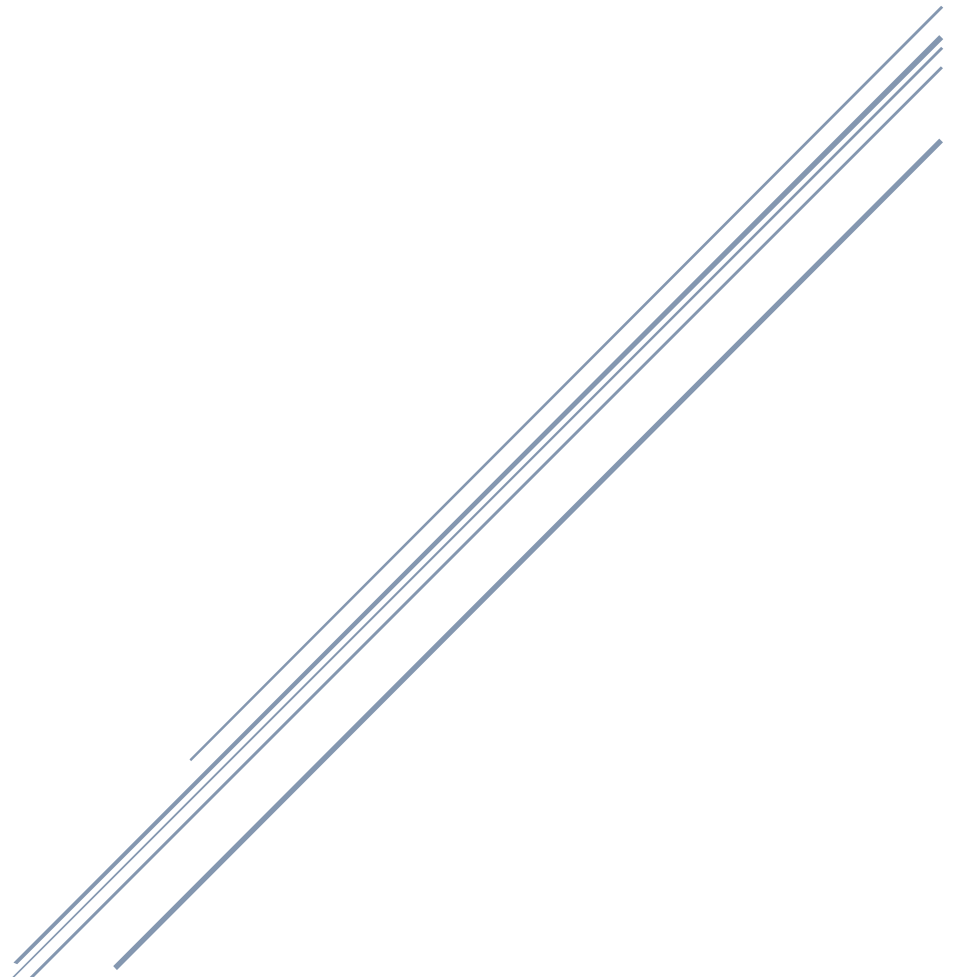


Mac OS

History, Present and Future



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Abstract

This research paper was written in order to investigate the Apple's Operational system and Mac's history, present and future. Apple's products and OS were compared to Microsoft OS, where both' OS features were evaluated and described in order to find out which company will have a brighter future. Furthermore, the paper points out the features of Apple products and the OS compared to the OS of Microsoft and Google Chrome. Lastly, describe sits impact on personal, social, political, or business life.

Thesis statement

Apple's theory of non-programmed software decision ensured them brighter future than any other software system.

1. Apple Computers

Apple is huge world wide company that produces the digital gadgets, such as Macs, iPod, iPhones and iPads; and is based in Cupertino, California.

The company was created in 1979 by Steve Jobs and Steve Wozniak. They created the first personal computer – Apple II, which was Apple’s second product.

In 1984 they introduced The Macintosh – the modern graphical user interface. After the company expelled Steve Jobs in 1985, the company started to struggle. In 1997, when Steve Jobs has returned back, the company was small step to a bankruptcy. Thanks to the Jobs’ idea of creation of the iPod in 2001, the iPhone in 2007 and iPad in 2010, the company has healed and earned almost 40 billion dollars in profits in fiscal year 2014.

