

SSMIUG Newsletter  
May 2014

## EXTRA EDITION

Just after the main newsletter was posted things started happening

### **Apple buys Beats Electronics**

The purchase has not been officially announced, but there have been news stories May 9, 10, 11, and 12, so I felt confident in saying that the news is firm enough for the newsletter. Apple has purchased Beats Electronics, makers of premium headphones, earbuds, speakers, etc for a bit over 3 Billion dollars. Some commentators have thought this was an odd move, but after having spent more time in the Orlando Apple store than a sane person would want to lately, I can testify that Beats already makes some of Apple's favorite products. Upper management at Beats will probably become consultants with Apple. It remains to be seen just why Apple bought Beats, however.

### **Samsung's Chairman has heart attack**

Lee Kun Hee, Chairman of Samsung had a heart attack May 10. He is said to be doing well. I am reporting this because Apple and Samsung are so closely linked. After attempting to find other suppliers, Apple is returning to Samsung as a screen supplier.

### **iPad sales**

Even though the iPad's sales are slipping, it is still the market leader. Probably because the market is saturated and improvements have not been happening. I am not going to spend several dollars for a nicer plug, screen or lighter weight. These things are nice, but are not, in my opinion, in themselves reasons to upgrade.