

H1 Título

H2 Subtítulo

H3 Sección

12 Años de
iPhone y iPad
en 30 Minutos

2007

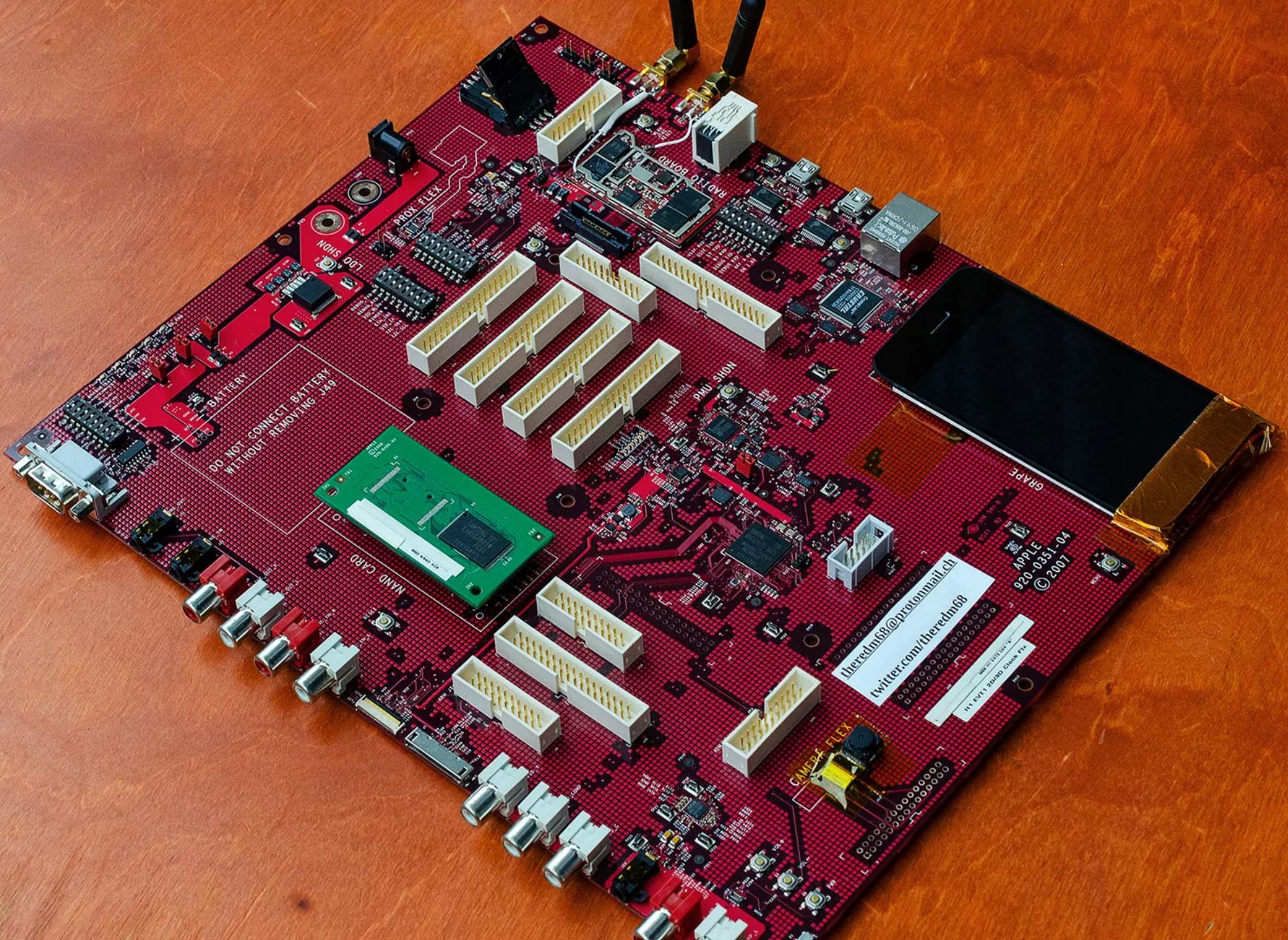




iPhone

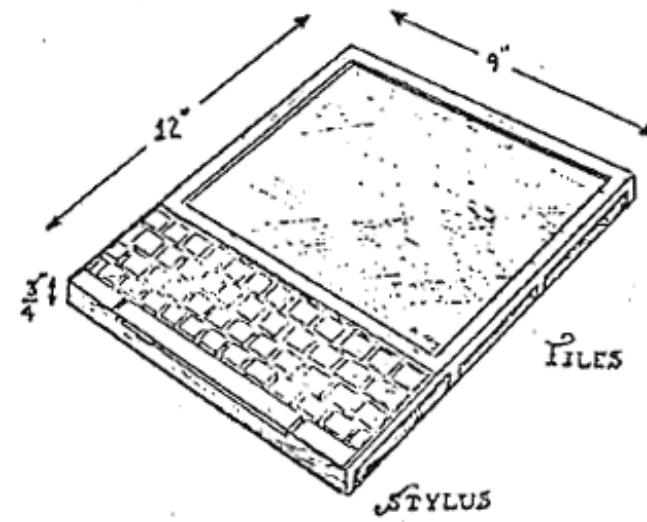
Apple re-invents the phone







AWN



“ Cuando salió el primer Mac, Newsweek me preguntó lo que pensaba de él. Y dije: Bueno, es la primer computadora digna de crítica.

Entonces, al final de la presentación del iPhone, Steve se acerca y me pregunta: Es el iPhone digno de crítica? Y dije: Haz la pantalla de 9 por 12 pulgadas y dominarás el mundo.

- Alan Kay





The future
Calling

OSX iPhone

The world's most advanced mobile platform.

About Xcode

Preferences... ⌘,

Services ▶

Empty Caches...

Hide Xcode ⌘H

Hide Others ⌘⌘H

Show All

Quit Xcode ⌘Q

QuizAppDelegate.h - Quiz

Simulator - 4.3 | Debug

Overview Action Breakpoints Build and Debug Tasks Info Search

File Name

	Code	X	A	O
CoreGraphics.framework				<input checked="" type="checkbox"/>
Foundation.framework				<input checked="" type="checkbox"/>
main.m	6K			<input checked="" type="checkbox"/>
MainWindow.xib				<input checked="" type="checkbox"/>
Quiz-Info.plist				<input type="checkbox"/>
Quiz.app				<input type="checkbox"/>
Quiz_Prefix.pch				<input type="checkbox"/>
QuizAppDelegate.h				<input type="checkbox"/>
QuizAppDelegate.m	53K			<input checked="" type="checkbox"/>
UIKit.framework				<input checked="" type="checkbox"/>

QuizAppDelegate.h:13 @interface QuizAppDelegate : NSObject <UIApplicationDelegate> {

```
#import <UIKit/UIKit.h>

@interface QuizAppDelegate : NSObject <UIApplicationDelegate> {

    int currentQuestionIndex;

    // The model objects
    NSMutableArray *questions;
    NSMutableArray *answers;

    // The view objects
    IBOutlet UILabel *questionField;
    IBOutlet UILabel *answerField;

    UIWindow *window;
}
```



 Welcome to WWDC07 Expand your universe.

Attendee C-D

Attendee E-G

Attendee H-J

Attendee K-



Web 2.0 + AJAX

Integrate with iPhone services

Instant distribution

Easy to update

**Secure - same as transactions
with Amazon or a bank**

Sandboxed on iPhone





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iUI

web framework for smartphones & high-end devices

Create mobile websites & webapps with a native look-alike in no time.

You don't need to have any HTML5, CSS3 or Javascript skills.

[Download iUI](#)

Meet iUI



Get a closer look at all you can easily do using iUI

[iUI video presentation](#)

Powered by iUI



Discover some iUI-powered webapps and submit yours!

[See the gallery](#)

iUI Theme Gallery



Browse our iUI theme gallery, and proudly submit yours

[See the gallery](#)





- 128 MB RAM
- 4 a 16 GB
- 32-bit CPU
- 412 MHz
- Cámara de 2.0 MP

OS X iPhone 1.0

- Sin 3G o MMS
- Sin multitasking
- Sin 3rd party apps
- Sin copy / paste
- Sin e-mail attachments o Exchange push email
- Sin home screen personalizable
- ...



Apple Sells One Millionth iPhone

CUPERTINO, California—September 10, 2007—Apple® today announced it sold its one millionth iPhone™ yesterday, just 74 days after its introduction on June 29. iPhone combines three devices into one—a mobile phone, a widescreen iPod®, and the best mobile Internet device ever—all based on Apple's revolutionary multi-touch interface and pioneering software that allows users to control iPhone with just a tap, flick or pinch of their fingers.

"One million iPhones in 74 days—it took almost two years to achieve this milestone with iPod," said Steve Jobs, Apple's CEO. "We can't wait to get this revolutionary product into the hands of even more customers this holiday season."

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning computers, OS X operating system and iLife and professional applications. Apple is also spearheading the digital media revolution with its iPod portable music and video players and iTunes online store, and has entered the mobile phone market this year with its revolutionary iPhone.

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nat@apple.com

Steve Dowling
Apple
(408) 974-1896
dowling@apple.com

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Best Inventions of 2007

From the phone that has changed phones forever, to futuristic cars, to a building made of water, to a remote-controlled dragonfly — a dazzling display of ingenuity

[Like 116](#)[Tweet](#)[G+1](#) 12[Share](#) 31

INVENTION OF THE YEAR

Invention Of the Year: The iPhone

By Lev Grossman | Thursday, Nov. 01, 2007

Stop. I mean, don't stop reading this, but stop thinking what you're about to think. Or, O.K., I'll think it for you:

The thing is hard to type on. It's too slow. It's too big. It doesn't have instant messaging. It's too expensive. (Or, no, wait, it's too cheap!) It doesn't support my work e-mail. It's locked to AT&T. Steve Jobs secretly hates puppies. And—all together now—we're sick of hearing about it! Yes, there's been a lot of hype written about the iPhone, and a lot of guff too. So much so that it seems weird to add more, after Danny Fanboy and Bobby McBlogger have had their day. But when that day is over, Apple's iPhone is still the best thing invented this year. Why? Five reasons:

1. The iPhone is pretty

Most high-tech companies don't take design seriously. They treat it as an afterthought. Window-dressing. But one of Jobs' basic insights about technology is that good design is actually as important as good technology. All the cool features in the world won't do you any good unless you can figure out how to use said features, and feel smart and attractive while doing it.

 
[VIEW ALL](#)

BEST INVENTIONS OF 2007

[Invention of the Year](#)[Cars & Buses](#)[Aircraft](#)[Space](#)[Robots](#)[Entertainment](#)[Law & Order](#)[Living](#)[Environment](#)[Architecture](#)[Fashion](#)[Computers](#)[Health](#)[Tech Buyer's Guide](#)[Gadget of the Year](#)[Best Inventors](#)[Viewpoint](#)[Gadget Poll Results](#)[Best Inventions 2001-2009](#)

Features

Gadget of the Year

The iPhone



**Anuncio
Oficial del
SDK**

“ *Digámoslo claramente: queremos aplicaciones para el iPhone, y planeamos tener un SDK en las manos de programadores en Febrero.*

- Steve Jobs

	2007	2008	2009	2010	2011
AAPL	12,25				
Ingresos		24			
iPods		52			
Macs		7			
iPhone		1,1			

2008

iPhone SDK





Download on the
App Store

Worldwide Developers Conference San Francisco 2008

WWDC



"Sold out" en
dos meses

A portrait of Steve Jobs, co-founder of Apple, standing against a dark blue background. He is wearing a dark grey turtleneck sweater and has his hands clasped in front of him.

Developer picks price

The iTunes logo, which is a white icon of two interlocking arrows forming a circle, set against a blue gradient background.

70% of revenues → developer

No credit card fees

No hosting fees

No marketing fees

Paid monthly

“ …en los primeros 95 días, 250.000 personas bajaron el iPhone SDK. 25.000 developers se inscribieron, y 4.000 fueron admitidos en el programa.

- Steve Jobs



- Interface Builder separado del Xcode 3
- Sin ARC: `retain`, `release` and `autorelease`
- Sin Storyboards
- Sin Auto Layout
- Sin Core Data
- Sin MKMapView



- Sin Gesture recognizers
- Sin Unit testing (ni OCUnit ni SenTest)
- Sin motor JavaScript Nitro en UIWebView
- Sin IBOutletCollection
- Sin Pull-to-refresh

```
[UIImage imageNamed:@"image.png"]; // memory leak
```



- Misma capacidad y potencia
- 3G
- GPS

Armin Heinrich



I Am Rich

Category: Lifestyle

Released Aug 05, 2008

Seller: Armin Heinrich

© 2008 Armin Heinrich

Version: 1.0

0.1 MB

\$999.99

BUY APP

Crisis en Wall Street

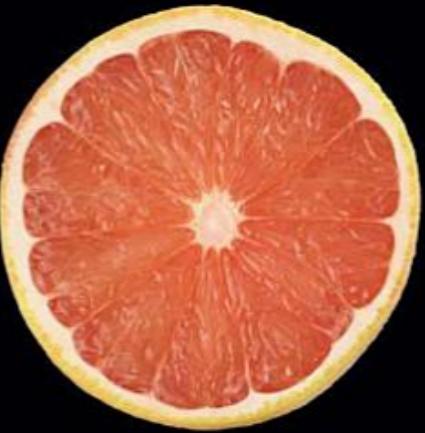


stackoverflow

F***ing NDA



A Complete Course in iPhone
and iPod touch Programming

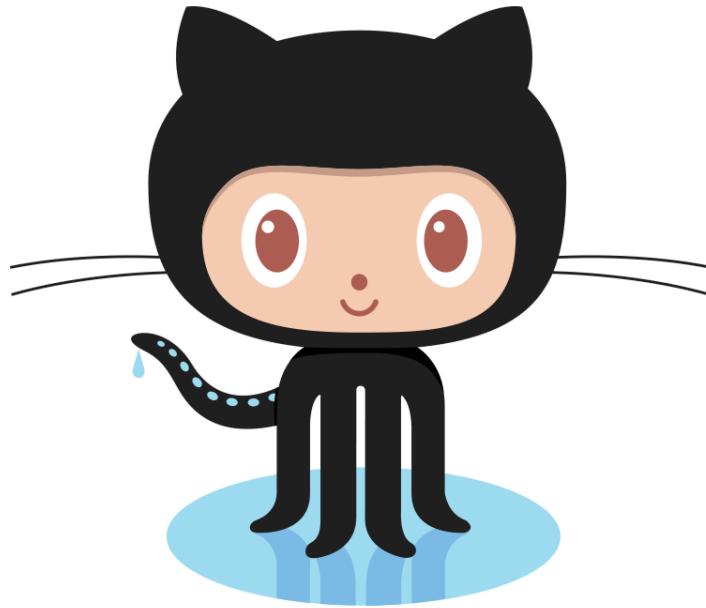


Beginning
iPhone Development
Exploring the iPhone SDK

Dave Mark | Jeff LaMarche

Apress®

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GitHub

	2007	2008	2009	2010	2011
AAPL	12,25	19,34			
Ingresos	24	32			
iPods	52	54			
Macs	7	9			
iPhone	1,1	11,6			

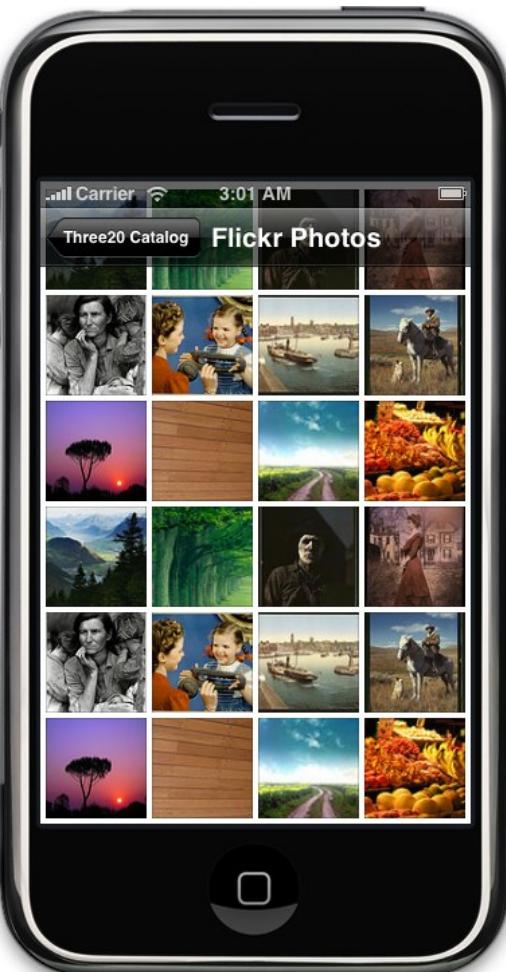
Ventas acumuladas de
iPhones:

12,7 M

13.000 Apps en el App Store

2009







palm webOS™



PhoneGap

WWWORLD

One year later. Light-years ahead.

"Sold out" en
un mes

os X iPhone →

iPhone OS



- MapKit.framework
- CoreData.framework
- ExternalAccessory.framework
- GameKit.framework
- MessageUI.framework
- StoreKit.framework



- 256 MB RAM
- 600 MHz CPU
- Cámara de 3 MP con video
- Hasta 32 MB de capacidad
- Soporte hasta febrero de 2014



"Design can be art. Design can be aesthetics. Design is so simple, that's why it is so complicated." —[Paul Rand, 1997](#)



25% off my book Web Form Design. Use discount code LUKE.

Mobile First

by Luke Wroblewski

November 3, 2009

More often than not, the mobile experience for a Web application or site is designed and built after the PC version is complete. Here's three reasons why Web applications should be designed for **mobile first** instead.

1. Mobile is exploding

Though the Web has been accessible on mobile devices for years, today's smart phones are driving huge use of networked applications and Web content. Consider that AT&T, the exclusive carrier for Apple's iPhone, has seen a 4,932% increase in mobile traffic data in the past three years. And that's just the start.

