

Vivekanand Education Society's Institute of Technology

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Since 1962

Assignment 6

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Summary Of Mini-Presentation and PPT

Summary:

“Once a new technology rolls over you, if you're not part of the steamroller, your part of the road”

-David Gardner (American Entrepreneur)

As the saying goes the one who adapts to new technology becomes more successful compare to the one who refuses to adapt. The same scenario can be understood by looking at apples and Xerox case study.

- **Apple:**

Steve Jobs Founded Apple Inc. It designs, manufactures, and markets smartphones, tablets, personal computers (PCs), portable and wearable devices. The company also offers software and related services, accessories, networking solutions, and third-party digital content and applications. Apple's product portfolio includes iPhone, iPad, Mac, iPod, Apple Watch, and Apple TV. It offers various consumer and professional software applications such as iOS, macOS, iPadOS, and watchOS, iCloud, AppleCare, Apple Pay, and accessories. The company has business presence in the Americas, Europe, the Middle East, Africa, and Asia-Pacific. Apple is headquartered in Cupertino, California, the US.

- **Xerox:**

Xerox Corporation is an American company founded in 1906 as Haloid Company. The company began as a manufacturer of photographic paper and equipment. The company “changed its name to Haloid Xerox in the year 1958 and subsequently in 1961 to Xerox Corporation”. Currently, the company is under the leadership of Ursula Burns, who is both the Chairman and chief executive officer. Xerox has a presence in over 180 countries worldwide, and it employs over 140,000 people. The company deals in document management, business process solutions and software services. Xerox Company provides a multitude of products and services to its clients worldwide. They include business services, office equipment, and production equipment. The company's dynamic nature has enabled it to survive technological changes in the industry.

Xerox has made several acquisitions in its lifetime as part of strategic survival. In the year 2010, Xerox acquired Affiliated Computer Services as part of its strategy to integrate technology into its operations. Xerox reported an annual revenue of \$19 billion in the year ended 2014, and its share price at the New York Stock Exchange was going for \$10 as of 24th July 2015.

On the July 1, 1970, the Xerox Palo Alto Research Center opened its doors. Commonly known as Xerox PARC, the research center was set up as a division of Xerox Corporation and was given the mandate to invent the technologies of the future. At Xerox PARC great scientists, engineers and programmers were assembled and they set about the task of inventing the future of computing. One of them was

- **Xerox Alto:**

The Xerox Alto system, first developed in 1973, was the world's introduction to the graphical user interface (GUI). Developed at Xerox's famed PARC (Palo Alto Research Center) in California, the Alto project marked Xerox's first attempt to develop computing technology for the paperless office of the future. In those days, PARC was on the cutting edge of technology, influencing the design and user experience of devices developed around the world.

The traditional number- and letter-based computer control systems and programming languages that preceded the Alto were difficult for the average user to understand. As a solution, researchers at Xerox chose to utilize bitmap display technology, in which the dots of light on the screen are rendered in either black or white at 72 pixels per square inch. This technology allowed the Alto to create icons based on recognizable shapes and symbols, such as file folders, trash cans, cabinets, and paper documents. These icons could be manipulated on a virtual "desktop" with the simple click of a pointing device, a mouse. The vertically oriented display screen served to reinforce virtual navigation of a familiar document-sized space.

The development of the Alto OS was a seminal moment in the history of personal computing.

Around 2,000 units of Altos were made but they were not intended for commercial use.

"This was considered as the worst mistake made by Xerox in the history of technology"

- **Mistake:**

The Xerox Alto had things like, Ethernet Networking, GUI, a mouse, etc. If Xerox would have launched it for commercial use than it would have brought a revolutionary change and also increased Xerox business rapidly across the globe. But Xerox was busy selling its 914 photocopier and ignored such a revolutionary technology.

In 1979 Xerox Head of Operation Invited Steve Jobs (Apples Head) to the Xerox 's Palo Alto Research Center. Steve Job visited the research center and noticed the Xerox Alto. He thought that he can make use of this technology in the upcoming apple's Macintosh.

