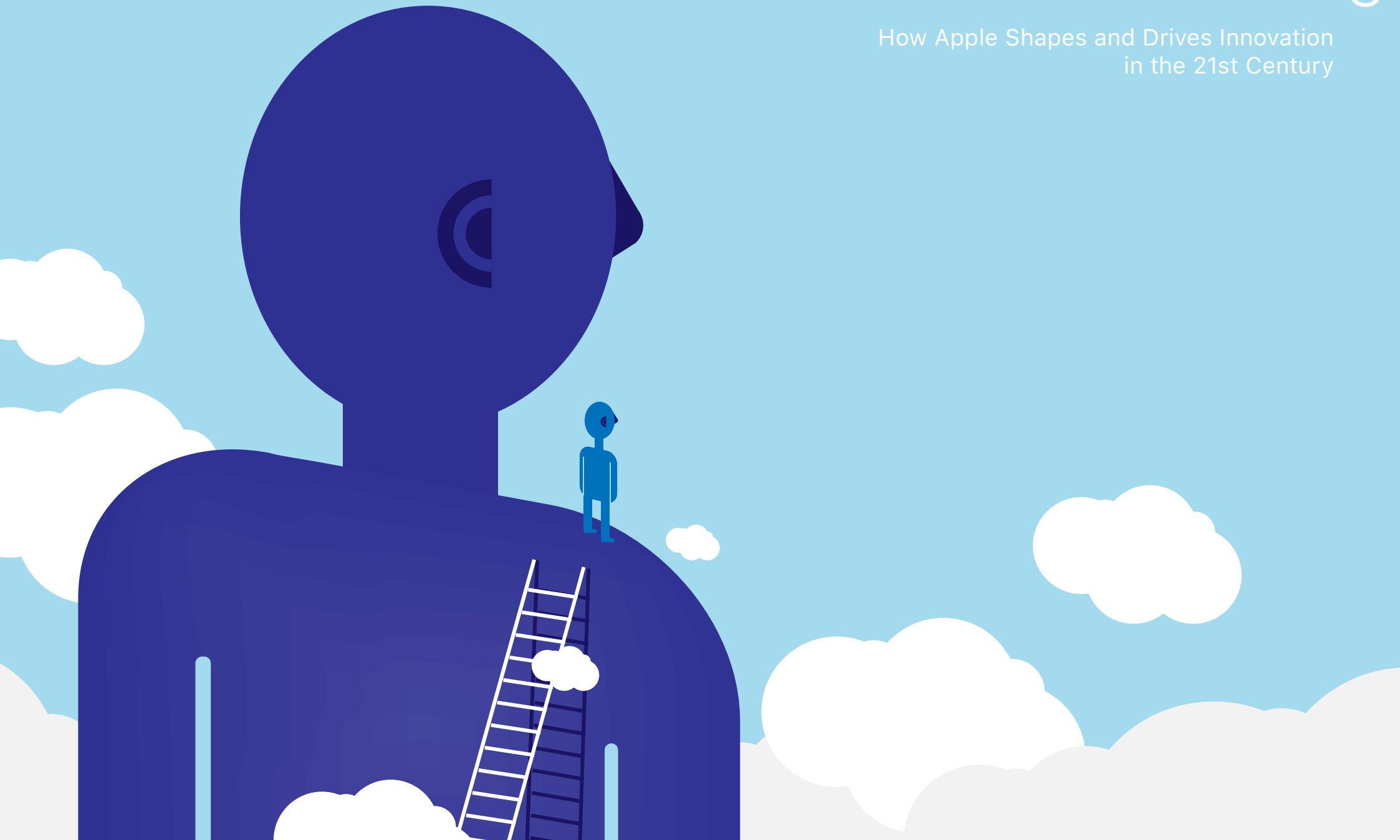


Harry Butler

Giant Shoulder Standing

How Apple Shapes and Drives Innovation
in the 21st Century



Giant Shoulder Standing

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On September 12 2017 Apple announced the iPhone 8, 8 Plus and the curiously named iPhone X (Read iPhone 10).

The iPhone X was announced to a fair amount of fanfare with the introduction of some bleeding edge features, things like, a Super Retina Edge to Edge Display, Face ID, support for Qi Wireless Charging, and a plethora of other hashtag worthy features (#animoji).

If we take a step back to the release of the iPhone 6s one of the major headlining features was 3D Touch, for the iPhone 5, it was Touch ID, and if we jump back even further back to the original Apple Lisa it was a GUI.