- Heavy mobile data users are projected to triple to one billion by 2013. ([source](#))
- Mobile internet adoption has outpaced desktop internet adoption by eight times. ([source](#))
- Smartphone sales will surpass worldwide PC sales by the end of 2011 . ([source](#))
- Over half of Android and iPhone users spend more than 30 minutes per day using mobile applications. ([source](#))

Building mobile first ensures companies have an experience available to this extremely fast growing user base widely considered to be the next big computing platform.

Accounts

jonahgrant



Pull down to refresh...

Last Updated: 9/28/09 3:23 PM



Search timeline

IMMA LET U
FINISH BUT
JETS ARE
THE BEST
THIS YEAR

Philip DeFranco

3:21 PM

Mondays are always fun. Its like playing a game called, I wonder if anyone is still watching. Well see. :-p

**Alistair**

3:19 PM

So Tweetie 2 isn't an update? Kinda annoying; I hope it's mind blowing or I probably won't get it.

**Steve Troughton-Sm...**

3:18 PM

...that's about as close to an Apple Design Award I'll ever be!

**MG Siegler**

3:18 PM

Preview: Tweetie 2 Takes The Best iPhone Twitter App And Ups The Sex Appeal <http://ff.im/-8Sgsj>



...

	2007	2008	2009	2010	2011
AAPL	12,25	19,34	12,88		
Ingresos	24	32	36,5		
iPods	52	54	54		
Macs	7	9	10,3		
iPhone	1,1	11,6	20,7		

Ventas acumuladas de
iPhone:

33,4 M

100.000 Apps en el Store

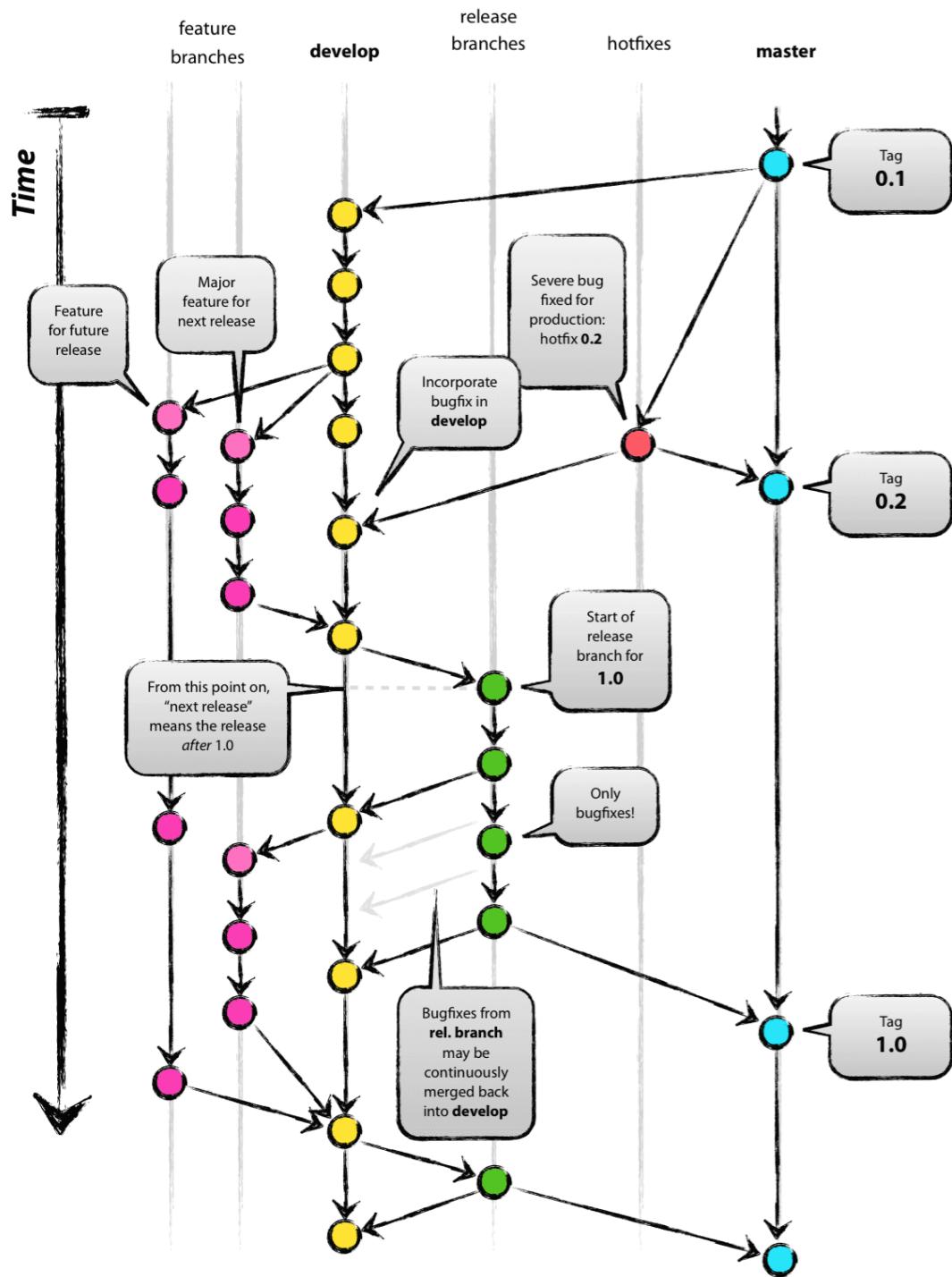
2010







- Gesture Recognizers
- Universal Apps





planet of the Apps

A hand held revolution



bada



webOS



Thoughts on Flash

Apple has a long relationship with Adobe. In fact, we met Adobe's founders when they were in their proverbial garage. Apple was their first big customer, adopting their Postscript language for our new Laserwriter printer. Apple invested in Adobe and owned around 20% of the company for many years. The two companies worked closely together to pioneer desktop publishing and there were many good times. Since that golden era, the companies have grown apart. Apple went through its near death experience, and Adobe was drawn to the corporate market with their Acrobat products. Today the two companies still work together to serve their joint creative customers – Mac users buy around half of Adobe's Creative Suite products – but beyond that there are few joint interests.

I wanted to jot down some of our thoughts on Adobe's Flash products so that customers and critics may better understand why we do not allow Flash on iPhones, iPods and iPads. Adobe has characterized our decision as being primarily business driven – they say we want to protect our App Store – but in reality it is based on technology issues. Adobe claims that we are a closed system, and that Flash is open, but in fact the opposite is true. Let me explain.

First, there's "Open".

Adobe's Flash products are 100% proprietary. They are only available from Adobe, and Adobe has sole authority as to their future enhancement, pricing, etc. While Adobe's Flash products are widely available, this does not mean they are open, since they are controlled entirely by Adobe and available only from Adobe. By almost any definition, Flash is a closed system.

“ *Applications must be originally written in Objective-C, C, C++, or JavaScript. Applications that link through an intermediary translation or compatibility layer or tool are prohibited.*





A man wearing a white lab coat and safety goggles holds up a protest sign. He is looking slightly to his right. The background shows a wooden railing.

Heartless Apple

Rotten Apple

大學師生監察無良企業行動

Students & Scholars Against Corporate Misbehavior





WWDC10

The center of the app universe.

"Sold out" en
8 días

iPhone OS →

iOS



- Xcode 4
- ARC
- Objective-C Blocks
- Grand Central Dispatch
- Core Text
- Multitasking
- Retina Displays (@2x)
- iAd

iAd



Mobile Advertising



1.000.000

USD



- CoreMotion.framework
- AssetsLibrary.framework
- CoreTelephony.framework
- CoreText.framework
- EventKit.framework
- EventKitUI.framework
- MobileCoreServices.framework
- QuickLook.framework
- iAd.framework



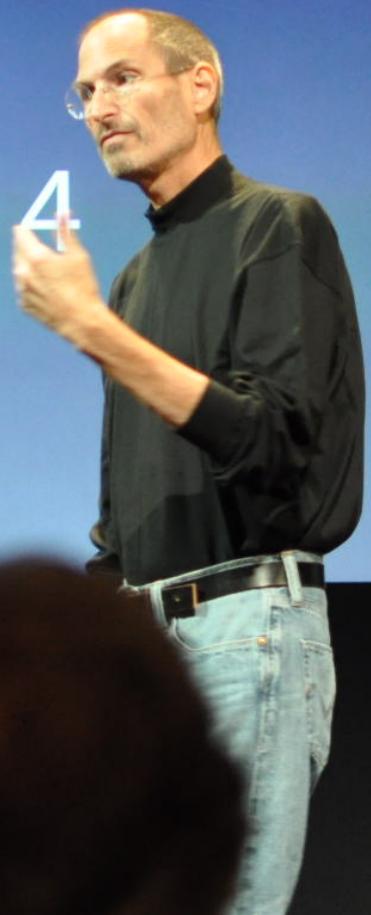
- FaceTime
- App folders
- Retina display
- Support for iPad
- Game Center



- A4 SoC
- 32-bit CPU a 1 GHz, 512 MB RAM
- Hasta 32 MB de capacidad
- Cámaras: frontal de 0.3 MP, trasera de 5 MP
- Soporte hasta iOS 7.1.2 (junio 2014)
- Último modelo vendido oficialmente en Argentina hasta 2017

'Antennagate'

Not unique to iPhone 4





Free case for every iPhone 4

Refund if you bought a Bumper

**For every iPhone 4 purchased
through September 30**



ASIHTTPRequest
JSONKit
InAppSettingsKit

“ “ "There's an App for That"™®©"

- Apple





AMERICAN DIALECT SOCIETY

ABOUT THE AMERICAN
DIALECT SOCIETY

CONTACT

MEMBERSHIP

PUBLICATIONS AND

EMAIL LISTS

WORDS OF THE YEAR

EMAIL @

TWITTER

FACEBOOK

LINKEDIN

FEED

"App" voted 2010 word of the year by the American Dialect Society (UPDATED)

January 8th, 2011 Comments Off on "App" voted 2010 word of the year by the American Dialect Society (UPDATED)

WYNDHAM GRAND HOTEL, PITTSBURGH—JAN. 7—IN ITS 21st annual words of the year vote, the American Dialect Society voted “app” (noun, an abbreviated form of application, a software program for a computer or phone operating system) as the word of the year for 2010. ([Read the entire press release.](#)) UPDATE: [Photos from the event.](#))

Presiding at the Jan. 7 voting session were ADS Executive Secretary Allan Metcalf of MacMurray College, and Ben Zimmer, chair of the New Words Committee of the American Dialect Society and executive producer of VisualThesaurus.com. Zimmer is also the “On Language” columnist for the New York Times Magazine.

“App has been around for ages, but with millions of dollars of marketing muscle behind the slogan ‘There’s an app for that,’ plus the arrival of ‘app stores’ for a wide spectrum of operating systems for phones and computers, app really exploded in the last 12 months,” Zimmer said. “One of the most convincing arguments from the voting floor was from a woman who said that even her grandmother had heard of it.”

Word of the Year is interpreted in its broader sense as “vocabulary item”—not just words but phrases. The words or phrases do not have to be brand-new, but they have to be newly prominent or notable in the past year, in the manner of Time magazine’s Person of the Year.

SEARCH:

WHAT'S THIS?

You are currently reading
"App" voted 2010 word of the year by the American Dialect Society (UPDATED) at
American Dialect Society.

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- [Media Queries & Language Experts](#)

AMERICAN DIALECT SOCIETY NEWS

Call for Papers for 2019
American Dialect Society Annual Meeting in New York City,
January 3–6

A New Award of Excellence: The Roger Shuy Best Paper of the Year in American Speech Award

Julie Roberts Appointed New Executive Secretary

“Fake news” is 2017 American Dialect Society word of the year









300.000 nuevos
dispositivos por día

	2007	2008	2009	2010	2011
AAPL	12,25	19,34	12,88	27,44	
Ingresos	24	32	36,5	65,2	
iPods	52	54	54	50	
Macs	7	9	10,3	13,6	
iPhone	1,1	11,6	20,7	40	
iPad				7,5	

Ventas acumuladas de
iPhone:

73,5 M

300.000 Apps en el Store

2011

iAd

1.000.000 USD →

500.000 USD

Featured Top Charts Categories Purchases Updates

iPhoto. iMovie. GarageBand.

The incredible iLife '11.



New and Noteworthy See All >

 Angry Birds Games ★★★★★ 70 Ratings \$4.99 BUY	 Precipice of Darkness... Games ★★★★★ 64 Ratings \$3.99 BUY	 FotoMagico 3 Home Photography \$28.99 BUY
 Clarus Lifestyle \$24.99 BUY	 Blush Games ★★★★★ 18 Ratings \$2.99 BUY	 Reflow Music ★★★★★ 15 Ratings \$9.99 BUY
 swackett Weather ★★★★★ 466 Ratings FREE	 Bejeweled® 3 Games ★★★★★ 31 Ratings \$19.99 BUY	 Dress Assistant Lifestyle ★★★★★ 6 Ratings \$19.99 BUY
 Alfred Productivity ★★★★★ 42 Ratings INSTALLED	 Chopper 2 Games ★★★★★ 513 Ratings \$0.99 BUY	 MindNode for Mac Productivity ★★★★★ 323 Ratings FREE

What's Hot See All >

Aperture 3

ENIGMO 2

RapidWeaver 5

Things

Quick Links

Welcome Big N
Account
Redeem
Support

All Categories

iLife '11
iWork

Top Paid

See All >

-  Angry Birds
Games
-  Chopper 2
Games
-  iPhoto
Photography
-  iRingtones
Music
-  Aperture
Photography
-  Pinball HD
Games
-  iMovie
Video
-  Pages





Lodsys







APACHE
CORDOVA™



WWDC2011

WWDC2011

"Sold out" en
12 horas



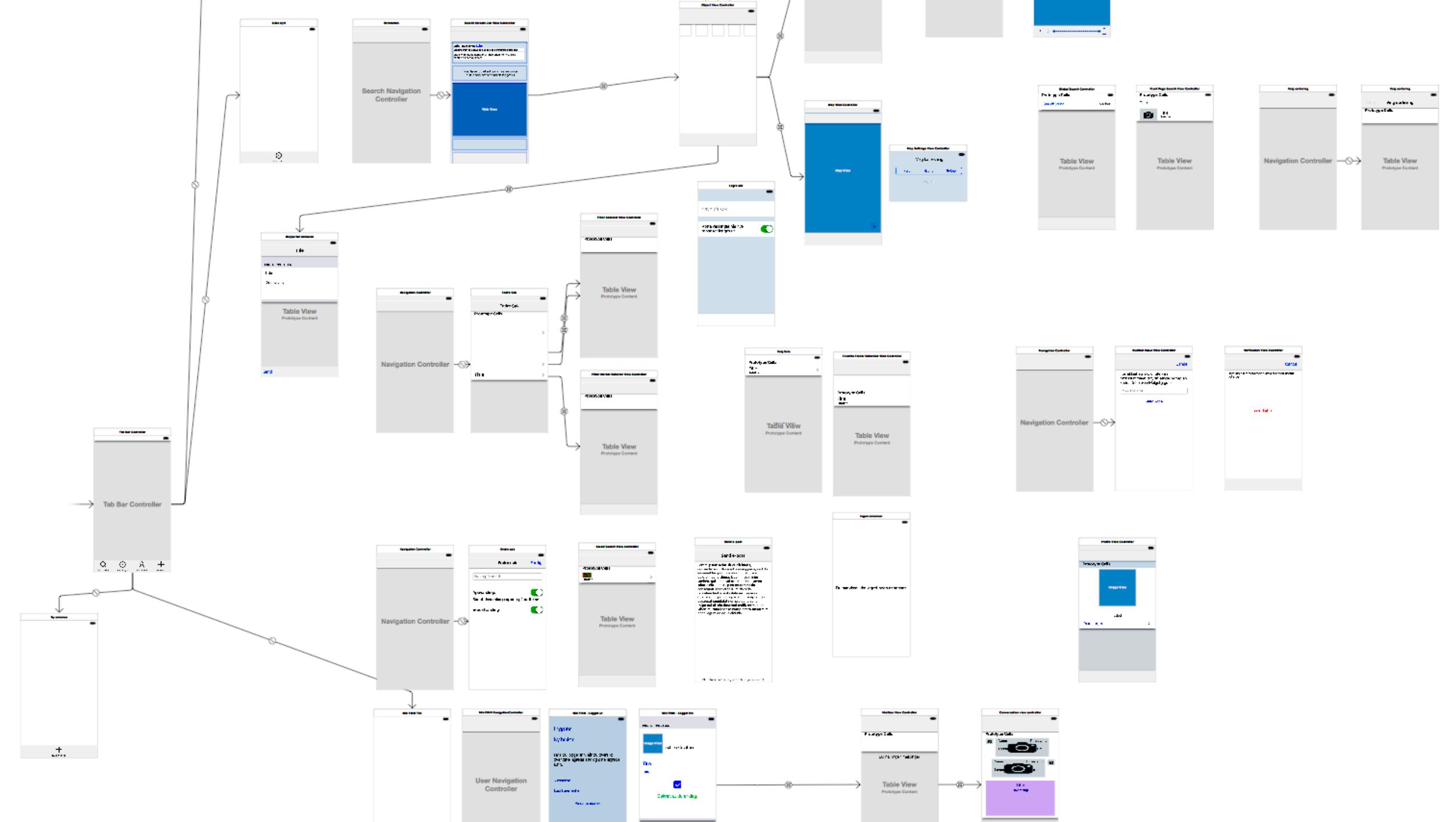
- Siri (only on the iPhone 4S)
- Nuevo Notification Center
- iMessages
- Newsstand
- Reminders
- Integración con Twitter



- Music app (antiguamente llamada "iPod")
- Se pueden sacar fotos apretando el botón de volumen
- Mails con texto formateado ("Rich Text")
- Edicion de imágenes en Photos app
- Safari Reader mode
- iCloud (reemplazando Mobile Me)



