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ENG 1710 HD10

There are many technologies that we use every day and have a massive history throughout their lifespan. The 3 I chose were the iPhone, PlayStation consoles, and Microsoft PCs. I chose those 3 items because I currently own all 3 of these technologies, I want to see the history of these technologies. I also want to see how McLuhan had an influence on these technologies and the average consumer.

In McLuhan for beginners, he stated that he didn’t expect his ideas get so popularized, especially after his death. “By 1980, the year McLuhan died, cable TV had not yet come to the Amazon jungle. The inhabitants of the "global village" he still spoke nothing or little of, McLuhan knew little about how his work led to the rise of the world wide web, interactive television, PCs, CDs, talking eBooks, terminal node computers, optical discs, pocket computers, the Internet, optical fiber, and laser technology. But it was McLuhan’s work that led to the rise of these technologies and high consumer use of the modern era.”

The apple revolutionary iPhone was first introduced to the world on January 9th, 2007, by the late Steve Jobs. Apple Computer Inc. CEO Steve Jobs took the wraps off the company's long-awaited "iPhone" today, touting it as a three-in-one piece of hardware that acts as a mobile phone, a widescreen iPod with touch controls and an Internet communications device. "This is a day I've been looking forward to for two and a half years," Jobs said. "Every once in a while, a revolutionary product comes along those changes everything." The iPhone 3G, which came out a year later, may have been an even bigger deal. Apple's 2008 iPhone included support for 3G networks, which offered much faster access to email and web pages, and it came at a much lower price. Most important, it added the App Store, which gave developers a way to build and sell software to millions of smartphone owners. The App Store will almost certainly stand as Apple's most important contribution to both the tech industry and society in general, even more than the phone itself, (Computer world, 2007). This ties into what McLuhan has said because the narrator stated that we’re going to have pocket sized computers on our hands which perfectly describes the iPhone in the 21st century. In 2017, [the 10th anniversary](https://www.wired.com/story/iphone-turns-10-how-it-became-the-everything-machine/) of that Macworld speech, Apple determined it was time to shake things up a bit with the iPhone. It released the iPhone 8 and 8 Plus, solid but unsurprising updates on the same theme that was already established. But it also tried something different, with the launch of the iPhone X, (wired 2018). Apple unveiled the iPhone 15, [iPhone 15 Plus](https://www.phonearena.com/reviews/apple-iphone-15-plus-review_id5847), [iPhone 15 Pro](https://www.phonearena.com/phones/Apple-iPhone-15-Pro_id11928) and [iPhone 15 Pro Max](https://www.phonearena.com/reviews/apple-iphone-15-pro-max-review_id5850) on September 12th, 2023. The biggest upgrade for the vanilla iPhone 15 and iPhone 15 Plus was a new 48-megapixel main camera sensor with 2X sensor crop, the first time the vanilla iPhones have some higher quality zoom option. Other new features are the A16 Bionic chip, the Dynamic Island, a screen that matches the Pro series in brightness, as well as the new USB-C port. However, you still don't have ProMotion on these two iPhones, and they also lack a physical zoom lens. The 15 Pro and 15 Pro Max received a bigger list of upgrades. They are both built using a new and more durable titanium frame, and both models weigh significantly less than before. You also get a new 5X zoom camera, but only on the Pro Max, while the smaller Pro version sticks with a 3X zoom one. The camera updates don't end there: you also get new 1.2X and 1.5X sensor crop options, and those are both very popular zoom lengths that will get a lot of use. Other new features include the new A17 Pro chipset, a screen with much slimmer bezels and the USB-C port which on the Pro models supports faster USB 3 transfer speeds. The usual ProRAW and ProRES recording options are also here. Oh, and you have a new Action button only on the Pro models which you can set to anything you like via the Shortcuts app, (phone arena 2023).