To many people, Apple are seen as innovators, and whilst Apple certainly have driven and continue to drive the development of some impressive technology forward, they are not innovators, they are not inventors.

Apple build on top of what has already been done, they stand on the shoulders of giants.

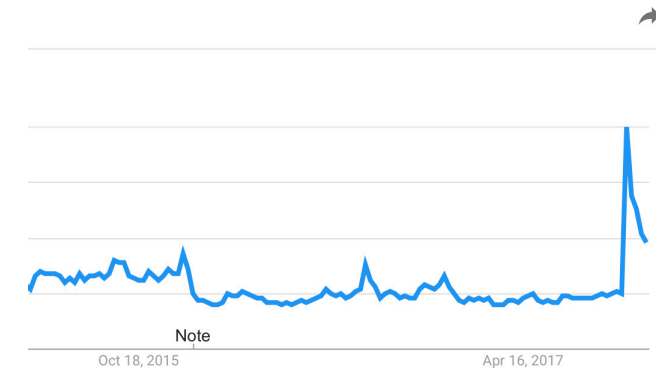
We don't have time to go into every detail and every technology, so lets just focus on one of the big announcements from this new apple season. Wireless Charging

Apple just announced the support for the Qi Wireless charging standard in the new iPhones, this is standard that has been around for a while, the first phone to support the Qi standard was the Nokia Lumia 920 in 2012. Yet here we are in 2017 five years later, and suddenly wireless charging is the hottest thing, take a look at the Google Trend data for search terms relating to wireless charging ranging from September 2003 to today (Top Right).

Notice that huge spike right at the end of that graph, that huge spike between the dates of September 10th to September 2016. What happened between those dates. Lets reduce the range of time to the past 90 days (Bottom Right).

There is a huge spike on one particular day.

What was on September 13th?



The Apple keynote event where they announced wireless charging support for the new iPhones.

With all this increased attention accessory manufacturers are going to be making more chargers, more docks, more battery packs, that support wireless charging.

Im not just spouting hot air here, remember when the iPhone 7 came out? One of the big changes being the absence of the headphone jack. Since the announcement of this, bluetooth headphones are becoming increasingly more available, and profitable. To illustrate this, before Apple released the highly coveted AirPods they had a 0% market share if you exclude Beats. However after the release of the AirPods Apple went on to gain a 26% market share of wireless headphone sales more than any other competitor with Bose coming in at 16% in second place.

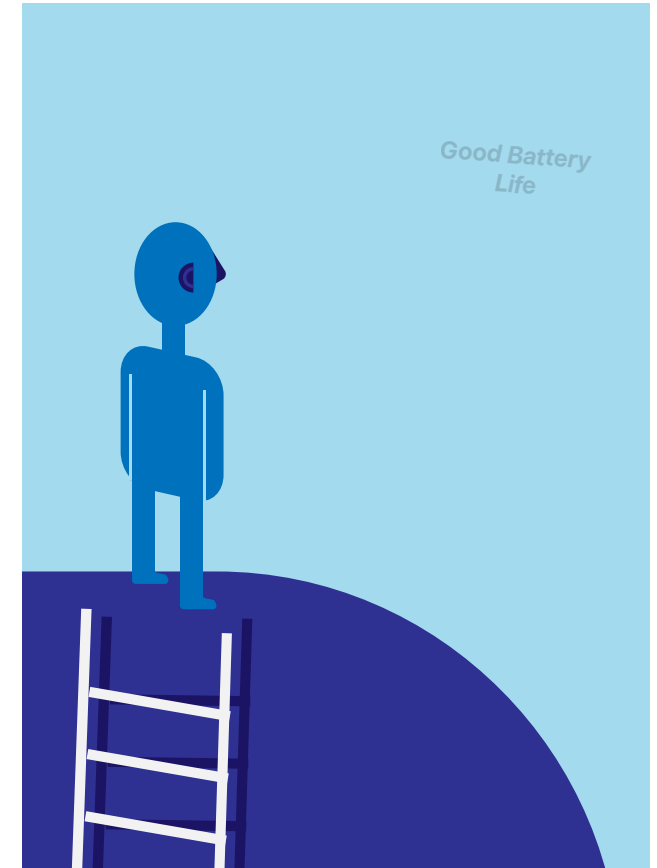
So with this in mind, if we jump back to wireless charging, the iPhone 8 will be the first exposure that a large majority of people have to wireless charging, for them this is an Apple thing.

Apple does wireless charging.