- Accounts.framework
- CoreBluetooth.framework
- CoreImage.framework
- GLKit.framework
- NewsstandKit.framework



iAd

500.000 USD →

300.000 USD

HP se
deshace de
WebOS



- Sin "tethering"
- Apple A5 SoC
- 32-bit CPU 1 GHz
- Cámara frontal de 0.3 MP
- Cámara trasera de 8 MP
- Hasta 64 GB de capacidad
- Soporte hasta iOS 9.3.5
(Septiembre 2016)



CI

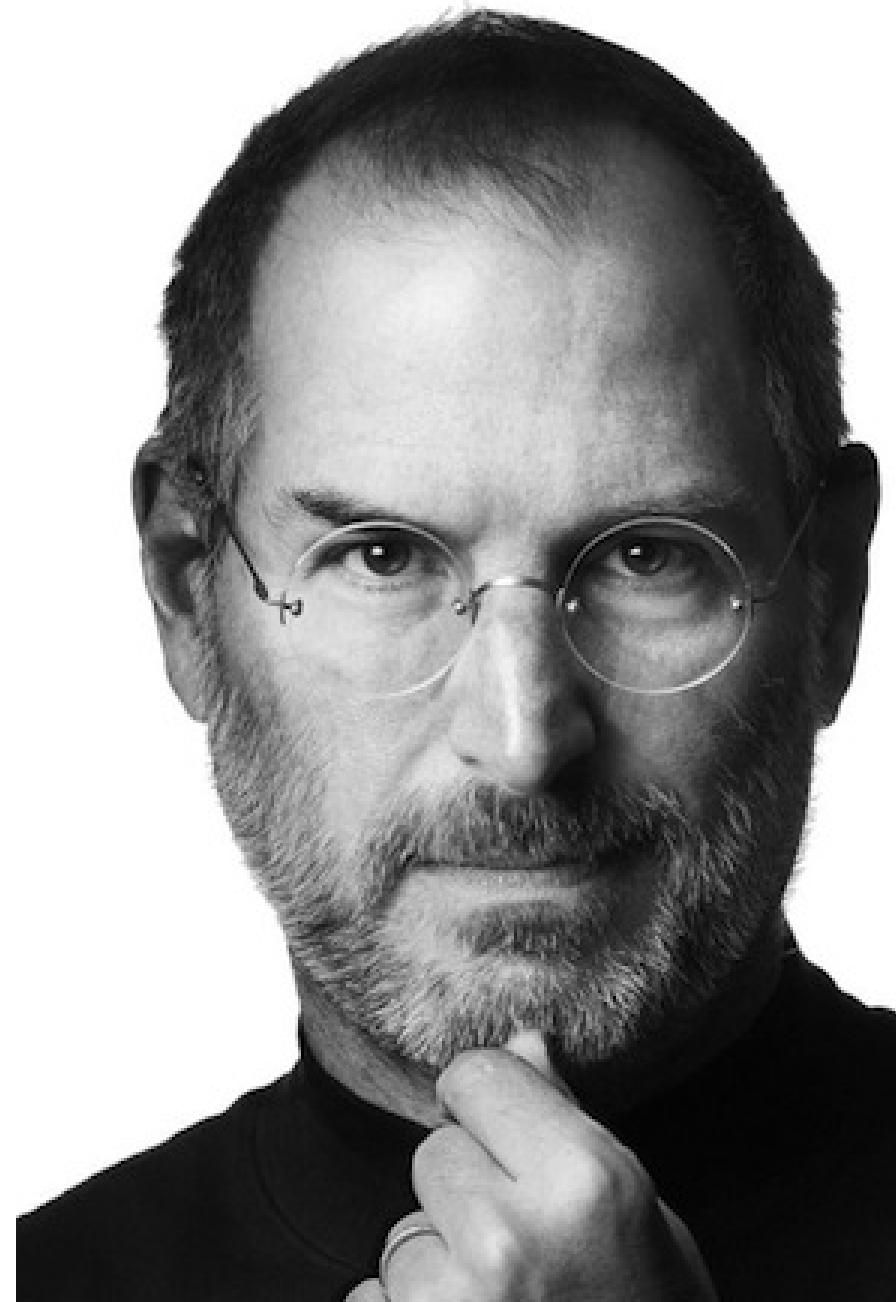
250 Million

iOS devices

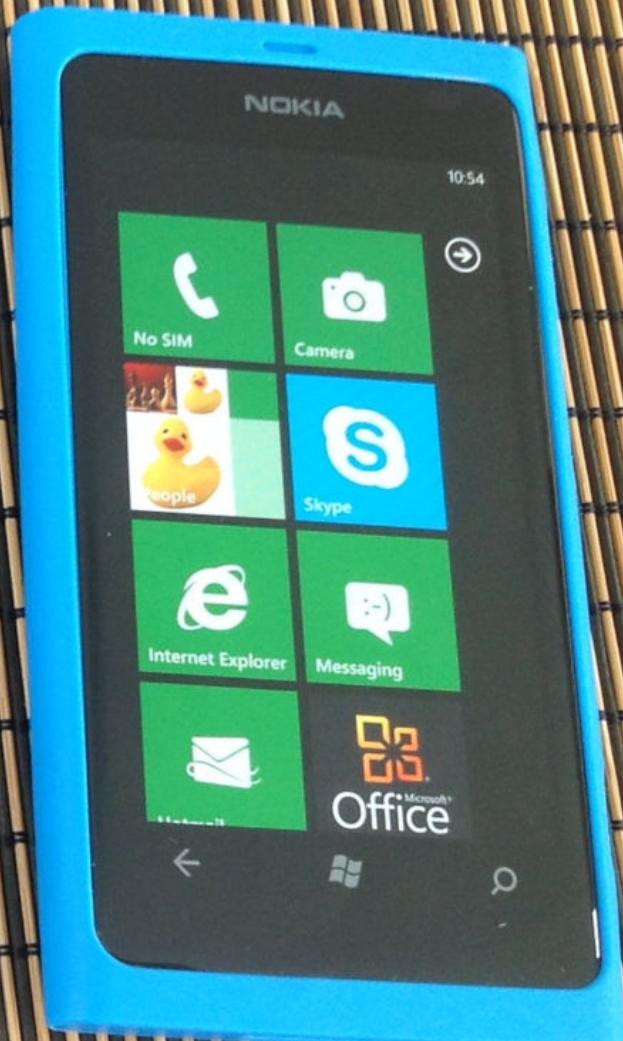
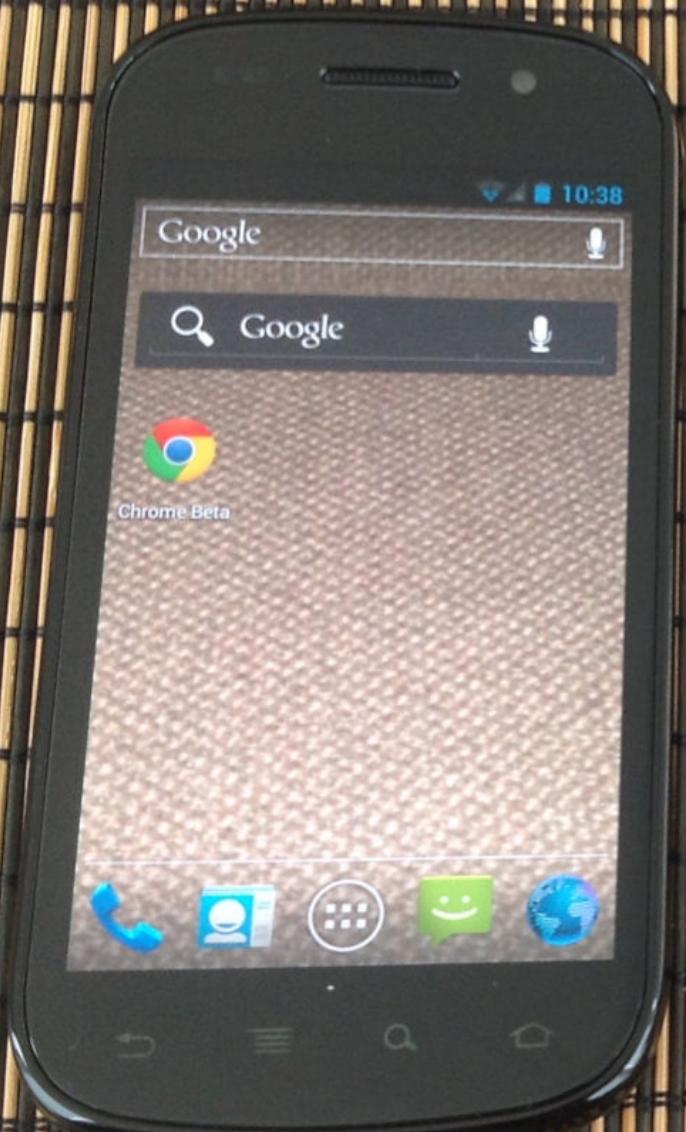


Steve Jobs

Steve Jobs by Walter Isaacson



“ Standing right by a train ahaha this is awesome!!!



	2007	2008	2009	2010	2011
AAPL	12,25	19,34	12,88	27,44	48,47
Ingresos	24	32	36,5	65,2	108,3
iPods	52	54	54	50	42
Macs	7	9	10,3	13,6	16,7
iPhone	1,1	11,6	20,7	40	72
iPad				7,5	32

Ventas acumuladas de
iPhone:

146 M

iPad: 40 M

500.000 Apps en el Store

2012

Position Jul 2012	Position Jul 2011	Delta in Position	Programming Language	Ratings Jul 2012	Delta Jul 2011	Status
1	2	↑	C	18.331%	+1.05%	A
2	1	↓	Java	16.087%	-3.16%	A
3	6	↑↑↑	Objective-C	9.335%	+4.15%	A
4	3	↓	C++	9.118%	+0.10%	A
5	4	↓	C#	6.668%	+0.45%	A
6	7	↑	(Visual) Basic	5.695%	+0.59%	A
7	5	↓↓	PHP	5.012%	-1.17%	A
8	8	==	Python	4.000%	+0.42%	A



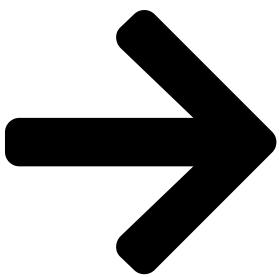
iAd

300.000 USD →

100.000 USD

Renuncian los presidentes de
BlackBerry

Mike Lazaridis
y Jim Balsillie







ios 6

The world's most advanced mobile operating system.

WWDC 2012

Where great ideas go on to do great things.



OS X



The world's most advanced desktop operating system.

iCloud

Your content. On all your de

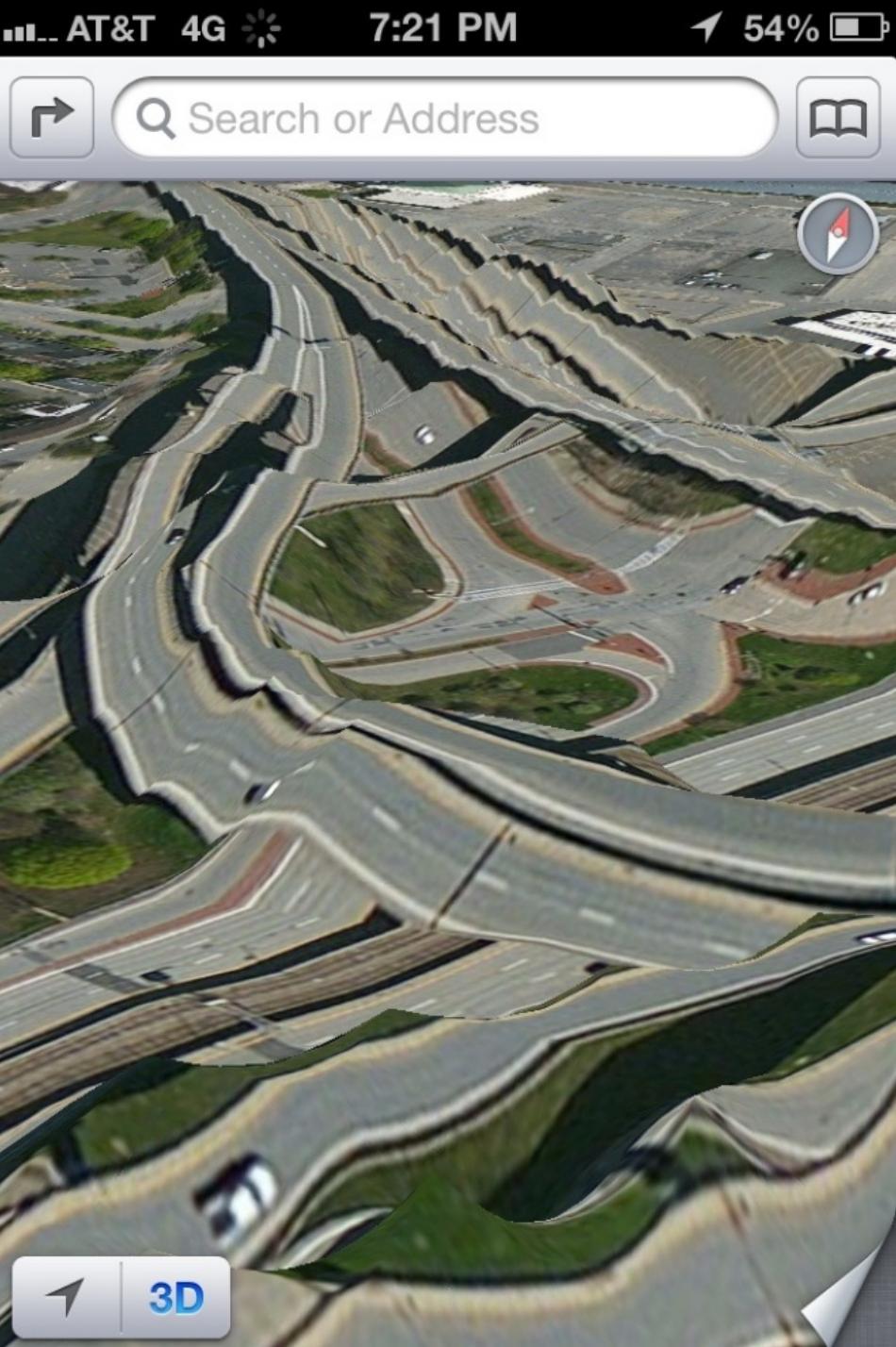
"Sold out" en
1 hora 43
minutos



- Maps
- Passbook
- Integración con redes sociales
- FaceTime por red celular



- AdSupport.framework
- MediaToolbox.framework
- PassKit.framework
- Social.framework





Apple kopiert die berühmte SBB-Uhr

Erstmals verfügen über 80 Millionen iPads standardmäßig über einen Wecker. Die Uhr gleicht der klassischen Bahnhofsuhr der SBB bis ins Detail. Die Bahn ist verärgert.



Inklusive rotem Sekundenzeiger: Die Version von Apple.

20.09.2012

Facebook (0)

Twitter (0)

Apple hat das Mobile-Betriebssystem iOS 6 veröffentlicht. Mit dem neuen System erhalten rund 80 Millionen **iPads** zum ersten Mal standardmäßig einen Wecker. Nicht alle dürfen sich über diese Neuerung freuen: Der Apple-Zeitmesser sieht haargenau wie die berühmte Bahnhofsuhr der **SBB** aus. Nun verlangen die SBB als Inhaberin der Rechte eine finanzielle

Links

→ [Zum Artikel von «Blick.ch»](#)



Klassiker der SBB: Bahnhofsuhr im Hauptbahnhof Zürich. (Bild: Keystone)

Artikel zum Thema

New iPhone- und iPad-Software: Das erwartet Sie

Am Mittwoch ist die neueste Version von iOS verfügbar. Wir haben uns die wichtigsten Neuheiten schon angeschaut. [Mehr...](#)

