

Illegal

Malicious

Unforeseen

Limitations?

Privacy

Porn

Bandwidth hog

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.
 >

PLAINTIFF
 U.S. District Court, NDCAL
 4:20-cv-05640-YGR-TS
 Epic Games, Inc. v. Apple Inc.
 Ex.No. PX-0882
 Date Entered
 By

Exhibit
 PX 882

PX-0882.1
 APL-EG_00260094

CONFIDENTIAL

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PX-o882



Innovations & Investments

Hardware

2007: Accelerometer

2010: Gyroscope

2010: Retina Display

2014: Taptic Engine

2016: Stereo Speakers

2017: Neural Engine

2020: LiDAR

Cellular

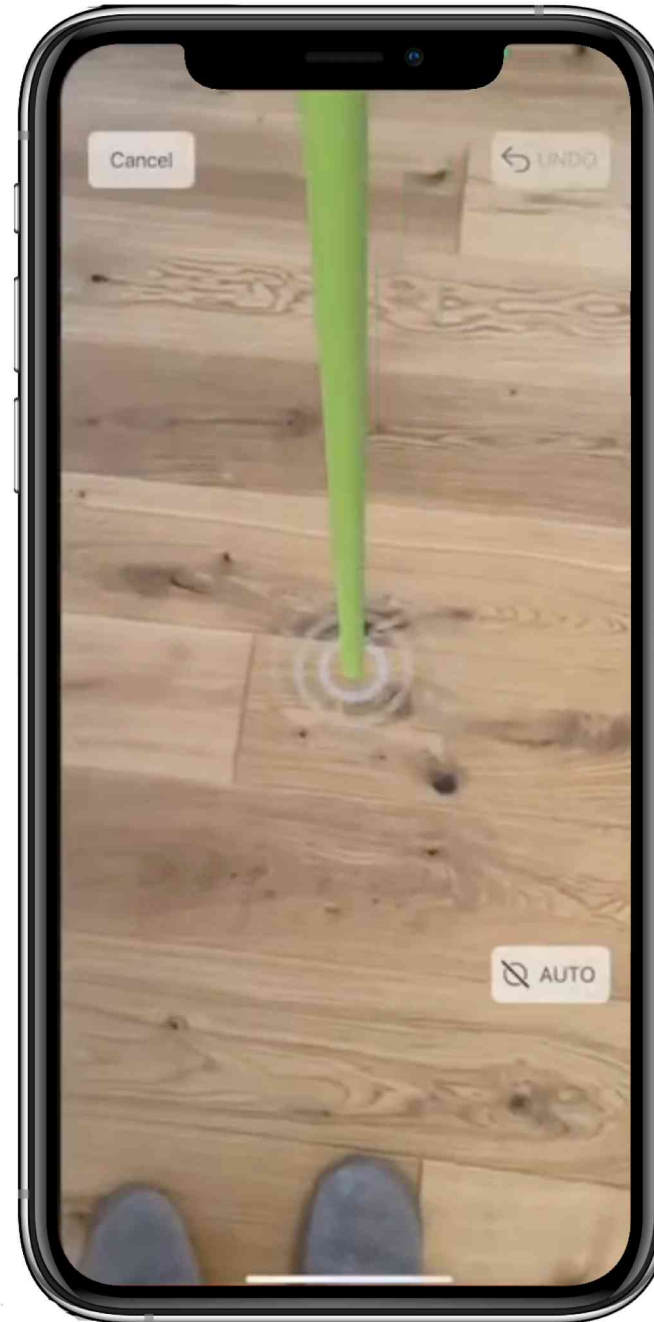
2008: 3G

2012: 4G LTE

2020: 5G



LiDAR - 2020



magicplan

Developer: Sensopia



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

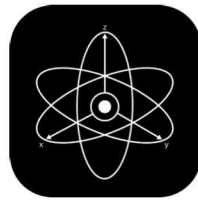
Performance and battery improvements, enhanced machine-learning