The original PlayStation was announced on 1991 to compete with Nintendo and officially launched 3 years on December 9th, 1994, in Japan. It was released 9 months later in North America. The price tag at the launch was $300 USD. The PS1 was among the first wave of consoles capable of delivering 3D visuals, while also being arguably the first CD-based console to really gain widespread, global popularity. This differed from its archrival’s offering, the Nintendo 64, which still used cartridges. CDs had much slower loading times than cartridges but offered 700MB of data compared to the maximum of 64MB of storage seen on later N64 games. This allowed PS1 developers to cram tons of in-game content, plenty of hours of audio tracks/voice acting, and loads of video content into their games. In fact, it wasn’t uncommon to see N64 ports of PS1 games — like Tony Hawk’s Pro Skater — lacking music tracks, more voice acting, and/or videos, (Android Authority, April 2023). As early as 1997, the rumor mill was running wild about a new machine that could also play DVDs and connect to the Internet. These are two capabilities that seem quite primitive to us now, but back then they seemed like a page out of a sci-fi novel. Yet it wasn’t too long until Sony would confirm the rumor The PlayStation 2 was first announced in the Tokyo game show 1999 and released a year later in 2000. Within days, sales figures for the console had passed into the millions of units, as many players ran into empty store shelves and resorted to dishing out thousands of dollars through online purchases to find one. Sony wanted the PlayStation 2 to provide greater experiences for players through sequels and fresh titles for all their most beloved franchises. They also ensured that the original PlayStation collection would be available to gamers by making the PS2 backward compatible. Additionally, they created memory cards (save file holders) with greater storage capacity to accommodate the larger and more complex games their studios were churning out. Another reason for the success of the PS2 was the fact that it doubled as a DVD player, reaching out to a wider audience. To cap it all off, it was rather cheap compared to its opposition, the Microsoft Xbox, the Nintendo GameCube, and the Sega Dreamcast. The success of the PS2 was so great that it forced Sega to discontinue its console and remove itself from the market entirely. It’s worth pointing out that still today, the PS2 remains the best-selling console with over 155 million pieces sold, a number that seems unimaginable even by today’s standards. Most of the well-known franchises that had begun on the original PlayStation continued the PS2, with the addition of others that would leave their own mark in the years to come. Kingdom Hearts, God of War, Jak & Daxter, Ratchet & Clank, Guitar Hero, Star Wars: Battlefront, and Devil May Cry are just a few of the examples of series that began long and fruitful runs on the PS2. The most successful title on the console was GTA: San Andreas, which sold 17.33 million copies, followed by Gran Turismo 3: A-Spec, which was bought by 14.89 million players. Sony’s seventh-generation console, which entered development in 2001, had a great legacy to follow and large shoes to fill but was also up against stronger opposition. Microsoft followed up its successful first console with the stronger and faster Xbox 360, while Nintendo remained a powerful competitor in the market with the highly innovative Wii. The PlayStation 3 was met with skepticism due to its large price compared to its predecessor ($599), but also the fact that it launched in two editions, one with a 20 GB storage capacity and one with 60 GB. The 20GB version not only possessed less storage, but it also lacked the HDMI port, flash drive reader, and Wi-Fi Internet connectivity that was included with the 60GB version. As if that wasn’t enough to fill customers’ minds with doubt, Sony pushed the console’s initial launch date in Europe a few months back due to a shortage of manufacturing materials. The first PS3 models could read all the PS2 and PS1 discs and play the games, just as PS2 had done. Sony would release a ‘Slim’ version of the console less than three years later, however, which removed that capability and made it the first of Sony’s consoles to not offer backward compatibility. The PS4 was announced at a Sony event dubbed “Future of PlayStation” that took place in February 2013, keeping the design of the machine itself a secret until that year’s E3. The new console released on 15 November in the US and Canada, and on 29 November in the rest of the world. What the PS4 is most well-known and highly regarded for, though, is the incredible gaming experiences it offered to players through stunning visuals and emotion-provoking soundtracks. These games have pushed the industry forward in a way that no one ever thought possible and with the launch of the PS4 Pro, which offered up to 4K resolution a few years later, the line between reality and gaming blurred even further, (supejumpmaginze, 2023). Although it didn’t have backwards compatibility, it was still a massive success due to the lower cost at launch, and with PS now where users can stream older games through a subscription. The PlayStation 5 was first announced on March 31st, 2019, and released on November 12th, 2020, to almost every major market. The PS5 features a bold new design, along with drastically rethought Dual Sense controllers. Under the hood is AMD CPU and GPU technology which makes for a gaming machine offering 4K gaming at 60FPS and even up to 120FPS with the right support. The PS5 also boasts SSD storage and expandable NV Me space too. Meaning faster load speeds, cutting download times, and making games start in the blink of an eye, (pocket lines, 2023).

Microsoft was initially launched on April 1st, 1975, by Bill Gates and Paul Allen in Albuquerque, New Mexico, to produce software for the Altair 8800, an early personal computer. Allen quit his job as a programmer in Boston and Gates left Harvard University, where he was a student, to focus on their new company, which was based in Albuquerque because the city was home to electronics firm MITS, maker of the Altair 8800. By the end of 1978, Microsoft’s sales topped more than $1 million and in 1979 the business moved its headquarters to Bellevue, Washington, a suburb of Seattle, where Gates and Allen grew up. The company went on to license its MS-DOS operating system to IBM for its first personal computer, which debuted in 1981. Afterward, other computer companies started licensing MS-DOS, which had no graphical interface and required users to type in commands to open a program, (History, 2015). Microsoft bought a CP/M clone named 86-DOS and made changes to it as MS-DOS or Microsoft Disk Operating System. IBM released its IBM PC in August 1981 and marketed CP/M and MS-DOS versions for around $240 and $40. This lower price led to MS-DOS becoming the standard for the IBM PC. The IBM PC sold in large numbers and helped put Microsoft in the minds of the consumers and enthusiasts alike. In 1983, Microsoft released its word processing software multi-Tool Word which was later renamed Microsoft Word. People took notice of Microsoft Word since it was much easier and intuitive to use than what was currently available in the market. During the same year, it launched the Microsoft Mouse, which was also given away for free with every purchase of Microsoft Word, (free dough, 2023). Project Longhorn in 2001 saw many of Microsoft’s previous operating systems being replaced starting with Vista. Vista was released to the public in 2007 and it was the new operating system. There were many Vista options available catering for different consumers; Home (Basic or Premium), Ultimate, Business and many more. As for Microsoft’s core customers, the corporate market preferred Windows XP as the operating system was fast, stable, and secure. Windows 7 was released in 2009 to replace Vista which secured Microsoft’s lead in the software market. This was followed by the release of Windows 8 in Oct 2012 which included major changes to its OS platform and user interface to improve user experience on tablets. Since then, Windows 8.1 has been released (October 2013) which contained more improvements, (dsp, 2016)

In conclusion, there have been many technologies that many consumers use today in the 21st century and how highly advanced they are. Apples iPhone, Sony’s PlayStation, and Microsoft PC in the market and hoe consumer keep using these items for daily uses. McLuhan for beginners also explained the rise of these technologies and how easily accessible it will be.

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