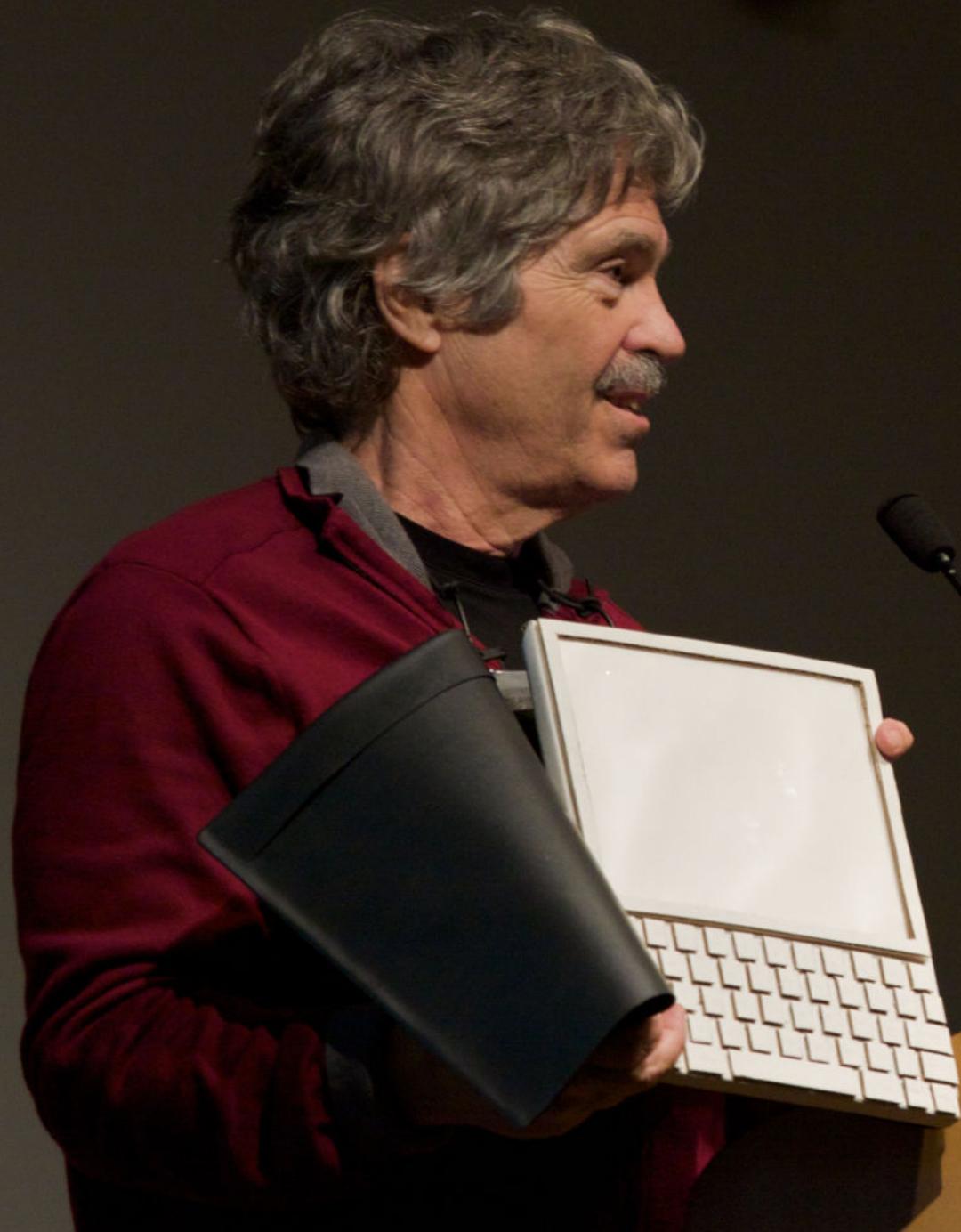
Von Roger Zodi | 18.09.2012



- Nuevo tamaño de pantalla
- Dual core 32-bit CPU a 1.3 GHz
- 1 GB RAM
- Cámaras: 1.2 MP adelante, 8 MP atrás
- Hasta 64 GB de capacidad
- LTE o "4G"
- Soporte hasta iOS 10.3.1 (mayo de 2017)







Retina
MacBook Pro



	2008	2009	2010	2011	2012
AAPL	19,34	12,88	27,44	48,47	65,21
Ingresos	32	36,5	65,2	108,3	156,5
iPods	54	54	50	42	35
Macs	9	10,3	13,6	16,7	18
iPhone	11,6	20,7	40	72	125
iPad			7,5	32	58

Ventas acumuladas de
iPhone:

271 M

iPad: 98 M

700.000 Apps en el Store

2013

Position Jul 2012	Position Jul 2011	Delta in Position	Programming Language	Ratings Jul 2012	Delta Jul 2011	Status
1	2	↑	C	18.331%	+1.05%	A
2	1	↓	Java	16.087%	-3.16%	A
3	6	↑↑↑	Objective-C	9.335%	+4.15%	A
4	3	↓	C++	9.118%	+0.10%	A
5	4	↓	C#	6.668%	+0.45%	A
6	7	↑	(Visual) Basic	5.695%	+0.59%	A
7	5	↓↓	PHP	5.012%	-1.17%	A
8	8	==	Python	4.000%	+0.42%	A

500 Million

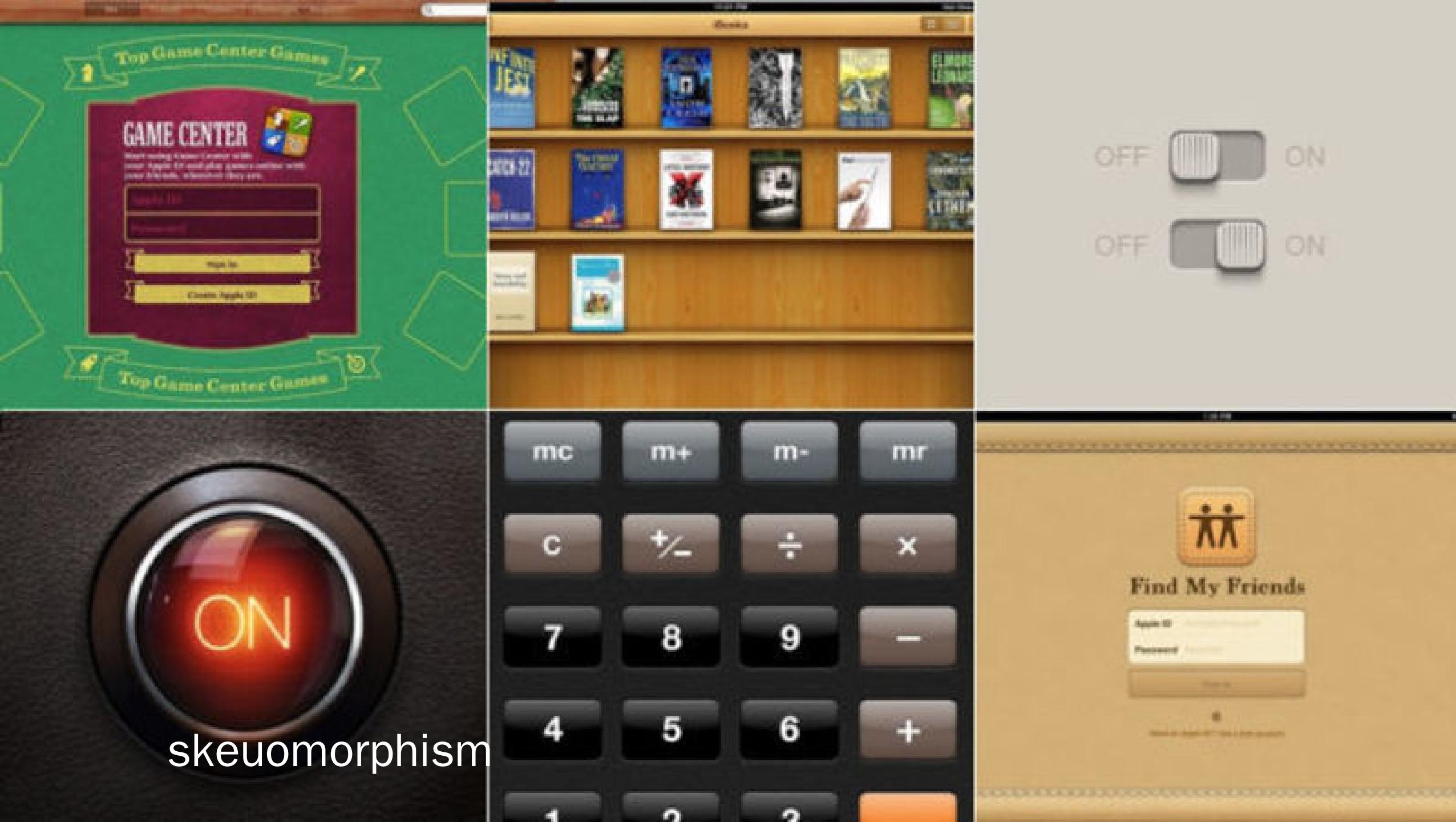
iOS devices sold





 ***BlackBerry*** 10TM





skeuomorphism

A portrait photograph of Jony Ive, a man with short brown hair and a light beard, wearing a dark blue t-shirt. He is looking directly at the camera with a neutral expression. The background is plain white.

minimaluminism



Apple Worldwide Developers Conference
June 10–14, San Francisco

"Sold out" en
70 segundos



akosma

@akosma



2008: 2 months.
2009: 1 month.
2010: 1 week.
2011: 1 day.
2012: 70 minutes.
2013: 90 seconds.
#WWDC #soldout

7:14 PM - 25 Apr 2013

805 Retweets 182 Likes



24



805



182





- Nuevo idioma visual "chato"
- Nuevo sistema de notificaciones
- Nuevas apps
- Nuevo, nuevo, nuevo...





- GameController.framework
- JavaScriptCore.framework
- MultipeerConnectivity.framework
- SafariServices.framework
- SpriteKit.framework



- Nueva familia de clases `NSURLSession`
- iBeacons
- Nuevo método `[NSData base64EncodedStringWithOptions:]`
- Nueva sintaxis `@import` para frameworks
- Clase `CMStepCounter` para contar pasos
- Clase `MKGeodesicPolyline`



- MAC Addresses ocultas por defecto
- Soporte para QR codes con **AVMetadataObjectTypeQRCode**
- Detección de sonrisas con **CIFaceFeature**
- Síntesis de texto hablado **AVSpeechUtterance**
- Nuevo Text Kit sobre Core Text
- Dynamic Type

Helvetica →

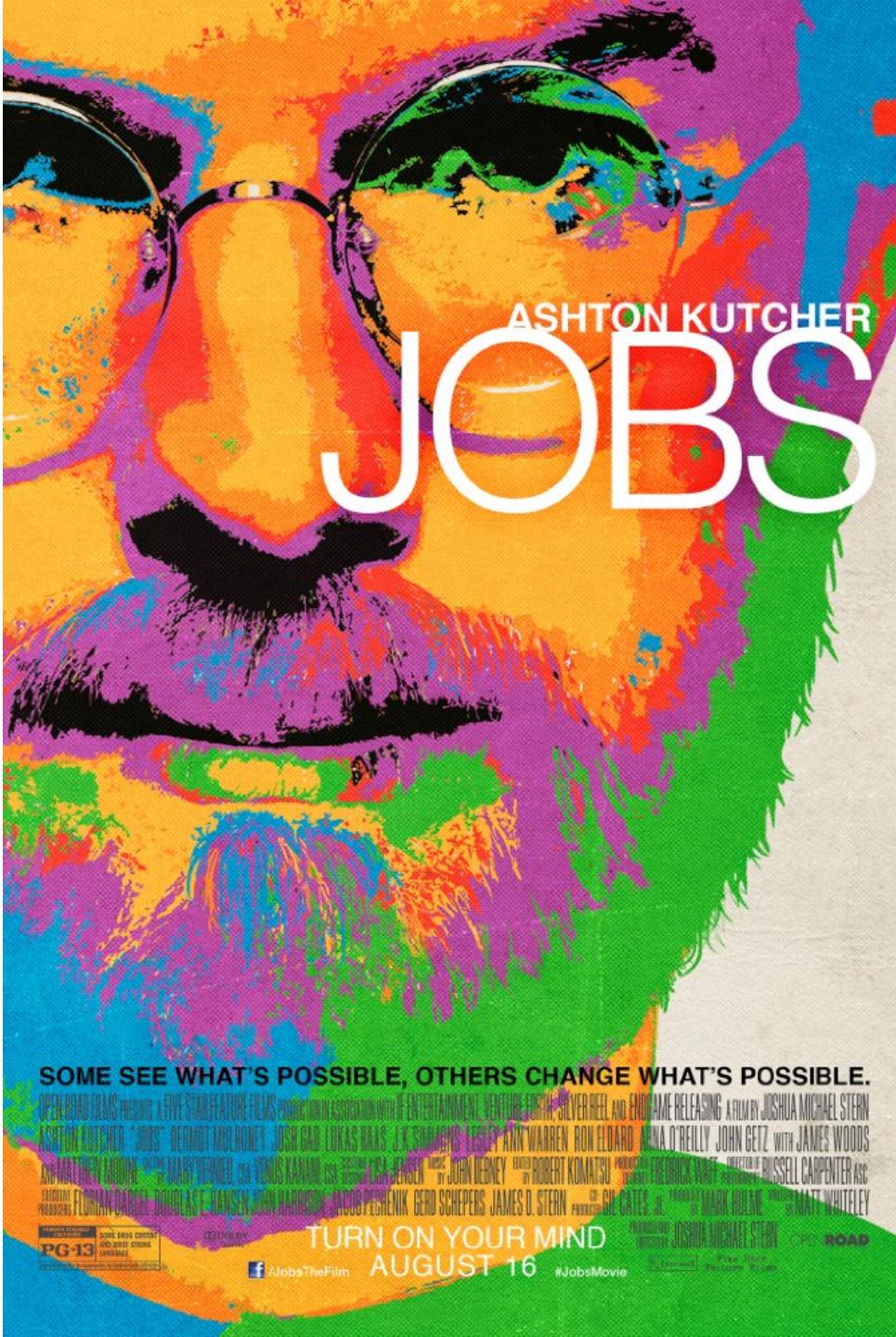
Helvetica

Neue

iAd

100.000 USD →

50 USD



SOME SEE WHAT'S POSSIBLE, OTHERS CHANGE WHAT'S POSSIBLE.

OPEN ROAD FILMS PRESENT A FIVE STARS ENTERTAINMENT FILM IN ASSOCIATION WITH THE ENTERTAINMENT VENTURE, SILVER REEL AND ENDGAME RELEASING A FILM BY JOSHUA MICHAEL STERN
ASHTON KUTCHER "JOBS" DIRECTED BY ROBERT LEBNEY. JOSH CLO, LUKAS HAAS, JAMES WOODS, STEPHEN MOLINA, ANNA O'REILLY, JOHN GETZ, WITH JAMES WOODS
AND RON ELDARD. PRODUCED BY ROBERT LEBNEY, DAVID HORNBERG, JOHN KOMATSU, ROBERT KOMATSU, PRODUCTION DESIGNER FREDRICK WHITE, DIRECTOR OF PHOTOGRAPHY RUSSELL CARPENTER, ASC
EDITOR, FLORIAN DAU, MUSIC BY JAMES HORNER, MUSIC EDITOR, JACOB PESCHENIK, GERO SCHEPERS, JAMES D. STERN, PRODUCED BY GIL CATES, JR., PRODUCED BY MARIAH HILLMAN, PRODUCED BY STEPHEN WHITTELEY
PRODUCED BY FLORIAN DAU, MUSIC BY JAMES HORNER, MUSIC EDITOR, JACOB PESCHENIK, GERO SCHEPERS, JAMES D. STERN, PRODUCED BY GIL CATES, JR., PRODUCED BY MARIAH HILLMAN, PRODUCED BY STEPHEN WHITTELEY



OPEN
ROAD

ENTERTAINMENT
VENTURE

SILVER
REEL

ENDGAME
RELEASING

OPEN ROAD

ENTERTAINMENT VENTURE, SILVER REEL, ENDGAME, OPEN ROAD

facebook.com/JobsTheMovie #JobsMovie

OPEN ROAD



- 64-bit dual core CPU
- 1 GB RAM
- Apple M7 Motion Sensor
- Hasta 64 GB de capacidad
- Touch ID
- Dorado!
- Dispositivo aún con soporte
(iOS 12.1.4)



- Idéntico al iPhone 5
- Más barato
- 32-bit CPU a 1 GHz
- Hasta 32 GB de capacidad
- Varios colores



78% de dispositivos usan
iOS 7 en diciembre



	2009	2010	2011	2012	2013
AAPL	12,88	27,44	48,47	65,21	65,07
Ingresos	36,5	65,2	108,3	156,5	171
iPods	54	50	42	35	26
Macs	10,3	13,6	16,7	18	16,5
iPhone	20,7	40	72	125	150
iPad		7,5	32	58	71

Ventas acumuladas de
iPhone:

421 M

iPad: 169 M

1M Apps en el Store

2014

```
static OSStatus SSLVerifySignedServerKeyExchange(SSLContext
{
    OSStatus err;

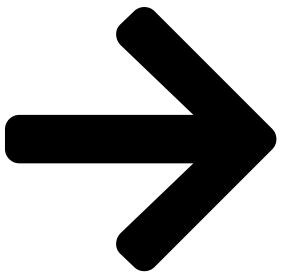
    if ((err = SSLHashSHA1.update(&hashCtx, &serverRandom)) != 0)
        goto fail;
    if ((err = SSLHashSHA1.update(&hashCtx, &signedParams)) != 0)
        goto fail;
    goto fail;
    if ((err = SSLHashSHA1.final(&hashCtx, &hashOut)) != 0)
        goto fail;

fail:
    SSLFreeBuffer(&signedHashes);
```

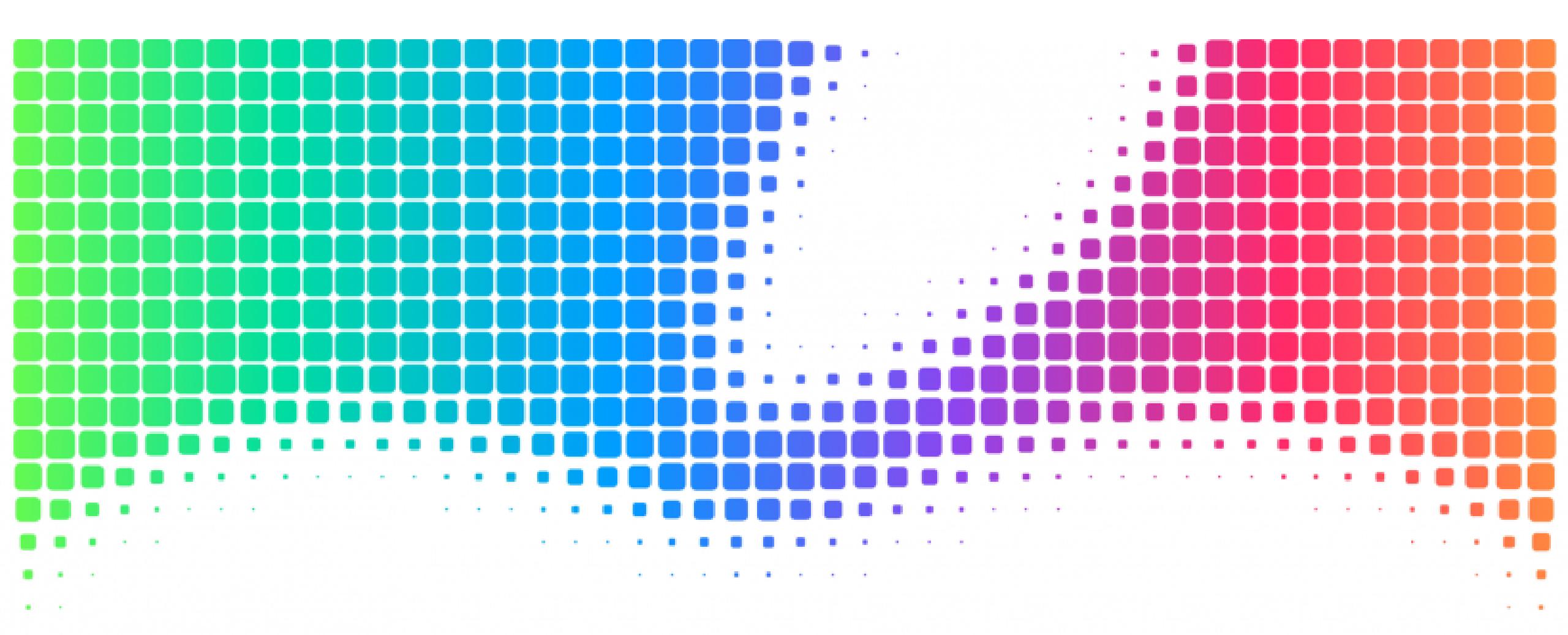
```
{  
    OSStatus err;  
  
    if ((err = SSLHashSHA1.update(&hashCtx, &serverRandom))  
        goto fail;  
    if ((err = SSLHashSHA1.update(&hashCtx, &signedParams))  
        goto fail;  
    goto fail;  
    if ((err = SSLHashSHA1.final(&hashCtx, &hashOut)) != 0)  
        goto fail;  
  
fail:  
    SSLFreeBuffer(&signedHashes);  
    SSLFreeBuffer(&hashCtx);
```











WWDC14

Apple Worldwide Developers Conference. June 2–6, San Francisco.

