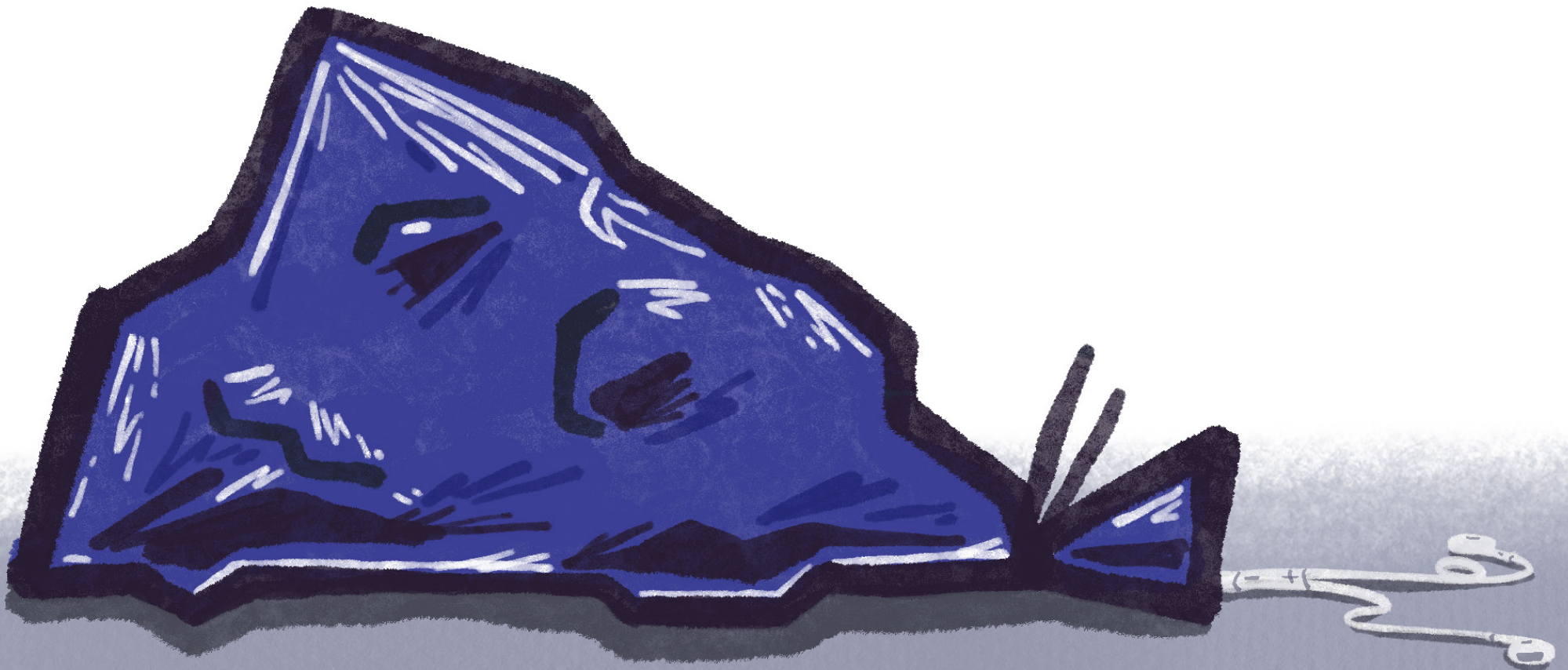


Eros Misa & Leo Tompson

Hit The Road Jack (Again)

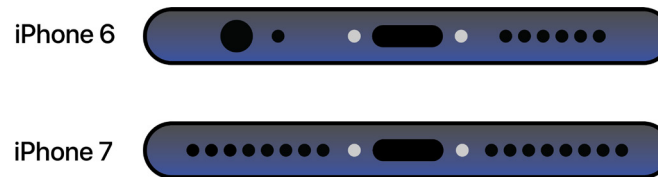
The 3.5mm Apple Jack is gone, but at
what cost?



