Here are the top 10 products:

1、Apple I.The first prototype of the Apple computer, which was launched in 1976, needed to be connected to a television as a monitor.

Only 200 units of the Apple I were produced and sold for $666.66. And consumers must also provide their own keyboards, monitors, and chassis. But now, its value has risen to tens of thousands of dollars, and it has become a collector's favorite.

This is the first major product that Apple has made its fortune. At that time, there was no personal computer (PC) in the standard sense, let alone an alliance between Microsoft and Intel, and the Apple I was a symbol of Apple's move towards the personal computer.

2、Apple II. The first popular Apple computer, which hit the market in 1977 and was still on sale until 1993. It created a new concept of personal computing.

In the 80s of the last century, the Apple II was the standard computer adopted by the American education system for the century, and it was Apple's main source of revenue for several years.

The Apple II is equipped with MOS technology with a 1 MHz 6502 microprocessor, 4KB of RAM, and an audio cassette interface for reading programs and data. And the Integer BASIC programming language is built into the ROM. The video controller can display 24 lines of x 40 columns of capital letters on the screen.

3、Apple Lisa。 The world's first personal computer with a graphical user interface (GUI) and mouse. When it went on sale in 1983, Apple marked the computer with a sky-high price of $9,935.

Lisa can be seen either as the name of Jobs' eldest daughter, Lisa, or as an acronym for "Partially Integrated Software Architecture". Lisa was the first to introduce the concept of the mouse to the computer, and the optimization of the user interface was the biggest improvement in bringing the computer to the home.

However, the $9,935 price tag has allowed more users to adopt IBM's PC machines. Lisa was not a success in terms of sales, but it was a conceptual precedent in the industry.

4. Macintosh, commonly known as Mac machine. Released in 1984, the Mac machine was also the main product line of the entire Apple computer. Take advantage of Lisa's graphical user interface concept to make the PC experience more straightforward.

The current Macintosh computer has several product lines. Desktop computers include the Mac Pro for advanced users, the iMac, an all-in-one desktop computer for advanced users, and the eMac for the education market, and the latest Mac Mini for the lower-priced market. Laptops are divided into high-end MacBook Pro and low-end MacBooks. Server computers have the XServe series.

It's worth mentioning that Macs can run Windows from the start, but of course, this is limited to products that use intel CPUs.

5、 NeXT。 After Steve Jobs was fired from Apple, he founded NeXT on his own. NeXT is a further breakthrough in graphical interface technology.

The world's first web browser was designed in NeXT. NeXT is the foundation of the Mac and iOS operating systems. NeXT was then acquired by Apple, and Jobs returned to Apple.

Another achievement between Jobs and Apple was Pixar, an animation studio that was acquired by Jobs and later made huge returns in several classics such as Toy Story.

6、 iMac。 Released in August 1998. Jobs made great improvements to the Mac series after returning to Apple. The iMac is still selling well, and the iMac G3 to G5 are many series that are sought after in the market.

Apple introduced the BootCamp program on the iMac, which also allows users to completely rebuild a Windows system on their computer. iMac machines are Apple's main line of desktop computers.

7、 iPod. Launched in 2001, hundreds of millions of units have been sold.

iPod led the wave of MP3 at that time, and at the same time, because of the hardware base and market share base, iPod and iTunes promoted each other, forming an insurmountable competitive barrier

8、iTunes。 Launched in 2001. iTunes pioneered the App Store model. This is also the root cause of Apple's locking in all consumers.

iTunes is first and foremost the iPod management software on the computer, but then online iTunes has become a must-have for all electronic music sales. Consumers pay to download genuine music to their iPods, and Apple charges for each download, and the copyright owner charges for that.

Due to the perfect copyright system in foreign countries, this model greatly reduces the costs of the three parties, and the increase in sales has made the music copyright owners extremely dependent on iTunes.

This mode is the App Store mode after that.

9、iPhone。 In 2007, when Steve Jobs announced the release of the iPhone, it was considered a joke by the industry. What can a full-screen phone with average pixels, average camera, and average processor do? This was in the mobile phone industry at that time, which was only based on hardware, and the trend of the iPhone was difficult to see.

Hundreds of thousands of sales on the day of sale. The smartphone has the largest share in the world and occupies 5% of the global mobile phone market, which is the position of the iPhone today. In the process of continuously releasing 3, 3GS, 4, and 4S, Apple's iPhone has changed the landscape of the mobile phone industry. Motorola was acquired by Google, and Nokia laid off several employees. Android became the only operating system that could be compared to the iOS system.

Large screens and multi-touch have become the main features of all brands. The iPhone relies on the App Store to absorb all users, and 500,000 apps are far ahead of the app store. Stories of the myth of wealth through the release of popular software on the App

Store have deepened consumers' attachment to the iPhone。

10、iPad。 Released in 2010. If the iPhone moves the cheese of mobile phone manufacturers. That's 13 million iPads. In a short period of time, tens of millions of sales have been sold. Each government department in the United States has a plan for one person, and the top 500 companies have a unified procurement plan. It was originally a consumer product, but it won the deep customization of enterprise-level users.

Portability, high performance, long standby time, and still the best app store are the best competitive advantages of the iPad.