

# “Apple Today” Program for the BV Computer Club

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## Apple Products

- [apple.com](https://apple.com): The authentic source of information for all things Apple
  - This website is the ‘home base’, or ground zero for the Apple ecosystem:
    - Products, Specs, Prices, Comparisons, Software, Support, Help Groups
    - Trade-ins, recycling, limited sales of older models of iPhones - discounted
  - Demo tour of Apple.com
- Apple has over 1.65 Billion active Apple Devices - iPhones, iPads, Mac Computers & others
  - There are estimated to be 5.22 Billion smartphones in the World at the end of 2022
    - This represents approximately 66% of the world’s population
- Apple says over 1 Billion iPhones are in active use

## Apple Product Development

- WWDC (Worldwide Developers Conference for app developers)
  - Apple does not attend the annual Electronics Show in Las Vegas in January of every year
  - World Wide Developers Conference is held mid year: June 5 - 9, 2023
  - Major Hardware Releases in the September, October timeframe (for the holidays)
  - Apple ecosystem consumers have grown to expect hardware upgrades annually
    - Major OS system software upgrades annually and frequent security upgrades
- Supply Chain Issues
  - Apple suppliers employ approximately 3 million people in China
    - High volume manufacturing (Designed in California and manufactured in China)
      - Product release production runs are 200 - 300 million units for iPhones
  - China Represents 20% to 23% of Apple Product Sales volumes

- Plans to shift manufacturing include and are not limited to: iPhones to India and Vietnam
  - Some MacBook production moving to Indonesia and Thailand
  - Apple says 48 of its 180 suppliers have moved some operations to the USA
    - Major areas are in the US include California, Texas, and Arizona (Chips)

### Software Upgrades (all are free of charge)

- Major Operating System Upgrades Annually for nearly all devices
  - Smaller security upgrades more frequently, sometimes monthly
  - Apple does routinely update Apple apps running on Windows
- OS (Operating System) formats are converging
  - The screens on an iPad now resemble the screens on a Mac computer
  - The iPhone screens are resembling iPad screens
  - More iPad Applications have full Mac computer functionality

### Apple Silicon Chips

- Apple Silicon has moved to internal, proprietary designs - no more Intel
  - Apple Silicon (M1 & M2) GPU series chips in MacBooks
  - A - Bionic series chips in iPhone and iPads: A16 Bionic & A15 Bionic
    - A16 Bionic is based on TSMC's 4nm design & costs 2.4 times the A15 but produces 15% to 17% faster multicore performance
    - Why is this important? Miniaturization and Process Speed improvements
- Apple internal proprietary designs allow better security & performance
  - iPhone 15 Pro rumored to have an A17 chip in 3nm = faster & smaller

- All iPhone 15's are rumored to be getting the new camera on the current 14 Pro's
  - 48 megapixel main camera, cinematic mode and a new action mode

### Chat Bots and Generative AI (Artificial Intelligence)

- Microsoft to integrate ChatGPT3 into the Bing Search
  - This is considered to be a direct threat to Google
  - Google has its own Generative AI in "Bard"
  - Apple and everybody else is working on Generative AI capabilities
    - But the longer you converse, the more strange it can get!
    - Remember: It is *Artificial* Intelligence - it only knows what it can synthesize by vacuuming up data from the web - for now!

### 3 Common performance issues with portable (iPhones & iPads) Apple devices

#### 1) Too many App sessions open at one time

Remedy: If your device has a "Home Button" press 2X quickly

Slide each open app upwards to close

If your device doesn't have a home button (it's newer)

Slide an open app up slightly and notice all the other open apps; slide each upwards to close

#### 2) Too many internet searches still open on your device

Remedy: Open your search app, usually Safari

Touch the double squares symbol in lower right corner

Touch the X in a circle in the upper right corner of each search to close each old search session

3) Never doing a “Slide to power off” for a hard restart of your device

Remedy: hold down two buttons simultaneously: the power button and one of the volume buttons for a few seconds until you see a “Slide to Power Off” - then do that - slide to power off.

After 30 seconds or so, hold down the power button for a few seconds until you see a white Apple symbol, then release the power button and allow the device to fully restart. This can cure many ills!

How do I learn more about the Apple device I own or the software I have

- Ask Siri simple questions about, “Hey Siri, how do I .....?”
- [apple.com/support](http://apple.com/support), there is lots of helpful information on [apple.com](http://apple.com)
- YouTube videos on Apple software and operating Apple devices

Content varies: look for large followings, Apple, Zollotech & others

Q & A about Apple and Apple Products

- Some of you have iPhones as a singular Apple Product - questions?
- Some may have an iPad - perhaps from the NWA Gazette - questions?
- MegaByte is our local Apple “Premier Partner” dealer & service center
  - MegaByte Computer Center, 2003 S. Horsebarn Rd, Rogers, AR 72758 (Exit 83 off I-49)
  - [megabytenwa.com](http://megabytenwa.com) or phone 479-715-6342

The Bella Vista Apple Club meets on the first Thursday of the month at 5 PM in the Bella Vista Library, Community Room (April, an exception, it is on April 13th this month) The April subject will be “The Cloud”

All are welcome to attend!

