

# Disruptive

by Mike Sullivan

Cove  Club

October 13, 2010

*inspired by a blog posting by Marco Arment*

“If I had asked people what they wanted, they would have said, ‘faster horses.’”

— *Henry Ford*

# In 1983, personal computers looked like this...



Victor 9000



Gavilan SC



Franklin Ace 1000



Otrona Attache



IBM Personal Computer

# ...and the OS looked like this:

```
Enter today's date (m-d-y): 08-04-81

The IBM Personal Computer DOS
Version 1.00 (C)Copyright IBM Corp 1981

A>dir *.com
IBMBIO  COM      1920  07-23-81
IBMDOS  COM      6400  08-13-81
COMMAND COM      3231  08-04-81
FORMAT  COM      2560  08-04-81
CHKDSK  COM      1395  08-04-81
SYS     COM       896  08-04-81
DISKCOPY COM     1216  08-04-81
DISKCOMP COM     1124  08-04-81
COMP    COM      1620  08-04-81
DATE    COM       252  08-04-81
TIME    COM       250  08-04-81
MODE    COM       860  08-04-81
EDLIN   COM      2392  08-04-81
DEBUG   COM      6049  08-04-81
BASIC   COM     10880  08-04-81
BASICA  COM     16256  08-04-81

A>_
```

## Microsoft MS-DOS 6 Setup

Double your hard disk with DoubleSpace. MS-DOS 6 gives you a safe, easy way to increase your disk capacity by integrating data compression into the operating system.

You can double your hard disk by typing DBLSPACE at the command prompt as soon as you complete this setup program.

25% complete

Drives		Logical drive C:				
HDD 80h	↳ Logical C:	Name	Size	Attrib	Date	Time
	↳ Logical D:	MICROS~1	<<FOLDER>>	.....	04.02.2002	16:16
	↳ Extended	MULTIM~1	<<FOLDER>>	.....	14.10.2001	22:29
	↳ Logical E:	PLATFO~1	<<FOLDER>>	.....	15.03.2002	16:15
	↳ Logical F:	PROGRA~1	<<FOLDER>>	.....	14.10.2001	08:11
	↳ Unallocated	RECYCLED	<<FOLDER>>	...SH.	26.11.2001	17:55
HDD 81h	↳ Unallocated	RECYCLER	<<FOLDER>>	.....	07.02.2002	22:55
HDD 82h	↳ Extended	Temp	<<FOLDER>>	.....	15.03.2002	16:13
	↳ Unallocated	WINNT	<<FOLDER>>	.....	14.10.2001	08:06
	↳ Logical G:	WinHex	<<FOLDER>>	.....	11.04.2002	13:57
		AUTOEXEC BAT	0	A.....	14.10.2001	08:14
		CONFIG SYS	0	A.....	14.10.2001	08:14
		IO SYS	0	A..SHR	14.10.2001	08:14
		MFT DAT	6555648	AC....	10.03.2002	17:29
		MSDOS SYS	0	A..SHR	14.10.2001	08:14
		NTDETECT COM	26800	A..SHR	14.10.2001	22:20
		boot ini	288	A..S.R	14.10.2001	08:57
		ntldr	156496	A..SHR	14.10.2001	22:20
		pagefile sys	134217728	A.....	04.02.2002	16:21

F1-Help | Tab-Long names | ENTER-Preview | Ctrl+C-Copy

Active@ NTFS Reader for DOS v 1.0 2002 (C) Active Data Recovery Software  
<FREE> <http://www.ntfs.com>

Personal computers were established consumer products selling in the tens of millions, and people thought they were pretty cool, but were often frustrating with serious shortcomings and design flaws.

