

# Apple Technologies Explained

## Contents

What is So Great About Apple's Design Concepts?.....	3
The Design Concepts of Apple.....	4
The Apple iPod Touch 32 GB Model.....	4
An Apple Mac – Reasons for Choosing to Own One.....	5
Apple iPhone Specifications Explained .....	6
The Apple iPhone – Why A Lot of Users Cannot Live without It.....	7
The Functionality of the Apple iPhone.....	8
The Apple iPhone – The All In One Device .....	8
The Features of the Apple iPhone.....	9
The Apple iPod Journey .....	9
An Apple iPod A Day Keeps the Boredom Away! .....	10
Apple Mac – A Graphic Designer's Best Friend .....	11
3 Great Things About The Apple Technology .....	12
Why are Apple's Nano and MP3 Players So Popular?.....	13

## **What is So Great About Apple's Design Concepts?**

There is always a reason why consumers are drawn to a particular brand of product. Apple has the record for drawing people in, and not just Americans, why?

### **Ease of use, that's why!**

You need to understand that the exterior design alone is not the only reason Apple products are still at the forefront of the world's multimedia technology. Hidden designs and also compatibility of the products software and hardware within Apple's iPod and Mac have really helped to achieve this.

Compatibility? This simply means that the users of Apple products really get to enjoy using the product and truly have a trouble-free experience. For example; the design of Apple Mac OSX offers a fast and very logical operating system, which truly surpasses Windows Vista in almost every area – No wonder the character, Carrie Bradshaw of the show, Sex and The City, preferred to write her column pieces using an Apple Mac.

The ease of use even extends to the software that is known to come with the purchase of every Apple Mac, such as Safari web browser. Safari's function does not stop at finding information very quickly from the internet, it is also known to;

- Keep up with the newest web technology
- Help to organize your data
- Assist you in distinguishing one item from another.

Apple's Safari, is known as the number one web browser in the world, and the recognition of other software from Apple such as the iLife suite applications, is to a degree because of the constant revisions. One of the great things about Apple's software specialist designers is that they never wait for things to happen first! They are constantly searching for different ways to keep developing and improving. The users of Apple Mac are always confident that their software is up-to-date.

Even the Apple iPod designers do not give it a rest! The latest design improvements include the Apple Genius, which is known to automatically create playlist of songs that effectively match the accelerometer – this makes games much more fun to play and provides the Apple iPod Nano with its 3D graphics and shake to shuffle feature

The Apple iPod touch has a very outstanding Multi-Touch screen that happens to be a major design all by itself. Multi-Touch is also used on Apple laptops too.

## **The Design Concepts of Apple**

Have you ever wondered about the design concepts of Apple? Most of the time, consumers find themselves drawn to Apple products, why is this so?

### **The Apple products sleek lines**

There is absolutely no doubt that one of the most thrilling design concepts introduced by Apple is the Unibody. This design is the enclosure for the following;

- The 15" MacBook Pro
- MacBook Air
- The new MacBook

The Apple unibody starts off as a piece of aluminium, after using computer numerical control (CNC) milling apparatus, Apple designers create a computer laptop casing designed to accommodate a keyboard, ports, track pad, interior electronics and display – leading to a robust and lightweight result. The MacBook aluminium only weighs 2.04kg (that is 4.5 pounds). So what is so great about that? Weight is a big deal for what needs to be a portable laptop that is packed with a whole lot of features! It is still a little bit heavier than the MacBook Air, which is brilliantly thin and only weighs 1.36 kg (that is 3 pounds). These two Apple laptops, along with the Apple MacBook Pro are all known to catch the eye of consumers thanks to Apple's engineering perfection and style.

The Apple unibody design really looks like a simple concept to conceive, but it is quite difficult to pull off in practice – this is the reason why a lot of laptop manufacturers are known to manufacture laptop casings from separate parts, thus allowing room for error. The Apple unibody *must* be very precise in every way or else the interior components will not fit.

Apple is known for thinking out of the box. Another fine example of this is the Apple iMac, a desktop computer famous for holding its technology behind the 20" and 24" wide screen display. The Apple iMacs casing is known to be a single sheet of aluminium, that is, aside from a compartment which is located at the bottom of the computer which gives access to memory cards. The ports of Apple iSight camera, optical slot, microphone and other inner parts are discretely incorporated. All together, they offer a very powerful computer that does not take up much space compared to other PCs.

