

Apple is a Catalyst in Everyday Innovation

By: Daiel Genzale



Apple's Innovative Products Amongst the Culture

01 iPhone

02 Apple Watch

03 Airpods

History on Apple

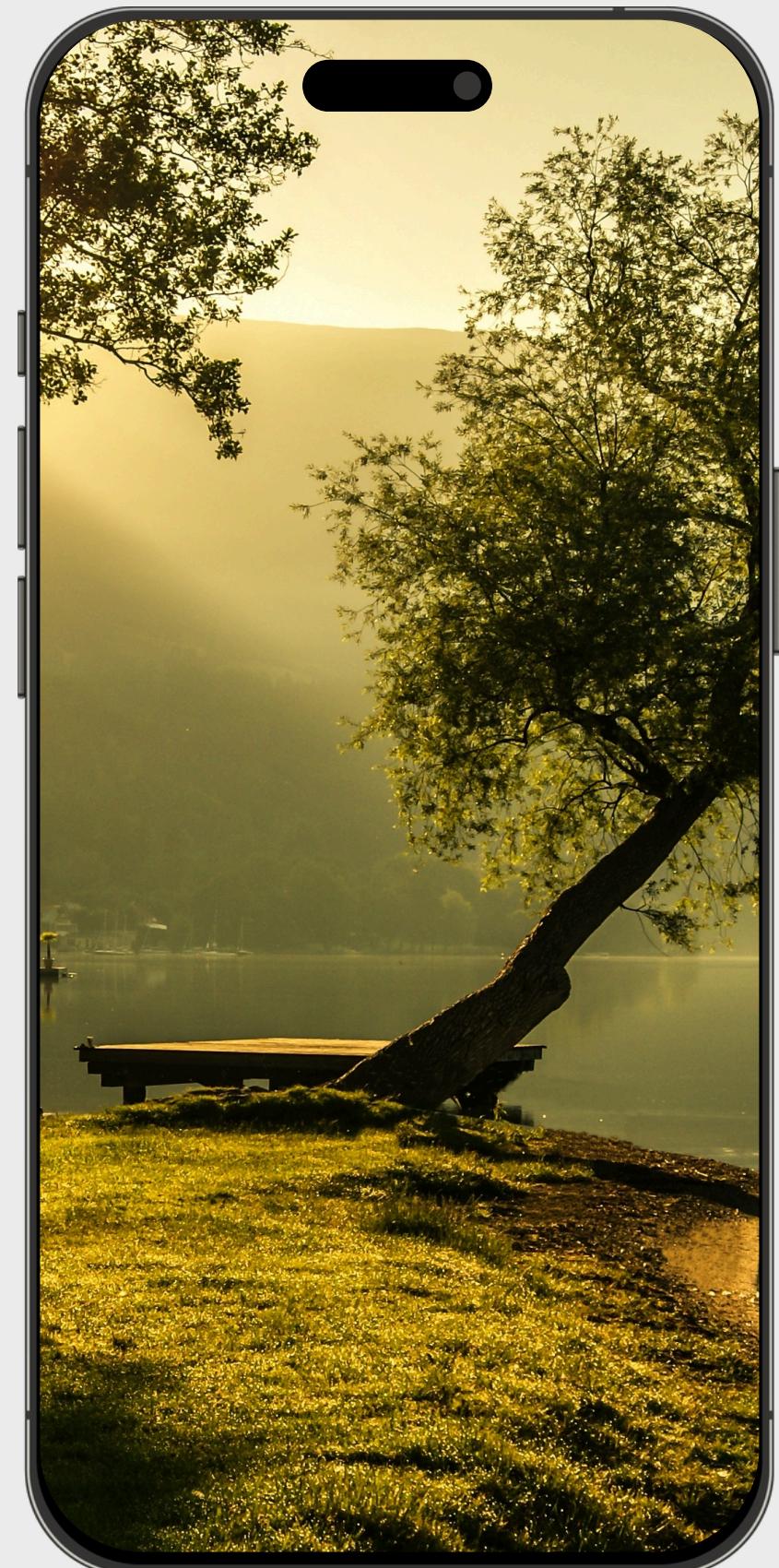
- Apple has been dominating the world of technology ever since they launched back in July 1976.
- Steve Jobs and Steve Wozniak - founders
- First iPhone launched - June 29, 2007
- First Apple Watch launched - April 25, 2015
- First Airpods launched - December 13, 2016