Innovations & Investments



SDK



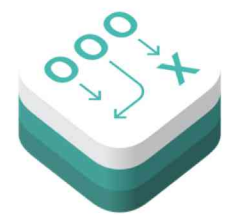
Core Motion
2010



SpriteKit
2013



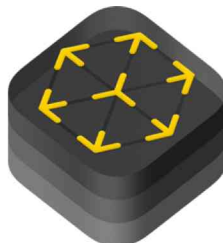
Metal
2014



GameplayKit
2015



ReplayKit
2015



ARKit
2017



Core ML
2017



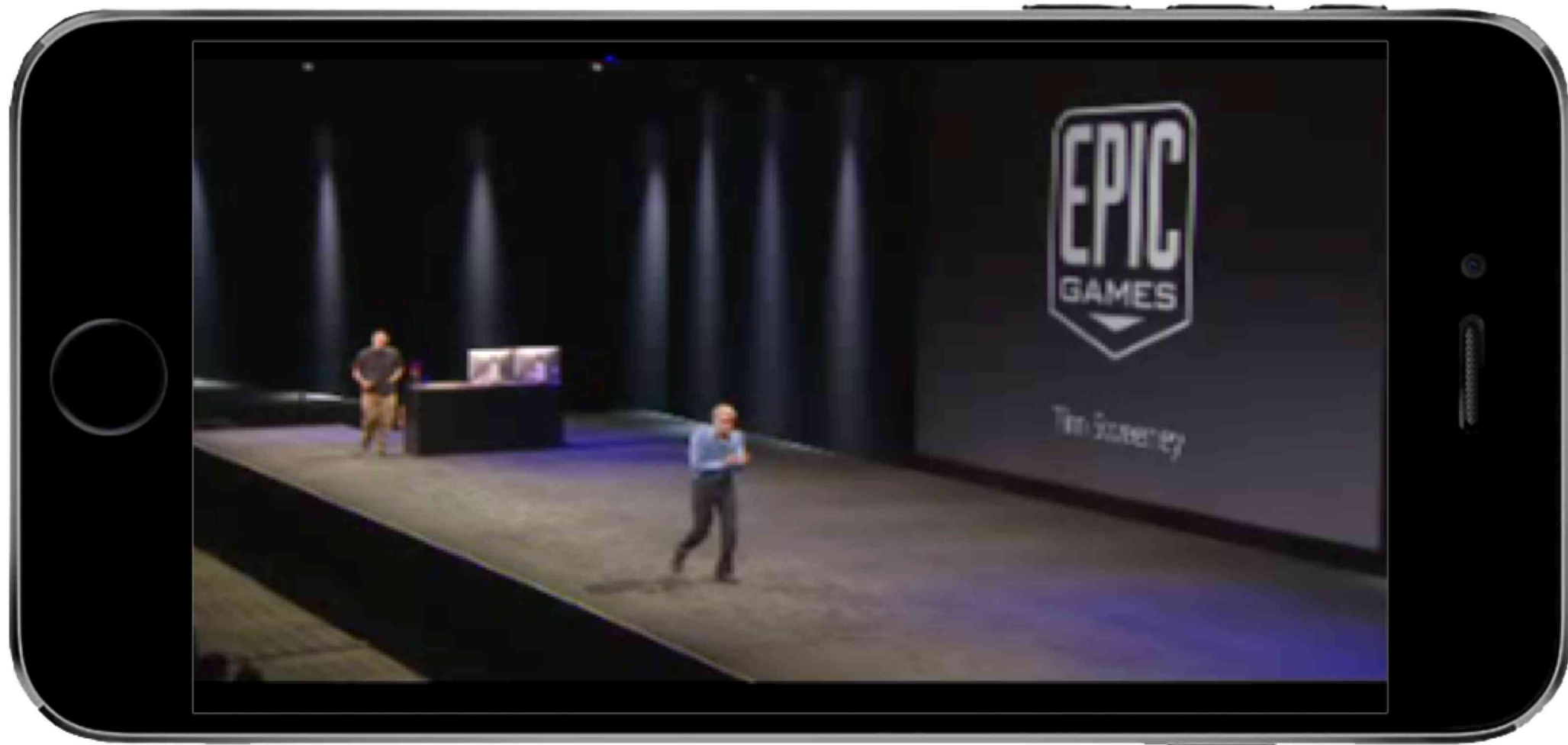
RealityKit
2019



Reality Composer
2019



Metal - 2014



Epic Zen
Garden

Developer:
Epic Games

DX-3462