Hit The Road Jack (Again)

Eros Misa & Leo Tompson

Many of us already know that the **3.5mm jack** has been around for quite some time. Spanning from the 1950s all the way to the present day, the headphone jack has been relied on by many people, even before the introduction of phones. Millions - listen to music quietly or making phone calls to others. Nevertheless, time marches forward, meaning the new will always replace the old, and this is evident through the **removal** of the Apples jack port. Apple's decision to move forward with bluetooth and lightning technology over 3.5mm jack demonstrates their willingness to disregard the 'old' in favour of the new, even if it leads to serious consequences. From public outrage, to **ridiculous waste** of resources, this article demonstrates **Apple's failure** to the public by attempting to create a world without the **3.5mm jack**.



The removal of the Apple jack caused a rush of public outrage, demanding why it was removed. So why DID Apple decide to remove the 3.5mm jack? Soon after the announcement of the iPhone 7, **Greg Joswiak (Apple VP)** said this,

"The audio connector is more than 100 years old(...)It had its last big innovation about 50 years ago. You know what that was? They made it smaller(...)It's time to move on."

But that wasn't all. **Philip W. Schiller**, an **Apple executive**, said in the same interview, "We do understand that this might be a difficult transition for some people who love their wired headphones, But the transition is inevitable(...) The question we ask ourselves when making transitions like these is, have we done all the right things to mitigate it and to explain it and to make what's on the other side so good that everyone is happy with the change? We think we've done that."

According to **EveryMac.com**, removing the jack adds more space to the phone, meaning a

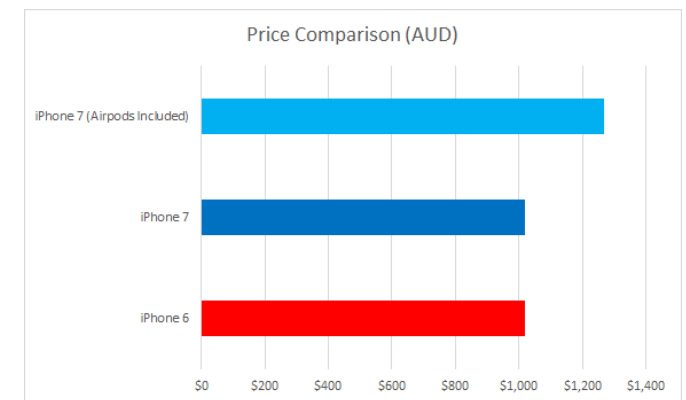
longer battery life and camera quality could be achieved.

Apple provided reasons for why the removal of the 3.5mm jack provides drastic improvements to the iPhone 7 and beyond, but although this improvement indeed created positive changes for the new phone, public reaction was outrageous.

Apple created a problem, and **sold a solution**; people won't be able to use their 3.5mm headphone jack on the new iPhone. In order for them to use it, they would either buy Apple's new product - the AirPods - or a lightning adapter (although at the time, the adapter came packaged with the iPhone 7). When the **iPhone 7** came out its initial price was **\$649USD** - the same as its predecessor, the iPhone 6. This is good at first glance, however on further inspection, with the added cost of products **NECESSARY** to use certain audio functions, the price is actually higher - **\$808 USD**.

The **Apple AirPods**, which replaced the wired headphones, come with their very own set of problems, aside from adding to the price of the iPhone 7. People purchasing this product find themselves in just 1 to 2 years that the lithium battery steadily decreases till the airpods are virtually useless for long term use, like phone calls on trains or listening to music while working in a group. And so, like anyone would, they go to Apple to get them repaired, where they are met with the realisation that replacing the battery means completely **destroying the casing**...there is no repairing the AirPods, customers have to buy new pairs. This is a major burden to the environment, as airpods are thrown out after barely 2 years of use, and customers bear the brunt of having to purchase new airpods. The AirPods, replacing the jack and wired headphones, are a **reflection of Apple**, and their **greed** that negatively **impacts the customer**, and wastes resources.

In conclusion, the removal of the 3.5mm jack from iPhones means high cost for consumers and the environment. From having wired products become almost **obsolete**, to purchasing extra products to use audio features, and finally wasting resources with a battery that is irreplaceable without destroying the AirPods casing, Apple Inc shows they will do anything for profit, even if its at the detriment of the consumer and the environment.



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