


JULY 30, 2014

Heads rolling at Beats as Apple eliminating redundant positions, Ian Rogers & Trent Reznor to stay on

Mark Gurman - Jul. 30th 2014 11:28 am PT  @markgurman

EXCLUSIVE

FEATURE

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As [Apple's acquisition of Beats Electronics](#) and Beats Music [nears completion this financial quarter](#), the Cupertino and Culver City, California-based companies have begun work on transitioning select employees and technology resources from Beats to Apple, according to sources briefed on the transition. Apple executives have visited Beats' Southern California headquarters this week and last week to offer

these employees will be offered space in Apple's Cupertino offices, but Apple is said to plan to retain the Los Angeles-area offices, and select engineers on the Beats Music streaming service will continue working out of Southern California. An [email from Apple CEO Tim Cook detailed](#) earlier this year that Beats hardware employees would transition to Phil Schiller's team in Cupertino, so it seems likely that the headphone and speaker makers will make up the majority of the new Cupertino staff...

Beats employees in certain overhead positions, however, are said to not be so lucky. Beats' support, finance and HR departments are said to have already been largely dismantled, with some workers being laid off in the past few weeks, a few offered definite positions in Cupertino, and others being offered positions until the end of January 2015. Apple is said to have this week set up a dedicated phone hotline for Beats employees to speak with Apple Human Resources staff about severance packages or transition plans.

Besides the transitioning of employees, Apple has begun work on transitioning the Beats Music technology to its own iTunes infrastructure. According to sources, the Beats technology is not easily compatible with Apple's existing servers, so it is likely that parts of Beats Music will need to be re-architected in the near-future.

Apple confirmed our report on July 31st with a statement. "We're excited to have the Beats team join Apple, and we have extended job offers to every Beats employee," an Apple spokesperson said. "Because of some overlap in our operations, some offers are for a limited period and we'll work hard during this time to find as many of these Beats employees as we can another permanent job within Apple," the spokesperson added.

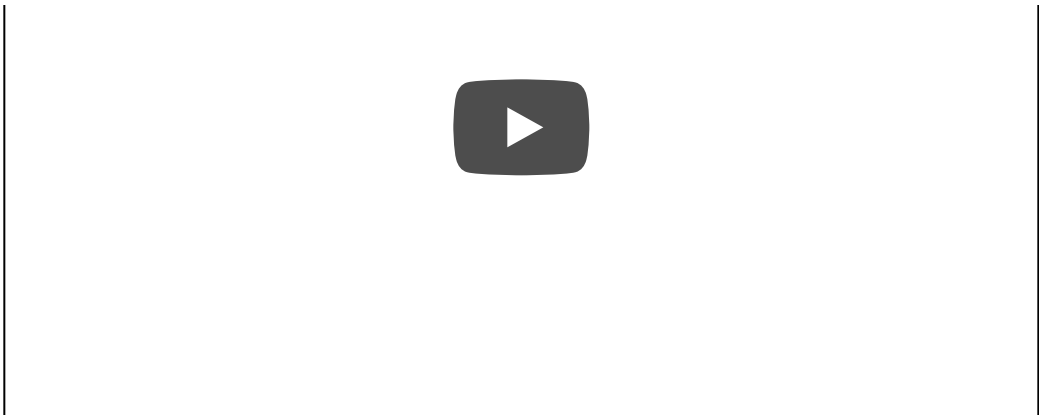
As for Beats' top executive brass, both co-founders Jimmy Iovine and Dr. Dre have committed to working at Apple in some capacity for the foreseeable future. While, there is still some [uncertainty regarding the fate](#) of Beats Chief Creative Officer Trent Reznor, and Beats Music CEO Ian Rogers, sources say that the pair of executives will, in fact, join Apple upon the closing of the acquisition on August 1st. Apple and Beats [announced their merger earlier this year](#) with the goal of improving Apple's music services. Apple currently offers the Pandora-like iTunes Radio service, the iTunes Store, and iTunes Match, but as services like Spotify and Rdio continue growing in popularity, it is important for Apple to move forward with a true streaming service such as Beats by way of bringing on the best possible personnel and technology resources.

[Seth Weintraub](#) contributed to this report.

Top image [via Re/Code](#).

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Beats Electronics

Beats Electronics was purchased by Apple in 2014.

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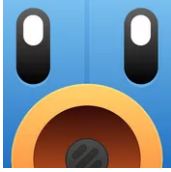
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use any kind of programming to process information, are computers. So unless this thing allows you to use your mind to project information out into the world, it's a friggin computer! This is the stupidest crap I've ever seen.

39 ^ | ▾ • Share ›



Joshua Dinwiddie → Shane Shawver • 2 years ago

This is truth which makes this ad cringy and stupid as hell.

23 ^ | ▾ • Share ›



TimmyP • 2 years ago • edited

Whats a computer? That is so mind-numbingly stupid. Completely insulting their users and technology itself. If you do not understand, how absolutely stupid "whats a computer" is, while the girl was using a computer (no not some "computer," she was using a computer by literary definition). A tablet, ipad, whatever. That is a computer. This is a new low for Apple. Jobs would be rolling in his grave.

