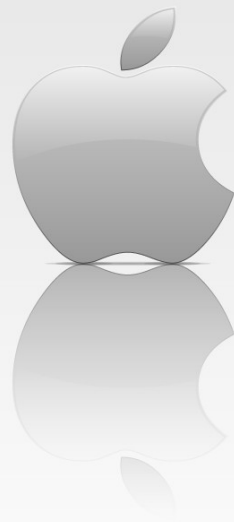


Apple Inc.



Few facts

- multinational corporation that designs and manufactures consumer electronics and computer software products.
- established in Cupertino, California on April 1, 1976 and incorporated January 3, 1977, the company was called **Apple Computer, Inc.** for its first 30 years, but dropped the word "Computer" on January 9, 2007
- Apple has about 35,000 employees worldwide and had worldwide annual sales of US\$32.48 billion in its fiscal year ending September 29, 2008.

History

- 1976 – Apple I personal computer kit - established by Steve Jobs, Steve Wozniak, and Ronald Wayne
- 1977 – Apple II introduced at the first West Coast Computer faire



History

- 1978 – Steve Jobs began working on the Apple Lisa
- 1984 – Macintosh announced by famous TV commercial



History

- 1989 - Macintosh Portable - Apple's first "portable" Macintosh computer
- 1991 - PowerBook: the modern form and ergonomic layout of the laptop computer



Current products

- computers – Mac
- mp3 players – iPod
- mobile phones - iPhone
- software – Mac OS and programmes
- others – Apple TV, Time Capsule



Mac

- personal computers – iMac, Mac mini, Mac Pro
- notebooks – MacBook
 - MacBook
 - MacBook Pro
 - MacBook Air



iPhone

- 3G phone
- high-tech functions:
 - WiFi, bluetooth
 - built-in GPS module
 - 3,5“ screen (320x480 pixels) with 16M colors
 - accelerometer sensor
 - up to 32 GB storage
 - 3,2 Mpx camera with autofocus



iPod

- iPod Shuffle
- iPod Nano
- iPod Classic
- iPod Touch



Logos



The original Apple logo featuring Isaac Newton under the fabled apple tree.



The rainbow "bitten" logo, used from late 1976 until replaced in 1998 by monochrome themes.



The monochrome-themed logo maintained the same shaped as the rainbow theme it replaced. It is still used and often appears in various colors on various products, such as packaging and advertisements.

Thank you for your attention