

Despite hardware inventions, Apple is still being pulled back by software

That is the judgment of leading Apple analyst.

The latest iOS and macOS versions make both Apple and users 'crazy' for having lots of bugs and security holes, causing the Apple to reconsider its strategy, paying more attention to stability and reliability. reliable of the product.

According to analyst Ming Chi Kuo, from KGI Securities, it is the problems in this software that have pulled Apple backwards, despite how good the invention is in hardware. The competition with Cupertino's opponents is extremely difficult.

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An example Kuo offers is that Chinese phone maker OPPO is trying to beat Apple in the augmented reality race, even though Apple is the leader and has launched ARKit first. "The cases in which we find Apple's software are very bad while the hardware continues to grow, showing that their software and hardware integration strategy has not yielded good results," Kuo said.



Hardware and software can not be integrated effectively when the two sides are disproportionate

'Since the launch of ARKit nearly 1 year ago, there has been no significant AR application on iOS. The AR version of Honor of Kings not only runs on iPhones but also on OPPO's phones, showing the advantage of being ahead in Apple's AR has been significantly reduced by OPPO. '

Apple can't keep up with its rivals

Kuo argues that the evidence that OPPO is trying to compete with Apple is Honor of Kings, the AR game that runs not only on the iPhone but also on many popular OPPO phones. This makes the game very welcome in China and currently has more than 200 million players globally.

'We think Apple's effort in the field of AR should bring more AR applications to the market before Android, with jobs (1) launching AR ARKit development tool before Google (2).) customizing the system on SoC chips (including CPU and GPU) and (3) customizing the rear camera '.

Apple must have realized how much it is "dragging" in the software segment and focusing more here. Upcoming iOS and macOS versions promise to be more stable, safer, avoid unnecessary problems like last year.

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