### **The Apple iPod Touch 32 GB Model**

Apple revolutionized the MP3 player, period. Most manufacturers compete with them and have been coming up with all sorts of stuff. Apple launched its first iPod in 2001 and has received a huge response from the consumers who have bought over 220 million iPods since its launch. The iPod Touch was added to Apple's iPod family in 2008 and it is the first model to have WiFi

capabilities. This model is more like a digital media player, also known for acting like a personal assistant too. Over the past couple of years Apple has launched several generations with different capacities on to the market. iPod models are known to come in 8GB and 16GB but in 2008, Apple introduced the 32GB model. Presently, Apple has produced larger memory iPods with the following;

- Voice interactive interface
- Remote control
- Microphone
- Much faster software, that comes with head phones.

The Apple iPod Touch is also known for sharing the exact software as the Apple iPhone. These two devices look very similar and many of the same applications can easily be downloaded to both devices. The latest generation Apple iPod Touch can easily download mail, weather and news applications. This device also features music, video and pictures too. With the touch screen, users can move things around faster and easier.

The Apple iPod Touch does not have cellular access. There are other differences between the Apple iPod Touch and the iPhone. The iPhone unlike the iPod Touch has a camera and updates that are available for free. Although these two devices look so much alike, they both weigh differently due to the added features on the iPhone, which of course makes it much heavier than the iPod Touch.

You also need to know that the iPod Touch is not without its criticisms; the iPod Touch has a much shorter battery life compared to other Apple iPod models. The battery life has actually been the main concern with all of the iPod models. Another concern of the Apple iPod Touch is the fee based updates, however Apple justifies this by stating that the iPod Touch is bought out right without a subscription, while iPhone users will need to subscribe monthly and pay fees for cellular services as well as the one time fee for purchasing it.

## **An Apple Mac – Reasons for Choosing to Own One**

When people are looking to buy a new computer, whether for work or home use, they tend to opt out of buying an Apple Mac. Choosing an Apple Mac is perhaps one of the most wonderful computer investments you will ever make. There are a lot of companies that offer them at very affordable rates; comparing prices will of course save you a lot of money.

There are a lot of people who later decide against purchasing an Apple Mac because they are a little bit afraid that they may not be able to conveniently connect with others, because they erroneously feel that a Mac is not compatible with other systems.

You will discover that one of the biggest problems faced by people, who would love to buy a Mac to replace their computer, is that they are unsure as to whether they will be able to

conveniently transfer data from their old computer to the new one. This is certainly no longer a problem; Microsoft has now allowed their “Office Programs” to be effectively applied to Apple Macs.

Users also have the opportunity to conveniently access other types of popular software programs too. These days you will discover that Apple Macs also come with these three;

- Adobe Photoshop
- Access to iTunes
- MSN Messenger

If you find out that there are certain files you have on your old PC and your Apple Mac does not seem to have the application to use them, fret not. There are lots of programs which are available that can assist you in transferring the files that are quite common for different types of computers to your Apple Mac, utilizing the right type of application.

You need to understand that there are certain programs i.e. Microsoft Publisher (which usually does not allow users to convert their files into an Apple Mac format) – thankfully, Apple has corrected this problem. These days, all the Intel based Apple Macs will allow users to boot up directly into MS Windows and allow users to make the required changes from Microsoft Publisher into an Apple Mac Application instead.

So you see you can get an Apple Mac, not only because it is beautiful and lightweight, but because it will meet all of your requirements whether you are using it at work or at home.

## **Apple iPhone Specifications Explained**

Here is the Apple iPhone specification explained for your understanding:

- Storage Capacity: 4 gigabyte (GB) or 8GB
- Screen Size: 3.5 inches
- Input Method: Multi-Touch
- Screen Resolution: 320 x 480 at 160 ppi
- Operating System: OS X
- Wireless Data: WiFi
- Camera: 2.0 megapixels
- GSM: Quad-Band - MHz: 850, 900, 1800, 1900
- Dimensions: 4.5 x 2.4 x 0.46 inches
- Battery Life: Lasts up to 5 hours talking, video and surfing the web, Lasts up to 16 hours audio playback
- Weight: 4.8 ounces (135 grams)

## **The Apple iPhone – Why A Lot of Users Cannot Live without It**

A lot of people patiently awaited the arrival of the Apple iPhone and since its launch it has really proven to be worth the wait. The iPhone is famous for helping users make calls, listen to music and for being easily sync-able. The latest Apple iPhone has a thin, excellent looking design and also has a touch screen that beautifully showcases your videos and pictures. Apple iPhone is truly loved by a lot of its users.

