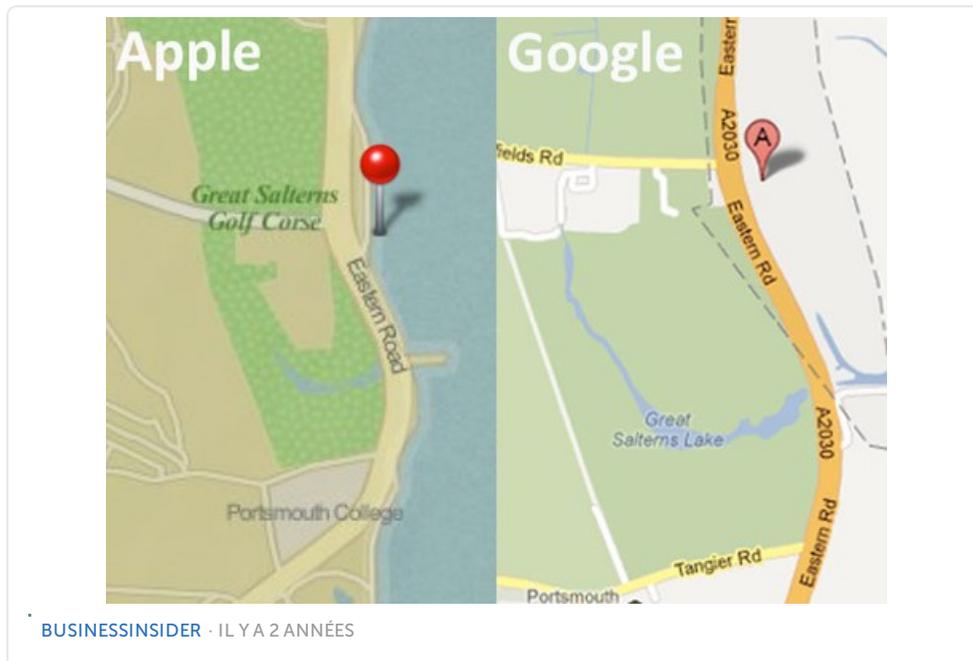


War of the World: Mapping the Apple/Google Breakup

#Periscope - Jonathan Fullmer, VivaKi staff writer



Regardless of whether or not you're an iPhone owner, you've undoubtedly heard the rumors of Apple's dumping Google. ("Did you hear the news?" "Yeah, it's sad; I liked them together." "They seemed like a good couple, but they had differences.")

Apple recently released its two most highly anticipated updates ever, the iPhone 5 and its sleek operating system upgrade, iOS 6, which boasts over 200 changes from previous editions and announced the cutting of ties with Google, who powered the previous map app, among other pre-installed features. But both releases have become all but overshadowed by what might seem to non-iPhone users like a relatively minor flaw: Apple's new mapping app, simply called Maps.

[Apple-Google deal took a wrong turn over directions, report says ...](#)

6 days ago... split over maps in iOS. Read this article by Josh Lowensohn on CNET News. ... Apple-Google deal took a wrong turn over di...

CNET

As minor as the issue might have sounded at first, online criticism quickly escalated to such an extent that Apple, who has rarely apologized for its creations in the past, offered a sincere and sorrowful plea for forgiveness, also assuring fans that they're working to resolve the issues every day.



ADAGE

Apple Apologizes for New iPhone Maps: 'Sorry for the Frustration ...

4 days ago ... Apple, far more accustomed to acclaim than complaints, told customers it was sorry for replacing Google Maps with an App...

So just how bad is Maps? According to New York Times personal-tech columnist David Pogue, it's pretty bad: "Maps is an appalling first release. It may be the most embarrassing, least usable piece of software Apple has ever unleashed."



NYTIMES

A Map App, As Sleek As iPhone 5, Is Often Off. - The New York Times

6 days ago ... Apple has replaced Google's maps with its own, built from scratch, but in ... Search All NYTimes.com. New York Times...

Google and fans of Google-powered Android phones almost instantly took to the Web to lambaste Apple, pointing out the app's numerous flaws. Again, Pogue: "Entire lakes, train stations, bridges and tourist attractions have been moved, mislabeled or simply erased. Satellite photo views consist of stitched-together scenes from completely different seasons, weather conditions and even years. The point-of-interest data, in particular, seems to be incomplete or flaky, especially overseas."

As you can imagine, the Twittersphere was abuzz with disgruntled iPhone fans and critics.



The Fake CNN
@TheFakeCNN

Breaking: Apple reveals Dora the Explorer as the lead designer of Apple Maps.



IL Y A 2 ANNÉES



Pete Cashmore
@mashable

Dear Apple, Please Re-Release the Old Google Maps for iOS 6
on.mash.to/QHyTGsyTGs



IL Y A 2 ANNÉES



Faux John Madden
@FauxJohnMadden

Tony Romo is using Apple Maps to try and lead the offense into the end zone.

 IL Y A 2 ANNÉES



Colin Chisholm
@ColinHFX

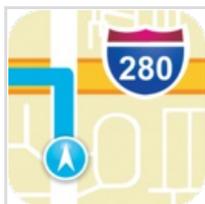
RT @bearmccreary: Dear Apple Maps, when I type an address to get directions, please do not include addresses that are 3,000 miles away in my options. Thanks.

