



SANDIP FOUNDATION'S
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COMPUTER SOCIETY OF INDIA
STUDENTS CHAPTER (IO1893)



THEME TOPIC

Apple Inc.

Apple Inc. is an American multinational technology company which is considered one of the **Big Four** of **technology** along with Amazon, Google and Facebook.

The company's hardware products include the **iPhone** smartphone, the **iPad** tablet computer, the **Mac** personal computer, the **iPod** portable media player, the **Apple Watch**-smartwatch, the **Apple TV** digital media player, and the **HomePod** smart speaker. Apple's software includes the **macOS** and **iOS** operating systems, the **iTunes** media player, the **Safari** web browser and its online services include the **iTunes Store**, the **iOS App Store** and **Mac App Store**, **Apple Music**, and **iCloud**.



SEPTEMBER 2018: THEME

Journey of e-Giants

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Apple was founded by **Steve Jobs**, **Steve Wozniak**, and **Ronald Wayne** in April 1976 to develop and sell Wozniak's **Apple I** personal computer. It was incorporated as Apple Computer, Inc, in January 1977, and sales of its computers, including the **Apple II**, grew quickly. Apple went public in 1980 to instant financial success. Over the next few years, Apple shipped **new computers featuring innovative graphical user interfaces**, such as the original Macintosh in 1984, and Apple's marketing commercials for its products received widespread critical acclaim. In 1985, Wozniak stepped away from Apple, while Jobs resigned and founded a new company—**NeXT**—with former Apple employees which got merged into Apple again in 1997. When Jobs regained leadership in Apple again he began to rebuild Apple's status, opening Apple's own retail stores in 2001, acquiring numerous companies to create a portfolio of software titles, and changing some of the hardware used in its computers. The company returned to profitability. In January 2007, Jobs renamed the company Apple Inc., reflecting its shifted focus toward **consumer electronics**, and announced the **iPhone**, which saw **critical acclaim and significant financial success**. In August 2011, Jobs resigned as CEO due to health complications, and Tim Cook became the new CEO. Two months later, Jobs died, marking the end of an era for the company.

Apple is well known for its size and revenues. Its worldwide annual revenue totaled **\$265 billion for the 2018 fiscal year**. **Apple** is the **world's largest information technology company by revenue** and the world's **third-largest mobile phone manufacturer** after Samsung and Huawei. In August 2018, Apple became the first public U.S. company to be valued at over US\$1 trillion subscribers, which is 100 million worldwide. The company also has a high level of **brand, loyalty** and is ranked as the **world's most valuable brand**. Apple Inc. is known both for **excellent quality and elegant designs**. Most important focus areas at Apple are **continuous innovation and product quality**.

NEWS OF THE WEEK

GOOGLE ASSISTANT IS ALL OVER CES 2019

As the tech world scrutinizes the Consumer Electronics Show (CES) 2019 in Las Vegas, Google is leaving no stones unturned to showcase its Assistant, making big announcements. Soon, Google Assistant will be your friend, philosopher, and guide owing to its new features and integrations. Let's take a look at what Google Assistant will do next:

1) Personal translator in your pocket: Soon, Google Assistant will soon work as your personal interpreter and you won't have to worry about communicating in a foreign language anymore.

Travellers will find the new addition pretty neat as the assistant will act as an interpreter, and will initially support 27 languages.

2) Integration of Google Maps: Google Assistant is now integrating with Google Maps. Soon, the users will be able to ask Google Assistant to show Map information to their friends. It will respond to text messages, search for places along the route and add new destinations. It will even auto-punctuate the messages you relay.

3) Google Assistant Connect: Google Assistant Connect is a platform for manufacturers to connect existing smart home platforms to connect to new device types. For instance, the e-ink display which shows the weather and calendar. Now, the device could make full use of Assistant Connect to show content from a smart speaker already present in the house, allowing the device to be inexpensive. Manufacturers will be able to gain access to this later in 2019.

E TOON

Why Laugh Alone?