People who really want to own one of these will notice that this phone lacks the usual control buttons found on other phones, the whole dialing of numbers, typing text messages and so on, are done on the phone's touch screen. One could actually say that the Apple iPhone is three devices all packed into one:

- i. A cellular phone
- ii. A wide screen iPod with a touch control feature
- iii. An internet connection

The Apple iPhone is a beautiful device that will serve you well. It is one device that makes a truly perfect gift, because it is not just a phone, it is also the following;

- Video player
- Music player
- Internet connection device
- Camera

Here are some Apple iPhone features that will blow your mind

- Quad-band world phone support – this is one feature that users especially love
- 2 mega pixel still camera
- Stereo Bluetooth
- Speaker phone
- WiFi capability
- Safari Web Browser
- E-mail

Although this phone only has a memory capacity of 8 megabytes (MB) and does not have 3G support or even wireless downloads, you are sure to find it a superb piece of technology, by simply holding it.

The Apple iPhone device is known to be dominated by a huge 3.5 inch display. You will also find in this device; an iPod; video and music player; and Google Maps integrated support. Users will also be able to easily scroll through all of their songs, albums, play lists and artists, just by flicking their finger. An Apple iPhone can also help users make a call when they touch a number or name of a person that they wish to call. All of the contacts from your computer or internet device are automatically synced with the Apple iPhone.

## **The Functionality of the Apple iPhone**

The Apple iPhone has a 3.5 inch touch screen display which was specifically designed for use with just your hands – please be informed that the touch screen simply rely on bare skin touch so you really do not need a stylus. Users can easily input text with the iPhone, which uses a virtual keyboard, thus allowing the user to rapidly and conveniently input their text. The iPhone's virtual keyboard has all the necessary functions that you should expect using a phone like this such as:

- Automatic spell check
- Dictionary
- Predictive text etc

A really key feature of the Apple iPhone's functionality and navigation is the scroll feature. This is actually similar to the Apple iPod scroll wheel, the iPhone's movement easily allows you to quickly and conveniently move through the phone's menu. Using the wheel is really easy, all you have to do is to slide a finger over the display – please note that the faster you spin, the faster the item is navigated through.

## **The Apple iPhone – The All In One Device**

Everyone on the face of the earth knows that the Apple Mac has firmly secured its place in the in the computer market and has taken a firm foothold in the music world, thanks to the Apple iPod. Typically when people hear the word the Apple Company name, the first thing that springs to their minds is the Apple iPod, but thanks to the Apple iPhone, the company is also recognized for producing a top quality phone.

Even before the launch of the Apple iPhone, a whole lot of people have made plans to purchase one, no matter how much it costs. A whole lot of people waited right in front of the Orange stores in order to get a first view of the Apple iPhone and as much as 8,000 Apple iPhones were bought by people on the first day of its launch. Even despite the steep price tag associated with the iPhone, the obsession of owning an apple iPhone is yet to wane. The Apple iPhone is a beautiful sleek phone, and it is known to have the very latest technologies set in it. An Apple iPhone is all the following:

- A digital camera
- An iPod
- A high speed internet browser
- A personal digital assistant.

The multimedia of the Apple iPhone is known to be extremely remarkable. It has a superb performance in-built mega pixel camera, the Apple iPhone can easily capture beautiful images

with really great accuracy and clarity as well. If used as a business phone, the Apple iPhone is definitely not at all far behind, it is known to work superbly as a personal assistant and is known as an excellent communicator. It can allow the users to quickly view documents in different formats such as Excel, PDF and Word. The iPhone is also known to be scratch resistant and is very user friendly. It has a touch screen that enables the users to easily operate the different functions with the help of just a single touch.

Agreed, an Apple iPhone is quite pricey but it is also available with a lot of phone deals. The users of this phone always have nothing but nice things to say about it because it is not just any ole phone, it is three devices all rolled into one device. You can listen to music, watch videos, surf the web, take pictures, record fun activities etc all on the go!

### **The Features of the Apple iPhone**

The Apple iPhone of course has all the other features found in other standard cellular phones such as:

- Caller ID
- Conferencing
- Call merging
- Call holding
- Email and so on

The Apple iPhone also includes a built-in camera which is 2.0 mega pixel, this camera will not only offer you the opportunity to take beautiful pictures, it also offers you the opportunity to video fun activities as well using the software provided during purchase, you can easily transfer the images to your computer and share with family and friends.

