



Steve Jobs

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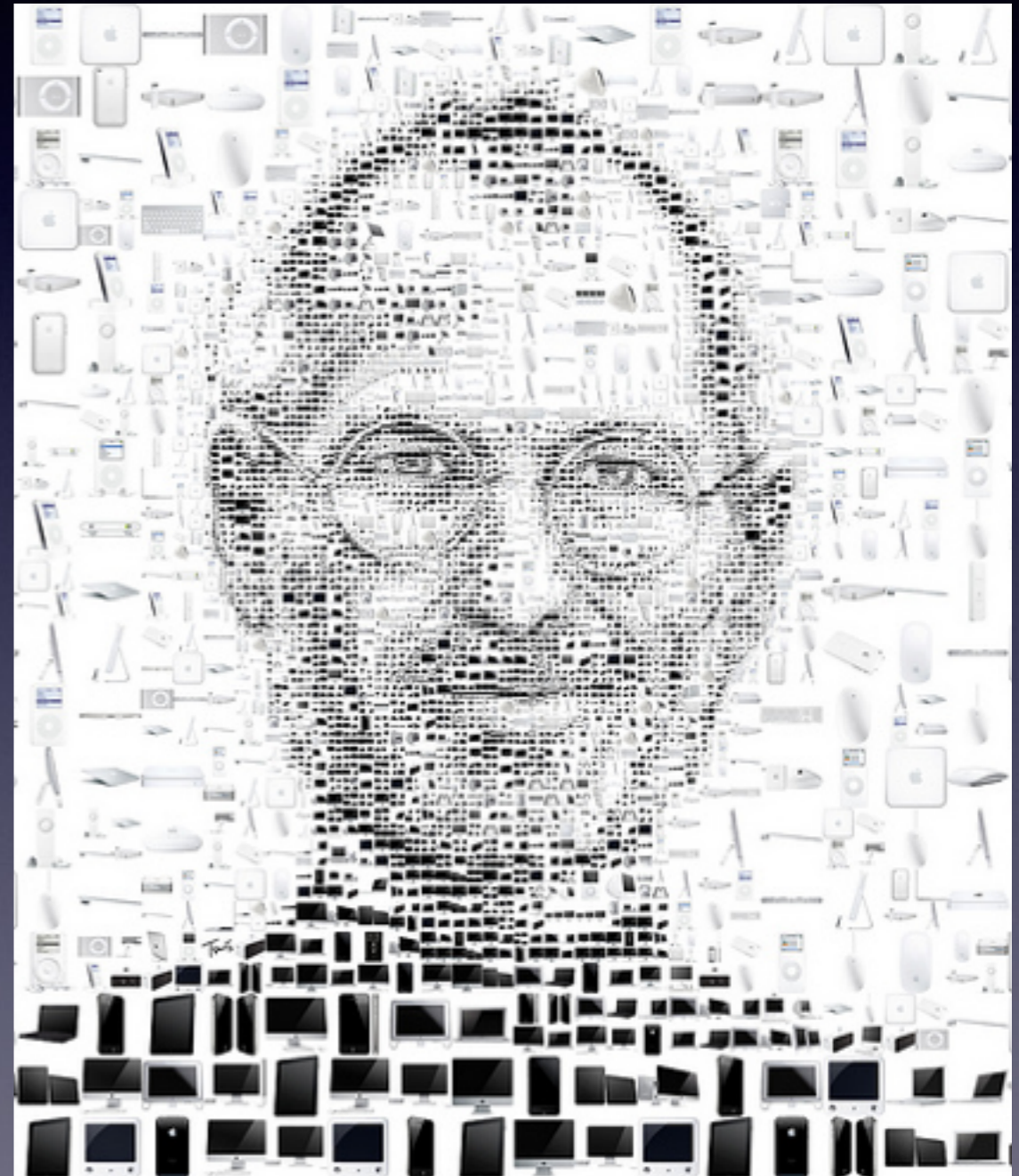
Why Steve Jobs



- Steve Jobs, the person who've changed not only the computer industry, but also the music industry, phone industry as well as created a new tablet industry - was one of the most brilliant and inspiring minds of modern times.
- He was the creator and, for the most time, CEO of Apple - a company that he started in his garage and expanded to the biggest and most innovative technological firm.