~~"Sold out"~~ →

Lotería

Objective-C →



Swift

iOS 8

Todo nuevo



- AVKit.framework
- Accelerate.framework
- AudioToolbox.framework
- CloudKit.framework
- CoreAudioKit.framework
- CoreAuthentication.framework



- HealthKit.framework
- HomeKit.framework
- LocalAuthentication.framework
- Metal.framework
- NetworkExtension.framework
- NotificationCenter.framework



- Photos.framework
- PhotosUI.framework
- PushKit.framework
- SceneKit.framework
- WebKit.framework

General

PROJECT Lister

TARGETS Lister

LISTER TESTS Lister Tests

LISTER TODAY Lister Today

LISTER WATCHKIT EXTENSION Lister WatchKit Extension

LISTER WATCHKIT APP Lister WatchKit App

LISTERKIT ListerKit

LISTERKIT TESTS ListerKit Tests

LISTERKIT WATCH EXTENSION Lister Watch Extension

LISTERWATCH APP Lister Watch App

LISTERKIT (watchOS) ListerKit (watchOS)

LISTER (OS X) Lister (OS X)

LISTER TODAY (OS X) Lister Today (OS X)

LISTERKIT (OS X) ListerKit (OS X)

LISTERKIT TESTS (OS X) ListerKit Tests (OS X)

Choose a template for your new target:

iOS

- Application
- Framework & Library
- Action Extension**
- Test

watchOS

- Application
- Framework & Library

tvOS

- Application
- Framework & Library
- Application Extension
- Test

macOS

- Application
- Framework & Library
- Application Extension
- Test

Action Extension

This template builds an Action application extension.

Cancel Previous Next

Deployment Target 10.0

Devices Universal

iPhone

iPad

Main Interface Main

Device Orientation Portrait
 Upside Down
 Landscape Left
 Landscape Right

Quick Help

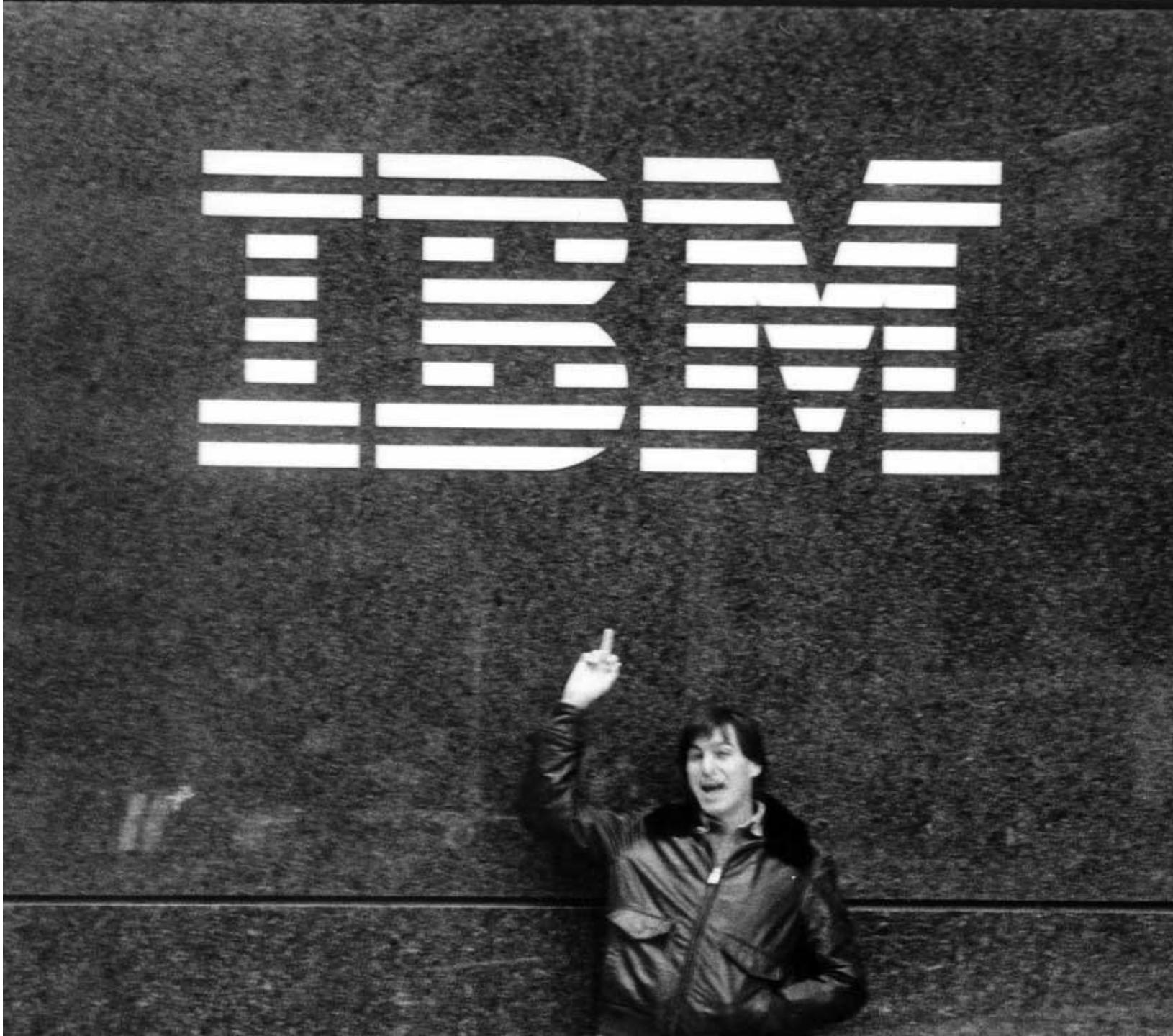
No Quick Help

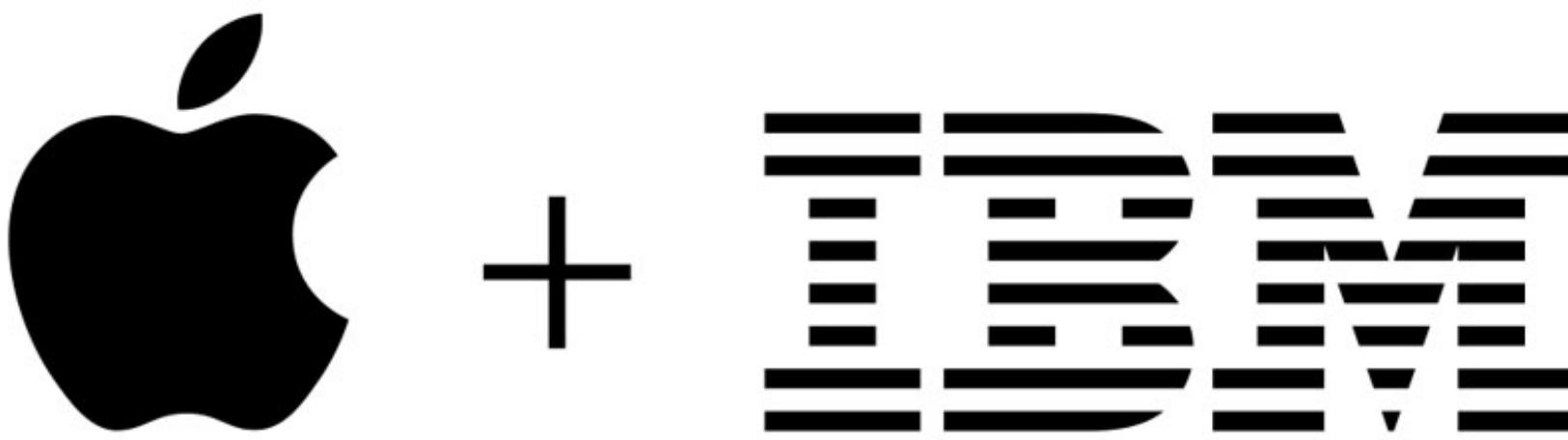
Search Documentation

View Controller - A controller that manages a view.

Storyboard Reference - Provides a placeholder for a view controller in an external storyboard.

Navigation Controller - A controller that manages navigation through a hierarchy of views.







- Pantallas más grandes
- Apple A8 SoC
- Dual core 64-bit CPU a 1.4 GHz
- Hasta 128 GB de capacidad
- 1 GB of RAM
- Cámaras: trasera 8 MP 1080 HD video, 1.2 MP frontal
- Los más vendidos hasta ahora







A close-up portrait of Charlie Rose, a middle-aged man with a shaved head, wearing a dark suit jacket over a light blue button-down shirt. He is gesturing with his right hand, pointing his index finger upwards. The background is solid black.

Charlie
rose

Apple & U2 Release “Songs of Innocence” Exclusively for iTunes Store Customers

Biggest Album Release Ever in History—Gifted to Over Half a Billion Music Fans by Apple

CUPERTINO, California—September 9, 2014—Apple®, Universal Music Group and legendary rock band U2 today announced the release of the album “Songs of Innocence,” which Apple is gifting to iTunes Store® customers around the world, making it the largest album release ever with over half a billion copies distributed. The album features 11 new songs from the band and charts their earliest influences from 70s rock and punk rock to early 80s electronica and soul. The album is free for iTunes Store account holders in 119 countries and is available exclusively on iTunes® for the next five weeks.

“ U2's collaboration with Apple goes back a long time, for example the Maps application, where the streets have no name.

- Graham Lee



Carthage



fastlane

deliver

pem

produce

snapshot

sigh

gym

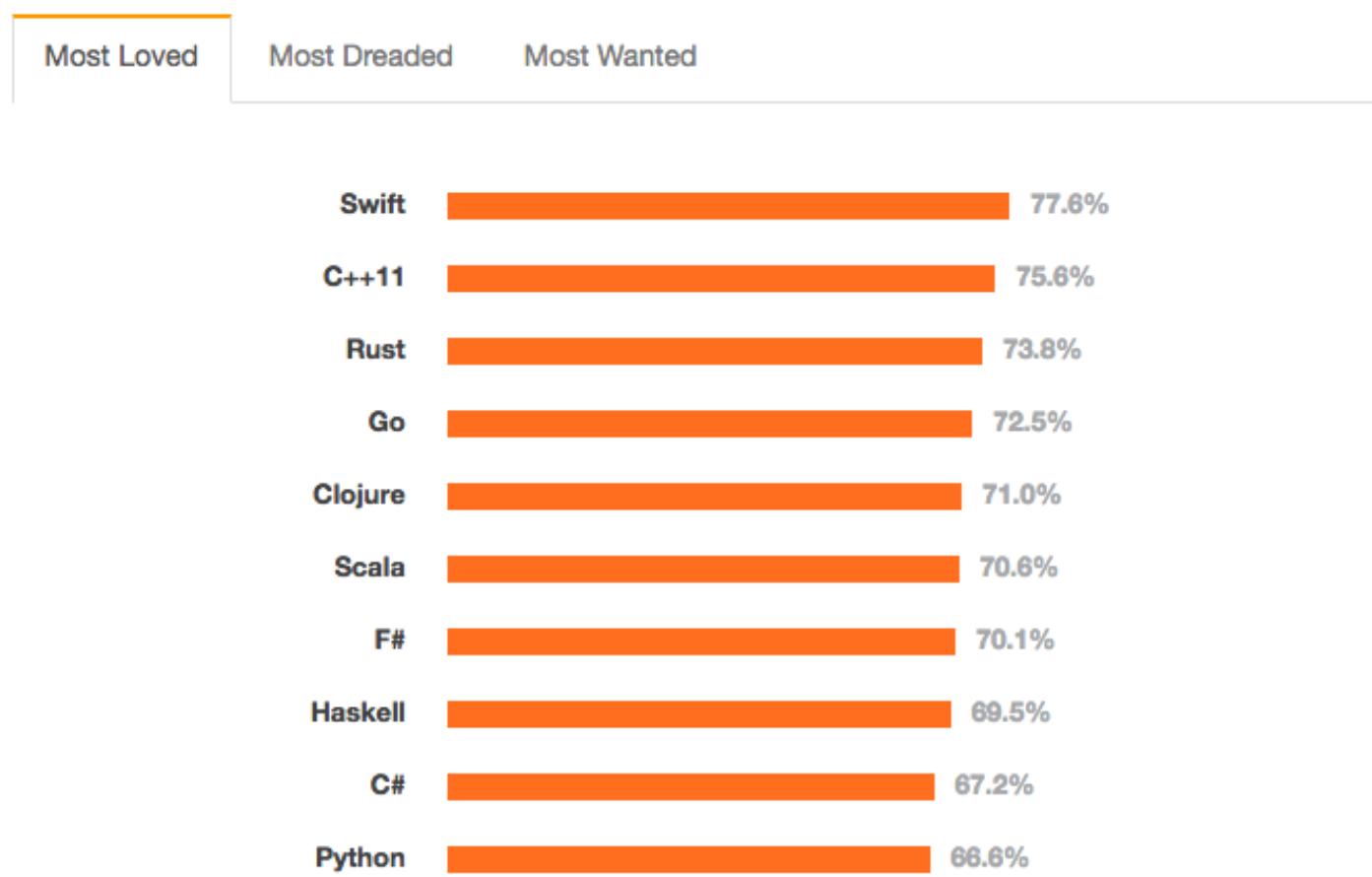
frameit

cert

scan

65% de los dispositivos
corrían iOS 8 en
Diciembre

II. MOST LOVED, DREADED, AND WANTED



% of devs who are developing with the language or tech that have expressed interest in continuing to develop with it.

We asked respondents what programming languages and technologies they've developed with over the past year and what languages and technologies they want to develop with. By comparing status quo vs. aspiration we can see how developers perceive available programming tools.



If you fall asleep and you lean
against machines...

