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# The History of Apple

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## Introduction:

Apple has officially become the [first 1 trillion dollars company in history](#)! It must come as no surprise as Apple continues to astonish the world with its innovative products and services. The company had to go through years of struggle, various failures and accomplishments which finally led to the way it stands today – the first ever company to be valued 1 trillion dollars. Join us on this memory lane as we go back in time to explore the history of Apple from the days when Apple was limited to only a garage in California to the present when it is the most successful company in history.

## The Foundation Of Apple:

In 1976, Apple was founded by three men: Steve Jobs, Steve Wozniak and Ronald Wayne with the intention of selling Wozniak's hand-built Personal Computer named Apple 1.

The first Apple office, in the garage of Steve Jobs' childhood home. The Apple 1 was sold as a motherboard with CPU, RAM and basic textual-video chips. It then lacked a built-in keyboard, monitor, case or any other Human Interface Devices (which was later added in 1977). In July 1976, the Apple 1 went on sale and was sold for \$666.66. Steve Wozniak took a special liking for repeated numbers and hence the fancy number as the price. Steve Jobs and Steve Wozniak with the Apple-1 | Source: [kidskunst.info](#). However, Ronald Wayne decided to leave the company only a couple of weeks after it was founded. Wayne then took a cheque of \$800 which would have been worth almost \$72 billion 40 years later. Wayne was the one to hand sketch the first Apple logo which was then replaced by the bitten apple logo designed by Rob Janoff in 1977.

## History of Apple logo:

The Apple Computer Inc. was incorporated on January 3<sup>rd</sup>, 1977. Mike Markkula, the multimillionaire who had taken interest in the Apple-1 provided the company required funding and business expertise. Mike Markkula was the 3<sup>rd</sup> employee with a one-third share in the company. He suggested a man named Michael Scott be the company's first president and CEO as he thought Steve was too young and undisciplined to be the CEO.

## The Apple II and III:

It was in 1977 that the Apple II was introduced, also by Wozniak. VisiCalc (the world's first 'killer-app'), a groundbreaking spreadsheet and calculating software helped the Apple II computers to stand ahead of market leaders Tandy and Commodore PET. VisiCalc gave users an additional reason to buy the Apple II because of its office compatibility. With the introduction of colour graphics, the Apple II was able to revolutionize the computer industry. The Apple II | Source: [businessinsider](#)

By 1978, Apple had a real office with several employees and an Apple II production line.

In the years that followed, revenues grew exponentially for the Apple Company doubling every four months. Their yearly sales grew from 775,000 dollars to 118 million dollars between September 1977 and September 1980 (average annual growth rate of 533%). Jobs and several employees were allowed to visit the Xerox PARC lab in 1979. It is world famous for the laser printer, mouse, ethernet networking and other technological accomplishments. Jobs and his engineers visited the PARC campus in return for the option to buy 100,000 shares of apple for \$10 a share. By the year 1980, the competition was growing difficult with IBM and Microsoft in the market. Apple released Apple III in the same year to compete with these companies in the corporate computing market. The Apple III was not as successful due to a design flaw. In order to reduce noise, Jobs insisted computers not have fans or vents which in turn created problems due to dangerous overheating. Thus, the Apple III lost to IBM computers. However, Jobs had been convinced from the visit to the Xerox PARC labs that all future computers required to use a Graphical User Interface (GUI) like the ones used today. He immediately began the development of a GUI for Apple's next generation computer, Apple Lisa. Unfortunately, Jobs was removed from the Lisa team due to infighting and became a part of the low-cost-computer project, the Macintosh. Lisa was released in 1983 and met with disastrous sales due to its high price and limited software support. Apple went public on December 12, 1980, at 22 dollars per share. According to [EDN Network](#), Apple's 4.6 million dollars shares sold out immediately and generated more capital than any other IPO (Initial Public Offering) since the Ford Motor Company in 1956. The IPO created 217 million dollars in wealth for Steve Jobs, the largest shareholder. The company's IPO also created 300 other millionaires instantly.

## How Jobs met Woz:

Jobs and Woz (that's Steve Wozniak) were introduced in 1971 by a mutual friend, Bill Fernandez, who went on to become one of Apple's earliest employees. The two Steves got along thanks to their shared love of technology and pranks. Jobs and Wozniak joined forces, initially coming up with pranks such as rigging up a painting of a hand showing the middle-finger to be displayed during a graduation ceremony at Jobs' school, and a call to the Vatican that nearly got them access to the Pope.

