

Looking back at Apple 2017

It's hard to judge this year's Apple without mentioning unhappy things.

The article is in the 2017 summation series of technology giants in the world. Invite readers interested in following this series here Looking back at the year 2017 of technology giants in the world.

If you are only interested in Apple products, but you do not recognize them as a company, it may not be enough. This year, it is impossible to separate their technology products from corporate culture and people working here.

2017 is the year when technology shows off its bad sides. According to Wired's journalist Erin Griffith, it was the year when technology workers became villains. That is the year that we expect technology companies to bring better things, but the results are failures.

It's hard to judge this year's Apple without mentioning unhappy things. The good news is that this year Apple has made some progress in its products. At least they did not get involved in the political scandals of another big man.

Even so, they still have many things to forget. Most recently, Apple admitted to releasing iPhone software updates to slow down, compensate when the battery is old. This makes iPhone users many years still suspicious now forced to confirm the truth, though not very happy. Certainly this affects the trust of users.

1. Apple was sued for deliberately slowing down the iPhone, tangled even more tangled
2. Apple received the error, replaced the battery for only \$ 29, what did Apple fans think?

Apple's biggest product this year is undoubtedly the iPhone X - an OLED smartphone, capable of face recognition that has been rumored by the tech industry long before it was officially launched. iPhone X marks 10 years of iPhone, and until now, iPhone X is still well received, even though it is very expensive.



iPhone X seems to attract all the attention in the smartphone market this year

Other products launched this year are not too bad. CEO Tim Cook said the iPhone 8 and iPhone 8 Plus became Apple's second bestselling product right after its launch.

1. 7 reasons why you should buy iPhone X instead of iPhone 8
2. These are only available on iPhone X, if it is worth \$ 999

Mac has also returned. Last year, users ignored the Mac laptop not only because of problems with connection ports, but also because it didn't use the latest Intel processor. This year, MacBook, MacBook Pro and iMac are both upgraded and used by Kaby Lake chips from Intel, not the latest but also quite new.

New laptops still lack USB ports or ports for SD cards, so if you want to use a removable keyboard, perhaps this year's product is still not worth the satisfaction. However, Apple still sold 5.39 million Macs in the fourth quarter, up 10% for last year. In short, the most notable is the \$ 5000 iMac Pro.

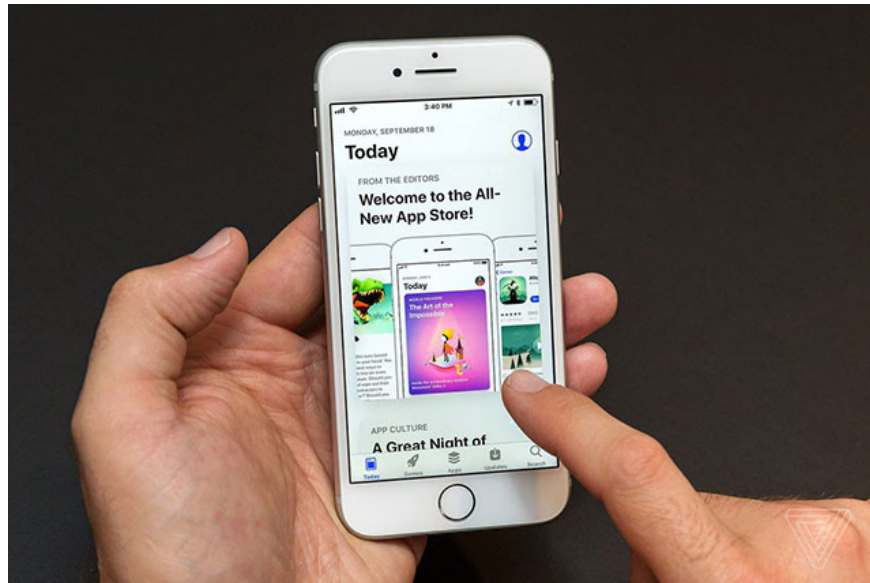
HomePod is expected to launch at the end of the year but is postponed. It can be mentioned here that a series of other forgettable things such as software errors on Apple Watch Series 3 cannot connect to the network as Apple promised, silly errors on iOS 11 turn the 'i' into 'a' and the error Serious bile on macOS High Sierra allows anyone to gain Mac administration rights without a password.

1. Apple released macOS unlocking patch, with apology
2. Strange error on iOS replaces "I" into "A" in text messages

Apple TV is still a 'box' that can stream content and not become a real stream service. Apple is also trying to create original content but the Planet of the Apps series for Apple Music is quite light. 2018 promises more content with names like Reese Witherspoon, Jennifer Aniston or Steven Spielberg embarking on Apple projects. However, right now, they have not done as good content as we have seen on Netflix or Amazon Prime Video.

iTunes on the desktop is still 'junk'.

In other words, Apple products are still clearer, especially when compared to other names. Amazon, Facebook, Twitter and Google still rely heavily on taking user data and selling more 'goods' on their platforms.



Apple products are somehow not 'detour' like other big guys

Apple does not really focus on understanding you more with personal data, although of course they are also targeting, through virtual assistants, for example. With Apple products, mostly you buy and use, hoping not to install malware, the data is safe, no annoying ads and the service of Apple Services serves well.

In a year that relationship with technology companies became worrisome, such as interference in politics or business operations, the relationship was quite simple for Apple products and commitment to Privacy can also be considered a plus.

As for Tim Cook, he seems to have built the image of Good Guy in the technology world with actions like tweeting to Dreamers - children of undocumented immigrants who have lived most (or all) of their lives. their lives in the US, frankly condemning white racism or supremacy after the riots in Charlottesville or donating \$ 2 million to anti-hate and slanderous groups. However, he as well as a big company like Apple can still do much more - such as advocating human rights and freedom of expression in China instead of removing VPN applications on the App Store in this country. .

See more:

1. A normal working day of CEO Tim Cook - the powerful man behind the iPhone X costs thousands of dollars
2. How much money does Apple earn every second? This number far exceeds the imagination of many people
3. Consolidate applications on Apple's platforms, who benefits?

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