# ...and then this happened:



Macintosh

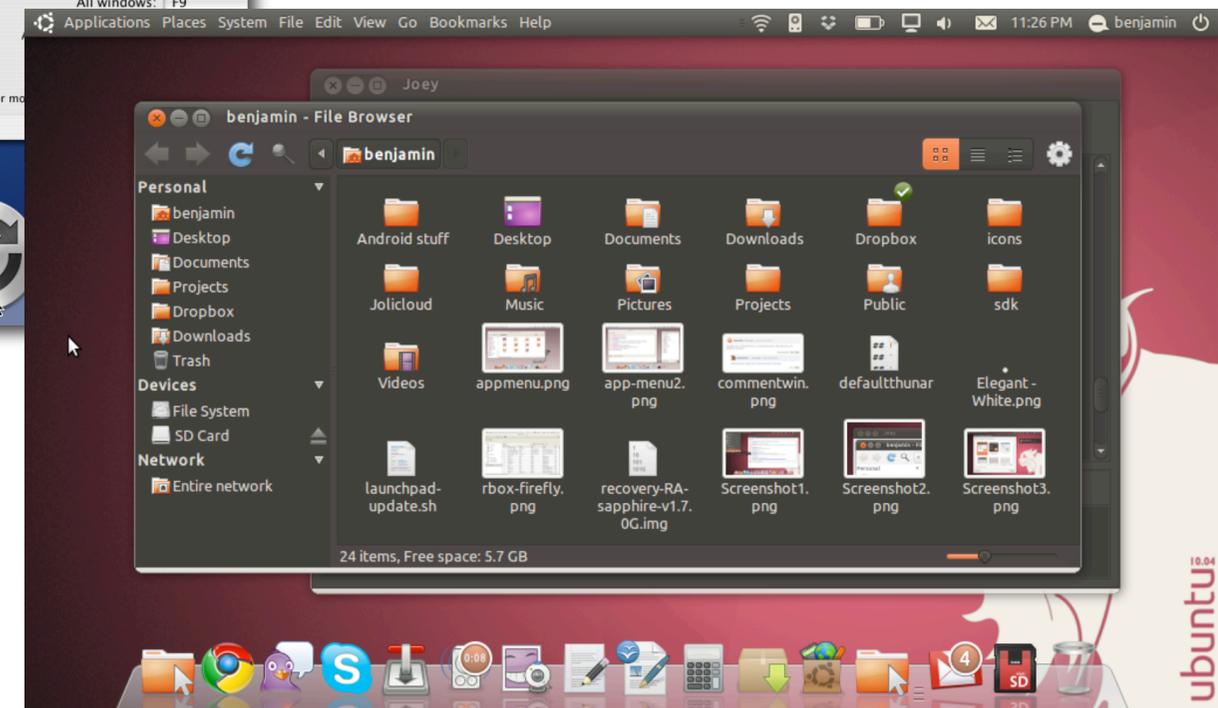
# and now...



Windows 7



Mac OS X



Ubuntu 10.10  
"Maverick Meerkat"

# In 1998, inexpensive desktop computers looked like this:

**THE REAL POWER COMES IN KNOWING YOU GOT A GREAT DEAL.**  
(BUT THE NEW 450MHz PROCESSOR DOESN'T HURT EITHER.)



**NEW DELL DIMENSION® XPS R450  
PENTIUM® II PROCESSOR AT 450MHz**

- 64MB 100MHz SDRAM
- 512KB Integrated L2 Cache
- NEW 13.6GB Ultra ATA Hard Drive (5ms)
- 1000LS 17" (15.9" vis) Monitor
- NEW STB nVidia ZX 8MB 3D 2X AGP Graphics Card
- NEW DVD Multimedia Subsystem: 4.8X DVD-ROM Drive and Decoder Card
- Turtle Beach Montego A3D 64 Voice PCI Sound Card
- Altec Lansing ACS-295 Speakers with Subwoofer
- 56K Capable™ U.S. Robotics V.90 Data/Fax WinModem
- MS® Home Essentials 98 with Money 98
- MS Windows® 98/IntelliMouse®
- Dell® QuietKey® Keyboard
- 3-Year Limited Warranty\*
- 1-Year On-site\* Service
- Upgrade to 3-Year Next-Business-Day On-site\* Service, add \$99
- Iomega Zip 100MB Internal Drive with Two Cartridges, add \$39.

**\$2299**  
Personal Lease\*: \$96/Mo., 36 Mos.  
Order Code #500913

So you're looking for one of the most powerful, fully loaded Pentium® II systems available, but your pockets aren't that deep. Problem solved. Try out Dell's latest speed demon. The new Dell Dimension® XPS R450 hooks you up with all the power and none of the sacrifice. The power trip begins with the Pentium II processor roaring in at 450MHz. It comes with a DVD-ROM drive, Altec Lansing speakers and an STB nVidia ZX graphics card that provides amazing multimedia performance. And all of this is supported by the fact that the Dell Dimension desktops have received A ratings three years in a row from *PC Magazine's*® Readers' Choice Service and Reliability survey. So give us a call or visit our website today. And enjoy the power of a thicker wallet.

