Expository Essay: Samsung vs. Apple

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Samsung and Apple are two very known and popular companies that’s sells a variety of devices. The main devices that many use are cell phones. Cell phones were invented and introduced to the world in 1983 by Motorola, which were considered to be car phones because they were too large to carry in purses or pockets (Ray). As the years progressed, mobile phones became smart phones and the app market transformed the phones into a virtual toolbox with a solution for almost every need (Ray). The comparison with Samsung and Apple devices has become a debate between the two companies and users. Which brand of device is the best and which device can perform and offer more apps as a virtual toolbox for many things?

Apple is very well known for its great photo taking quality, long lasting battery life span and unique phone color and design. Apple cell phones aren’t like all other smart phones, they have special Apple features that are really great to use. For example, facetime and itunes, these are apps that are great and easy to use to communicate with others and downloading songs, music videos and apps. Itunes generated sales of $4 billion in 2010, $1 billion more than the world’s largest music company (Lehnardt).

Samsung cell phones are very simple and trouble-free phones. They are compatible with just about anything. In 1999 Samsung was the first company to invent a CDMA, MP3 and watch phone (Luu). Microsoft word and excel can be downloaded and used on Samsung cell phones which comes very useful for students and workaholics. The purchase of apps is almost unnecessary when downloading apps from the playstore, unlike Apple, almost all apps needs to be purchased before downloading.

Overall, I would say Samsung cell phones are better than Apple cell phones. Apple phones are more for the high-technology individuals who are willing to spend on purchasing apps and figuring out how things work with an Apple phone. Samsung phones are less complicated and easy to use. As a Samsung owner, I prefer Samsung phones over Iphones.

# Works Cited

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