

## The Design Concepts of Apple.txt

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Have you ever wondered about the design concepts of Apple? Most of the time, consumers find themselves drawn to Apple products, why is this so?

The Apple products sleek lines

There is absolutely no doubt that one of the most thrilling design concepts introduced by Apple is the Unibody. This design is the enclosure for the following;

- \* The 15" MacBook Pro
- \* MacBook Air
- \* The new MacBook

The Apple unibody starts off as a piece of aluminium, after using computer numerical control (CNC) milling apparatus, Apple designers create a computer laptop casing designed to accommodate a keyboard, ports, track pad, interior electronics and display - leading to a robust and lightweight result. The MacBook aluminium only weighs 2.04kg (that is 4.5 pounds). So what is so great about that? Weight is a big deal for what needs to be a portable laptop that is packed with a whole lot of features! It is still a little bit heavier than the MacBook Air, which is brilliantly thin and only weighs 1.36 kg (that is 3 pounds). These two Apple laptops, along with the Apple MacBook Pro are all known to catch the eye of consumers thanks to Apple's engineering perfection and style.

The Apple unibody design really looks like a simple concept to conceive, but it is quite difficult to pull off in practice - this is the reason why a lot of laptop manufacturers are known to manufacture laptop casings from separate parts, thus allowing room for error. The Apple unibody must be very precise in every way or else the interior components will not fit.

Apple is known for thinking out of the box. Another fine example of this is the Apple iMac, a desktop computer famous for holding its technology behind the 20" and 24" wide screen display. The Apple iMacs casing is known to be a single sheet of aluminium, that is, aside from a compartment which is located at the bottom of the computer which gives access to memory cards. The ports of Apple iSight camera, optical slot, microphone and other inner parts are discretely incorporated. All together, they offer a very powerful computer that does not take up much space compared to other PCs.