22 ^ | ▾ • Share ›



medicalmechanica • 2 years ago

Cringiest ad ever. What's a computer? Really kid are you that dumb? Apple trying so hard. I should know, I have the latest 12.9 pro, it's no computer. I thought finally we were going to have proper filing system. The files app is a JOKE! Not to mention huge lack of proper desktop apps. It's a pleasure to use, but no way a computer.

21 ^ | ▾ 1 • Share ›



SpicyVolcano → medicalmechanica • 2 years ago

OMG, I just realized! That line at the end is cringy on purpose! It's cringy, but totally memorable. That's what they were really aiming for. :O

3 ^ | ▾ • Share ›



Hatty Flanagan → SpicyVolcano
• 2 years ago • edited

Negative reactions like the ones this ad is creating doesn't help the iPad pro at all. A bad image like this one even turns off many people who were fans of the iPad pro and might have bought the new one.

... as pro and the Surface pro only has a small fraction of the processing power and capabilities that a laptop has).

5 ^ | v • Share >



Zagor Te Nay → Hatty Flanagan • 2 years ago

Well... Most our IT engineers use Surface Pro as their daily work machine, and despite it looks like iPad, it actually is proper Windows PC. Depending on configuration, it can be as capable as any laptop without discrete graphics.

Just saying.

1 ^ | v • Share >



Jonathan Hodgetts → SpicyVolcano • 2 years ago

The fact that everyone is talking about it, makes the advert a success. Its achieved its purpose!

2 ^ | v 3 • Share >



Hillshift → Jonathan Hodgetts • 2 years ago

It made me despise Apple even more than I did before. So yeah, if reminding me to mute the TV was their desire, that commercial achieved it.

6 ^ | v • Share >



Robert Russ → Jonathan Hodgetts • 2 years ago

Considering it has made sure I will not buy the product and have a long term aversion to ever buying any of their products... I'm not sure it worked how their employers hoped it would. If the nice neighbor slaps the kid behind the head next commercial...maybe.

6 ^ | v • Share >



Jonathan Hodgetts → Robert Russ • 2 years ago

Would you not buy a product because you don't like an advert? That does not make

1 ^ | ▾ 1 • Share ›



Robert Russ → Jonathan Hodgetts
• 2 years ago • edited

I would not and have not. Million dollar campaigns like this are scrutinized and approved at the highest level of the company. If they are that foolish I do not trust them or their product. And if they hold my, the consumers, intelligence and consideration in such low regard I do not care to allow them to profit from me no matter if they are somehow making a good product. BTW..EVERY advertisement shows their best and claims to be making the best and a brilliant product. Surprise surprise most of the aren't!! Advertising is all bunk to begin with and merely works to feed the stupid... but if they hope to have a chance with me then make clear how they have improved a product, created something new to offer or at least make me laugh and appreciate them. This commercial does none of those and it feels it either insults their product, their customer and/or me the viewer. Regardless of which they have chosen to insult I wouldn't want to do business with them.

6 ^ | ▾ • Share ›



Hillshift → Jonathan Hodgetts
• 2 years ago • edited

Except it will never replace my laptop, and yeah, I won't buy their product anyway because it's overpriced and made for people with low tech IQs.. And when the little commercial kid grows up and has to do real work, oh she'll know what a computer is. Well, if she's smart enough to make it to college, she seems kind of lacking.

3 ^ | ▾ • Share ›



Charles Beyer → Jonathan Hodgetts

2 ^ | ▾ • Share ›



bud bert → Jonathan Hodgetts • 2 years ago

Yes ... but perhaps not for the reasons Apple would have liked.

4 ^ | ▾ • Share ›



SpicyVolcano → bud bert • 2 years ago

Bruh pay attention.

^ | ▾ • Share ›



bud bert → SpicyVolcano • 2 years ago

Memorable because it's stupid and asinine. That does nothing fit the Apple mystique. Bruh.

3 ^ | ▾ • Share ›



bud bert → SpicyVolcano • 2 years ago

Bruh, I did. Ad still sux

1 ^ | ▾ • Share ›



zombiespacedog → Jonathan Hodgetts • 2 years ago

Ridiculous. Ads must achieve a positive feeling and desire for the product to be successful... not just have people talking about it. Especially if that talk is negative.

3 ^ | ▾ • Share ›



F-Lambda → zombiespacedog • 2 years ago

The ad is so bad they had to disable comments on the YouTube video....

^ | ▾ • Share ›



Charles Beyer → Jonathan Hodgetts • 2 years ago

So its purpose was to demonstrate that Apple, a technology company, is so out of touch with reality that it thinks it doesn't sell computers? That wouldn't make them my first choice for buying computers.

1 ^ | ▾ • Share ›

2 ^ | ▾ • Share ›

**SpicyVolcano** → medicalmechanica • 2 years ago

THAT KID SUCH A TROLL!