	2010	2011	2012	2013	2014
AAPL	27,44	48,47	65,21	65,07	71,51
Ingresos	65,2	108,3	156,5	171	183
iPods	50	42	35	26	14
Macs	13,6	16,7	18	16,5	19
iPhone	40	72	125	150	169
iPad	7,5	32	58	71	67

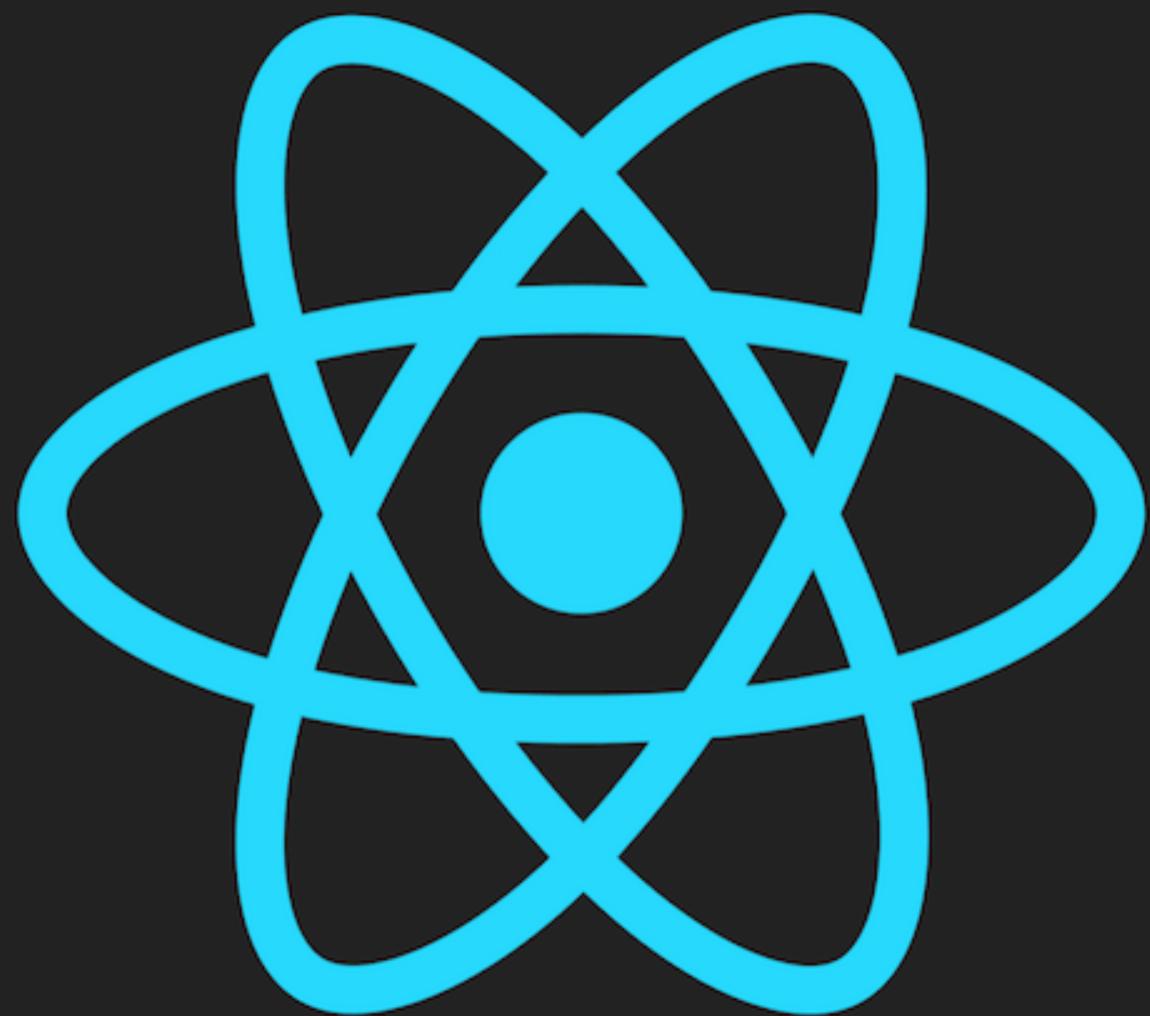
Ventas acumuladas de
iPhone:

590 M

iPad: 237 M

1,3 M Apps en el Store

2015



React Native

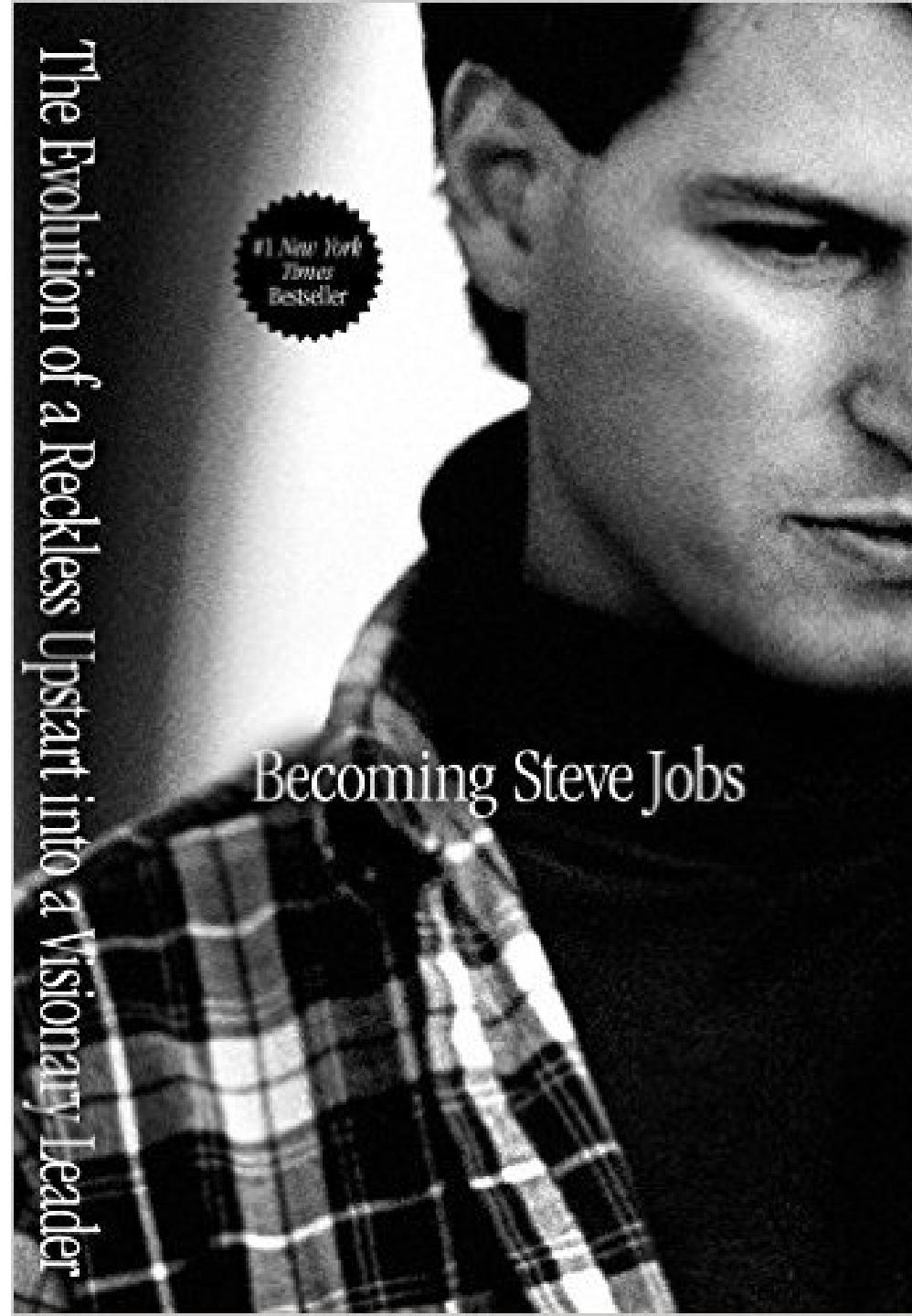
Swift, Swift, Swift

REINVENT



ALL THE WHEELS

memegenerator.net



#1 New York
Times
Bestseller

Becoming Steve Jobs

The Evolution of a Reckless Upstart into a Visionary Leader



The epicenter
of change.

WWDC15

Lotería (se acuerdan?)

Swift →

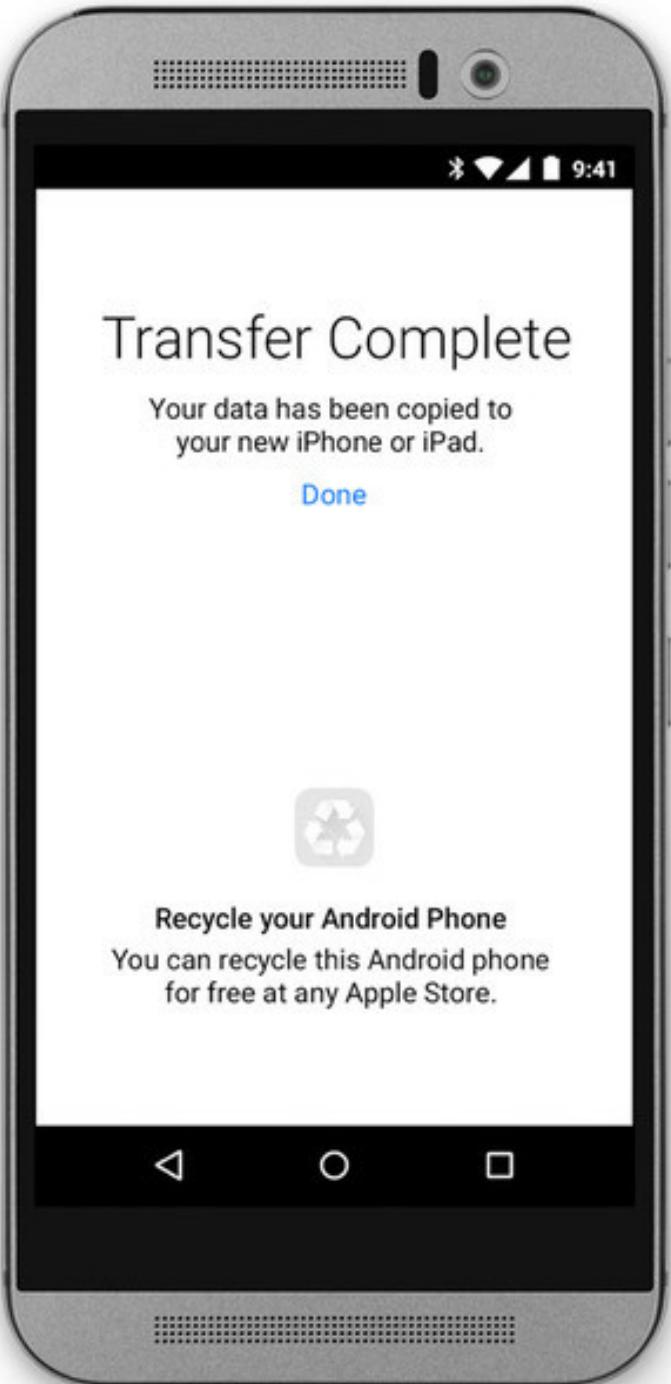
Open Source



- iPad multitasking features
- App Thinning
- iCloud Drive
- Spotlight API
- Swift 2

Helvetica Neue ➔

San Francisco



2015 Worldwide Watch Sales

Rolex
Apple Watch

Fossil

Omega

Cartier

Citizen

Seiko

Patek Philippe

Longines

Tissot

Casio





- Apple A9 SoC
- Dual-core 64-bit CPUs a 1.85 GHz
- 2 GB RAM
- Hasta 128 GB de capacidad
- Cámara 12 MP trasera con 4K video
- 3D Touch







- Pantalla de 12 pulgadas
- Apple A9X SoC
- Dual-core 64-bit CPU a 2.26 GHz
- Hasta 128 GB de capacidad
- 4 GB RAM
- Cámara trasera de 8 MP



michael
fassbender

kate
winslet

seth
rogen

jeff
daniels

steve jobs|

from director
danny boyle

and
screenwriter
aaron sorkin

coming soon





fastlane

now part of  fabric



perfect.org



A Web Framework for Swift





| Swift@IBM

75% de dispositivos
funcionan con iOS 9 en
diciembre

II. Most Loved, Dreaded, and Wanted



% of developers who are developing with the language or tech and have expressed interest in continuing to develop with it

For the second year in a row Rust, Swift and Go make the top 5 most loved programming languages. VB tops the list of the most dreaded technologies – developers wouldn't miss it if it went extinct. Developers who don't currently develop with Android, Node and Angular want to do so.

	2011	2012	2013	2014	2015
AAPL	48,47	65,21	65,07	71,51	117,16
Ingresos	108,3	156,5	171	183	234
iPods	42	35	26	14	
Macs	16,7	18	16,5	19	20,5
iPhone	72	125	150	169	231
iPad	32	58	71	67	54

Ventas acumuladas de
iPhone:

821 M

iPad: 291 M

1,8 M Apps en el Store

2016

Apple se
deshace de
iAd



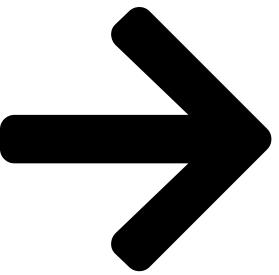
Mil millones de usuarios



9,7" iPad Pro









W W D C 1 6

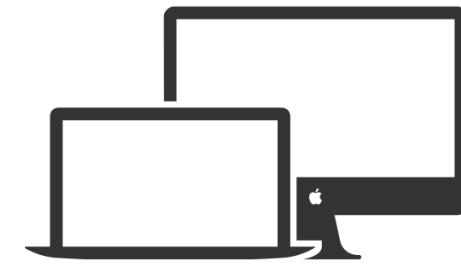


WWDC 2016 Rumor Bingo

iOS 10	Customization for Control Center	Improved Siri Features	Advanced Parental Controls	No Hardware at all Introduced
Siri SDK	ApplePay / iMessages for individual payments	Siri Will be Hub for HomeKit	iOS 10 for all Lightening devices	Ability to Delete Stock Apps
Ability to Password Protect Folders or apps	Security Security Security Improvements	FREE 	Multi-User support for iPads	Control which apps are default Apps
New MacBook Pros introduced	“>200 new Features for iOS 10”	Select who can get a read receipt in iMessage	Siri comes to Mac OS X	Apple Pay Rewards Program
Siri comes to Mac OS X	Apple Watch2 introduced	HomeKit App	Dev Access to Private API's	watchOS 3

Swift 3

Xcode 8





- Notificaciones personalizadas
- iMessage apps
- Siri framework
- Contenido personalizado en mapas
- CallKit framework para VoIP apps
- `SFSpeechRecognizer`



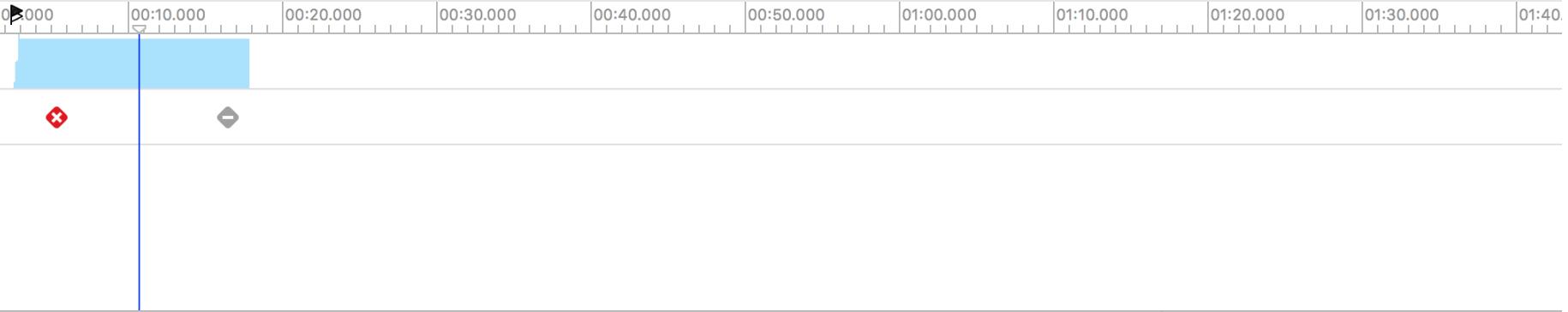
- True Tone display
- Core Spotlight y clase `CSSearchQuery`
- Copiar-pegar entre dispositivos
- Nuevas extensiones: Call Directory, Intents, Intents UI, Messages, Notification Content, Notification Service, and Sticker Pack.
- Nueva Photo capture API: `AVCapturePhotoOutput`



iPhone SE (10.0) > Leaks

Run 7 of 7

00:00:17



Details > Cycles & Roots > Leak Cycles

Instrument Detail

Type Details Graph Stack Trace

Cycles (2)

- 1 ►Person - 2 nodes Simple Cycle
- 2 ►HTMLElement - 3 nodes Simple Cycle

Root Leaks (1)

- 1 ►Customer 0x60800004...

The graph illustrates a simple cycle between two objects: "Person" and "Apartment". A vertical dashed arrow labeled "apartment" points from "Person" down to "Apartment". A curved dashed arrow labeled "tenant" points back from "Apartment" up to "Person".

Stack Trace

- malloc_zone_calloc
- calloc
- class_createInstance
- +[NSObject allocWithZone:]
- Person._allocating_init(name : String) -> ()
- ViewController.viewDidLoad() -> ()
- @objc ViewController.viewDidLoad() -> ()
- [UIViewController loadViewIfRequired]
- [UIViewController view]
- [UIWindow addRootViewControllerVie...]
- [UIWindow _setHidden:forced:]
- [UIWindow makeKeyAndVisible]
- [UIApplication _callInitializationDelegat...]
- [UIApplication _runWithMainScene:tran...]
- [UIApplication workspaceDidEndTrans...]
- _FBSSERIALQUEUE_IS_CALLING_OUT_...
- [FBSSerialQueue _performNext]
- [FBSSerialQueue _performNextFromRu...]
- _CFRUNLOOP_IS_CALLING_OUT_TO_A_...
- _CFRunLoopDoSources0
- _CFRunLoopRun
- CFRunLoopRunSpecific
- [UIApplication _run]
- UIApplicationMain
- main
- start

PHOTO

JULY 27, 2016

Apple celebrates one billion iPhones



Tim Cook holds the billionth iPhone at an employee meeting in Cupertino.

At an employee meeting in Cupertino this morning, CEO Tim Cook announced that Apple recently sold the billionth iPhone.