\*Personal leasing arranged by Dell Financial Services L.P., an independent entity, to qualified customers; amount of monthly lease payments above based on 36-month lease. All above monthly lease payments exclude taxes which may vary (for example, Hartford City, IN sales tax \$4.32/month); shipping cost due with first payment; no security deposit required; subject to credit approval and availability. Lease terms subject to change without notice.

 **pentium® II**

BE DIRECT™ **DELL**®  
www.dell.com

TO ORDER TOLL-FREE  
**800-932-4357**

TO ORDER ONLINE 24 HRS/DAY  
www.dell.com/direct  
Mon-Fri 7am-11pm CT • Sat-Sun 8am-6pm CT  
In Canada: call 800-839-0149  
In Mexico: call 001-800-210-7607

Keycode #88350

Dell Dimension XPS R450, July 1998, \$2,300

Inexpensive desktop computers were established consumer products selling in the tens of millions, and people thought they were pretty cool, but were often frustrating with serious shortcomings and design flaws.

...and then this happened:

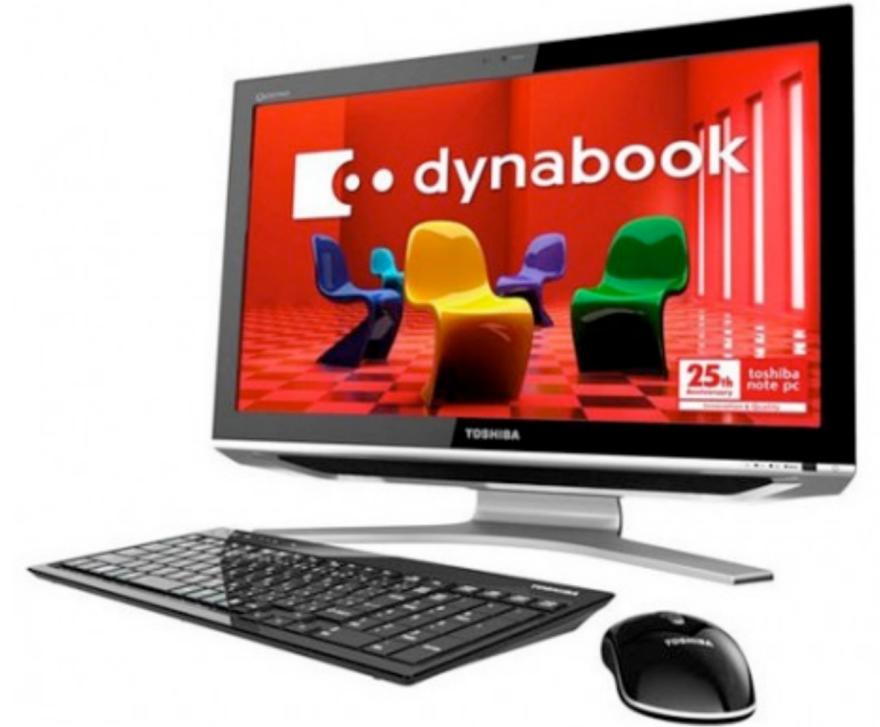


iMac, August 1998, \$1,300

# and now...



asus eee desktop



toshiba dynabook qosmio pc



apple iMac



hp touchsmart



gateway one pc

# In 2001, digital music players looked like this:



Creative Nomad II



Creative Rio Volt



Compaq PJB100



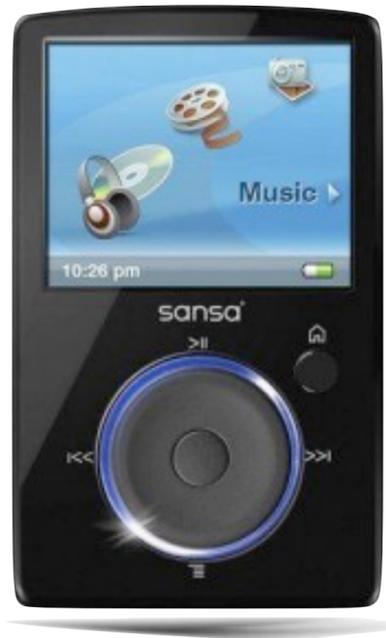
Panasonic SL-CT540

Portable digital music players were established consumer products selling in the tens of millions, and people thought they were pretty cool, but were often frustrating with serious shortcomings and design flaws.

