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Since it first introduced the Mac in 1984, Apple has been known for its innovations. The company has introduced computers, software, and devices that have changed the way we work and live. But perhaps the greatest Apple innovation of all is the company's silicon chips. These microchips are at the heart of every Apple device, enabling the company's computers, smartphones, and other devices to provide a unique and highly personal experience.

Lately Apple has been creating new computer CPU’s extending the years of innovation by the company. These processors are already changing the way that consumers are using laptops. Starting with the battery that last multiple days on a single charge due to the smaller amount of energy that the CPU uses. These processors are also able to compete with other companies top of the line chips dominating anything lower than an i9. As tradition goes Apple now calls this year’s MacBook is now the strongest to ever be released. Apple has no shortage of innovation we are talking about the company that has long been a leader in the field of innovation. The first company to introduce the trackpad, the first to launch a tablet, and the first to launch an iPhone. The company that introduced the first Macintosh, the first iPod, and the first iPad. The company that introduced the App Store, Airdrop, iMessage, The TouchBar, Apple+, Apple Pay and so much more.

The fact that people even consider the company to lack innovation helps me to realize that those same people lack innovation in themselves. When Apple wants to release a new product, they have a huge curve(s-curve) over the competition. A prime example of this is AirTags. AirTags were an immediate success based on the huge curve Apple had with it’s current tech. Having such a large variety of Apple users the product immediately had access to the data.