**Game Dimension**

**Sequence of Moves 2005 – 2011 Apple *v* Google**

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To be read in conjunction with the Critical Time Line interaction ‘Turing Patterns: Google CTL’ and the presentation made by Patrick McNutt at Google’s London HQ in 2012 under the auspices of a networking event organized by *Business Because*.

<http://www.patrickmcnutt.com/news/presentation-at-google-london-hq/>

**Moves in an Action-Reaction Sequence**

Game START

**Belief Formation**

17 April 2005 Google buys Android Inc

Dec 2006 *g*Phone moonshot signal

**Moonshot & Belief System**: Release of iPhone 2GB was earlier than planned to secure a FMA on the likelihood of a rival *g*Phone. Denied by Google initially, it was the prototype for the Nexus in May 2010.

29 June 2007 iPhone public launch and iOS1

Nov 2007 Open Handset Alliance

Dec 2007 Steve Jobs visits Google HQ

9 June 2008 iPhone 3G iOS2

10 July 2008 Apple APP store opens

23 Sept 2008 Android 1.0 HTC Dream

**Fighting Ship Strategy:** HTC was one of the first Android phones in Europe with Google Android support.

22 Oct 2008 Android Market Place

9 Feb2009 Android 1.1 T-Mobile

30 Apr 2009 Cupcake

8 June 2009 Apple iPhone3GS iOS3

15 Sept 2009 Donut

26 Oct 2009 Eclair

Nov 2009 Google phone announced

Jan 2010 Steve Jobs statement about Google

**Positive Learning Strategy:** Throwing down the gauntlet and early indication of patent wars to follow.

Mar 2010 Apple sues HTC. Patent wars begin

May 2010 Google Nexus One HTC

7 June 2010 iPhone 4 iOS4

Oct 2010 Apple sues Moto

Dec 2010 Gingerbread

Mar 2011 Apple sues Samsung

April 2011 Google CEO changes announced.

June 2011 Apple i0S5.

**Excess capacity**: No iPhone5. The signaling of capacity constraints by Apple in the Apple supply chain. Samsung increases order book at Foxconn plants.

Aug 2011 Moto acquisition

**Commitment strategy**: Early signals of Google commitment to smartphone game.

24 Aug 2011 Tim Cook CEO

5 Oct 2011 Death of Steve Jobs

14 Oct 2011 Apple iPhone 4S

19 Oct 20111 Nexus S Ice Cream Sandwich

Feb 2012 Moto Acquisition Approved.

Game ENDS