iPhone Culture

Innovative Success

When Apple first released the iPhone it shaped culture significance and made it huge in the world of technology. Today it is dominating the smartphone culture, while fostering user loyalty through innovation, security, and continuous updates.

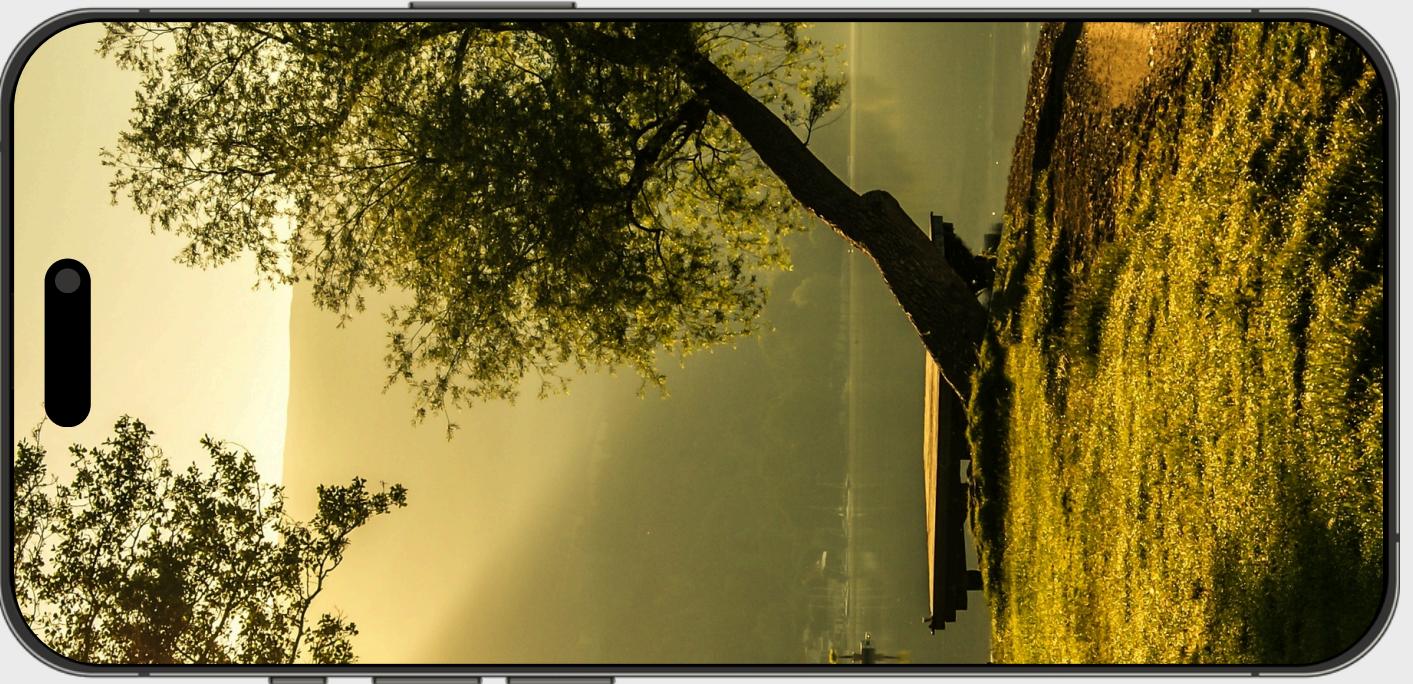


- Announced Jan 9, 2007; released June 29, 2007. Sold 1 million units in 7 weeks, sold about 2 million in the first year.
- Holds 61% of the U.S. smartphone market as of 2024. iPhone users spend more time on devices and are loyal to the company, often keeping phones for 2+ years.
- The iPhone is a groundbreaking device that reshaped technology, media, communication, and daily life worldwide.

