

PC and Mac: Who Reigns the Computing Kingdom?

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Technology has revamped our ways of living, working and innovating. If it weren't for the amounts of advancements that have been made in the past few years, it would be inevitable to acknowledge the fact that society would still be stuck in a pre-modern era. The major tool that has been part of this "movement" is the famous personal computer, tool that to this date holds an astounding amount of consumers. Co-founder and current technology advisor of Microsoft, Bill Gates said the following, "We are not even close to finishing the basic dream of what the PC can be." This quote shows how we're being driven into an avenue called future. Throughout the years, there has been a battle between the two titans that lead the colossal industry of the computing world. The rivals of this "battle of the years are known as Microsoft, born in the year 1975, and Apple, born one year later in 1976. These two companies have taken the computing world by storm and are now the main faces of it; either you use Microsoft products or you use Apple products."

Opinions from consumers and experts vary on which is better. Some say PC 's outperform Macs; others say that Macs shine when being

Preliminary Worldwide PC Shipments 4Q14

	4Q14 Shipments	4Q14 Market Share	4Q13 Shipments	4Q13 Market Share	4Q14/4Q13 Growth
Lenovo	16,049	19.9%	15,294	18.5%	4.9%
HP	15,880	19.7%	13,796	16.7%	15.1%
Dell	10,879	13.5%	10,026	12.1%	8.5%
Acer	6,220	7.7%	6,026	7.3%	3.2%
Apple	5,750	7.1%	4,838	5.8%	18.9%
Others	25,994	32.2%	32,798	39.6%	-20.7%
Total	80,772	100.0%	82,778	100.0%	-2.4%

Figure 1

compared to PC 's. It's a constant battle that never stops; just like iOS and Android, LCD and LED TV 's, or Ford and Chevy. Each side generates different types of arguments which state which one is better than the other. The current conflict with the PC versus Mac argument is that people tend to favor both sides passively instead of choosing a winner. To this date, PC 's are the preferred competitor of them both. This is demonstrated when the sales charts between both companies are compared. In the charts made by International Data Corporation shown on an Apple Insider article called "Worldwide PC market staggers in Q4 as Apple 's Mac reaches new heights", one can clearly see that Microsoft PC 's own 92.9% of the computer market in the 4th quarter of 2014, whereas Apple just owns a miserable 7.1% of the computer market (see figure 1). This is just a small taste of the misconception that people have created by saying that Macs are the way to go. The computer world is governed by PC 's, which outshine Apple in every single aspect possible, even unthinkable aspects such as: hardware, software, stability and price points.

People today have the common misunderstanding that because Apple is a more "premium" or exclusive brand, it's better than most of the PC 's in the market. According to an article called "PC vs Mac " by Kim Komando, PC 's offer a larger range of customization hardware wise than Macs. The bigger the range of customization to the hardware, the better and faster the computer is. In both, laptops and desktops, PC 's offer several variations of customizability, compared to Macs, which only offer limited options when it comes to customization. For example, the high-end Mac Pro reaches a limit of 64GB RAM, or Random Access Memory, which essentially makes the computer faster the more you have. In contrast, a custom built PC has reached the barrier of 128GB RAM making it the ultimate machine. PC 's today have better hardware

overall; whether it's RAM, storage, video memory, or processor, PC's are always a step ahead compared to Macs. In other harsh and accurate words, people today pay for an outdated \$1500 piece of junk.

Another aspect to compare is that they both run their own operating system, meaning that the user interfaces are completely different in PC's and Macs. On the one hand, we have the PC's which run Microsoft Windows and on the other hand, we have the Macs, which run Mac OSX. Neither are easy to use, it's a fact, but one is definitely more user friendly than the other, that being Microsoft Windows. According to an article called "Mac vs Windows PC, Which is best?" written by Matt Egan from the website PCAdvisor, one of the main reasons to favor Windows PC's is because of their software, not only because it's easier to use than Mac OSX, but because it's cheaper in a way. Windows PC's have a staggering amount of free-to-download applications online which can either be used for entertainment, work, or several other purposes. Of course, Mac OSX also offers an array of software that can be downloaded, but the library isn't as big compared to the Windows PC software. An even bigger downside to being a Mac user is that if you finally find that application you've been looking for all day, which is probably free for Windows users, Apple decides to charge you for the piece of software, making you lose even more money. PC's hands down offer a better range of user experience compared to Macs.

Although it is true that MacBooks or Macs in general are considered a premium device because of their expensive and appealing design, it would be completely wrong to claim that Macs offer a wider spectrum of stability, or durability, compared to PC's. People tend to purely judge a piece of engineering by its looks and not by its effectiveness. A piece of plastic CAN be better than a piece of aluminum. Take for example a personal testimony, being once a Mac user, after accidentally pouring orange juice on a MacBook Pro, it no longer worked in the next five seconds. Furthermore, being an owner of several Toshiba Laptops and spilling water on them, they all survived the spillage and continued working perfectly. Design doesn't always scream the word "better". Remember to not judge a book by its cover.

One final point to consider between both machines is price points. The price tag certainly does not define the quality of a product. "Most Macs are actually decent value, but they are not cheap...if you want a true value computer you need to look to the Windows world. You can pick up a decent family or office PC or laptop for £350 or even less. And that's value", stated Matt Egan in his "Mac vs PC: Which is Best" article, posted on PCAdvisor.co.uk. Not only this, but something that must be noted is that a \$600 Windows laptop can potentially be much better than a \$1200 MacBook Pro, which is the starting price point of a Mac. This brings us back to the statement of "the price tag certainly does not define the quality of the product", which is completely true. Macs do a good job of attracting clueless consumers who seek for price instead of quality, which is good, but deep down Apple and other consumers know that they're not getting their money's worth.

In the end, there is only one competitor with better quality overall. Only one competitor takes the crown for having better hardware, software, overall user experience, stability, durability, and better price tag. Only one competitor is able to stand up and say "I'm the winner". Clearly, the better competitor between Windows PC's and Macs are the PCs. Not only because they're better in every unthinkable aspect, but because they offer the better overall package. It's faster, smarter, cheaper compared to a Mac. The verdict: if you're willing to burn away your money, buy a Mac, and if you're willing to buy something cheaper, better, customizable and upgradeable, buy a Windows PC. Definitely, the computing world is governed by PCs and Macs are small bits of outdated and overpriced engineering. As the famous Bill Gates once said, "There are people who don't like capitalism, and people who don't like PCs. But there's no-one who likes the PC who doesn't like Microsoft".

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