

The tiny detail in the iPad Pro 2020 ad makes everyone fall in love with the sophistication and meticulousness of Apple

Apple products, from electronic devices to promotional videos or shopping systems, all contain extremely subtle details that we can easily overlook if not paying attention.

Not only good in the field of technology, Apple also proved particularly excellent in the stage of communication and marketing. This is clearly shown in their campaigns and videos promoting their products. In addition to the high-end shooting techniques, Apple's ads always contain many extremely interesting and subtle details, but if not paying close attention, we can hardly recognize.

Take the iPad Pro 2020, for example, with the Magic Keyboard that they debuted about a month ago. From the very first seconds, we saw the iPad screen reflected in the eyes of a colorful bird with the display time at 9:41 am (9:41). Surely many hard-core iFan also can not recognize: This is the time Steve Jobs announced the first iPhone in the world, at 9:41 am on January 9, 2007 in San Francisco.

The iPad Pro ad and the new Magic Keyboard show Apple how meticulous about every detail.



The 9:41 timeline that appears in the above commercial is the moment Steve Jobs launched the first iPhone in 2007.

In fact, Apple has used the 9:41 timeline for nearly all of its product promotional videos, including iPhones and iPads. But it seems that this detail is too small and does not really attract much attention to the viewer. Most of us will only pay attention to new products, will 'look' at each corner, mainly in terms of design, to compare with previous generations or with other competitors. However, it is the subtle details like this number that this is what makes Apple's advertising different and impressive, showing how they care very carefully for their marketing products.

Each Apple promotional video is usually very short, with an average duration of only about 1 minute. But if you really scrutinize, you will be surprised by the number of microscopic details that Apple has installed, whether in the hardware or software introduction scene, sometimes scattered in the background. behind that few people pay attention.

The philosophy of working meticulously to every detail is also applied by Apple to its sales system. For example, the Apple store in San Francisco is designed in such a way that it blends in well with the outside sidewalk space, with straight lines that are parallel or continuous.



The architecture of the Apple Store in San Francisco has also been meticulously cared for to fit in with the outside sidewalk space. Perhaps these little things have contributed to create a very pleasant and sophisticated shopping space typical of the Apple.



Even the shopping space inside must adhere to this design principle, everything from the display table to the floor tiles below are eaten together in a voyeuristic way.

The technology market can be fiercely competitive and Apple is not always the number one consumer. However, no other company has noticed such trivial details other than Apple. This is a process that requires a lot of time and money, not to mention the design team must also be particularly meticulous, patient and able to have good aesthetics. This has helped Apple become different in the field of technology and repeatedly played a leading role in the design trend for other competitors to follow.

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