

# The History of Apple, Inc.



by Leanne Gray

# Why “Apple”?



- At the time, Steve Jobs, as Mark Lad, had “Apple” alphabetically, and also therefore in the phone book.

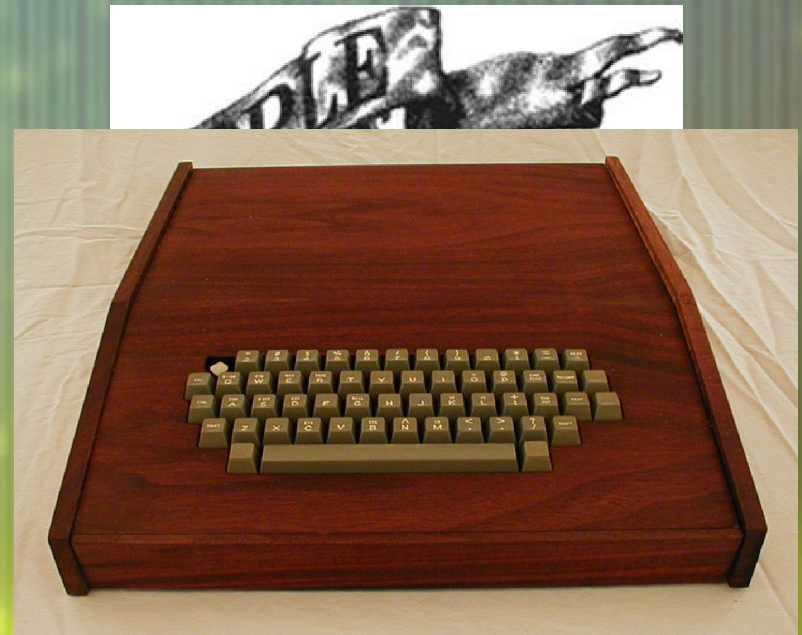
# Jobs and Woz

- First met in 1971; Jobs was 16, Wozniak was 21
- Steve Wozniak built a computer to run on the 6502 chip from MOS technology, but Jobs had the idea to sell it



# Apple I

- First demonstrated in April 1976
- Used a TV as a display
  - Many machines had no display
- Cassette interface
- Used fewer parts than anything in its class



Apple Computer's first logo, designed by Ronald Wayne, shows Isaac Newton underneath an apple tree.

# Apple II

- First introduced in 1977
- Recognized by many as being the first “computer”
- Production ended in 1993; Apple had sold over two million units
- Unlike Apple I, this version included graphics



# 1984: Macintosh



- Created and entirely new family, the Macintosh was the world's first truly personal computer, with a user-friendly graphical user interface (GUI).
- Macintosh Portable (1989)
- Introduced desktop publishing with Adobe PageMaker (1987)
- PowerBook (1991)



Macintosh's first icons were created by graphic designer Susan Kare.

# AIM Alliance



- In 1991, Apple Computer, IBM, and Motorola joined to create the PowerPC processors
- Apple & IBM created two side projects called Taligent and Kaleida Labs.

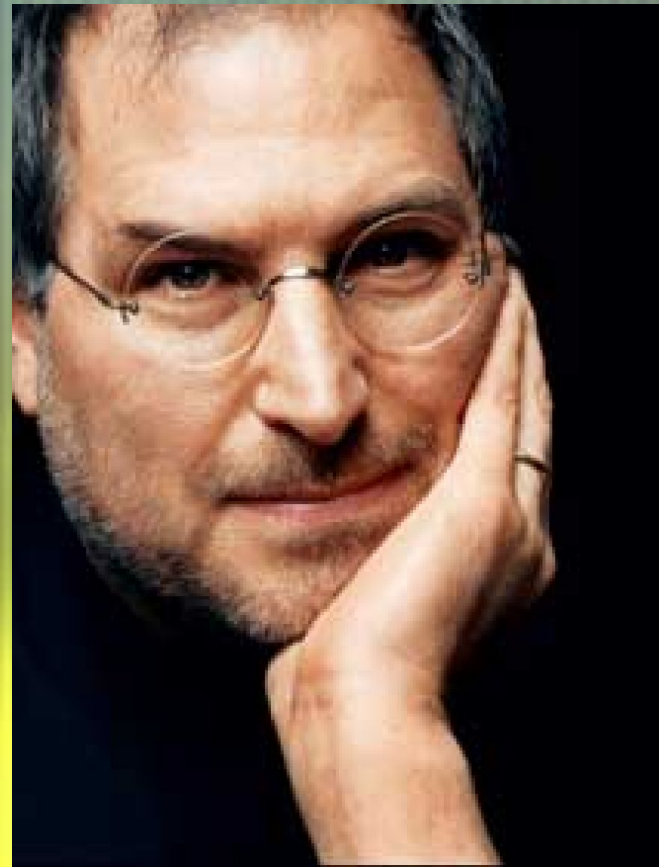


# AIM Alliance

- Started Power Macintosh line in 1994 using PReP (PowerPC Reference Platform)
- Produced the first hand-held PDA, the Newton, in 1993
  - Did not take off for Apple, but was the forerunner for PalmPilot and Palm PC

# Power Struggle

- Jobs was fired in 1985 by the board of directors, but after three unsuccessful CEOs throughout the early-mid 90s, was brought back in 1997 and assumed the position of interim CEO.



# iMac is Born



- Jobs first recreated desktop, combining the monitor and CPU into one
- Sold over one million units a year
- Introduced Apple's new emphasis on design and aesthetics

# Mac OS X



- Jobs also created an entirely new operating system
  - Wanted to emphasize the “digital lifestyle”

# iPod

- Introduced in July 2005, iPod's market share was estimated at 50%
- 5GB hard drive, 7400 songs
- January 2007, Apple reported record annual earnings of \$7.1 billion, 48% of which was from iPod sales



# iPod + iTunes

- Launched in 2003; had 2 million downloads in 16 days
- Over 2 billion songs sold
  - 1.2 billion songs sold in 2006 alone

QuickTime™ and a  
TIFF (Uncompressed) decompressor  
are needed to see this picture.

# Apple, Inc.

- In January, Steve Jobs announced the company would change its name to Apple, Inc. to incorporate their many endeavors

