

Maximus Hilmi

Apple in 2030

Driverless cars, Carbon Neutral energy,
Augmented realities, what else does
Apple have planned?



Apple in 2030

Maximus Hilmi

Augmented reality is a future innovation in the works that is essentially a hologram that can be controlled with your hands. This will not only be beneficial for training surgeons to perform critical surgery but also for engineers to look inside a machine, the possibilities are endless.

It is an interactive experience of a real-world environment in which real-world objects are enhanced by computer-generated perceptual information, sometimes across multiple sensory modalities such as visual, auditory, haptic, somatosensory, and olfactory. AR is defined as a system that combines real and virtual worlds, allows for real-time interaction, and accurately registers virtual and real objects in 3D. The sensory information overlaid can be constructive (e.g., beneficial to the natural environment) or destructive (e.g., masking of the natural environment).

Apple is set to launch wearable glasses that feature augmented realities where you would be able to read information whether it be news articles, text messages, even possibly view videos which gives them



flexibility to be able to watch on popular streaming services such as Netflix, Amazon Prime and even Stan.

By 2030, every Apple device sold will have net zero climate impact.

Apple announced its plan to achieve carbon neutrality across its manufacturing supply chain entire business, and product life cycle by 2030. Carbon Neutrality means that Apple will not produce any carbon dioxide into the atmosphere as a result of carbon offsetting. This essentially means that the production of an iPhone will be environmentally friendly and reduce the impact on climate change.

They would reduce emissions by a massive 75% by 2030 whilst coming up with different ways to remove the remaining 25% of emissions they produce. One approach they're taking to achieve their goal is creating an Impact Accelerator which is a program where Apple invest into smaller businesses that can benefit their effort to become a more ethical, sustainable and environmentally friendly business through their supply chain.

Apple will continue to use low-carbon and recycled materials in its products, innovate in product recycling, and design products that are as energy efficient as possible. They also have commitments from over 70 suppliers to use 100% renewable energy for Apple production.

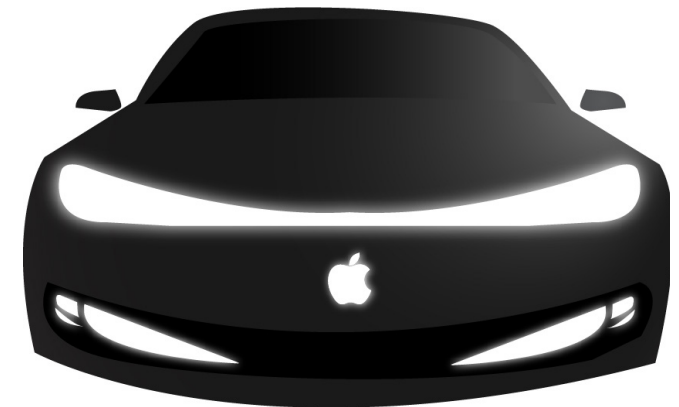
In late 2020 Apple announced that they are working to launch a driverless car. They are expecting to finish production between 2025-2027.

From 2015 they started project named 'Project Titan' which was essentially for them to create their own automobile. In 2016, Apple invested one billion dollars to Uber rival Didi to make their ties into the mobility industry. They've also recruited talented minds from Blackberry, Nasa and even from Tesla for help along their journey.

In terms of the car itself, some features include it being electric, breakthrough battery technology, self-driving and a signature apple design. Apple is developing a "monocle" design that will increase the size of individual battery cells while

freeing up space inside the battery pack by removing pouches and modules that hold battery materials. This will allow for more active material to be contained in a smaller package. The battery technology has been compared to "the first time you saw the iPhone" and described as "next level."

Despite all the rumours of an Apple/Hyundai-Kia collaboration, Apple has halted the talks and has been discussing Apple Car plans with other automobile manufacturers. According to Bloomberg, Apple was irritated when Hyundai confirmed that it was in talks with Apple, despite the fact that Hyundai later retracted and revised the statement.



References:

MacRumors. 2021. Apple Car: It's no secret, Apple's actively working on Car tech. [online] Available at: <<https://www.macrumors.com/roundup/apple-car/>> [Accessed 11 October 2021].

Apple Newsroom (Australia). 2021. Apple commits to be 100 percent carbon neutral for its supply chain and products by 2030. [online] Available at: <<https://www.apple.com/au/newsroom/2020/07/apple-commits-to-be-100-percent-carbon-neutral-for-its-supply->

[chain-and-products-by-2030/](#)> [Accessed 5 October 2021].

Tom's Guide. 2021. Apple Glasses: Release date, price, features and leaks. [online] Available at: <<https://www.tomsguide.com/news/apple-glasses>> [Accessed 13 October 2021].

Historical Carbon Footprint