The large majority of headlining features that Apple touts are merely rebrands of someone else's technology.

Touch ID is just fingerprint recognition, Face ID is facial recognition, a Retina display is just a display with a high dpi.

Apple doesn't innovate, Apple doesn't invent, Apple improves, Apple stand ... on the shoulders of giants.



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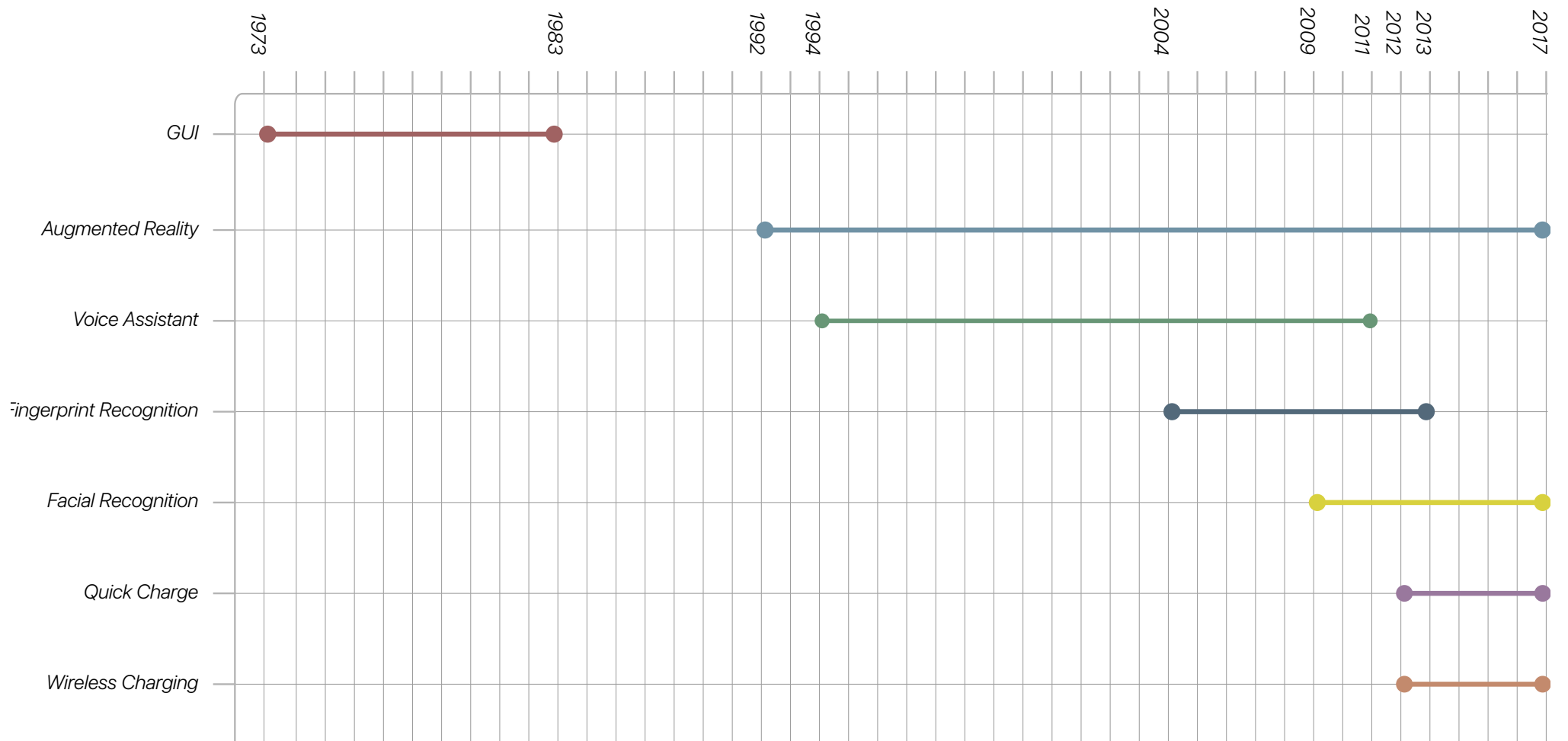
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Xerox Parc and
Apple Lisa

Virtual Fixtures
and iPhone 7

IBM Shoebox
and iPhone 4s

Lenovo Thinkpad
and iPhone 5s

Veriface III* and
Face ID

Lumia 920
and iPhone X

Lumia 920
and iPhone X

Key

Initial
Appearance

Apple
Appearance