Unfortunately, in 2011 jobs died from the pancreatic cancer. Since that time, Jobs’ vice – Tim Cook, is the leader of the company. According to Vox: “Apple’s success is due in large part to its obsessive focus on the user experience. Apple is designer-centric company that like to build all parts of products – hardware, software and online services – itself.”[Voxnd] That is the main reason why Apple has built one of the most elegant and user-friendly products that were ever created [Voxnd].

2. History of Mac

If we look at the history of Mac, there are exactly 16 products that has been innovated and updated since the first Mac was introduced.

The first 128K Macintosh was introduced in 1984, “first via an unforgettable Super Bowl as evoking George Orwell, and insinuating IBM as Big Brother, and then two days later with a formal introduction on stage in Cupertino.

In September 1984, the second product – Macintosh 512K, also called as “Fat Mac” was introduced to the market. This Macintosh 512K included upgraded memory and internals.

The third product was Macintosh Plus, which arrived in 1986. Unfortunately, Macintosh Plus stuck around for 4 years until 1990, when it was discontinued.

Macintosh SE was the fourth product of Apple and arrived in 1987. Year later was supercharged SE/30 lands, together with a faster 32-bit 668030 CPU.

Before the 1990 Apple started to expand its Macs, by introducing the budget-priced LC, and created Mac IIsi.

Mac Centris 650 (68040-powered) and Mac Quadra machines were introduced in early 1990s. By this time, the Mac models started to look like the desktop or tower PCs with separate displays that we know today.

In the middle of 1990s was created Mac Performa 5200, which was one of the better standouts product lines, that were “all-in-ones” like this PowerPC-equipped 5200.

From 1991 to 2006 was created the PowerBook line. One of the products is PowerBook Duo 210 which was introduced in 1992. Its size was specially made accessory dock for desktop use with an external monitor.

In August 1998 was the first real example of an Apple products introduced – Bondi Blue iMac G3. Later, candy-colored version of the iMac was introduced. It has faster processors – 333MHz together with similar designed iBook laptops. Those came with new feature called 802.11b Wi-Fi.

In September 1999 Apple introduced a brand new, clear and grey G4 tower – Power Mac G4. This was really close to the selling of 15-inch flat-panel LCD monitors at high prices.

Three years later, in 2002 Apple introduced the eMac, which was desktop line designed specifically for education. It had 17-inch flat CRT and 700 MHz PowerPC G4 processor.

Currently, the lineup of Apple Macs – such as MacBook Pro – was used for education instead of eMac from 2002. The newer product that was introduced after MacBook Pro, was MacBook Air – which is slimmer and lighter compared to MacBook Pro. The last product that was created was Apple iMac, which is in size of 21.5- and 27- inch iMac desktop [Alb14]

3. Apple products nowadays

The newest product that Apple has created was updated the old version of MacBook Air. This MacBook Air is according to Apple: “Light. Years ahead.” [Appnd]. The newest MacBook Air is only 13,1mm thin, weights only 2lb (907,1 grams), has 12-inch retina display and battery life is up to 10 hours.

MacBook Air is: “Now equipped with seventh-generation Intel Core processors, MacBook is snappier than ever. From daily tasks like launching apps and opening files to more advanced computing, you can power through your day thanks to faster SSDs and Turbo Boost processing up to 3.6GHz.” [Appnd].

It has seventh-generation Intel Core m3, i5, and i7 processor together with 14-nanometer process technology. Also, it has up to 20% faster performance and up to 3.6 GHz Turbo Boost processing.

Nevertheless the MacBook Air is really tiny, it has impressive capacity to store the files and run the applications on a daily basis with up to 16GB of 1866MHz LPDDR3 onboard memory and up to 512GB of SSD storage [Appnd].

4. Theory of non-programmed software decision

The non-programmed decision that has Apple made, was not license their operating system and software. This decision was made mostly because they realized that they have

created their own operating system which will eventually ensure them leadership status on the market.

In 1985, Bill Gates, founder and owner of Microsoft Corporation, suggested o Apple that they should license their software the same way as Microsoft licensed Windows. Apple did not want to license their operating system OS X. Apple rather started to focus on creating the kind of software, that would have specific hardware and also would integrate better. That is one of the reasons why MacBook's battery and trackpads features are better.

