

Provide arguments for and against MagSafe being nonobvious.



Apple's "MagSafe" power connector for laptops.

Assume:

- MagSafe was invented in 2005, at a time when laptops were ubiquitous.
- What's claimed is a computer power connector (both sides) that is detachably attachable with reciprocal magnets on connector and receptacle, where the connector can be pulled away non-axially (i.e., from a random angle as opposed to straight out) without damage to any components and without dislocating the laptop.
- To be feasible, the MagSafe needs rare earth magnets that were invented in the 1980s and only became affordable in the 1990s, coming down steadily in price since then and becoming more and more prevalent in a wide range of products.
- In the late 1990s, countertop deep fryers started to be sold in Japan with "break away" magnetically coupled power connectors. These were a response to burn injuries suffered by consumers when tripping the power cord caused the dislocation and overturning of a connected deep fryer.
- MagSafe has been a huge commercial success for Apple, a reason many buyers choose Apple laptops, because many had experience with laptops being pulled off tables when cords were tripped over and/or power connections being damaged from non-axial forces.