

Cloud computing and apple



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Introduction. On October 12, 2011 Apple released a new technology to the world they designed called the iCloud. This was a whole new technology the world has never seen before that apple released to change technology around the world. " Apple CEO Steve Jobs unveiled several new Apple services, including iCloud, that underscore a major shift taking place in the tech world as users' information moves from gadgets to the cloud, where it is stored on remote servers and accessible from any device with an Internet connection" (Bosker, 2011). The Cloud is an online set amount of storage where users can put data and other things that are on their apple products, for backups, syncs, emails, and other personal usage.

The iCloud takes away the pain of having to connect your device to your computer, and also gives you storage space available for the user to fill with information on their Apple technologies, and gives you the option to

purchase more memory room. The standard amount of space for a new user to the iCloud is 5 gigabytes of space, with the option of being upgraded. The iCloud is one of the last new upgrades that were coming to apple products Steve Jobs announced before he passed away on October 5th 2011 (Steve Jobs, 2013). Steve Jobs is said to of been one of the smartest individuals to work on computers in his days.” In 2003, Jobs discovered that he had a neuroendocrine tumor, a rare but operable form of pancreatic cancer” (Steve Jobs, 2013). This disease caused complications with his life, which caused him to lose weight, and eventually ended his life. Although Jobs had passed away, he still had left his mark on technology with his many creations and inventions such as the iCloud. Background.

Apple’s iCloud was invented by the famous Steve Jobs before he passed away, which left the company with the rights to improve his design of the cloud, which Apple has begun to do. They have added the Photo Stream option to the iCloud and now users are able to share photos they have on their device with other Apple device users. This Photo Stream part of the iCloud is just one of the many features Steve Jobs and Apple has designed as part of the cloud. One of the main designs of the iCloud is the backup and restore feature, which was a part of the cloud when it was released.

“ iCloud is capable of taking daily backups of your iPhone, iPad or iPod Touch when it's connected to the Internet using Wi-Fi. These aren't full backups, which would include all the data stored on each device. Instead, these are partial backups that store only the data you've changed on the device” (Crawford, 2011). This option for the iCloud is very useful in the situation where you may accidentally get your data erased off of your Apple device, it

will restore your system settings and information that were backed up to your cloud, which can be set to automatically back up at points when you change your device and it is connected to the internet.

The one feature that the iCloud has that makes it stand out from all the other cloud technologies, is its ability to stream media directly from the iCloud to your apple device, and it also gives you the option to download that content if it is not already on your device. One of the most important parts of iCloud is that you get an email to create and that email is available to all of your Apple devices registered with the cloud, you are able to view, edit, send, and receive emails through the cloud onto your Apple device.

Potential Benefits.

Benefits of having an iCloud account are things such as, “ if you take a photo with your iPhone it automatically gets stored in your iCloud. When you open your iPad or Mac that photo will be immediately accessible, (Baran, 2011). It is good for the Apple users because they do not have to spend all of their time transferring their media/information to the destination they want it, with the cloud it is already there. “ The service is free up to 5 Gigs and that does not include your purchased music, apps, and books, as well as your photo stream (Baran, 2011).

One of the best parts of the Apple iCloud is that everything on your apple device is backed up automatically through the cloud, so in case of a computer crash or any other ways your data could be erased, all you have to do to get it back is restore everything that’s backed up in the cloud. The cloud technology is a bunch of information stored together for multiple devices to access, download, and restore. Working from anywhere is now <https://assignbuster.com/cloud-computing-and-apple/>

made easier because you can save your work to the cloud, then work on it from another device, from any place with Wi-Fi or covered by a carrier such as Verizon, which you can register your Apple products under to be covered.

Legal and Ethical Issues.

Lately issues regarding the iCloud email services have had problems of personal invasion of property, in the iCloud version of email. "Apple's iCloud will automatically delete any email sent containing the phrase 'barely legal teen' among other inappropriate terminology" (Golgowski, 2013). Is Apple making an invasion of Privacy? Who gives apple the right to go through the wording in your emails and delete certain ones if they contain a certain phrase or word? This could be bad for apple because there could be an email which is important but contains the Phrase that Apple does not permit, and it would never reach the recipient, which could cause problems.

An example email might be "My friend's son is already allowed to drive his high-powered car. It's ridiculous. He's a barely legal teenage driver? What on earth is John thinking, (Golgowski, 2013). Apple states "Occasionally, automated spam filters may incorrectly block legitimate email,... 'If the customer feels that a legitimate message is blocked, we encourage customers to report it to AppleCare" (Apple in Golgowski, 2013). Why can apple have a filter in their email system that can limit the wording in your emails? Because everyone who agrees to apples terms and conditions is letting them.

This is a big flaw in the iCloud system that could in the future effect people from using the Apple iCloud. Apples terms and conditions state '... Apple reserves the right at all times to determine whether Content is appropriate

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and in compliance with this Agreement, and may pre-screen, move, refuse, modify and/or remove Content at any time, without prior notice and in its sole discretion, if such Content is found to be in violation of this Agreement or is otherwise objectionable, (Apple's Terms and Conditions in Golgowski 2013).

Further Required Research.

In the future Apple is planning to develop technology that is more windows user friendly so that users that prefer PCs over Macs will have the same features Mac users get. " Apple is doing more to make iCloud an appealing service for people who have a Windows-based PC rather than a Mac device running OS X. It has apparently rolled out a brand-new version of the Windows control panel for iCloud to app developers, which will come with calendar notifications, a shared photo stream and improved social features" (Tiger, 2012).

The new options for windows users will attract more consumers to using the iCloud because it will be easier to use for their PC systems. While iCloud is currently limited only to iOS and OS X devices, with support for Windows PCs, it would be good to see Apple embrace the wider community of portable platforms such as Android and Windows Phone (Tiger, 2012). If Apple reached out and started to develop more technology for devices that operate on other operating systems other than Apple's it would drastically increase their amount of potential customers. If Apple were to invest in this technology they would become one of the strongest leaders in the technology field in the world.

Conclusion.

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The Apple iCloud is leading the race in the cloud technology that is the most efficient and easy to control and use with Apple products. It has all of the options a user would want to use, and they are easily accessible because of the cloud technology. Apple's iCloud is different from other cloud technologies because it allows users to use the cloud for media such as music, videos, and apps unlike any other cloud technologies. Although flaws such as Apple's privacy filter in the email section of the iCloud could draw users away from Apple's iCloud, and make them use some other cloud technologies.

The privacy filter is part of Apple's plan to try to limit child pornography in their operating system, but some users may not agree with Apple's decision to scan personal emails for phrases and words as it may be considered as an invasion of privacy. Other improvements are planned for the Apple iCloud which will increase the amount of possible consumers, which could eventually lead to Apple making more money. The iCloud is one of the last technologies Steve Jobs worked on and it will forever be a lasting part of Apple's great technologies.