2 ^ | ▾ • Share ›

**Yukeshan Naidoo** → medicalmechanica • 2 years ago

definition of computer |kəm'pyootər|

noun

an electronic device for storing and processing data, typically in binary form, according to instructions given to it in a variable program.

- a person who makes calculations, especially with a calculating machine.

2 ^ | ▾ 1 • Share ›

**Jonathan Hodgetts** → medicalmechanica • 2 years ago

The comment at the end is pure marketing - no kid would say that. However I must disagree, the iPad pro is a real computer and can be used for most things where specialist software is not required. You just have to adjust to working slightly different than you would on a Macbook. The Files app rather than being a joke does everything I require to maintain my files to run a business. Maybe it does more than you realise - What are you trying to do?

1 ^ | ▾ • Share ›

**Carlos Andres** → Jonathan Hodgetts • 2 years ago

Develop software for high end devices, create tools for engineers, make photorealistic renders and high quality realtime renders, use hundreds of API's and SDK's to be able of create more software, etc etc etc, I mean, and iPad could look like a calculator next to a PC, but if it works, who cares what you're using? at the end of the day make money is all we gonna care

^ | ▾ • Share ›

**Mestengo** • 2 years ago

I find the ad insulting. Would a tech savvy girl at this age be that

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COMMENTS

I know I would buy the stock and expect to experience a significantly higher level of customer support.

9 ^ | ▾ • Share ›



Wandering Isle • 2 years ago

Hate this commercial. Spend the whole time making her seem inquisitive and smart and end it with her being an idiot. What a let down. I mute it whenever it comes on now.

7 ^ | ▾ • Share ›



Denny Crane → Wandering Isle • 2 years ago

"Hey! That's a nice picture of a bug."
"...what's a bug?"

^ | ▾ • Share ›



Rafa (Antinatalismo Rules) • 2 years ago

This ad is really stupid.

6 ^ | ▾ • Share ›



VoxPopper • 2 years ago

If they aren't looking for max hipster cred points all they need to rescue the campaign is it change it to:

"What's a PC?"

5 ^ | ▾ • Share ›



F-Lambda → VoxPopper • 2 years ago

Technically, though, it would still apply to the iPad.

1 ^ | ▾ • Share ›



secretgoldfish • 2 years ago

It might be a real computer to the Apple marketing department but it wasn't to me the end user.....so I sold it.

It was great device to surf the net, watch movies, read comics/books etc but there was no way I could make use of it for my pro needs without serious compromises/workarounds.

I also noticed that it sucked my wallet 'post-purchase' more than any other Apple product I've owned, so many useful apps to make it 'pro' like were subscription based.

I wish Apple were more serious about the 'pro' moniker, THEY

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The most 'pro' thing about the ipad pro is the price, I couldn't justify the purchase after I'd decided it wasn't much more than an expensive media consumption machine which should probably have a subsidised price like a phone.

I bought a wacom Cintiq pro 16 (once selling the ipad pro) which I tether to my macbook pro and it is exactly what I wanted the ipad pro to be, sometimes it is better to just buy the right tool for the job rather than get caught up in the 'over-promise' of a 'over-promising' marketing department.

5 ^ | ▾ • Share ›



Diane Fields → secretgoldfish • 2 years ago

You could also have tried the Astropad app on your Mac and Ipad pro for IMO a better experience than the Wacom graphics tablet (the big pros, not cintiq). There are quite a number of pros using this combo with photoshop and other graphics apps.

^ | ▾ • Share ›



secretgoldfish → Diane Fields • 2 years ago

Yeah I did try Astropad, but didn't find it as good an experience as a Wacom cintiq pro 16, Astropad ALSO charge a monthly subscription fee.....to tether to a computer.

Astropad ability should have been something Apple natively supported itself on launch for a product with a 'pro' moniker IMHO.

Then there are the tools and apps not as fully functional as their desktop counterparts....it ended up being easier/cheaper/more compatible buying a Cintiq which was the right tool for the job rather than something I had to develop a new solution/workarounds for.....like the ipad pro.

^ | ▾ • Share ›



Aussiefanboy → secretgoldfish • 2 years ago

Sorry but i have had the complete opposite experience.

I think the iPad Pro is one of the best devices I've ever owned. It has almost completely replaced my MacBook

...nearly as many going to remain. People who have specialised work flows and need a Mac, this is definitely a computer replacement. I just am so so so in love with what it can do.

^ | ▾ 1 • Share ›



Diane Fields → Aussiefanboy • 2 years ago

I feel the same and agree—I do 99% of business and personal on the 1st gen 12.9 and rarely defer to my 15” Macbook Pro. I still use it for several external drives but have just stopped my adobe CC sub after many many years with PS for Affinity Photo on Ipad and using a wifi drive to transfer to my external drives via macbook (so that’s its major use now). I have a friend in Malayasia, both writer (freelance advertising) and photographer, who is now carrying an Ipad Pro 12.9 and finding it works