Catalyst to the Culture

iPhone Significance

- 01** Transformed communication, work, and media consumption. Introduced features like Messages, FaceTime, and the App Store for easy access to apps.
- 02** Continually updated in size, display, features, and functionality. Over 3 billion iPhones sold globally to date.



- 03** Able to gain trust throughout the years. IOS is able to secure data recovery and privacy.
- 04** Influencers and celebrities prioritize the use of an Apple smartphone. (All over social media)

Access anything, just from your Wrists

From phone to watch

The apple watch is a smartwatch that allows one to track their health, productivity, and fitness journey.



- Announced in September 2014, and released on April 24, 2015. Sold 81.2 million units from 2015 to the end of 2024
- In the US, around 59% of smartwatch/fitness tracker users have an Apple Watch, and nearly 80% of Apple iPhone owners also own an Apple Watch.
- The Apple Watch changed the way people track their fitness goals, health, and journey.

Apple Watch is a Dominate Device in the World of Fitness

Apple Watch Significance

- 01 The Apple Watch is loved by many users in the Apple world. Its users stretch from teens and elders who enjoy using their watch for everyday task such as step tracking, fitness goals, and even health measures.
- 02 The Apple Watch works in fitness and health, but also handles communication, payments, and productivity on the daily. The watch uses voice commands with Siri and hands-off operations.



- 03 Apple gives in trust to users by allowing calls and payments from the wrist. The watch also encourages users to “Stand” and take deep breaths, making users more inclined to interact and indulge in a healthier lifestyle.
- 04 People favor the Apple Watch because it helps them reach health goals and monitor their ECG, which is perfect for those with heart rhythm problems. New models include sensors for glucose, oxygen levels, and sleep, making the watch a major catalyst of innovation for people with health issues. Loved by millions, it can even save lives with its easy-to-use emergency SOS feature that alerts police, family, or friends when needed.

- AirPods were released on December 13, 2016. Throughout the years, different generations of the earpods had been released, e.g. AirPods Pro, and later models, were released on different dates throughout the following years.

AirPods Catalyst

Better Listening

Apple's bluetooth earpods, known as the Airpods, is a significant catalyst in the world of listening to music and hearing. The AirPods are a staple in the Apple ecosystem and used by millions.



- According to analysts, Apple's AirPods holds around 60% of the global wireless headphone market, demonstrating their strong industry presence and success.
- AirPods are loved by millions. Not only are they great for listening to music with different stereo features, but Apple was able to make features that allow everyone, especially people who are hard of hearing to enjoy AirPods as well!

AirPods and their Universal uses

AirPod's Significance

Apple's bluetooth earpods, known as the Airpods, is a significant catalyst in the world of listening to music and hearing. The AirPods are a staple in the Apple ecosystem and used by millions.

01 First launched in 2016, Apple was able to target main issues and goals that people were wanting. From changing songs with a tap to hearing aid features, AirPods connected with millions in the culture. They did more than play music; Apple made it easy for people with hearing disabilities to engage in conversations in loud environments.