The two friends were also using their technology know-how to build 'blue boxes' that made it possible to make long distance phone calls for free. Jobs and Wozniak worked together on the Atari arcade game Breakout while Jobs was working at Atari and Wozniak was working at HP – Jobs had roped Woz into helping him reduce the number

of logic chips required. Jobs managed to get a good bonus for the work on Breakout, of which he gave a small amount to Woz.

### **The first Apple computer:**

The two Steves attended the Homebrew Computer Club together; a computer hobbyist group that gathered in California's Menlo Park from 1975. Woz had seen his first MITS Altair there – which today looks like little more than a box of lights and circuit boards – and was inspired by MITS' build-it-yourself approach (the Altair came as a kit) to make something simpler for the rest of us. This philosophy continues to shine through in Apple's products today. So Woz produced the the first computer with a typewriter-like keyboard and the ability to connect to a regular TV as a screen. Later christened the Apple I, it was the archetype of every modern computer, but Wozniak wasn't trying to change the world with what he'd produced – he just wanted to show off how much he'd managed to do with so few resources. Speaking to NPR (National Public Radio) in 2006, Woz explained that “When I built this Apple I... the first computer to say a computer should look like a typewriter – it should have a keyboard – and the output device is a TV set, it wasn't really to show the world [that] here is the direction [it] should go [in]. It was to really show the people around me, to boast, to be clever, to get acknowledgement for having designed a very inexpensive computer.”

### **Jobs and Woz**

It almost didn't happen, though. The Woz we know now has a larger-than-life personality – he's funded rock concerts and shimmied on Dancing with the Stars – but, as he told the Sydney Morning Herald, “I was shy and felt that I knew little about the newest developments in computers.” He came close to ducking out altogether, and giving the Club a miss.

Let's be thankful he didn't. Jobs saw Woz's computer, recognised its brilliance, and sold his VW microbus to help fund its production. Wozniak sold his HP calculator (which cost a bit more than calculators do today!), and together they founded Apple Computer Inc on 1 April 1976, alongside Ronald Wayne.

### **Why Apple was named Apple:**

The name Apple was to cause Apple problems in later years as it was uncomfortably similar to that of the Beatles' publisher, Apple Corps, but its genesis was innocent enough.

Speaking to Byte magazine in December 1984, Woz credited Jobs with the idea. “He was working from time to time in the orchards up in Oregon. I thought that it might be because there were apples in the orchard or maybe just its fruitarian nature. Maybe the word just happened to occur to him. In any case, we both tried to come up with better names but neither one of us could think of anything better after Apple was mentioned.”

According to the biography of Steve Jobs, the name was conceived by Jobs after he returned from apple farm. He apparently thought the name sounded “fun, spirited and not intimidating.”

The name also likely benefitted by beginning with an A, which meant it would be nearer the front of any listings.

### **The Apple Logo**

There are other theories about the meaning behind the name Apple. The idea that it was named thus because Newton was inspired when an Apple fell out of a tree hitting him on the head, is backed up by the fact that the original Apple logo was a rather complicated illustration of Newton sitting under a tree.

Later the company settled on the bite out of an Apple design for Apple's logo – a far simpler logo design. These logos are probably the reason for other theories about the meaning behind the name Apple, with some suggesting that the Apple logo with a chunk taken out of it is a nod at computer scientist and Enigma code-breaker, Alan Turing, who committed suicide by eating a cyanide infused apple.

However, according to Rob Janoff, the designer who created the logo, the Turing connection is simply “a wonderful urban legend.”

Equally the bite taken out of the Apple could represent the story of Adam and Eve from the Old Testament. The idea being that the Apple represents knowledge.

### **Selling the Apple I**

Woz built each computer by hand, and although he'd wanted to sell them for little more than the cost of their parts – at a price at that would recoup their outlay as long as they shipped 50 units – Jobs had bigger ideas.

Jobs inked a deal with the Byte Shop in Mountain View to supply it with 50 computers at \$500 each. This meant that once the store had taken its cut, the Apple I sold for \$666.66 – the legend is that Wozniak liked repeating numbers and was unaware of the ‘number of the beast’ conection.