Microsoft have made the opposite decision and therefore, they decided to license their operational system. Basically, they have made their operating system and software available for other computer companies. According to Techradar, Microsoft has built their business only thanks to licensing their operating system to as many computer companies as possible. "As of today, OS X has around 5% of the total PC market while Windows has over 90%. The total PC market is between 800 and 1 billion PCs, meaning that, well, Microsoft has a much larger footprint than Apple." [Sla16].

If Apple would have used the same strategy as Microsoft – license the operating system and made it available to the third part, the story would be now different. Licensing the Apple's operating system would have a huge impact on pricing of their products. Moreover, they would also have to compete with the cheaper computer alternatives, such as Dell, HP, ASUS and so on, and therefore they would have to lower their prices, which are normally pretty high.

On the other hand, if Apple would have license their operating system, it would mean that around 400 million computer companies would applied Apple's OS to their products, and therefore the numbers would be: 50/50 percentage between Microsoft and Apple. Meaning that footprint of Microsoft's and Apple's software would be equally distributed in the world [Sla16].

To point out which company's OS would be more profitable, according to Max Slater-Robins: "Microsoft's financials are made up, in part, by licensing that get sold to OEMs. In 2015, the company made 10 billion dollars from this arrangement. Apple, however, made around 25 billion dollars from the Mac in the same period." [Sla16]. With looking at these facts, we can assume that if Apple would have made the same decision as Microsoft, which was to license their OS what is being sold by OEMs, it would not be Microsoft, but Apple who will have bigger profit from the business, and who will be spread all around the world.

5. The operating systems and future

When it comes to the OS and their future, nowadays there are 3 rivals that are competing with each other, and so: Apple (iOS), Microsoft (Windows 10 Cloud) and Google Chrome (OS).

In 2015, Apple introduced 12.9-inch iPad Pro with the same operating system as the MacBook has, which is very powerful and very capable, so iPod can be replaceable for a computer. Non of the mentioned above companies has not created this kind of computer yet. "Big advantage for the iPad is simply that it's good hardware running an operating system that was designed for." [Boh17].

Moreover, Apple "have several huge advantages over their two competitors. Several million advantages, in fact, and they're called iPad apps." [Boh17]. Compared to Android and Windows – App Store – which still have some drawbacks.

Even though that Apple has its strong hardware and well running software, in the future of education has one paucity, where Google Chrome has become a leader. Google Chrome's operating system is world widely distributed in educational technical system. That is because, the Google Chrome's operating system created the "multiuser support" which means that students are able to log in into the school computers, but every student after

logging in with their student number will see only that one student's document, and not other who has logged in and out of the school computer before him/her [Boh17].

Nevertheless, Apple is aware of its drawbacks, they have created the "multiuser system", however the final version of it has not been released yet, and therefore is not applied in real life yet.

6. Impact on personal, social, political, or business life.

The technological growth has risen in several past years which has impact on all, personal, social, political and business life spheres. People nowadays use technology devices in everyday life. Not only on personal spheres, but mostly in businesses. Organizations and computers are tightly linked together and that's why it is extremely important for business to choose the best products for their company with the best features of devices.

One of the advantage of using computer technology in businesses is speed [Glend]. The communication between workers and colleagues itself, between employer and employees, and also between employees and customers of the company, is much faster.

In personal life sphere, we could notice that people tend to buy new products just because they are new. Therefore, we can say that technological improvement and growth has a huge impact on people and their lives.

The demand for Apple's products has always been great, and greater than any other technology product, because of their appearance, design and features. This year, the iPhone X has been introduced, and according to Forbes: "iPhone X supply has not caught up the demand." [Jon18].

7. Conclusion

From these realities, we can assume that even though the Apple Computer's do have some drawbacks – more specifically one drawback which they are trying to improve and

apply in the educational sphere – the features of their products are better than any other technological device. As mentioned before, “Big advantage for the iPad is simply that it’s good hardware running the operating system that was designed for.” [Boh17]. Moreover, demand for Apple products is greater than for any other product, nevertheless the Apple has not licensed their OS.

People are willing to pay more for the quality products as proven in this paper, and therefore we can say that Apple is one of the most valuable company in the world, which has ensured their bright future thanks to their great features and operating system.

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