

The first appearance on the market is not all

As expected, many manufacturers began taunting Apple's new MacBook after the product was released. High resolution screen? Asus and Dell have been around for a long time. Thinness? MacBook also lost to Lenovo's Yoga Pro 3. Intel Core M chip? Lenovo has been around since last year.

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In short, the idea that Apple is "creative" on their new device is absolutely nothing new. But Vlad Savov, a reporter for The Verge, doesn't think so. He thinks that "first" is not as important as the user experience in the process of using the product.

All of these counter-attacks from big PC vendors are aimed at the rival **Apple MacBook 12**, "which" received a lot of attention during last week's event. The trick is not a mistake, but comparing each small number together is not really a good way, do you think that a few millimeters thinner on your laptop will convince buyers while trackpad Your battery is worse and battery is much worse than MacBook?

It is a lesson that technology companies should have learned so far. The first appearance is no longer important, instead only the best product is noticeable.

Back in 2010, Dell launched the Streak - the first smartphone with a 5 "screen. Today the 5" screen is no wonder in the Android world and even bigger every day, but you see, Dell is no longer even producing phones. The Streak failed for many reasons, both large and small, but screen 5 "could not save the situation.

The same goes for Intel and the Mobile Internet Devices platform in 2007-2009. This can be considered the first thin and flexible tablet, similar to today's iPad Mini, but their battery life is too poor and the interface is bad for touch interaction. In fact, today we are living in the era of Mobile Internet Device, but not the MIDs that Intel announced earlier.

The problem comes from the desire to win the " *first* " *title* to create distinct advantages. This is a necessary condition but not a sufficient condition to create a great product in the technology field. This is also the reason why many laptop companies are racing to make the thinnest computers or the highest resolution screens. Both of these factors are ambitious things, but the production is "inadequate" in providing a good user experience.

In fact, Apple has also encountered this problem, not only the other companies, typically the first 15 "MacBook Pro Retina, have struggled to process images for the **2880 x** resolution screen. **1800** , the highest on laptops at the time of 2012. The 13-inch MacBook Pro Retina, once advertised as the world's second-highest-resolution laptop, has even worse performance than seen.

The move emphasized the appearance of other competitors in the market seemed very stupid and misleading. When you go shopping for a new mouse, do you find the first laser mouse (the *Logitech MX 1000 launched in 2004*) or do you buy the best mouse? Are you interested in who is the first manufacturer of Bluetooth headsets? When talking about personal electronics, no idea is unique to a company, all of which will be widely available and many options will appear for consumers to choose. So even if you are the first to come up with a breakthrough technology, you can only enjoy it for a short time.

When Apple releases its business figures, one of the indicators that it often refers to is user satisfaction. In the March 9 event, the index was nearly 100% for iPhone 6 and 6 Plus, although Apple was not the first company to produce big screen phones. Apple just makes everything available better and benefits from it.

Quality is more important than launch speed. This is especially true for the technology industry when the advantage of the first person seems to be lost immediately. I (*Vlad Savov*) really wanted to see Apple's MacBook 12 "crushed by another competitor, a better opponent. With Windows 10 ready to appear, this ability is completely real. Today, Apple 's most potential competitors seem to be chasing the configuration and ignoring the real important things. Other competitors compete to beat the experience that the MacBook offers, not. Only win on the configuration.

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