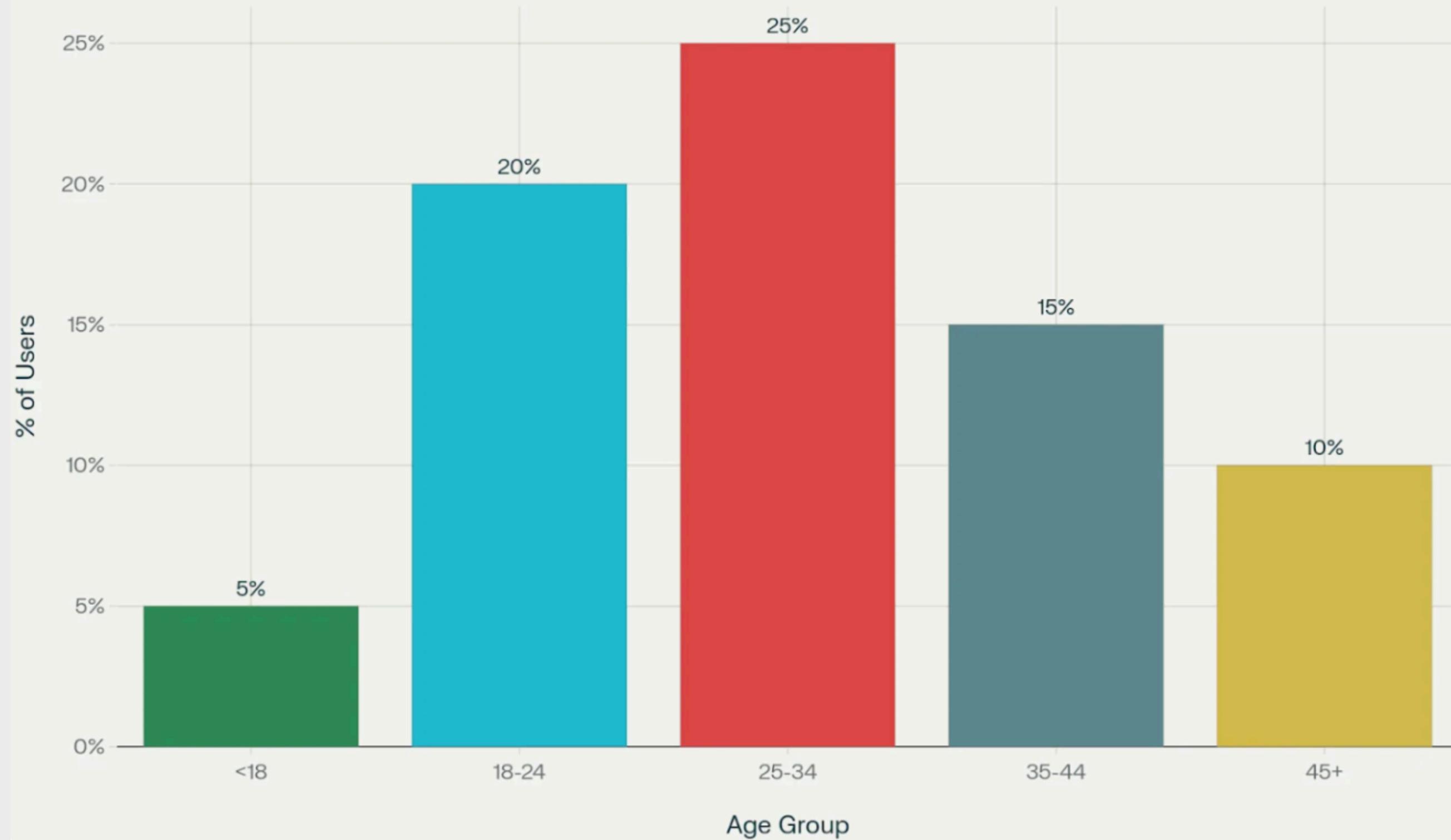


02 Apple added hearing assistance features in the latest AirPods, including transparency mode to amplify sound and reduce background noise, plus customizable audio settings for high and low frequencies.

03 The automatic noise reduction feature reduces background and atmospheric noise, prioritizing speech clarity in crowded environments. AirPods also integrate with the Health app to monitor loud noise exposure and adjust settings automatically. Another feature, Live Listen, uses the iPhone as an enhanced microphone to make conversations clearer in noisy environments.

