

3 Great Things About The Apple Technology.txt

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Let's take a look at the three great things about Apple technology

1. Apple Is Concerned About The Environment

Apple designers do not just think up great designs, they also think about the environment while they are at it.

- * The Apple LED backlighting used for displays does not contain mercury

- * All the components are free of brominated flame retardants (BFRs)

- * The internal cables do not use PVC

Apple is a company that strongly promotes recyclable qualities, arsenic free glass and aluminium that are known to consist of the Apple iPod and Mac casings. They have also significantly cut back on the type of packaging they use.

The efforts made by the company are truly considerable and are still developing from product to product. Among the numerous acknowledgements are the granting of Energy Star Status for the Apple Macs, this is due to their energy efficiency and electronic products environmental assessment tool (EPEAT), gold ratings for the Apple MacBook Air and MacBook Pro.

So, as you can see, environmental concerns sure play a really big role in Apple design concepts. A lot of companies are beginning to follow the example set by Apple.

So for those individuals who are very passionate about saving the environment, be assured that you are also helping to save the environment when you purchase Apple products.

2. Innovative Products

Innovation is one of the key factors when it comes to Apple design concepts. Innovation is no doubt fundamental to Apple's existence as a leading electronics company in the world of technology. There are a lot of companies known for copying other companies' technological advancements, but Apple is regarded as an innovator, period.

Apple products are:

- * Great to look at

- * Easy to use

- * Respective to the environment that we live in

3. Great Accessories

As an iPod user, you will of course discover the number of great accessories that go along with it. Additionally there are applications that can make listening to music a really wonderful experience. iPod users have the opportunity to shop on the

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internet for their favorite music, games, podcasts, television shows, and videos through the Apple iTunes store. Once a purchase has been made, items can be synced with the iPod effortlessly.

Apple products are designed to make life a whole lot easier and more fun too!