Later in the year 1984 Apple launched its Lisa and Macintosh computers in market. They introduced the features of Xerox alto in it. The Rest is History:

The Macintosh, the first to use the new technology, proved to be highly successful, with over a million PowerPC units sold in nine months.

Later Xerox blamed Apple for Copying their technology and sued them in court.

But the truth was different and apparently apple won the case but despite that apple offered some of its shares to Xerox for their part in discovery of technology.

- **The Real Truth Conclusion:**

The real truth is that Steve Jobs never copied a technology. He just introduced it to the global market as he considered it seemed revolutionary

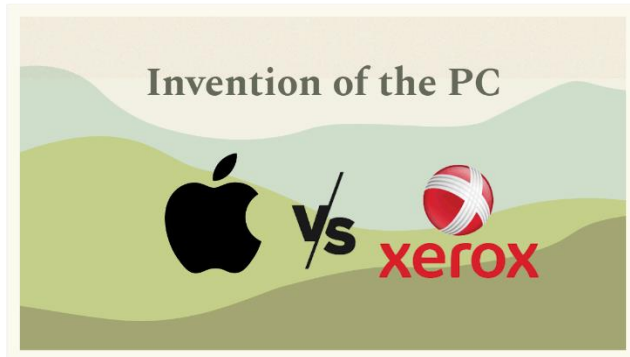
- **Other Mistakes of Xerox:**

Not Only this but Xerox experienced its major fall in year 1991 when it introduced its First Pc in the market. It was 10 times costlier than IBM's PC having same features. Xerox also forgot to renew the patents for its new photo copying technology developed at its PARC research center. So many Chinese and Japanese companies took advantage of this and patented the same technology on their name.

- **Current Global Status:**

Currently Apple is Know all over the Globe but if name Xerox it is hardly being known to anyone. Apples share today is valued at 164.13 \$ whereas Xerox is valued at 17.51 \$.

Mini-Presentation:



Rise of Xerox :

- Founded in 1906 as the Haloid Photographic Company.
- Founded by: Joseph .C. Wilson.
- The firm obtained commercial rights to xerography in 1947.
- Renamed as Xerox Company in 1958.
- Became Famous after launch of Xerox 914.



Rise of Apple :

- Apple Computer Company was established on April 1, 1976, by Steve Jobs, Steve Wozniak and Ronald Wayne.
- In 1976, Apple sold its first pre-assembled computer, called the Apple-1.
- On August 2, 2018, Apple made history by becoming the first publicly traded U.S. company to be valued at \$1 trillion, as measured by market capitalization.



Xerox Alto:

"One of the worst mistakes in the History of TECHNOLOGY"

- The Xerox Alto was created in 1972.
- The Alto was the first system to have all of the contemporary Graphical User Interface components (GUI)
- It was also the first to include Ethernet networking, bit mapping, scalable type.
- But, the most important inclusion was that of a Mouse and the world's first laser printer..



Fall of Xerox:

- Major fall came in the year 1981, when xerox star was introduced. It was launched in market at a heavy price, if compared with IBM's PC having the same features.
- Not taking the research/invention seriously made by P.A.R.C. For Example: The Mouse, GUI, Laser Printer, etc.
- Expiring Patents of allowed Chinese and Japanese companies to copy xerox technology and come up with cheaper product.

Current Global Market Status:



Surged slow and steady, introduced new technologies like Iphone, Ipods, etc.

Fell drastically for not innovating and taking risks.



Conclusion:

Steve Jobs did not steal much from Xerox!
The visit to the PARC that day, inspired him to improve on what had already been discovered.

(Like a cut on a diamond)

This is how innovation works.

We can do the same.
We just have to Look around,
get inspired and innovate.

"Once a new technology rolls over you, if you're not part of the steamroller, you're part of the road"

-David Gardner (American Entrepreneur)