last30days · Apple · Oct 18 to Nov 16, 2026 · v4.3.0

What I learned:

The iPhone Duo is the month's biggest story, and people mostly like it - Apple's first foldable reached people's hands this window. Marques Brownlee's review is the most-watched Apple video of the month and calls it "significant and solid, and that's what you want when you're spending $2,000+". He also credits the IP68 rating as "pretty elite for a foldable". The top comment ties the fold back to Apple's own history.

> "Love how is Apple going back to their roots with a folding design, just like the iPhone 6 Plus did back in the day" @brennan.rogers on YouTube · 26,000 likes

> "Apple does this annoying thing when they come out with new products where they kind of ignore the rest of the world and pretend the competition just doesn't exist." Marques Brownlee on YouTube · 208,883 likes

Demand still beats supply, but it's easing - On the earnings call, Ternus said Apple is "not able to predict" when Duo supply will meet demand, and that a small share of units had display problems (9to5Mac). By Nov 13, r/apple was tracking delivery dates moving earlier. u/Gon_Snow found units in New York stores two days in a row. Samsung fans on r/samsunggalaxy are waiting to see whether the hinge fails at scale.

iOS 27.3 beta 2 adds face unlock to the Duo, with limits - 9to5Mac's walkthrough and a TikTok from @milesabovetech both headline face unlock on the Duo. @markgurman says it isn't real Face ID.

> "Apple's iPhone Duo face unlock stop gap is here - similar underlying tech as the HomeView as expected. Doesn't work for Apple Pay and some other features. I expect true Face ID for the Duo 2 or 3."
>
> @markgurman on X · 709 likes

Ternus's first months as CEO: blame, layoffs, and a backlash - The r/unpopularopinion thread arguing Ternus is making Apple "just another tech company" drew a lot of argument. Its second comment from u/TheJewPear pushes back: "John Ternus has been CEO for a month. The decision to develop these products was Tim Cook's." A bigger thread on r/technology covered the 400+ job cuts, which reached Siri, Vision Pro and hardware program managers. TheStreet ties the cuts to the new AI architecture.

> "Apple is just another tech company. One with a cult, but still just another tech company." u/Hkmarkp on r/unpopularopinion · 1,741 upvotes

> "i love the fact a company that is printing money still feels they need to axe people." u/Cygnus__A on r/technology · 2,188 upvotes

Record quarter, and Wall Street is betting on Apple as #1 - Fiscal Q4 revenue hit $114.5B, up 12% (MacRumors). AAPL rose about 3% over the window while the S&P 500 fell almost 4%, with its best day on Nov 4. Fortune warns that rising memory costs are pressuring prices, a complaint echoed in a large r/technology memory-pricing thread. On Polymarket, the race for world's largest company by year-end swung sharply from Nvidia to Apple this month.

> Polymarket · Largest Company end of December 2026: Apple 90.6%, #1 of 8 (up 61.8 pts this month) · NVIDIA at 7.5% (down 59.5 pts this month)

> Polymarket · Apple's Market Cap end of 2026: $5.00-$5.50T at 44% (up 8.5 pts this month) · $4.50-$5.00T at 25% (up 7.5 pts this month) · $5.50-$6.00T at 18% (up 2.5 pts this week)

Touch Macs and an OLED iPad mini land, with the usual gripes - Apple's own launch video for the touchscreen PROLED MacBook Pro has more views than any other video in the run. @markgurman reported that touch adds $400 to the price. MKBHD's OLED iPad mini review asks, "Why in the year 2026 does this brand-new $700 to $900 tablet still have a 60Hz display?" Its top comment got the bigger laugh.

> "This the most Marques title he has ever Marquesed." @MrUnknownXD on YouTube · 20,000 likes

Siri AI is now on Apple TV and HomeView - MacRumors' Apple TV 4K hands-on says "the hardware is only half the story" next to Siri AI. The box runs on an A19 chip with three far-field microphones. MacRumors also tested the $299 HomeView display at the same time. On Polymarket, the Epic Games Supreme Court appeal sits at 80% for Apple.

Jobs Page Secret Signals - Among the 6,491 open roles on Apple's own job board (730 posted in the window) is a newly created Director, Evaluation and Quality Assurance, Services Special Projects. The posting asks for evaluation of a system that triggers on user requests, ranks results, and checks that "the underlying transactions execute correctly", including "integrations with external partner APIs, and financial systems". That reads like quality control for an assistant that completes purchases or bookings, which fits Gurman's public report of an agentic Siri with partner tie-ins next year.

These are open postings, not hires or announcements.

Patent Secret Signals - A patent application published Nov 12, 2026 (filed April 2026), CONTROLLING OBJECTS USING AN IMAGE, describes saving a photo of a room and tapping a lamp or other device in that photo to change its state. No coverage or matching feature turned up, and HomeView and the Home app only offer icon and tile controls, so a photo of your room could become the control surface on a display like HomeView.

KEY PATTERNS from the research:

1. People are reviewing the Duo as a strong first generation that is too expensive for most buyers - per Marques Brownlee
2. Ternus gets blamed and defended for products Cook started, and the layoffs feed the "just another tech company" story - per r/unpopularopinion
3. Software updates are catching up with hardware compromises: face unlock on the Duo, Siri AI on TV boxes - per @markgurman
4. Money is flowing toward Apple as the year-end market-cap leader while the S&P slides - per Polymarket
5. Spec complaints are back (a 60Hz OLED, $400 for touch) even as people buy the products - per MKBHD

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All agents reported back!
├─ Reddit: 31 threads | 41,251 upvotes | 9,167 comments
├─ X: 19 posts | 63,183 likes | 3,088 reposts
├─ YouTube: 7 videos | 72,075,962 views | 4/7 with transcripts
├─ TikTok: 23 videos | 35,258,588 views | 2,570,371 likes
├─ Instagram: 2 reels | 63,412 views | 5,025 likes
├─ HN: 23 stories | 1,213 points | 1,818 comments
├─ LinkedIn: 9 posts | 4,253 likes | 190 comments
├─ GitHub: 1 item | 8 reactions
├─ Digg: 20 clusters | 766 posts | 443 authors
├─ arXiv: 2 papers
├─ Techmeme: 3 headlines
├─ Jobs: 6,491 open roles | 730 new in the L30
├─ Polymarket: 12 markets | Apple be the largest company in the world by market cap on
Dec 31 91%, Apple's market capitalization between $5.00T and $5.50T at the end of 2026
44%, Apple purchase memory CXMT chips in 2026 5.0%
├─ Yahoo Finance: AAPL +2.9% in the L30 | $342.94 → $352.78 | S&P 500 -3.6% | best day
Nov 4 +5.3%
├─ Patents: 236 applications published | 266 granted | 170 first US publications
├─ Top voices: @tim_cook, @markgurman, @MKBHD | r/apple, r/mac, r/unpopularopinion
└─ Raw results saved to ~/Documents/Last30Days/apple-raw-v3-2026-11-16.md
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I'm now an expert on Apple. Some things I can help with:

- Is the iPhone Duo worth $2,000 now, or should you wait for the Duo 2 and real Face ID?
- Break down Ternus's layoffs and what cutting Siri and Vision Pro roles says about Apple's AI direction
- Can Apple hold the #1 market-cap spot into December while memory costs climb?