Illegal

Malicious

Unforeseen

Limitations?

Privacy

Porn

Bandwidth hog

Steve Jobs SDK 2008 (DX-4287)

Apple Develops a Plan

Subject: Re: Yahoo widgets
From: "Philip Schiller"
Received(Date): Mon, 21 Jan 2008 18:44:49 -0800
To: "Scott Forstall"
Date: Mon, 21 Jan 2008 18:44:49 -0800

We spoke about this last week and I still think it is a horrible idea.

There are many APIs out there for apps. By the same logic why not let Sun have Java on the iPhone? Why not Adobe's Air? Why not Microsoft's Silverlight? Why not Qualcomm's Brew? etc etc

With one API (ours) we can manage what is on our products and what is not. If we open it up then we don't sign all apps, we don't distribute all apps, etc. Which is the same as throwing out the whole plan we have in place.

And in the grand scheme of APIs we could choose to support beyond our own, if we ever did support another (which I don't recommend), Yahoo's Widget API is not even close to the most important one we would pick, some of the ones I listed above (like Flash) are way more important/ valuable to us.

Besides, we have a way to do Widgets that competes with theirs, so who cares? This sounds like a relationship issue not worth considering.

On Jan 21, 2008, at 5:33 PM, Scott Forstall wrote:

> Marco wants to meet with you and me to talk about why we should
> allow Yahoo to build their widget engine on the iPhone.
>
> They clearly want to push their widget API as a cross-platform way
> to build widgets. While I would prefer developers to use web
> standards like HTML and AJAX, or go native if they want more, I'm
> not sure we shouldn't take the high ground and let them build it and
> compete.
>
> Thoughts?
>
> --S.
>

whole plan we have in place

PX-o882

Innovations & Investments

Hardware

2007: Accelerometer

2010: Gyroscope

2010: Retina Display

2014: Taptic Engine

2016: Stereo Speakers

2017: Neural Engine

2020: LiDAR

Cellular

2008: 3G

2012: 4G LTE

2020: 5G

LiDAR - 2020
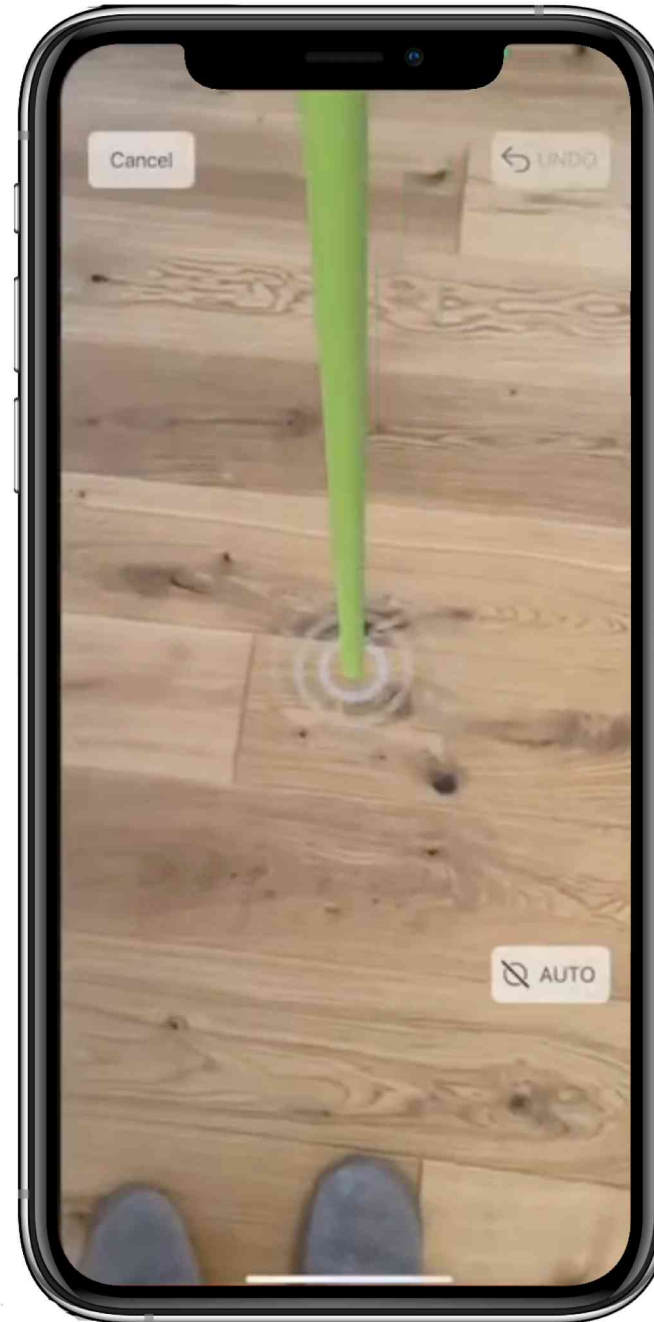
magicplan
Developer: Sensopia

