

Steve Jobs

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Graphic Communications Workshop 1111

Early Life

- Steven Paul Jobs was born on February 24, 1955, in San Francisco, California, to Joanne Schieble (later Joanne Simpson) and Abdulfattah "John" Jandali, two University of Wisconsin graduate students who gave their unnamed son up for adoption.
- As an infant, Steven was adopted by Clara and Paul Jobs and named Steven Paul Jobs. Clara worked as an accountant, and Paul was a Coast Guard veteran and machinist.
- The family lived in Mountain View, California, within the area that would later become known as Silicon Valley. As a boy, Jobs and his father would work on electronics in the family garage, Paul would show his son how to take apart and reconstruct electronics.
- Jobs was a prankster in elementary school, however, Jobs tested so well that administrators wanted to skip him ahead to high school, a proposal that his parents declined.
- A few years later, while Jobs was enrolled at Homestead High School (1971), he was introduced to his future partner, Steve Wozniak, through a friend of Wozniak's. Wozniak was attending the University of California, Berkeley, at the time.

Home Town



Home of Paul and Clara Jobs, on Crist Drive in Los Altos, California. The California home believed to have been where Apple co-founders Steve Jobs and Steve Wozniak built their first 50 to 100 Apple 1 computers in 1976- is now a historic site. The first 50 Apple computers built at the home sold for \$500 each, according to the Historic Commission Report; on the property. One of those original Apple computers sold in 2010 for \$213,000 at a Christie's auction.

Personal Life- Relationships

- In 1990, at age 35, after his girlfriend Tina Redse had turned down his proposal, he started dating a young Stanford MBA student called Laurene Powell. The following year, on March 18 1991, they got married in Yosemite. A few months later, Laurene gave birth to Steve's second child, a baby boy named Reed Paul, after Steve's alma mater (Reed College) and his father (Paul Jobs).
- Steve Job's also has a daughter, Lisa Brennan Jobs, born in 1978 from a previous relationship with his high school girlfriend, Chris Ann Brennan. Fortune magazine reported that Jobs denied paternity of Lisa for years, at one point swearing in a court document that he was infertile and could not have children. According to the report, Chris Ann Brennan collected welfare for a time to support the child, until Jobs later acknowledged Lisa as his daughter

Departure from Apple

- Apple computers hit the ground running when they were first unveiled, however the next several products from Apple suffered significant design flaws, resulting in recalls and consumer disappointment.
- IBM suddenly surpassed Apple in sales, and Apple had to compete with an IBM/PC-dominated business world.
- In 1984, Apple released the Macintosh, but despite positive sales and performance superior to IBM's PCs, the Macintosh was still not IBM-compatible. Sculley relieved Jobs was hurting Apple, and the company's executives began to phase him out.
- Not actually having had an official position with the company he co-founded, Jobs left Apple in 1985 to begin a new hardware and software enterprise called NeXT, Inc. the following year Jobs purchased an animation company from George Lucas, which later became Pixar Animation Studios. Believing in Pixar's potential, Jobs initially invested \$50 million of his own money in the company.
- Pixar Studios went on to produce wildly popular animated films such as *Toy Story*, *Finding Nemo* and *The Incredibles*. Pixar's films have netted \$4 billion. The studio merged with Walt Disney in 2006, making Steve Jobs Disney's largest shareholder.

Apple's Comeback- Reinventing Apple

- Despite Pixar's success, NeXT, Inc. floundered in its attempts to sell its specialized operating system to mainstream America. Apple eventually bought the company in 1996 for \$429 million. The following year, Jobs returned to his post as Apple's CEO.
- Just as Steve Jobs instigated Apple's success in the 1970s, he is credited with revitalizing the company in the 1990s.
- With a new management team, altered stock options and a self-imposed annual salary of \$1 a year, Jobs put Apple back on track.
- His ingenious products such as the iMac, effective branding campaigns and stylish designs caught the attention of consumers once again.

Apple Computer 1

- Personal Computer
- Released on April 11, 1976
- Discontinued 30, 1977
- Price \$666.66



Apple II

- Created in 1977
- Steve Wozniak Designed
- An audio cassette
- Data stronge
- Floppy disk drive



Macintosh

- Created in 1984
- Was advertised during the Super Bowl
- First successful personal computer
- Graphical user interface and a mouse



Pixar

- Bought in 1986 from Lucasfilm for \$5 million
- After releasing “Toy Story” he realized what he had.
- Later was sold to Disney in 2006 for \$7.4 million .
- Studio has taken home 10 Oscars and nominated for 30 more.



iMac

- Created in 1997
- First generation iMac
- New design, which later helped him develop other products