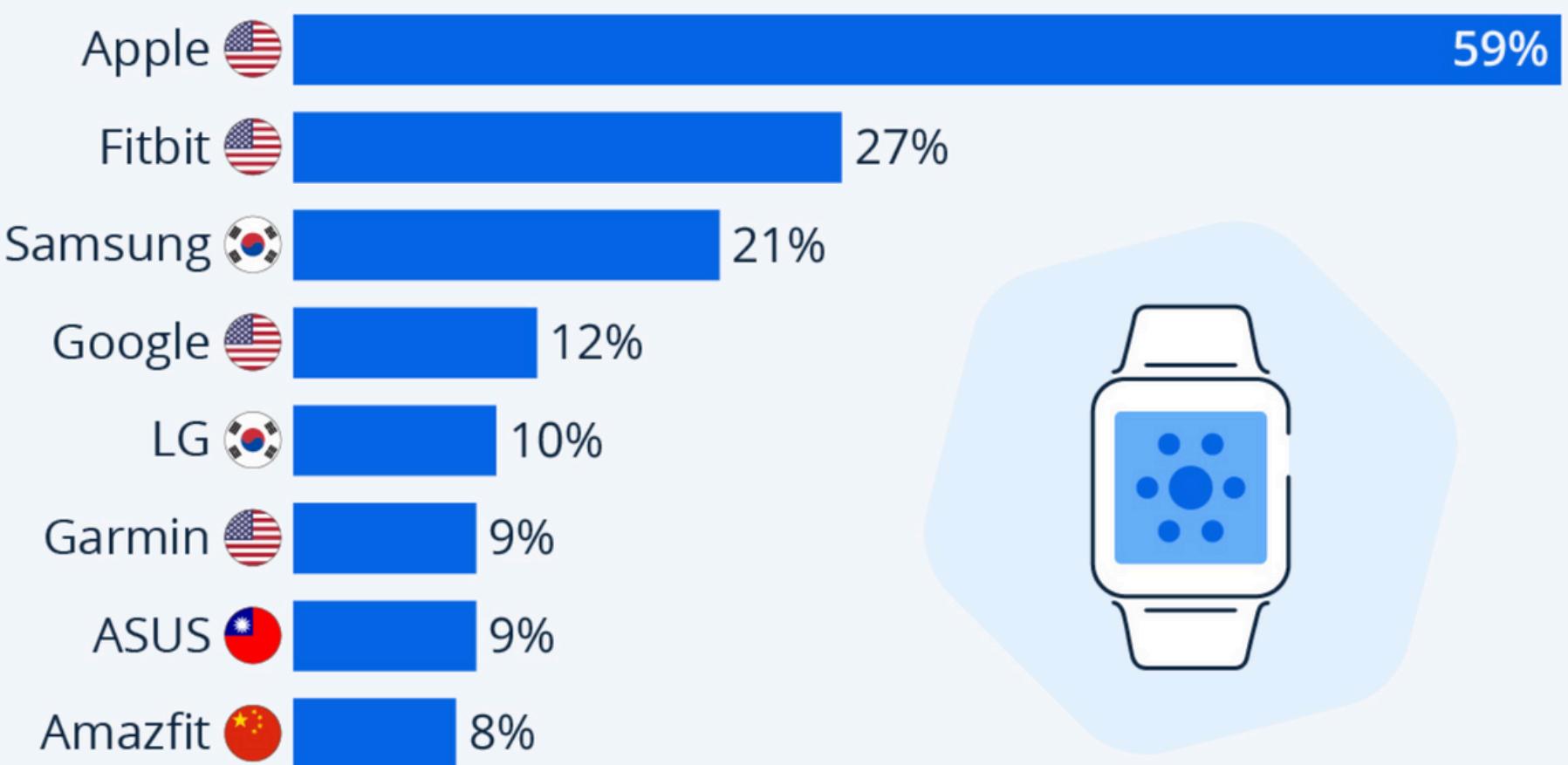
04 Another feature of AirPods is the built-in hearing test, which assesses hearing levels and creates personalized audio settings. This helps people with hearing disabilities use headphones and communicate more easily in noisy environments by reducing background noise.

iPhone User Distribution by Age Group



The Apple Watch's Popularity Is Unmatched in the U.S.