...and then this happened:



# and now...



sandisk sansa fuze



iPod Touch



microsoft zune hd



memorex touch

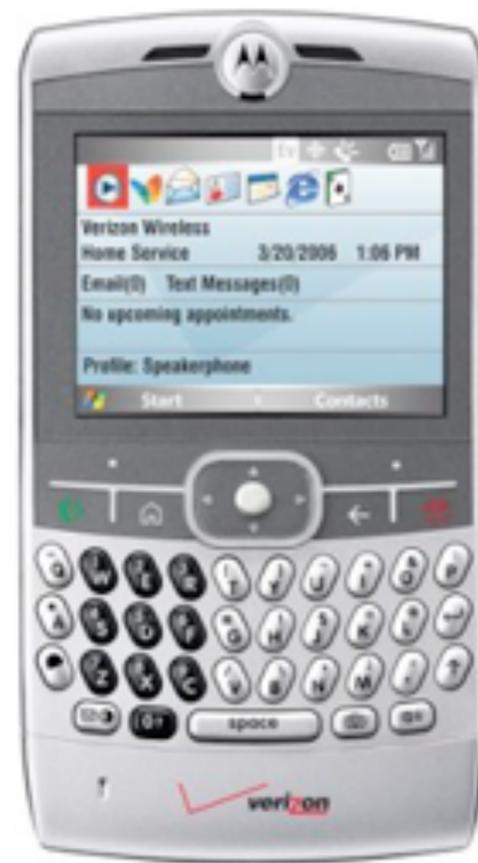


sony walkman e450

# In early 2007, smartphones looked like this:



Palm Treo



Motorola Moto Q



RIM Blackberry 8830

Smartphones were established consumer products selling in the tens of millions, and people thought they were pretty cool, but were often frustrating with serious shortcomings and design flaws.

...and then this happened:



iPhone

# and now...



verizon droid



samsung vibrant



iPhone 4

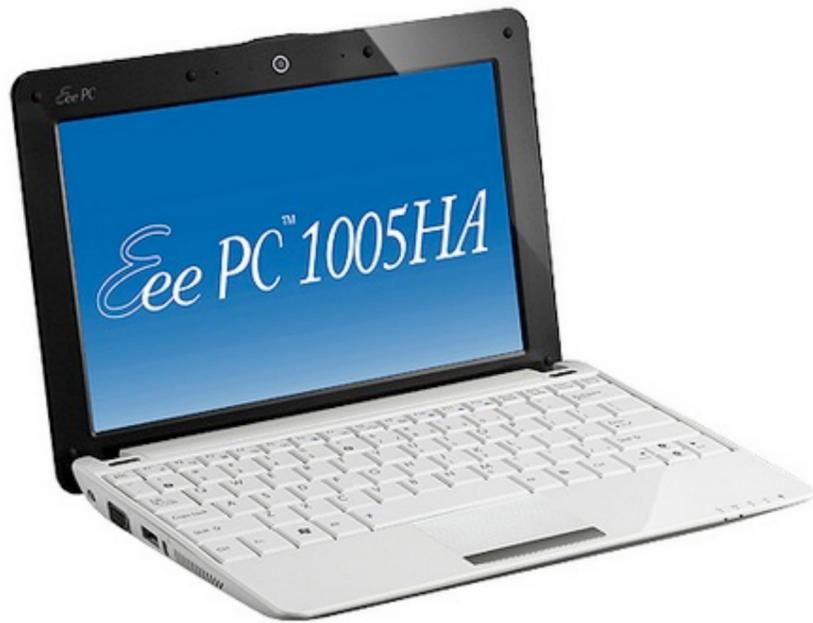


google g2



htc incredible

# In early 2010, small portable computers looked like this:



ASUS SeaShell



Toshiba NB-210



Dell Inspiron mini 10

Small portable computers were established consumer products selling in the tens of millions, and people thought they were pretty cool, but were often frustrating with serious shortcomings and design flaws.

# ...and then this happened:



iPad

# and now...



blackberry playbook  
**coming 1Q2011?**



samsung galaxy tab  
**coming 4Q2010?**

# Steve Jobs: What We Believe



Apple press event at The Garage, One Infinite Loop, 1997

# Apple's place in the world...

- Apple has had an influence on technology wildly disproportionate to the company's size
- Many Apple innovations & technology adoptions have become industry standards (Wi-Fi, USB, CD-ROM, FireWire, MP3, mouse, GUI, etc.)
- Many of Apple's products have changed the world

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