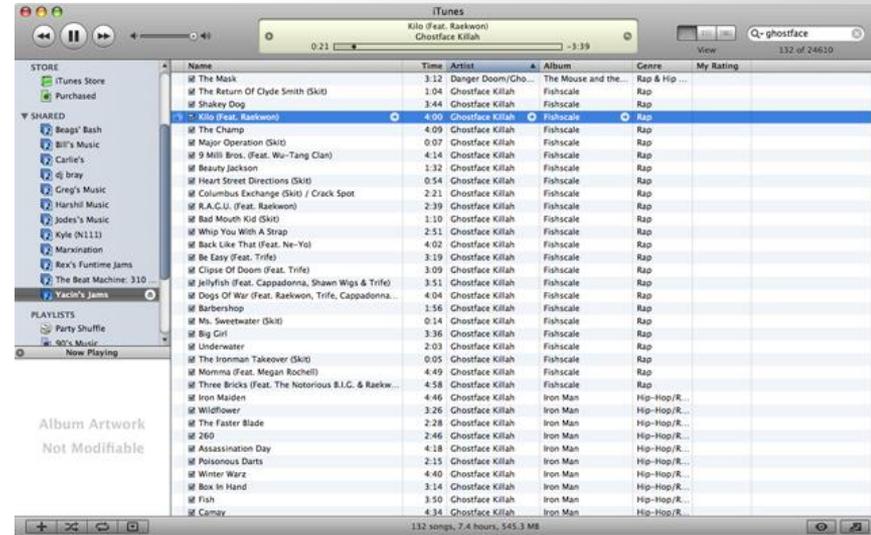
Mac OS X

- Created in 2001
- Was created on NeXTSTEP when Jobs owned it.
- He later purchased Apple back.
- OS X has been expanded to the iPhone, iPad, and iPod Touch.



iTunes/iTunes Store

- Created in 2001
- iTunes is a media paper software
- Allows users to purchase and collect music
- Changed the music business
- Brought music sharing service Napster
- Now included iCloud



iPod

Created in 2001

Changed how we listen to music

Could listen to single after single

Made singles more important
than albums



MacBook Pro

- Launched 2006
- Innovated the laptop design
- Design inspired by PowerBook G4
- Created the path-way for future laptops.



iPhones

- Launched 2007
- Changed smartphone landscape
- Opened the door to apps and is the worlds best-selling smartphone



iPad

- Launches 2010
- Made mobile computing accessible and fun
- Was the first tablet without stylus or a keyboard
- Best-selling tablet compared to Samsung and Kindle Fire



Apple Computer Synopsis

- In 1976 Jobs and his partner Wozniak started Apple Computer. Jobs was 21 years old at the time.
- They started in Jobs' family garage. They had to create their own fund, so Jobs sold his Volkswagen bus and Wozniak sold his scientific calculator.
- This created a revolution for the computer industry. This made computers more accessible to everyday customers.
- Each computer cost \$666.66. With this, Apple Computers earned \$774,000.
- After they released their sales increased by 700%, and made 139 million.
- In 1980, Apple became a publicly traded company.



Battle with cancer

- In October 2003, Jobs was diagnosed with cancer, and in mid-2004, he announced to his employees that he had a cancerous tumor in his pancreas. Jobs stated that he had a rare, far less aggressive type known as islet cell neuroendocrine tumor. Despite his diagnosis, Jobs resisted his doctors' recommendations for medical intervention for nine months, instead consuming a pseudo-medicine diet in an attempt to thwart the disease.
- Jobs eventually eventually underwent a pancreaticoduodenectomy in July 2004, that appeared to successfully remove the tumor. Jobs apparently did not receive chemotherapy or radiation therapy. But Job's health took a turn for the worse. After his surgery his health declined in the following years. He appeared thinner and thinner every at every convention he attended.
- In April 2009, Jobs underwent a liver transplant at Methodist University Hospital Transplant Institute in Memphis, Tennessee.
- On January 17, 2011, a year and a half after Jobs returned from his liver transplant, Apple announced that he had been granted a medical leave of absence. Jobs announced his leave in a letter to employees, stating his decision was made "so he could focus on his health", as during his 2009 medical leave.

The death of Steve Jobs 1955-2011

- Steve Jobs, the mastermind behind Apple's iPhone, iPad, iPod, iMac and iTunes, past away at the age of 56.
- Jobs died at his Palo Alto, California, home around 3 p.m. on October 5, 2011, due to complications from a relapse of his previously treated islet-cell neuroendocrine pancreatic cancer, resulting in respiratory arrest. He had lost consciousness the day before, and died with his wife, children, and sisters at his side.
- A small private funeral was held on October 7, 2011, of which details were not revealed out of respect to Jobs's family.

Apple Today

- After Apple's founding, Jobs became a symbol of his company and industry. When *Time* named the computer as the 1982 “Machine of the Year”, the magazine published a long profile of Jobs as "the most famous maestro of the micro". In an interview with Tim Cook in September 2014, he revealed that Jobs's main office, and even nameplate, still remains as it was in 2011
- Before his death, co-founder Steve Jobs announced on that he is no longer fit to serve as the company's chief executive officer, officially resigning from the position, which has been filled by Chief Operating Officer Tim Cook.
- On October 29, 2012, Cook made major changes to the company's executive team. Scott Forstall resigned as senior vice president of iOS, and became an advisor to Cook until he eventually departed from the company in 2013. John Browett, who was SVP of retail, was dismissed six months after he commenced at Apple, when he received 100,000 shares worth US\$60 million.

Life Changing Products

Steve Jobs has created and put out products that were life changing. His goal was to change the world. He focused on changing computers, cinema and communication. He has developed a perfect balance of tech, design and marketing.



Steve Jobs - Inspirational Speech



Citations

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