

УДК 681.3

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ІСТОРИЯ КОМПАНІЇ APPLE INC.

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THE HISTORY OF APPLE COMPANY

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Ключові слова: компанія Apple, програмне забезпечення

Keywords: Apple Company, computer software

In this publication, I would like to focus on the history of Apple Inc. that designs, develops and markets consumer electronics, software, Internet services and personal computers.

History of Apple Inc. is divided into seven periods:

1976–1980: Founding and incorporation

Apple was established on April 1, 1976, by Steve Jobs, Steve Wozniak and Ronald Wayne to sell the Apple I personal computer kit. The Apple I was sold as a motherboard (with CPU, RAM, and basic textual-video chips), which is less than what is now considered a complete personal computer. The Apple I went on sale in July 1976 and was market-priced at \$666.66 (\$2,763 in 2015 dollars, adjusted for inflation).

The Apple II, also invented by Wozniak, was introduced on April 16, 1977, at the first West Coast Computer Faire.

By the end of the 1970s, Apple had a staff of computer designers and a production line. The company introduced the Apple III in May 1980 in an attempt to compete with IBM and Microsoft in the business and corporate computing market.

1981–1989: Success with Macintosh

Apple began working on the Apple Lisa in 1978. Lisa won the race in 1983 and became the first personal computer sold to the public with a GUI, but it was a commercial failure due to its high price tag and limited software titles.

In 1984, Apple launched the Macintosh. It was the first personal computer to be sold without a programming language at all. Its debut was announced by the now famous \$1.5 million television commercial "1984".

1990–1999: Decline, restructuring, acquisitions

In 1990, Apple released the Macintosh LC, which featured a single expansion slot for the Apple II Card to help migrate Apple II users to the Macintosh platform. Apple stopped selling the Apple II in 1993.

In 1994, Apple allied with IBM and Motorola in the AIM alliance with the goal of creating a new computing platform (the PowerPC Reference Platform), which would use IBM and Motorola hardware coupled with Apple software. The AIM alliance hoped that PReP's performance and Apple's software would leave the PC far behind. The same year, Apple

introduced the Power Macintosh, the first of many Apple computers to use Motorola's PowerPC processor.

On November 10, 1997, Apple introduced the Apple Online Store, which was tied to a new build-to-order manufacturing strategy. On August 15, 1998, Apple introduced a new all-in-one computer reminiscent of the Macintosh 128K: the iMac. The iMac design team was led by Ive, who would later design the iPod and the iPhone. The iMac featured modern technology and a unique design, and sold almost 800,000 units in its first five months.

2000–2006: Return to profitability

On May 19, 2001, Apple opened the first official Apple Retail Stores in Virginia and California. On October 23 of the same year, Apple debuted the iPod portable digital audio player. The product, which was first sold on November 10, 2001, was phenomenally successful with over 100 million units sold within six years. In 2003, Apple's iTunes Store was introduced. The service offered online music downloads for \$0.99 a song and integration with the iPod. The iTunes store quickly became the market leader in online music services, with over 5 billion downloads by June 19, 2008.

2007–2010: Success with mobile devices

In July 2008, Apple launched the App Store to sell third-party applications for the iPhone and iPod Touch. Within a month, the store sold 60 million applications and registered average daily revenue of \$1 million, with Jobs speculating in August 2008 that the App Store could become a billion-dollar business for Apple.

Apple also released the iPhone 4, which introduced video calling, multitasking, and a new uninsulated stainless steel design that acted as the phone's antenna. Later that year Apple again refreshed its iPod line of MP3 players by introducing a multi-touch iPod Nano, an iPod Touch with FaceTime, and an iPod Shuffle that brought back the buttons of earlier generations.

2011–2012: Steve Jobs's death

From 2011-2012, Apple released the iPhone 4S and iPhone 5, which featured improved cameras, an "intelligent software assistant" named Siri, and cloud-sourced data with iCloud; the third and fourth generation iPads, which featured Retina displays; and the iPad Mini, which featured a 7.9-inch screen in contrast to the iPad's 9.7-inch screen. These launches were successful, with the iPhone 5 (released September 21, 2012) becoming Apple's biggest iPhone launch with over 2 million pre-orders and sales of 3 million iPads in three days following the launch of the iPad Mini and fourth generation iPad (released November 3, 2012).

2013–present: Acquisitions and expansion

At the Worldwide Developer's Conference on June 10, 2013, Apple announced the seventh iOS operating system alongside OS X Mavericks, the tenth version of Mac OS X, and a new Internet radio service called iTunes Radio. iTunes Radio, iOS 7 and OS X Mavericks were released fall 2013. On December 6, 2013, Apple Inc. launched iBeacon across its 254 U.S. retail stores.

Alongside Google vice-president Vint Cerf and AT&T CEO Randall Stephenson, Cook attended a closed-door summit held by President Obama on August 8, 2013, in regard to government surveillance and the Internet in the wake of the Edward Snowden NSA incident. On February 4, 2014, Cook met with Abdullah Gül, the President of Turkey, in Ankara to discuss the company's involvement in the Fatih project.

Thus Steve Jobs, Steve Wozniak and Ronald Wayne have made an incredible contribution to the world history; they began to write a new page in the history of the computer age. For over 29 years Apple Inc. has been the leader among manufacturers of various types of software and hardware that are designed to ease our lives.