- Apple A10 Fusion SoC
- Quad-core 64-bit CPUs a 2.34 GHz
- 2 o 3 GB de RAM
- Hasta 256 GB de capacidad
- Cámara 12 MP con 4K video
- Cámara frontal de 7 MP



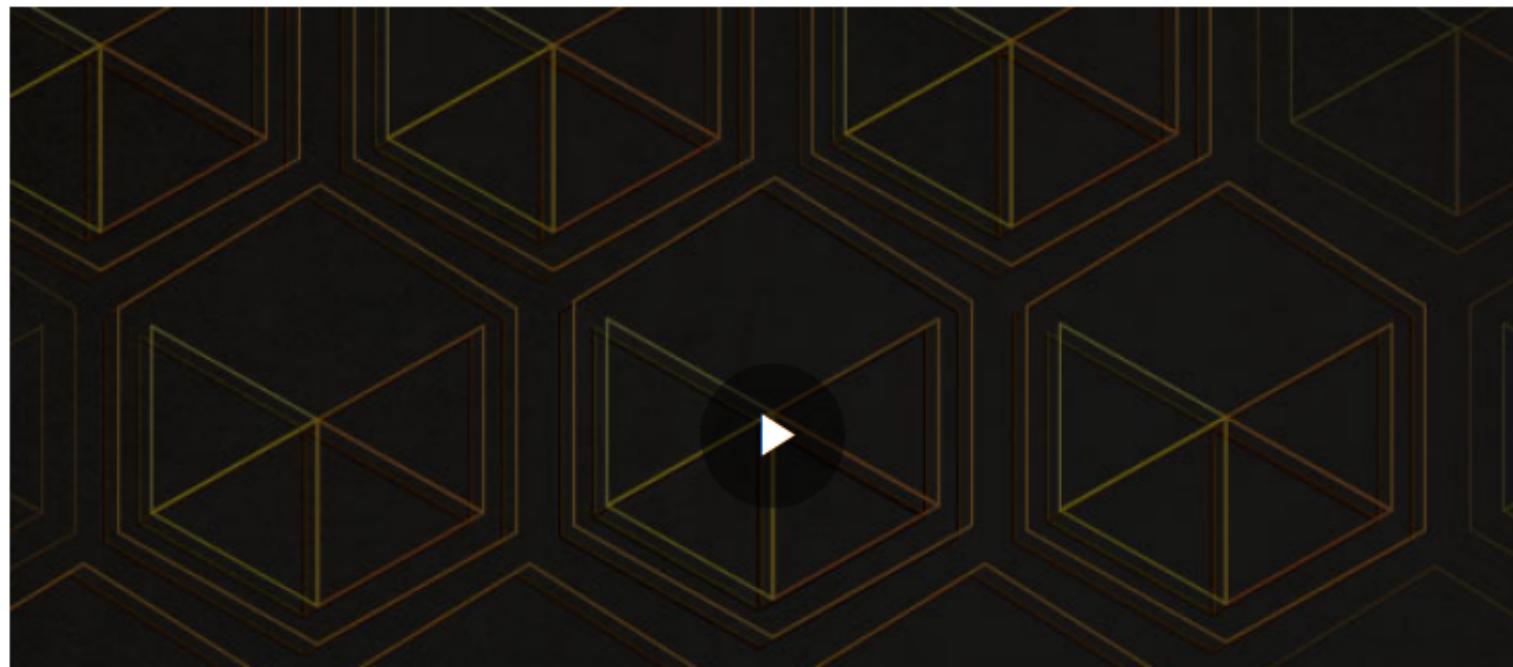
APPLE \ MOBILE \ TECH

Apple says it took 'courage' to remove the headphone jack on the iPhone 7

193 ▾

Yes, really

By Nick Statt | @nickstatt | Sep 7, 2016, 3:07pm EDT

[f](#) [t](#) [w](#) [n](#) SHARE

MOST READ

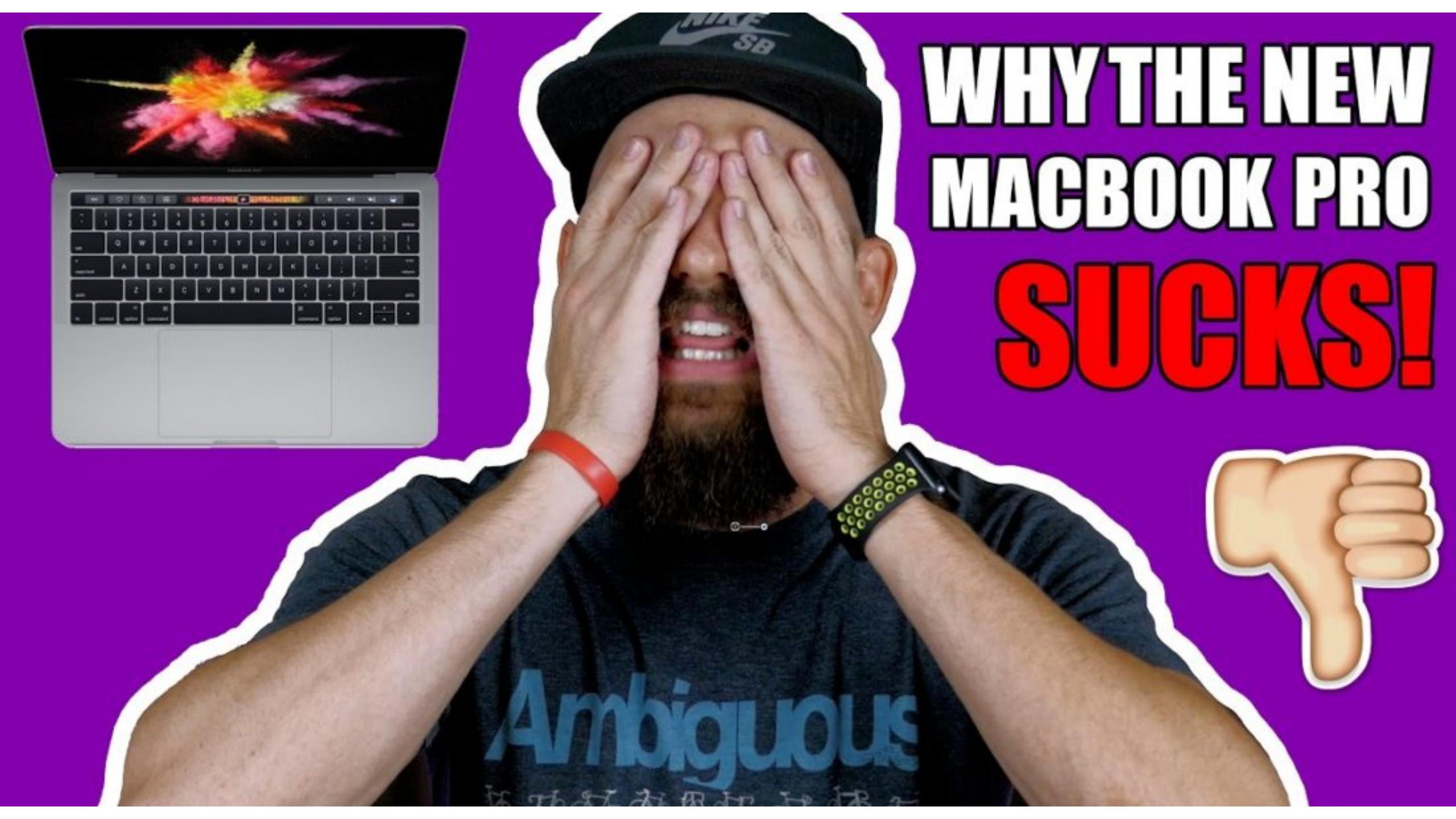


YouTube fought Brie Larson trolls by changing its search algorithm



MacBook Pro →

Touch Bar, 100% USB-C,
~~MagSafe~~, teclado
"Butterfly", carísimo



WHY THE NEW MACBOOK PRO **SUCKS!**





One more thing...

AND TO ACTUALLY USE ANY
OF THE NEW PRODUCTS WE
JUST SHOWED YOU, WE'VE
DESIGNED A REVOLUTIONARY
NEW DONGLE!

NO, NOT THAT ONE...

OR THAT ONE...

OR THAT ONE...

CRAP, I MUST HAVE LEFT
IT AT HOME.



TOM
FISH
BURNE

“ Creo que estos teclados son los peores productos en la historia de Apple.

- John Gruber, marzo de 2019



Mozilla se deshace de
Firefox OS



75% de dispositivos
corren iOS 10 en
diciembre

	2012	2013	2014	2015	2016
AAPL	65,21	65,07	71,51	117,16	97,34
Ingresos	156,5	171	183	234	215
iPods	35	26	14		
Macs	18	16,5	19	20,5	18,5
iPhone	125	150	169	231	212
iPad	58	71	67	54	45,5

Ventas acumuladas de
iPhone:

1,03 mil M

iPad: 337,5 M

2,2 M Apps en el Store

2017



Special Edition

iPhone 7 (PRODUCT)^{RED}TM

[Learn more about \(RED\)® >](#) [Buy >](#)



PLANET OF THE APPS



fastlane

is joining **Google**



Atacan a Stornelli porque la declaración de Manzanares es



Neuquén, una batalla de impacto nacional



El plan para dar impunidad a Cristina y a Pablo Moyano



Mario Ledesma: "No vamos a negociar, al Mundial van a ir los



LA NACION | TECNOLOGÍA | TECNOLOGÍA

Ya se puede comprar el iPhone en la Argentina: mirá los precios



RECOMENDADOS

Configurar

Fuerte acusación contra los Caniggia: deuda millonaria e inminente desalojo de la mansión de Marbella



Atacan a Stornelli porque la declaración de Manzanares es demoledora para Cristina Kirchner



Un hombre murió devorado por un león que cuidaba en el patio de su casa



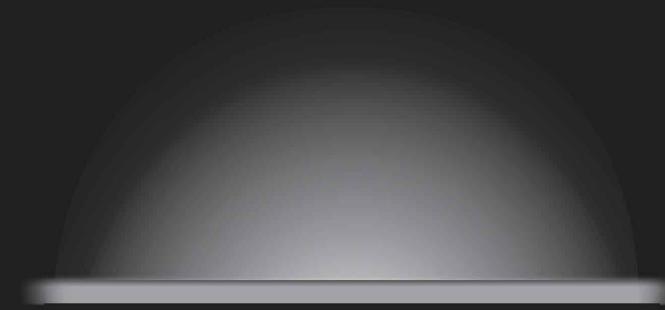
Un multimillonario belga murió durante una operación estética íntima





THE ONE DEVICE

THE SECRET HISTORY OF THE
iPHONE



BRIAN MERCHANT

Great App Crackdown

“ Ninguna compañía le ha hecho tanto daño al valor percibido del software, y a la sustentabilidad de los developers independientes, como Apple.

- Matt Gemmell, "Damage"

9.7" iPad Pro →

10.5" iPad Pro



WWDC17

San Francisco →

San José

Swift 4 (no ABI)

Xcode 9

iOS 11

watchOS 4

tvOS 11

macOS 10.13 "High Sierra"



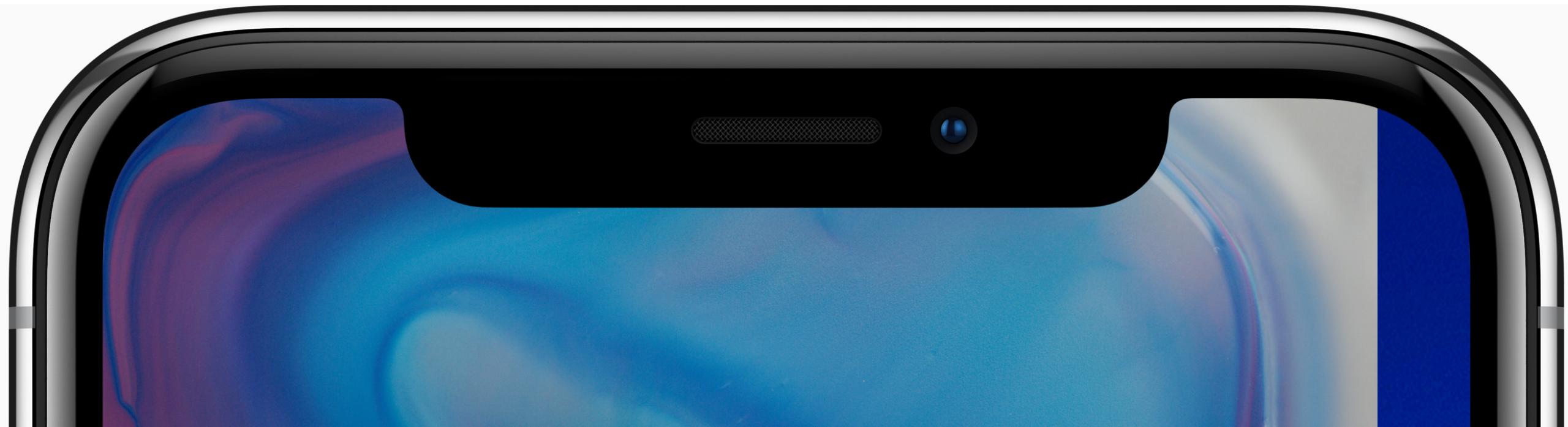
- Sólo para 64-bit
- ARKit
- Drag & Drop en iPad
- CoreML
- Camera Depth API
- Core NFC
- Files.app



- Apple A11 Bionic SoC
- Hexa-core 64-bit CPUs a 2.39 GHz
- 3 GB RAM
- Hasta 256 GB de capacidad
- Cámara de 12 MP → 4K video @ 60 fps
- Resistente al agua



- Apple A11 Bionic SoC
- Hexa-core 64-bit CPUs a 2.39 GHz
- 2 GB RAM (8), 3 GB RAM (8 Plus)
- Hasta 256 GB de capacidad
- 2 cámaras de 12 MP con Optical Image Stabilization → 4K video @ 60 fps
- Resistente al agua, Face ID





Microsoft se deshace de
Windows Phone

	2013	2014	2015	2016	2017
AAPL	65,07	71,51	117,16	97,34	170
Ingresos	171	183	234	215	229
iPods	26	14			
Macs	16,5	19	20,5	18,5	19,2
iPhone	150	169	231	212	216
iPad	71	67	54	45,5	43,7

Ventas acumuladas de
iPhone:

1,25 mil M

iPad: 381 M

2,1 M Apps en el Store

2018

Apple admite que sus nuevos
teclados son una porquería
y ofrece cambiarlos
sin costo

Microsoft →



GitHub



Apple Worldwide Developers Conference
San Jose, CA, June 4–8

San José (otra vez)

Lotería (otra vez)

Swift (aún sin ABI)

Xcode 10

iOS 12

watchOS 5

tvOS 12

macOS 10.14 "Mojave"

12

- Siri shortcuts
- Machine learning
- ARKit 2
- Passwords fuertes automáticos
- Personalización de notificaciones
- Cámara: Portrait segmentation API, Depth API

Ellsworth St

Front door unlocked.
Living Room blinds open.
4 lights on.
and 4 More >

Favorite Scenes

- I'm Home
- Good morning
- Good Night

Favorite Accessories

86° Living Room Thermostat Heating to 72°	Living Room Shades Open	Halway Light 70%	Front Door Unlocked	Dining Light 70%
Kitchen Light	Master Bed... HomePod	Living Room Smart Dot	Bedroom Light	Bedroom Fan

APPLE NEWS
JUNE 4

N

FOLLOWING

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- Spotlight From the Editors
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- Movies
- CNN
- Bloomberg SUBSCRIBED
- Cars
- The New York Times
- People
- Quartz
- Science
- Travel

TOP STORIES

The most important news stories, chosen by our editors.

CNBC
Dodd-Frank overhaul heading for likely passage in Congress. Here's how it affects you
Legislation that would ease banking regulations — and modify rules governing...

20m ago

WIRED
The Case of the Missing Dark Matter
42m ago

Traveler
National Park Fees Might Not Go Up That Much After All
54m ago

The New York Times
A yacht race is helping St Barts heal after Hurricane Irma
1hr ago

Atlantic
The Baby-Name Trend That Unites America
2hr ago





iPhone
Tenés?



- Carísimo
- Pantalla enorme OLED
- Carga inalámbrica
- A12 Bionic con Neural Engine
- Dos cámaras de 12 MP atrás, con 4K y TrueDepth
- Gigabit LTE



- Similar al iPhone X
- Mayor duración de batería
- Pantalla LCD "Liquid Retina"
- A12 Bionic
- Cámara trasera de 12 MP





2 billion

iOS devices



	2014	2015	2016	2017	2018
AAPL	71,51	117,16	97,34	170	220
Ingresos	183	234	215	229	265
iPods	14				
Macs	19	20,5	18,5	19,2	18,2
iPhone	169	231	212	216	218
iPad	67	54	45,5	43,7	43,5

Ventas acumuladas de
iPhone:

1,47 mil M

iPad: 425 M

2,1 M Apps en el Store





akosma

@akosma



2008: crackgate
2009: overheatgate
2010: leakgate + antennagate
2011: yellowgate
2012: mapsgate
2014: bendgate + U2gate
2017: bluetoothgate

Susanna Riccardi @SusannaChuck

Replying to @BalestraPatrick

Why do you even put a Bluetooth icon if it doesn't turn off the Bluetooth?
Do you call it user friendly? Jesus Christ, Apple

9:07 PM - 26 Sep 2017

5 Likes



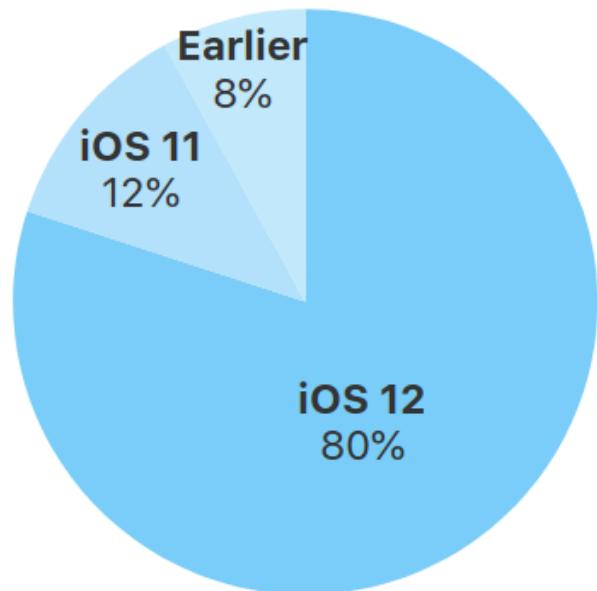
2



5

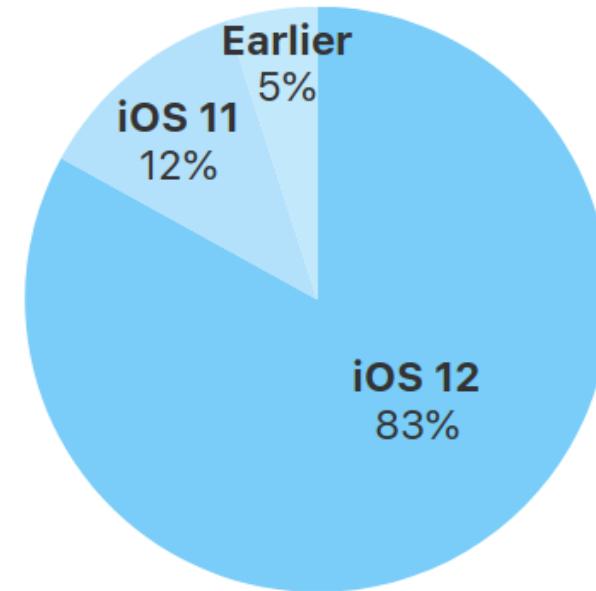


80% of all devices are using iOS 12.