Byte Shop was going out on a limb: the Apple I didn't exist in any great numbers, and the nascent Apple Computer Inc didn't have the resources to fulfil the order. Neither could it get them. Atari, where Jobs worked, wanted cash for any components it sold him, a bank turned him down for a loan, and although he had an offer of \$5,000 from a friend's father, it wasn't enough.

In the end, it was Byte Shop's purchase order that sealed the deal. Jobs took it to Cramer Electronics and, as Walter Isaacson explains in *Steve Jobs: The Exclusive Biography*, he convinced Cramer's manager to call Paul Terrell, owner of Byte Shop, to verify the order.

“Terrell was at a conference when he heard over a loudspeaker that he had an emergency call (Jobs had been persistent). The Cramer manager told him that two scruffy kids had just walked in waving an order from the Byte Shop. Was it real? Terrell confirmed that it was, and the store agreed to front Jobs the parts on thirty-day credit.”

### **An original Apple I (in a case)**

Jobs was banking on producing enough working computers within that time to settle the bill out of the proceeds from selling completed units to Byte Shop. The risk involved was too great for Ronald Wayne, and it's ultimately this that saw him duck out.

“Jobs and Woz didn't have two nickels to rub together,” Wayne told NextShark in 2013. “If this thing blew up, how was that... going to be repaid? Did they have the money? No. Was I reachable? Yes.”

Family and friends were roped in to sit at a kitchen table and help solder the parts, and once they'd been tested Jobs drove them over to Byte Shop. When he unpacked them,

Terrell, who had ordered finished computers, was surprised by what he found.

As Michael Moritz explains in Return to the Little Kingdom, “Some energetic intervention was required before the boards could be made to do anything. Terrell couldn’t even test the board without buying two transformers... Since the Apple I didn’t have a keyboard or a television, no data could be funnelled in or out of the computer. Once a keyboard had been hooked to the machine it still couldn’t be programmed without somebody laboriously typing in the code for BASIC since Wozniak and Jobs hadn’t provided the language on a cassette tape or in a ROM chip... finally the computer was naked. It had no case.”

#### **An original Apple I board, from the Sydney Powerhouse Museum collection**

Raspberry PI and the BBC’s Micro Bit aside, we probably wouldn’t accept such a computer today, and even Terrell was reluctant at first but, as Isaacson explains, “Jobs stared him down, and he agreed to take delivery and pay.” The gamble had paid off, and the Apple I stayed in production from April 1976 until September 1977, with a total run of around 200 units.

Their scarcity has made them collectors’ items, and Bonhams auctioned a working Apple I in October 2014 for an eye-watering \$905,000. If your pockets aren’t that deep, Briel Computers’ Replica 1 Plus is a hardware clone of the Apple I, and ships at a far more affordable \$199, fully built. When you consider that only 200 were built, the Apple I was a triumph. It powered its burgeoning parent company to almost unheard-of rates of growth – so much so that the decision to build a successor can’t have caused too many sleepless nights in the Jobs and Wozniak households.

#### **The Apple II**

##### **Apple II**

The success of the first Apple computer meant that Apple was able to go on to design its predecessor.

The Apple II debuted at the West Coast Computer Faire of April 1977, going head to head with big-name rivals like the Commodore PET. It was a truly groundbreaking machine, just like the Apple computer before it, with colour graphics and tape-based storage (later upgraded to 5.25in floppies). Memory ran to 64K in the top-end models and the image it sent to the NTSC display stretched to a truly impressive 280 x 192, which was then considered high resolution. Naturally there was a payoff, and pushing it to such limits meant you had to content yourself with just six colours, but dropping to a more reasonable 40 rows by 48 columns would let you enjoy as many as 16 tones at a time. Yes, the Apple II was a true innovation, and one that Jobs’ biographer, Walter Isaacson, credits with launching the personal computer industry.

#### **Recourses:**

- [1] <https://www.macworld.com/article/671584/history-of-apple-the-story-of-steve-jobs-and-the-company-he-founded.html>
- [2] [https://en.wikipedia.org/wiki/Apple\\_Inc](https://en.wikipedia.org/wiki/Apple_Inc).
- [3] Oup.com
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