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Innovations & Investments

Chips

2010: A4 Chip	First Apple-designed chip
2011: A5 Chip	Upgraded graphics, better processing power
2012: A6 Chip	Upgraded graphics, longer battery life
2013: A7 Chip	First 64-bit chip, supported upgraded OpenGL
2014: A8 Chip	Support for Metal, better frame rates
2015: A9 Chip	90% faster than A8
2016: A10 "Fusion" Chip	P-cores and E-cores, upgraded graphics, longer battery life
2017: A11 "Bionic" Chip	Multiple cores, neural engine, in-house GPU, secure enclave
2018: A12 Chip	First 7-nanometer chip, 50% faster GPU
2019: A13 Chip	40% less power, faster graphics optimized for Metal
2020: A14 Chip	Performance and battery improvements, enhanced machine-learning

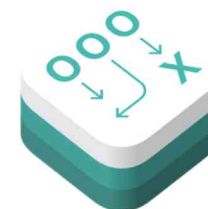# Innovations & Investments

SDK
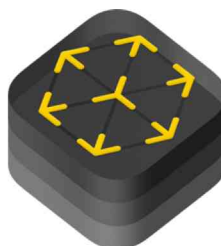
Core Motion
2010

SpriteKit
2013

Metal
2014

GameplayKit
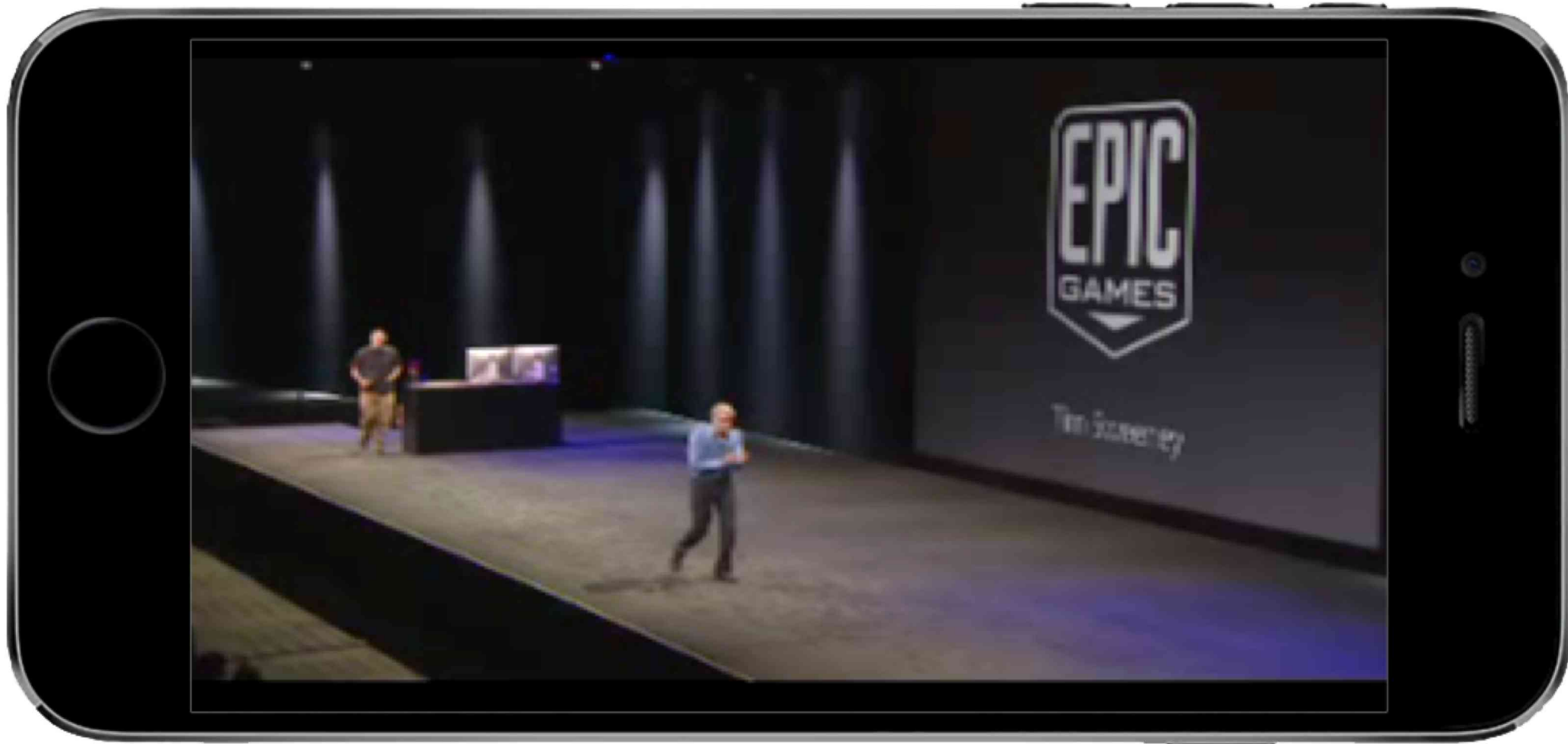2015

ReplayKit
2015

ARKit
2017

Core ML
2017

RealityKit
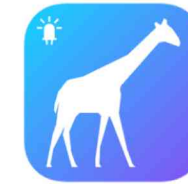2019

Reality Composer
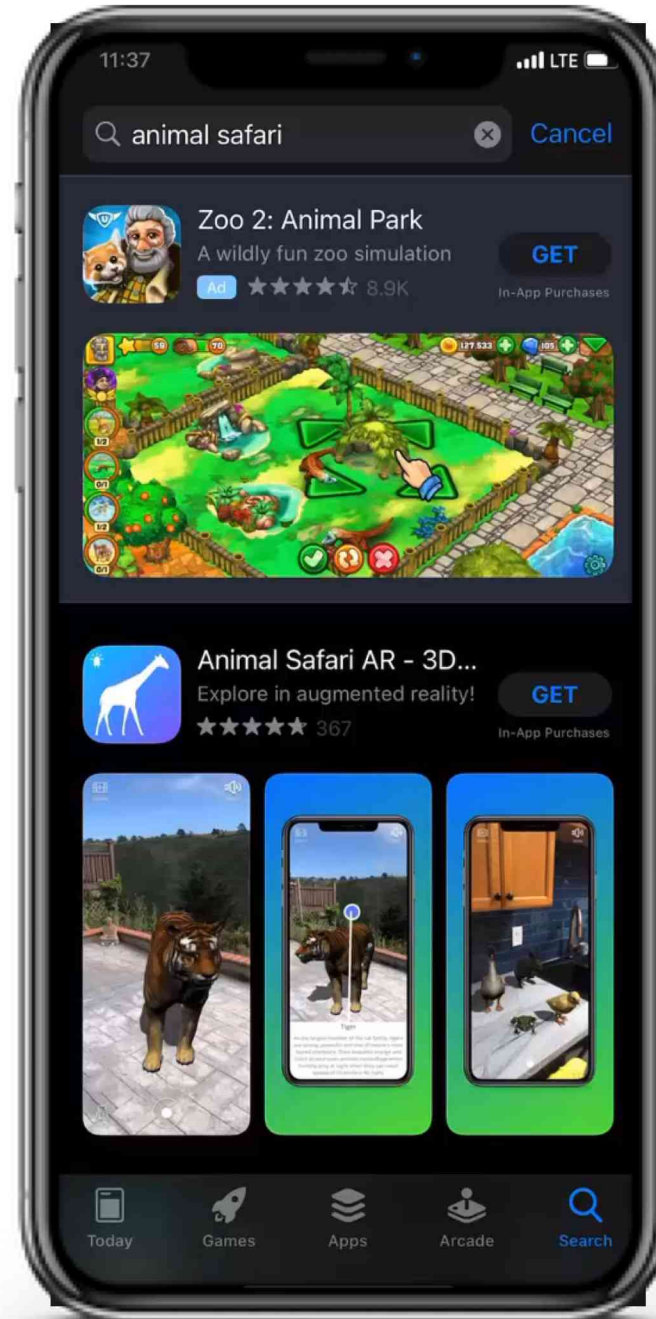2019

Metal - 2014

Epic Zen
Garden

Developer:
Epic Games

DX-3462

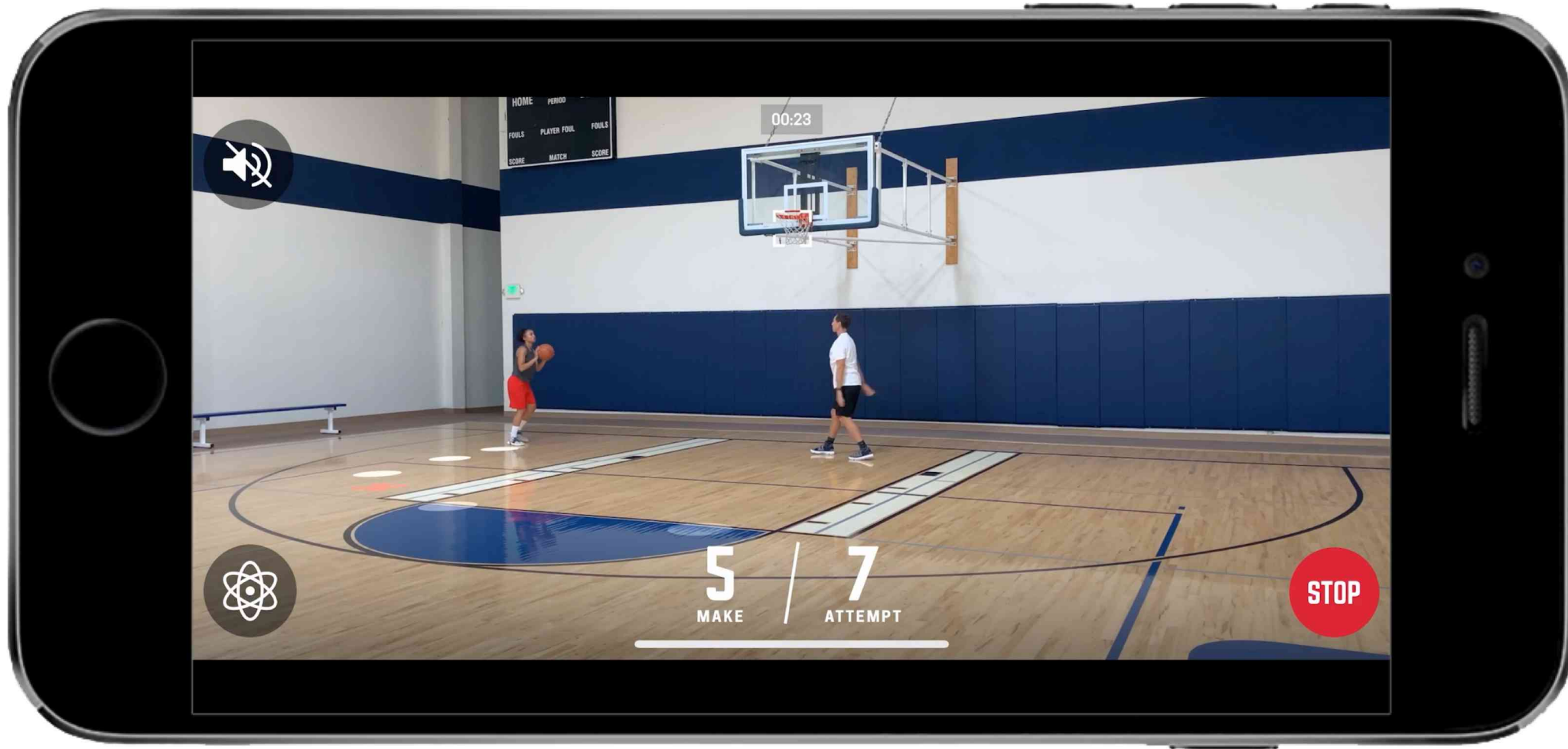# ARKit - 2017

Animal Safari AR

Developer: LightUp

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Core ML - 2017

Home
Court

Developer:
NEX Team Inc.