPU chip and render the computer totally inoperable (Hechavarria, pg.3). One step even further to show this is the average "Windows home user spends between 50 and 60 hours each year troubleshooting their computer. The average Mac user spends less than 5."(Shipley, pg. 1) wow!



## Mac Obama



These are some of the main reasons most Americans are making the change over to a Mac. The interface is different but more user-friendly. Celebrity preference and marketing have had a huge impact on what and how people buy. Among many people who consider themselves to be a Mac, is the biggest idol of change in the world right now. President Barack Obama did a commercial where he said "I am a Mac". Due to President Obama's publicity on the web and his attack from that perspective; most

analysts believe this to be one of the key reasons as to why he was so dominate during the 2008 elections.

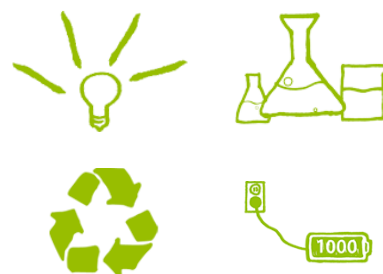
### Greenest Computers

In this day and age the general public are also trying to take care of the planet which is another attraction that Mac has on its side. The new MacBook packaging is up to 41

percent smaller than the previous generation. And smaller boxes are much better for the planet. Because smaller boxes mean they can fit more boxes on each shipping pallet — up to 25 percent more. Which means more products will fit on each boat and plane, this will reduce the amount of fossil fuels used and burned. Apple has worked hard to eliminate many of the toxins that are a common in notebook manufacturing such as:

- Arsenic-free glass
- Mercury-free LED-backlit display
- BFR-free internal components
- PVC-free internal cables
- Highly recyclable aluminum and glass enclosure
- Meets ENERGY STAR requirements
- EPEAT Gold rating
- 17” products have 3x times longer lasting battery than industry standard

The removable batteries in most notebooks are designed to be replaced every year or two, which means lots of batteries are used up and discarded into landfills. The battery in the new 17-inch MacBook Pro lasts up to five years — or 1000 recharges(3X the typical notebook battery). So it uses just one battery in the same time a typical notebook uses three. The LED-backlit display in the MacBook is another feature that plays an important part in conserving energy, consuming 30



percent less power than conventional LCD displays(Apple.com). This has proven to help them grow as a company and conform to the idea of saving the planet from further damage.

## **Conclusion**

There can be much said about Apple but at the end of the day seeing it for yourself and personal experience with one of their machines will be the only way to prove prudent enough to lay all arguments aside. So whether you are a eating apples or use one to write an English reports in College. There is little difference in performance but a huge deal different in quality and usability.

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