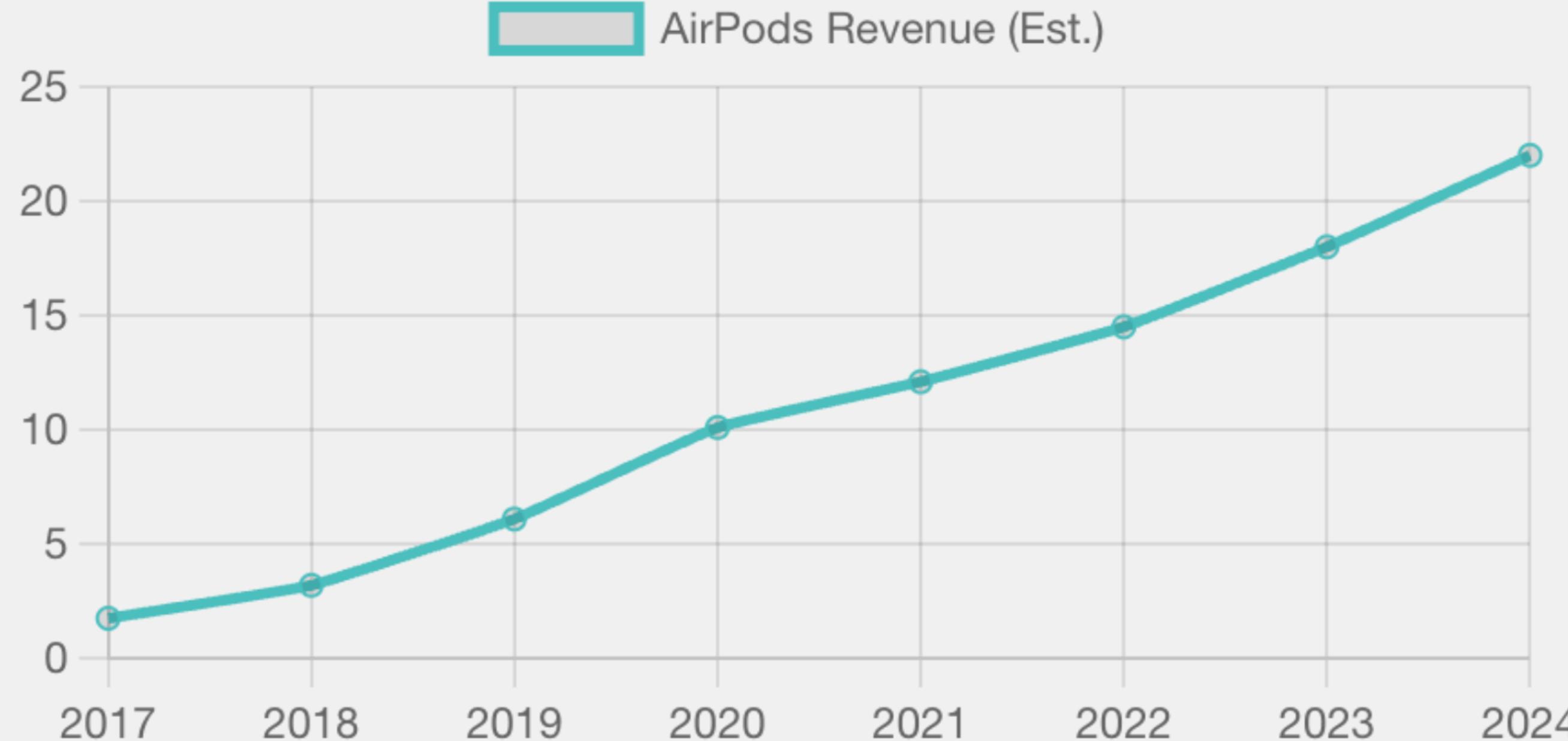
Share of U.S. smartwatch/fitness tracker users who use a device from the following brands



3,207 U.S. respondents (18-64 y/o) who use a smartwatch or fitness tracker surveyed Oct. 2022-Sep. 2023

Source: Statista Consumer Insights





Thank You

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