 IL Y A 2 ANNÉES

An entire Tumblr blog, spitefully titled "The Amazing iOS 6 Maps," and other sites devoted to poking fun of particularly glaring mistakes, mostly glitches in Maps' most prominent feature, its 3D capability, such as displayed in this photo of a bridge in Manhattan:



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The Amazing iOS 6 Maps by theamazingios6maps - Tumblr

At Apple, we strive to make world-class products that deliver the best experience possible to our customers. With the launch of our new...

 TUMBLR



BUSINESSINSIDER

[iOS 6 Maps Apocalypse - Business Insider](#)

Sep 20, 2012 ... Less than a day after Apple released iOS 6 and unveiled its in-house maps, users have gone to Twitter and Tumblr to po...

But hold on. You're probably wondering what went wrong. If iPhone users were happy with the previous Google-powered mapping app, why did Apple dump Google? The feud, explains CBS News, was over voice navigation, a feature Google has allowed only on Android phones, and which Apple Maps now features.

[Report: Apple, Google maps debacle sparked by voice ... - CBS News](#)

6 days ago ... (CBS News) Turn-by-turn voice navigation may be at the heart of Apple's ... Google Maps has been a default app on th...

CBSNEWS

After Google refused to budge, denying Apple all the features available in Android versions of their map app, they decided to create their own. The problem? Google still had another year of its contract with Apple, resulting in a hastily produced app that was intended as a slap in Google's seemingly untouchable face.



THEVERGE

[Apple had over a year left on Google Maps contract ... - The Verge](#)

Sep 25, 2012 ... Apple's decision to ship its own mapping system in the iPhone 5 and iOS 6 was made over a year before the company&...

Even Google responded with its own jabs at Apple on its social media site, Google+. But that's where the breakup gets even messier. The ad, according to CNET, read, "Looking for 315 E 15th in Manhattan? Google Maps on Droid Razr M will get you there & not [#iLost](#) in Brooklyn." Unfortunately for Google, the address in question doesn't even exist.

[Oops! Anti-Apple Maps ad reveals Google Maps' own ... - CNET News](#)

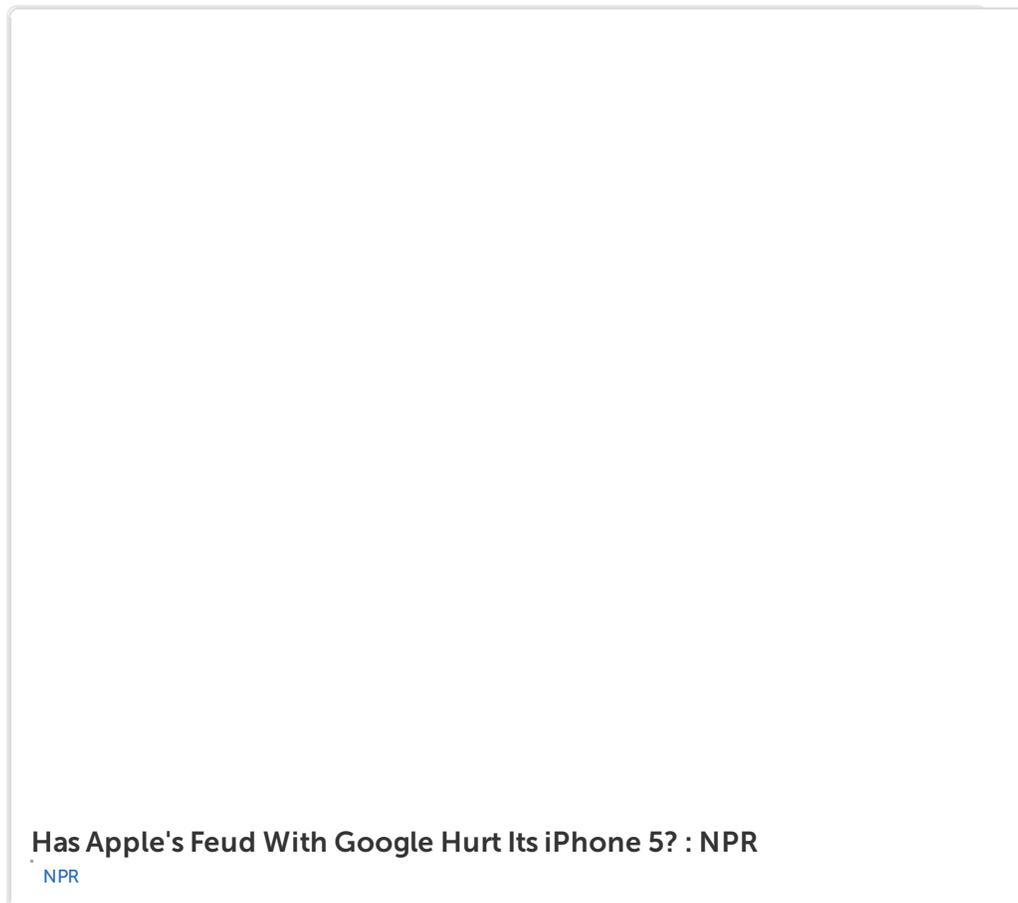
5 days ago ... In an ad on Google+, Google's Motorola Mobility pointed out that Apple Maps couldn't even find a simple address ...

CNET

Fans on both sides of the fence are left wondering if the former partners will ever make up.



And NPR's Morning Edition asked the inevitable question: Can a giant such as Apple, with one of the most devoted base of followers of any technology company ever, lose much face?



Indeed, neither company seems to face the risk of losing many devotees at this point. But as with any type of celebrity relationship gossip, we'll continue to stare, anxiously awaiting whatever drama might ensue.

