

# Apple's Universal Control works to keep Macs and iPad users in the ecosystem

Article

The news: Apple [demonstrated](#) Universal Control at WWDC 2021, the feature allows Macs to control nearby iPads as well as drag and drop data across up to three devices.

Interoperability between tablets and desktops is not a new concept, but Apple has baked it into the OS level making it preferable for Mac users to consider iPads as companion products and vice-versa.

**The takeaway:** Continuity features like Universal Control, AirDrop, and SideCar exist to keep users locked in to Apple’s ecosystem by offering convenience and seamless interoperability. They also define the uniqueness of different product categories while urging developers to create apps that work across product categories instead of just for standalone devices.

**Tablet Shipments Worldwide, by Brand, 2019 & 2020**

millions, % of total, and % change

	2019	% of total	2020	% of total	% change
Apple	47.3	38%	58.8	37%	24%
Samsung	22.1	18%	31.0	19%	40%
Huawei	15.0	12%	16.3	10%	8%
Amazon	13.9	11%	15.9	10%	14%
Lenovo	8.4	7%	14.2	9%	70%
Other	18.6	15%	24.5	15%	32%
<b>Total</b>	<b>125.3</b>	<b>100%</b>	<b>160.6</b>	<b>100%</b>	<b>28%</b>

Note: numbers may not add up to total or 100% due to rounding  
 Source: Canals as cited in press release, Jan 28, 2021