

LUMITRIS

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Apple

Apple just unveiled its first foldable iPhone duo.

Apple may be seven years late to commercial foldables, but it still knows how to win the game even when it isn't first in the technology race.

If you only look at Apple through its latest launch, you miss what makes Apple... Apple.

Because Apple almost never invents the idea.

There are very few companies that can introduce a product and make an entire industry rethink itself.

Apple has done it repeatedly.

The Macintosh changed what interacting with a computer looked like.

The iPod changed how we carried and consumed music.

Then came the iPhone.

And suddenly, the phone wasn't just something you used to call people.

It became the device you used to navigate the internet, take photos, listen to music, work, communicate and eventually run an entire digital life from.

Steve Jobs famously cared about things most companies would separate into different departments: how a product worked, how it looked, how it felt, and how naturally a person could use it.

That attention to detail became a competitive advantage.

Steve Jobs said this before any of those products even existed.

"Everything around you that you call life was made up by people that were no smarter than you. And you can change it, you can influence it, you can build your own things that other people can use."

Apple understood something early:

Technology doesn't become revolutionary because it has more features.

It becomes revolutionary when people start using technology in a completely different way.

That's why Apple's history isn't really a list of products.

It's a history of changing people's relationship with technology.

And that's what makes Apple... Apple.