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It Is Time to Take a Good Look at Apple

Alex Shang, director of Sharp Shape, June 5, 2017, Copyright©

Throughout the history of Sharp Shape, we almost always used PCs (Personal Computers with IBM design and Microsoft operating system). PCs are most available and they are inexpensive. Our AOMS programs can be easily installed on Windows in PCs. AOMS software are widely used in orthotic labs. There are some drawbacks though. PCs are made by different manufacturers and quality can be very different. Also, computer virus can relatively easily get into PCs. Because of that, virus protection software made by Microsoft and third parties are patched to Windows frequently. As result, these computers became cumbersome and harder to use.

Sharp Shape was located in Cupertino, the headquarters of Apple Inc., for more than fourteen years. During that time, we did not take a good look at Apple. Apple's stock was flat for many years, only a couple of dollars. We thought: well, Apple was down, way down, possibly to the end. After Steve Jobs came back to Apple, Apple got a lot better. Steve was crazy about the quality of their products. We wish he lived a long life. After a while, Apple's stock multiplied many, many times. I regret I didn't buy it. Apple makes beautiful hardware products, like iPhone and iPad. When holding one, it is really like holding a beauty. Their software, like iOS, and many apps are enriched a lot during the years. It is a bit pricy though, but under certain circumstances, it is worth of it.

The day when Jobs left
The place where Jobs worked
Taken by Alex Shang, Cupertino, 10/5/11



The day when Steve Jobs passed away, the day was gloomy in Cupertino, but there was a double-rainbow

For the orthotic industry, Sharp Shape has been trying to bridge Apple's products with our industry. Thinking that we can't benefit much from their slick iPhones, music, games, so what can we do? We have tried using Mac Mini to load dual-boot Windows and to install our USB3D foot scanner on it. It worked, but that's was it. For a while, we could not do much with Apple's products for the orthotic industry, until now.

Not too long ago, Occipital added a jewel on top of the beauty's head. Their Structure Sensor can make 3D scans. This is important to the orthotic industry. Together with the AOMS TOT app, we made an iPad foot scanner. Pricy? Maybe. But if you think about the prices of regular foot scanners and cast scanners, you will find the iPad scanner is not that expensive. Besides, it is portable and versatile.

Apple filters the apps that go on their hardware. Developers need to be verified before they can put their apps on Apple App Store. Doing so reduces the chance of harmful code and computer viruses.

For future, Sharp Shape is planning to do more with Apple's products for our industry. If we can make our foot scanners smaller, cheaper and more versatile through iPhone and iPad, we are in better shape. With Apple's products, we plan to use VR (Virtual Reality) in the orthotic industry.



Today, June 5, 2017, Apple's WWDC (Worldwide Developers Conference) 2017 kicks off. I watched the real-time conference video. It is exciting. Many of the good features are not what we need, but Apple is definitely moving forward. If you haven't looked at Apple's products, it is the time to do so.

Sharp Shape is not affiliated with Apple. In facts, we have some differences with Apple, in the views on Apple's rules and in the way they charges fees. Still, working together works.

If you have questions, please contact us at sharpshape@comcast.net. - End of File -