The Apple iPhone is indeed one of the world's finest phones and a lot of users will really find its features truly superb. This phone is truly a very good investment, especially for people who want to still carry on their business on the go.

### **The Apple iPod Journey**

The Apple iPod was launched on October 23rd 2001 and has since changed the way we listened to music. You will of course notice that Apple also offers new and more advanced iPods constantly. Thanks to iPods we no longer have to deal with lugging stacks of albums, CDs, MP3s or tapes around in order to listen to our favorite sounds. Even if you are the biggest fan of music from yester-years, you can still have your sounds loaded onto your iPod without fuss, all you have to do is go online and get the information.

### **The technological journey of the Apple iPod**

### 1. The iPod Classic

The very first Apple iPod that was launched, was later known as the “iPod Classic” and was quite large and bulky, it was also capable of high capacity storage. This device was famous for its large color screen, and was also capable of video playback. The newest Apple iPod classic is known to have mammoth sized storage capabilities of 80 gigabytes (GB) or 160 gigabytes (GB) and a pretty good battery life to boot. The Apple iPod classic is also known to be much more bulky compared to other models because it uses a hard disk in order to provide huge storage capacities in a handy music device.

### 2. The iPod Shuffle

The iPod shuffle is basically the iPod without a screen and was designed for entertainment during exercise workouts, thanks to its weight. The 2nd generation iPod shuffle worked using flash memory and could conveniently store up to 500 songs. The 3rd generation iPod shuffle is a much smaller device, with a slim body and control buttons found on the wire of the headphones. Now Apple shuffle iPods can store more than a thousand songs and you would not even know that the device is in your pocket.

### 3. The iPod Nano

The device from Apple is not only capable of playing music; it can also be used for video playback and comes in a pretty neat, light weight and small body. It also provides storage capabilities of 8GB or 16GB and comes in very attractive colors with lots of interesting features.

### 4. The iPod Touch

This device is operated through a touch screen and is capable of the following;

- High storage capacity
- Music
- Games
- Television shows
- Full length movies

## **An Apple iPod A Day Keeps the Boredom Away!**

Thanks to the Apple iPod, the way we listen to our favorite music on the go has totally changed. A couple of years ago, people who jogged to the beat of their favorite music would have to carry extra weight on them in order to listen to that motivational beat! The Apple iPod has helped users get rid of all sorts of external storage devices, such as CDs and tapes and has given them the wonderful convenience of loading all their favorite sounds directly onto an extremely portable device. There is certainly no doubt as to why the Apple iPod quickly gained tremendous popularity. Almost everyone listens to music on the go, or to combat boredom while

doing the dishes, walking to work, waiting at the most boring reception on the face of the earth, traveling etc.

### **The Apple iPod Convenience**

From having the ability to quickly sync and play music to the great storage capacities, the Apple iPod provides a lot of exceptional conveniences and has reached technological advancement. iPods are available for various types of uses , for instance; the iPod shuffle is for those who need an exercise companion; Those who desire a high capacity travel companion should try the iPod Nano. You no longer have to worry about lugging around your collection of CDS, MP3s and tapes in order to listen to your favorite sounds. Even if you are a lover of old school sounds, you can have them stored on your iPod and listen to them at home, or on the go.

### **The Technological Journey of Apple iPods**

The first Apple iPod was launched on 23rd October 2001 and since then, Apple iPods technological advancement has been waxing stronger – with fresh and much more advanced models being released on the market constantly. You need to understand that there are a few basic models of the Apple iPods, and the technological advancements that were made in them are greatly defined by their increasing generations. This is the reason that you may have heard of a first generation iPod Nano or a third generation iPod shuffle. You also need to understand that every growing generation of an Apple iPod will indicate the technological advancement in the following;

- Looks
- Capacity
- Features

### **Apple Mac – A Graphic Designer’s Best Friend**

It is very common to find that top graphic designers and advertising agencies use Apple Macs. Even though a lot of people in the country are using PCs, the Apple Mac still holds its own against all odds.

#### **Why?**

An Apple Mac is known to Work a lot better;

- The operating system of the Apple Mac is 99% resistant to all types of known viruses and so rarely becomes infected.
- An Apple Mac can *never* be cloned! An Apple Mac is simply an Apple Mac, period.
- The Apple Mac is also known for handling very large and quite complex graphic files, far better than a PC.

- Apple Macs are known to be a lot more reliable than PCs.

