Mac Vs IBM Essay, Research Paper

Technology has led the world into the 21st century.

Competition between two main computer systems, creates

controversy over which system is superior. IBM compatables

have captured the largest market share, but Apple Macintoshes

hold a special place in capabilities. Computer buyers need to

keep in mind different capabilities and their own unique

requirements when deciding which way to go. Although both

provide state of the art computer systems, IBM compatibles and

Apple Macintoshes attract their own distinct clients because of

their unique operating systems and stand alone buying powers.

Adequate performance and mediocre ease of use, bundled in an

extremely low cost package, have allowed IBM compatible

computers to lead the computer industry in personal computers.

To begin with, the average computer generation is about six

months, and with every generation IBMs increase their

computers^ capacities to appeal more and more to the ^average

Joe.^ Memory, normally measured in gigabits, is constantly

increasing though most people cannot use as much as is

available. One year ago 166 mhz was considered fast. Now 350

mhz is what is being advertised. With the ability to hold more

information, graphics have also improved. Megahertz, one type

of speed of computers, is increasing at a blinding rate soon

surpassing the speed at which a user can operate his computer.

In fact, the biggest drawback to IBM compatibles is their

complexity. IBMs allow access to useless information that

clutters the hard drive while confusing the user. On an IBM,

all programs, including Wi! ndows, are DOS based which means

one will, at some time, have to use the convoluted system that requires

typing rather than point and click. Another problem is that viruses

are very common on IBMs especially if connected to the internet. If a

computer is contaminated with a virus, even further frustration, time

and money may be lost. However, a good element of IBMs is their

purchasing abilities. For IBMs there are millions of programs,

including games, business tools, and other various varieties. Also,

IBM compatibles themselves are relatively inexpensive, and this drives

their popularity. A decent, fully equipped machine can be bought for

as low as $700.

While IBMs appeal to the general public with lower prices,

Apple Macintosh has proven to be a better overall product.

Unlike IBM marketing claims, which have mislead potential

buyers about the superiority of their product by emphasizing

their few strengths despite the value; modern Macs can easily

outperform commercial IBM computers. Like IBMs the memory on a

Mac often exceeds the user requirements. Today^s top of the

line Mac features a10 gigabit hard drive. The only Mac

property clearly recognized by IBM users as better, is their

high resolution graphics; all qualified computer artists use

Macs to produce more lifelike images. Additionally, in

contrast to the IBMs that produce speed exclusively by

megahertz, Macintosh has integrated megahertz with another kind

of speed to result in the world’s fastest commercial computer.

Though IBMs copied Macintosh^s point and click system with the

introduction of Windows 95, Mac OS remains superior. With a

Mac one does not need t! o worry about fighting through

information, because there is none. Also, all programs run off the Mac

operating system, and point and click universally applies. Whereas

there are infinite viruses for IBMs, there are only four that affect

Mac OS and they are controlled by any anti-virus software. Lastly, the

limited purchasing ability of the Macintosh, has resulted in a loss of

market share and is its major drawback. The price of Macs is almost

twice that of low cost IBMs. Also, there are far fewer programs

available for Macs than IBMs. On the other hand Macs are capable of

translating IBM programs to their own format, but programs to do so are

also expensive and reduce speed. Ultimately, Macintosh and IBM

compatible computers offer distinct capabilities and appeal that have

split computer users into two faithful camps.

Although IBM compatables and Apple Macintoshes offer many

technologically advanced set-ups, computer buyers must chose

which most suits their individual preferences. They must

consider what is wanted in their overall computer setup. The

demands of the consumer will define computers of the future.