As measured by the App Store on February 24, 2019.

83% of all devices introduced in the last 4 years are using iOS 12.

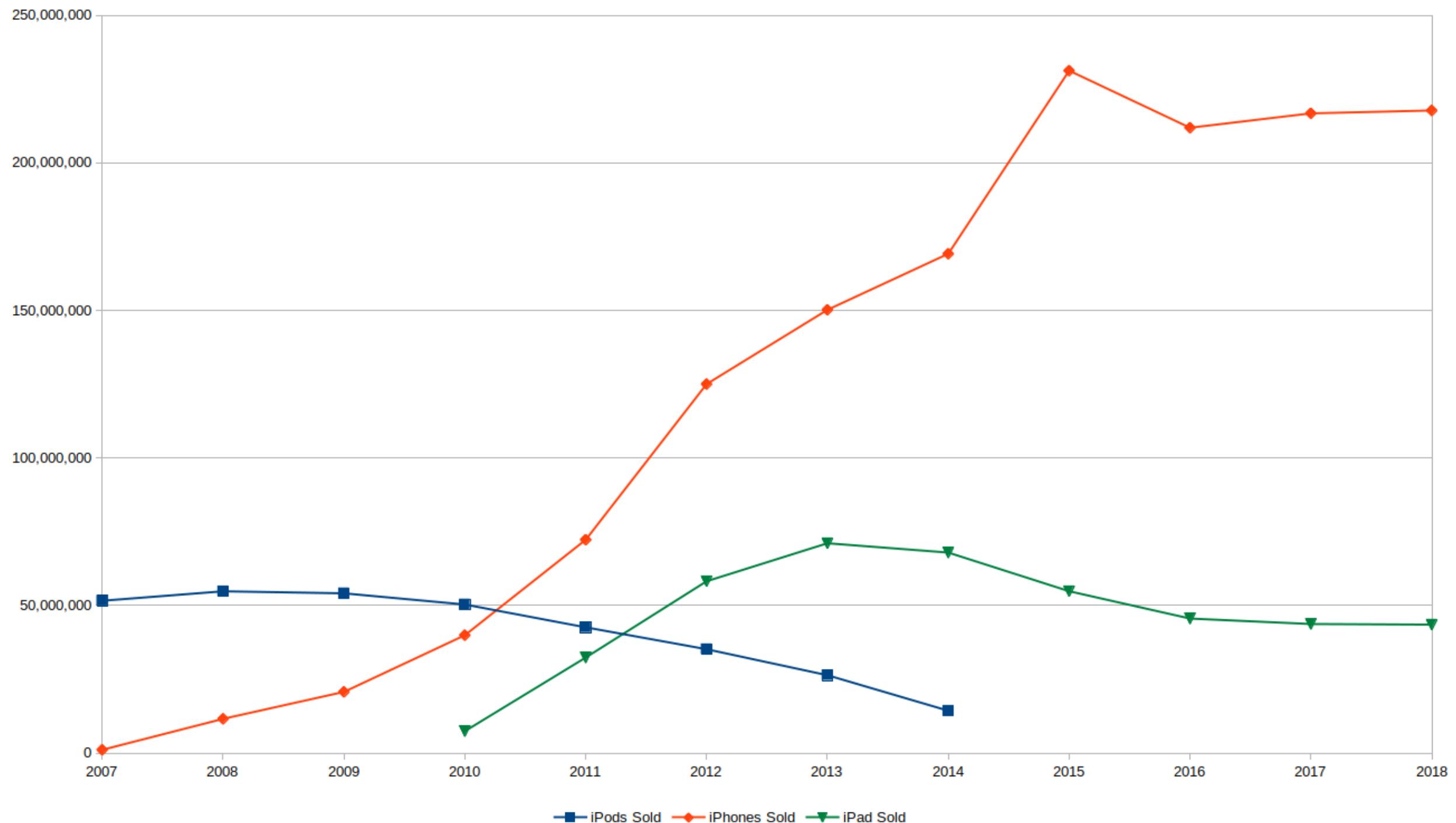


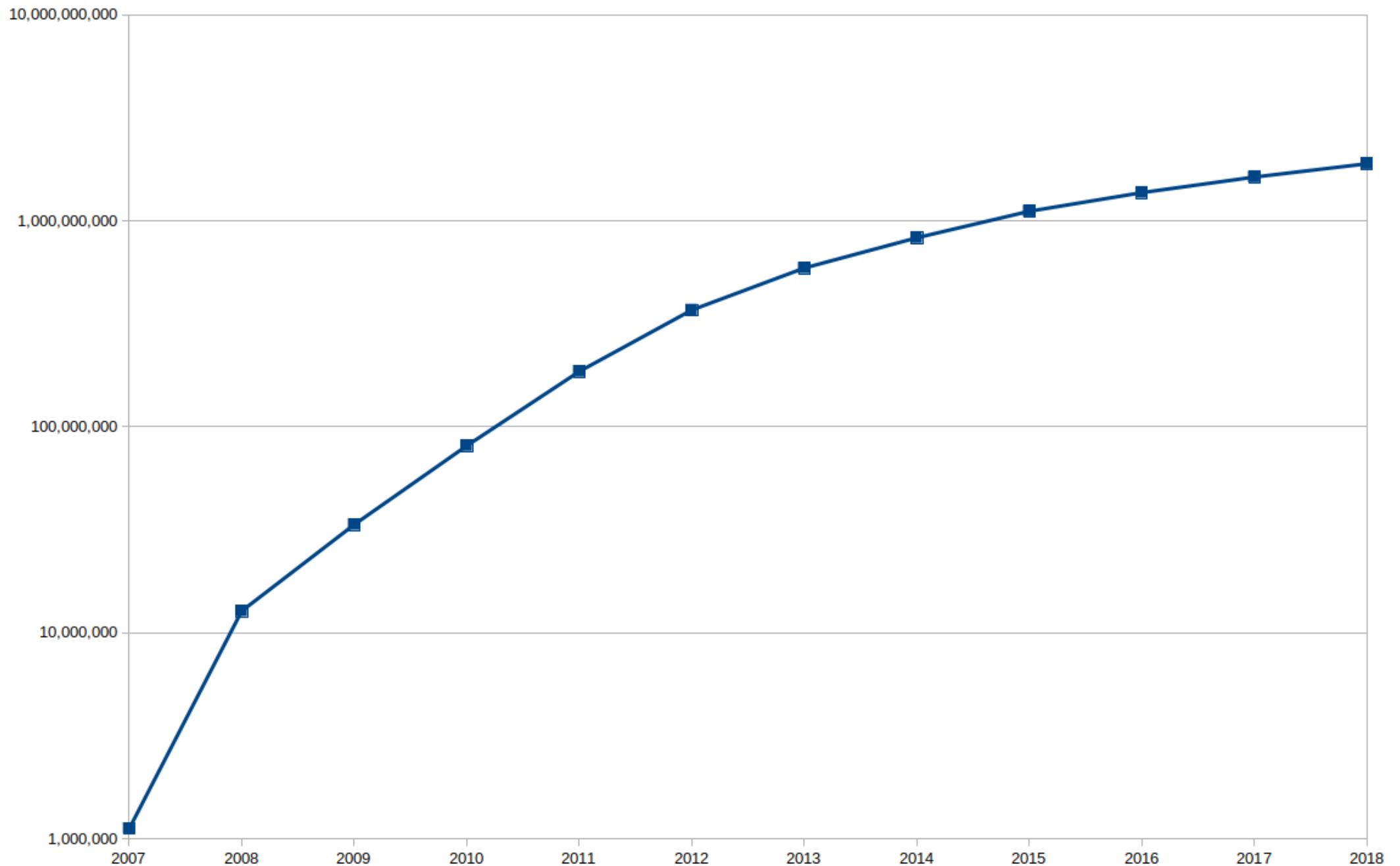
As measured by the App Store on February 24, 2019.

- 2008: Enigmo – Tap Tap Revenge
- 2009: Doodle Jump – Angry Birds
- 2010: Plant vs. Zombies – Fruit Ninja
- 2011: World of Goo – Sonic CD
- 2012: Punch Quest – The Room
- 2013: Candy Crush – Clumsy Ninja
- 2014: Flappy Bird – Monument Valley
- 2015: Alto's Adventure – Prune
- 2016: Pokémon Go – Super Mario Run
- 2017: To The Moon – Old Man's Journey
- 2018: Fortnite – Donut County

Dispositivo mas antiguo aún con
soporte en iOS 12

iPhone 5S (2013)





2 mil millones iPhones &
iPads vendidos

(sin contar iPod touch,  )

 **CATEGORIES** [Financial](#).....**268** [Industry](#).....**515** [Market](#).....**460** [All Categories](#).....**15**JUL 28, '16
1:06 AM

The most popular product of all time

AUTHOR [Horace Dediu](#)
CATEGORIES [Market](#), [Nostalgia](#)

The following is a list of the best-selling products across several categories:

Car model: VW Beetle 21.5 million
Car brand: Toyota Corolla 43 million
Music Album: Thriller 70 million
Vehicle: Honda Super Cub 87 million
Book Title: Lord of the Rings 150 million
Toy: Rubik's Cube 350 million
Game console: Playstation 382 million
Book series: Harry Potter Series 450 million
Mobile Phone: iPhone 1 billion

The iPhone is not only the best selling mobile phone but also the best selling music player, the best selling camera, the best selling video screen and the best selling computer of all time.

It is, quite simply, the best selling product of all time.

It is that because it is so much more than a product. It is an enabler for change. It unleashed forces which we are barely able to perceive, let alone control. It changed the world because it changed us.

And it did all that in less than nine years. One has to wonder what it will enable in the next nine.

WOULD YOU LIKE ME TO SPEAK AT YOUR EVENT? IF SO, CLICK THE PHOTO BELOW.



The push into news subscriptions could help Apple battle Facebook Inc., whose News Feed has helped it become the No. 1 app world-wide in monthly active smartphone users. It is also the anchor of a business that Facebook is looking to expand by [emphasizing private messaging](#), a step many interpret as the first in an effort to become a super-app like China's WeChat, which allows users to shop, order food, buy movie tickets and make reservations on any mobile operating system.

For Mr. Cook's monthly services meetings, the company has intensified monitoring of apps that benefit and threaten Apple. The team has created a release radar for the CEO to track apps that are expected to sell well and other metrics for the apps that have challenged Apple's business, including iTunes sales decreases compared with Apple Music subscription growth, said the person involved with the meetings.

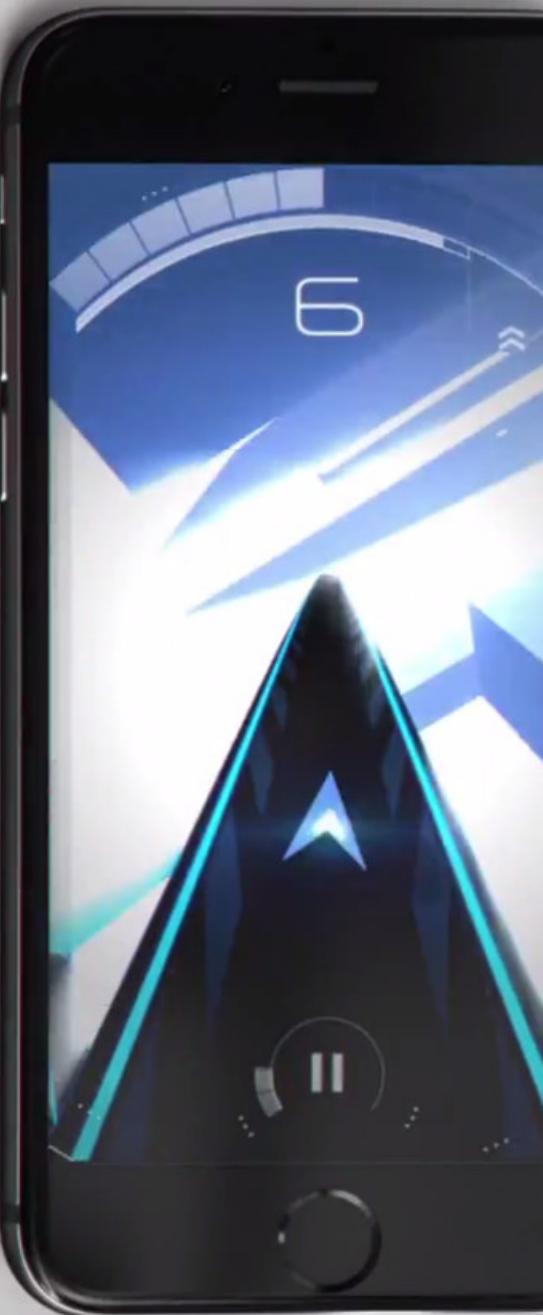
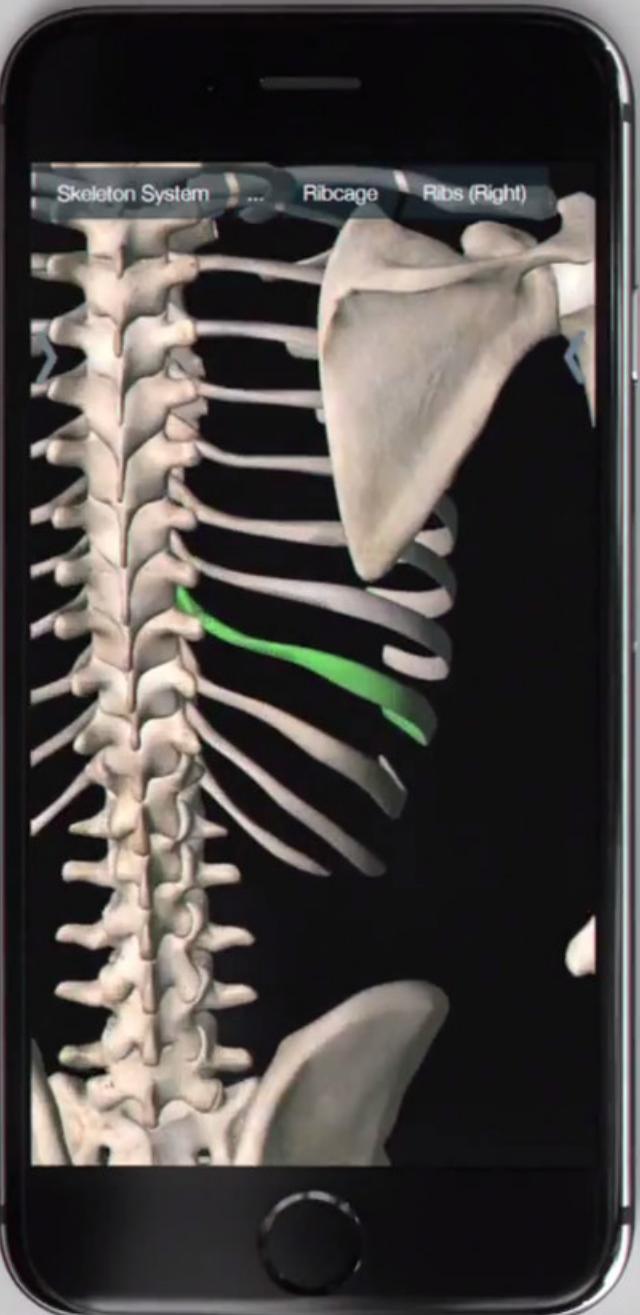
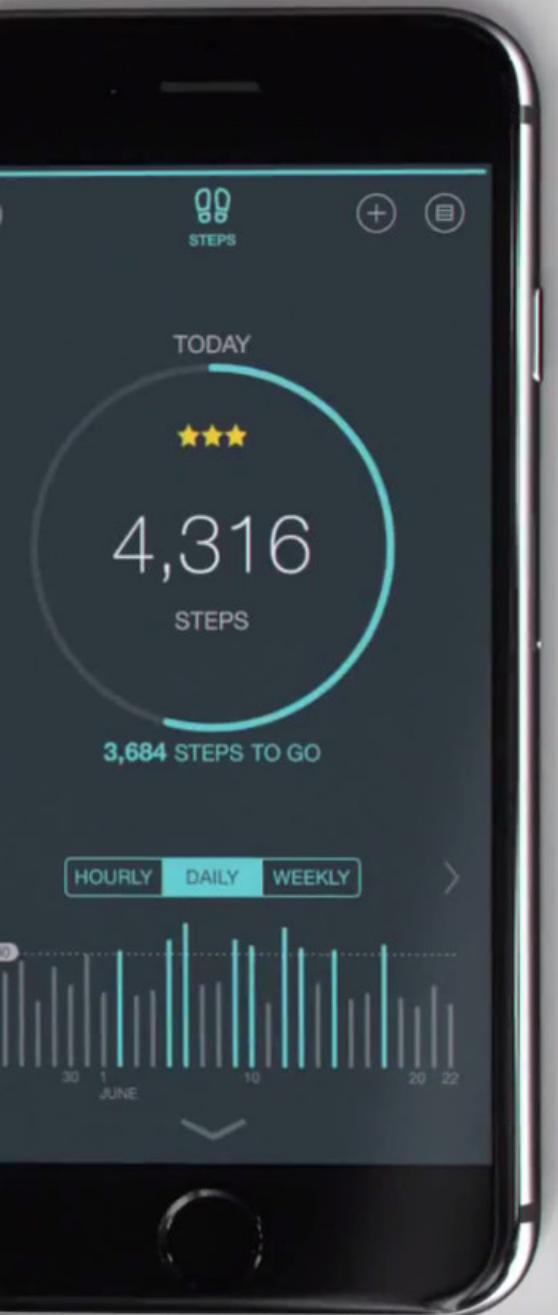
One More
Thing™®©

Before



After







NEWS ANALYSIS

Human Contact Is Now a Luxury Good

Screens used to be for the elite. Now avoiding them is a status symbol.



¡Gracias!

@akosma

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