

The History of Apple, Inc.



by Leanne Gray

Why “Apple”?



- At the time, Steve Jobs, the company, told that as Mark and “Apple” came before them on alphabetically, and also that is why it is in the phone book.

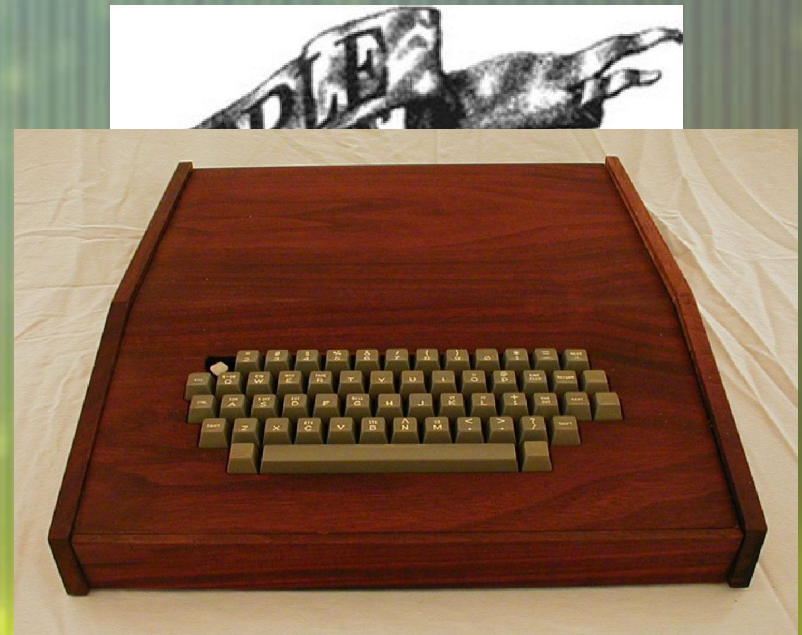
Jobs and Woz

- 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



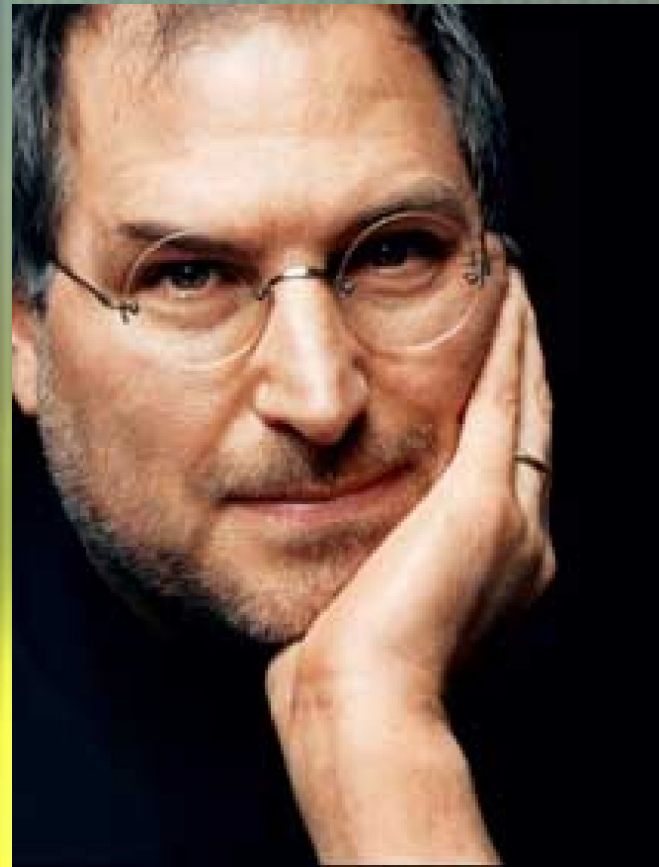
- In 1991, Apple Computer, IBM, and Motorola joined to create the PowerPC processors
- Apple & IBM created two side projects called Taligent and Kaleida Labs.

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