Art and Design and Graphic Arts, Steve Jobses' way.

- Steve Jobs believed that product should not exist if it's design is not ideal
- He was convinced that every single detail, such as font or icon, defines the quality of a product
- All of the products made under Steve's guide are considered brilliant in design



Steve Jobs' life

- 1955, Steven Paul was born in San Francisco, the son of Abdulfattah Jandali and Joanne Schieble. He is quickly adopted by Paul and Clara Jobs
- 1973, Steve spends the fall semester at Reed College, Oregon, then drops out. He will stay on campus and attend the classes that interest him for a while, then move to a hippie commune
- 1976, Steve and Woz start assembling Apple I computers in the Jobses' garage, and sell them to computer hobbyists, including 50 for the Byte Shop
- 1977, Former Intel executive turned business angel Mike Markkula invests in Apple and hires former colleague Mike Scott as CEO. Woz is forced to leave HP to join Apple full time
- 1978, The Apple II becomes the first mass-market personal computer, with impressive sales around the US. Apple becomes a symbol of the personal computing revolution

Steve Jobs' life

- 1980, Apple goes public, increasing Steve Jobs' net worth from dozens of millions of dollars to over \$200 million
- 1985, Steve is forced out of Apple by the board
- 1986, Jobs buys the computer division of George Lucas' ILM for \$10 million and incorporates it as Pixar
- 1997, Gil Amelio is ousted by the Apple Board of directors after a disastrous quarter. Steve Jobs is named interim CEO in his place and installs his NeXT executive team at the top of Apple
- 1998, Steve Jobs introduces Apple's revolutionary iMac at the Flint Center auditorium in Cupertino, 14 years after he had introduced the Macintosh at that same place
- 2001, Steve Jobs unveils iPod

Steve Jobs' life

- 2003, Steve Jobs unveils the Power Mac G5, the world's fastest computer, at WWDC
- 2005, Steve Jobs announces that Apple is going to use Intel processors in its future Macs
- 2006, Apple starts its famous 'Mac vs PC' campaign
- 2007, Steve Jobs introduces iPhone and its revolutionary touch-screen interface
- 2010, Steve Jobs unveils iPad, 'the biggest thing Apple's ever done'
- 2011, Steve Jobs resigns as CEO of Apple and dies a few month later

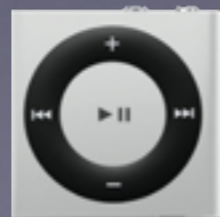
Major Accomplishments

- **Mac.** It revitalized and revolutionized the PC industry
- Apple created a new business model where a single company produces everything from hardware to software
- Macs have been pushing design and productivity to the highest level
- Design makes people what the product even though it is much pricier than other computers



Major Accomplishments

- **iPod.** It changed the whole music industry
- iPod remains a single most desired music player and most people refer to any similar device as “iPod”
- It was a first device to offer portability, simplicity and a ton of music without using any CD’s
- Even though it is not as desired now, the design makes people select this product over similar ones that are now manufactured



Major Accomplishments

- **iPhone.** It was a complete game changer in phone industry with its revolution touch screen display
- Most Phones are simply copying the design right now, since it's the most convenient and attractive design so far
- It is the biggest share of Apple's income
- it is the most discussed and expected product in the world. Every year!
- Apple's iPhone holds 40% share of US smartphone market



Major Accomplishments

- **iPad.** It is considered one of the most innovative products Apple's ever made
- It's powerful as a laptop while you can simply hold it in your hand
- This product created a whole new industry which was not even considered by competitors before
- iPad popularity is growing every year, killing PC sales
- It has change many industries, including gaming and magazine publishing



Next iProduct: iTV



- TV was the only industry Steve Jobs was not able to change while he was alive
- Jobs wanted to :“create an integrated television set that is completely easy to use. It would be seamlessly synced with all of your devices and with iCloud”
- Not long before his death Jobs stated: “I finally cracked it”
- I believe that iTV will have a huge impact on how we look at every day things, even though other competitors have started to push products that do a part of those things

Steve Jobs

1955 – 2011