A lot of companies believe that PC programs, such as PowerPoint, Word, Publisher, Excel and so on, are great for offset printing; the truth is that they are really not. Why? These programs are really good for low resolution output to PC screens, copiers and network printers, but when you attempt to process them through an image setting equipment that is used for high-end offset printing, the result is something you would not want a third party to see.

Most graphic designers have experienced the following problems in the past;

1. The colors from any MS software are produced in red, green & blue (RGB) and not in cyan, magenta, yellow & black (CMYK). This of course, is really not suitable for process printing for a 4 color. While the file can be converted, the color quality will suffer.
2. The page size in United States software is totally different to Austrian sizes and there are always text flow formatting issues.
3. The graphics that are created using MS software are usually low resolution. This means that when they are printed using the offset method, the result is highly pixelated graphics.

In order to avoid these problems, the best thing to do is to ensure that you invest in an Apple Mac – this is of course going to help you avoid wasting both your money and your time.

You also need to understand that a lot of die-hard printing companies and graphic designers are known not to take anyone who uses a PC to create artwork files seriously. A lot of experts in this field advise that graphic designers invest in an Apple Mac.

### **3 Great Things About The Apple Technology**

Let's take a look at the three great things about Apple technology;

#### **1. Apple Is Concerned About The Environment**

Apple designers do not just think up great designs, they also think about the environment while they are at it.

- The Apple LED backlighting used for displays does not contain mercury
- All the components are free of brominated flame retardants (BFRs)
- The internal cables do not use PVC

Apple is a company that strongly promotes recyclable qualities, arsenic free glass and aluminium that are known to consist of the Apple iPod and Mac casings. They have also significantly cut back on the type of packaging they use.

The efforts made by the company are truly considerable and are still developing from product to product. Among the numerous acknowledgements are the granting of Energy Star Status for the Apple Macs, this is due to their energy efficiency and electronic products environmental assessment tool (EPEAT), gold ratings for the Apple MacBook Air and MacBook Pro.

So, as you can see, environmental concerns sure play a really big role in Apple design concepts. A lot of companies are beginning to follow the example set by Apple.

So for those individuals who are very passionate about saving the environment, be assured that you are also helping to save the environment when you purchase Apple products.

## **2. Innovative Products**

Innovation is one of the key factors when it comes to Apple design concepts. Innovation is no doubt fundamental to Apple's existence as a leading electronics company in the world of technology. There are a lot of companies known for copying other companies' technological advancements, but Apple is regarded as an innovator, period.

Apple products are:

- Great to look at
- Easy to use
- Respective to the environment that we live in

## **3. Great Accessories**

As an iPod user, you will of course discover the number of great accessories that go along with it. Additionally there are applications that can make listening to music a really wonderful experience. iPod users have the opportunity to shop on the internet for their favorite music, games, podcasts, television shows, and videos through the Apple iTunes store. Once a purchase has been made, items can be synced with the iPod effortlessly.

Apple products are designed to make life a whole lot easier and more fun too!

## **Why are Apple's Nano and MP3 Players So Popular?**

It really does seem that portability is one of the biggest words in our society these days, which is why a lot of things seem to come, wrapped up in teeny packages. Portability is certainly very common among almost all music and video lovers. These days, music and video lovers simply love that they are able to carry around their favorite music and videos wherever they go. They can have a great time listening to their favorite music and videos and sharing them with their family and friends. It is safe to say that the Apple iPod Nano is the most popular of the MP3 devices in the world today. There are a lot of technological advancements produced by other top companies in the world but Apple does not only eat the cake, they actually baked the cake!

Many of today's music and or music recording devices, have created the need to have special accessories to go with said devices; from special headphone ear buds to top notch speaker systems. Apple have provided many people the opportunity to watch their favorite videos and listen to music on the go, not every electronics company has been able to develop a device to provide you with a variety of listening and viewing capabilities.

The Apple Nano has really come a really long way since it was first introduced just a few years ago – when they were designed for listening to MP3s. The new iPod Nano has capabilities such as:

- Video sharing
- Video recording
- Playing MP3's

This Apple device also has new advances in music playing capabilities, such as genius playlists and genius mixes which are known to provide users faster and much easier ways to find their favorite music and customize mixes that really fit their listening style. If you sync this device with your iTunes software, this will result in having the best possible music playlist and mixes at the touch of a button. That is why a lot of people cannot live without these devices.

The truth is that, Apple iPods are really not the only MP3 devices on the market using advanced technology, but Apple are at the top of the list of most consumers because they are able to keep up with ever changing developments in technology.