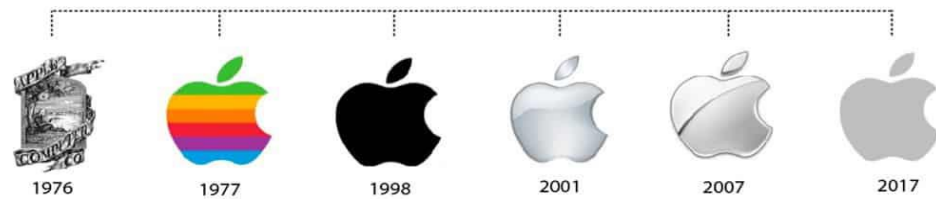


WHY I AM AN APPLE APPLE TART!

SUE LAKIN



TO BE CLEAR.....

- **MOBILE** DEVICES NOT DESK TOPS
- DEVICES YOU CAN TAKE WITH YOU
- LAP TOPS, TABLETS, SMART PHONES, OTHER DEVICES (EG WATCHES, HEADPHONES)
- MY OPINION
 - BASED ON PERSONAL EXPERIENCE
 - AND SOME UNSCIENTIFIC RESEARCH



WHAT DO YOU THINK OF?



THE BIG 3 TECH COMPANIES

- MICROSOFT
 - WINDOWS/PRODUCTIVITY/BUSINESS & WORK/DESIGNED TOP DOWN/SOFTWARE FOR USE ON OTHER DEVICES
- APPLE
 - IOS (& MACOS)/CREATIVITY & FUN/LIFE OUTSIDE OF WORK/DESIGNED BOTTOM UP/APPLE DEVICE PLUS APPS
- GOOGLE
 - ANDROID/INFORMATION/AFFORDABLE/GREAT PRODUCTS CAME FIRST

WHY AM I AN APPLE TART?

Function

Integration

Style

FUNCTION

- IT JUST WORKS
 - I DON'T NEED TO KNOW HOW OR WHY
 - I DON'T NEED A DEGREE IN COMPUTER PROGRAMMING OR AN EXPERT
- APPS NOT PROGRAMMES
 - SIMPLE
 - FOCUSED ON LIFE NOT WORK
- SPEED
 - PICK IT UP AND USE IT
 - IT DOESN'T WASTE MY TIME
- SECURITY
 - APPLE CONTROLS ACCESS TO ITS DEVICES
 - LESS VULNERABLE TO VIRUSES



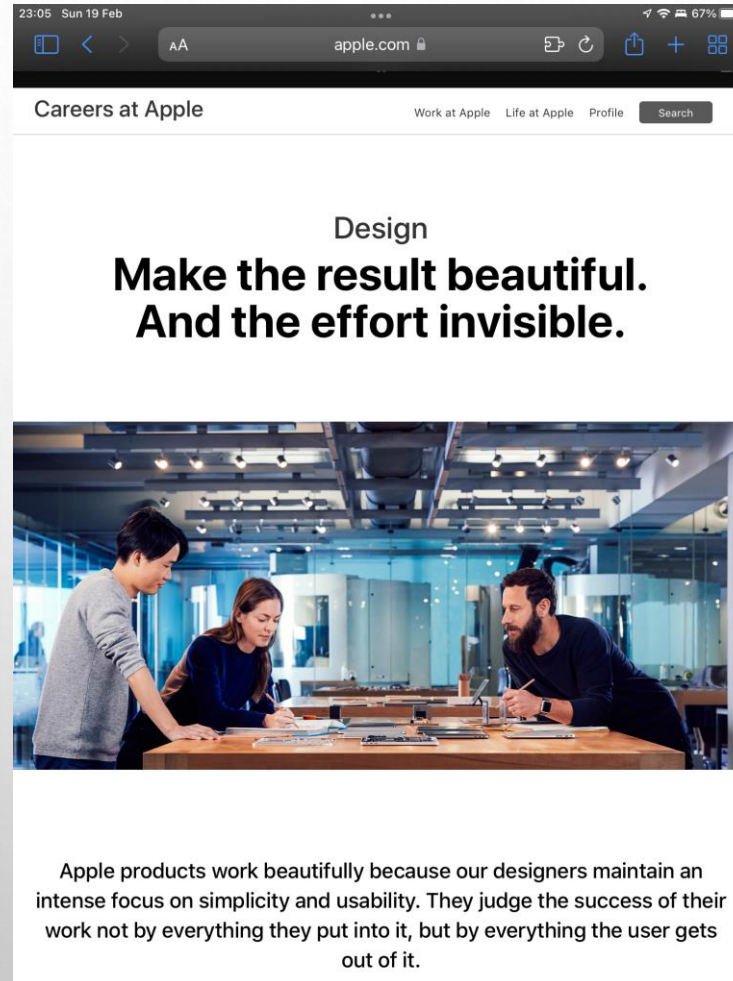
INTEGRATION

- MAC, IPHONE, IPAD, APPLE WATCH, HEADPHONES.....
- ALL WORK TOGETHER
- SEAMLESS HANDOFF/PICK UP
- CLOUD STORAGE
- WORK BETWEEN USERS
- APPS & ENVIRONMENT

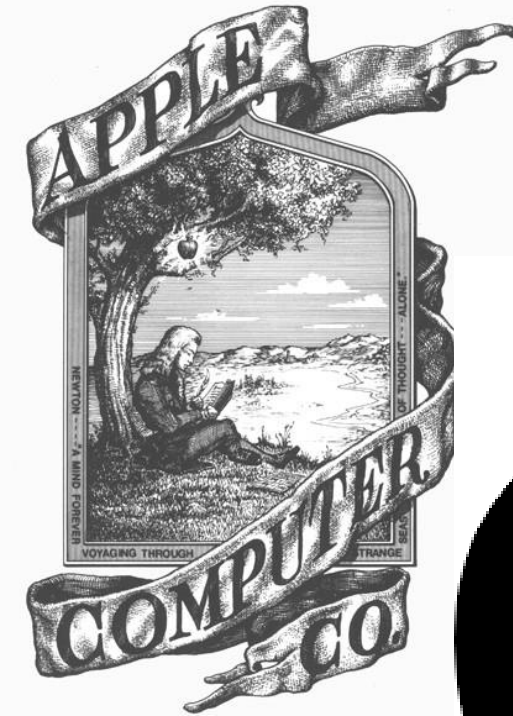


STYLE

- BEAUTIFUL DESIGN
- TACTILE (APPLE STORE!)
- ASPIRATIONAL
- QUALITY



WHAT'S BEHIND THE APPLE LOGO?



- STEVE JOBS WAS A FRUITARIAN
 - HE LIKED APPLES!
- RONALD WAYNE - NEWTON
- ROB JANOFF – SIMPLIFIED LOGO
- APPLE OR CHERRY?
- BITE (BYTE?)
- KNOWLEDGE
- ALAN TURING CONNECTION