

WIKIPEDIA The Free Encyclopedia

Search Wikipedia Search

Join Wikipedia Asian Month this November and December! Contribute in Wikipedia Asian Month and get postcard!

[\[Help with translations\]](#)

Apple Inc.

Contents hide (Top)

Article Talk From Wikipedia, the free encyclopedia

"Apple (company)" redirects here. For other companies with the same name, see [Apple \(disambiguation\)](#) 5 Businesses and organisations.

Apple Inc. is an American multinational technology company headquartered in Cupertino, California, in Silicon Valley, best known for its consumer electronics, software and online services. Founded in 1976 as Apple Computer Company by Steve Jobs, Steve Wozniak and Ronald Wayne, the company was incorporated by Jobs and Wozniak as Apple Computer, Inc. the following year. It was renamed to its current name in 2007 as the company had expanded its focus from computers to consumer electronics. Apple has been described as a [Big Tech](#) company.

The company was founded to market Wozniak's [Apple I](#) personal computer. Its successor, the [Apple II](#), became one of the first successful mass-produced microcomputers. Apple introduced the [Lisa](#) in 1983 and the [Macintosh](#) in 1984 as some of the first computers to use a graphical user interface and a mouse. By 1985, internal conflicts led to Jobs leaving the company to form NeXT and Wozniak withdrawing to other ventures; John Sculley served as CEO for over a decade. In the 1990s, Apple lost considerable market share in the personal computer industry to the lower-priced [Wintel](#) duopoly of Intel-powered PC clones running Microsoft Windows, and neared bankruptcy by 1997. To overhaul its market strategy, it acquired NeXT, bringing Jobs back to the company. Under his leadership, Apple returned to profitability by introducing the [iMac](#), [iPod](#), [iPhone](#), and [iPad](#) devices; creating the [iTunes Store](#); launching the "Think different" advertising campaign; and opening the [Apple Store](#) retail chain. Jobs resigned in 2011 for health reasons, and died two months later; he was succeeded as CEO by Tim Cook.

Appearance hide

Text

Small Standard Large

Width

Standard Wide

Color (beta)

Automatic Light Dark

Apple Inc.

Variants of the Apple logo used since 1977

Aerial view of Apple Park, the company's headquarters, in Cupertino, California

Formerly Apple Computer Company (1976–1977) Apple Computer, Inc. (1977–2007)

Company Public

powered by WebAIM

Address: https://en.wikipedia.org/wiki/Apple_Inc

Styles: OFF ON

Summary

40 Errors	143 Contrast Errors	1771 Alerts
296 Features	605 Structure	566 ARIA

AIM Score: 3.1 out of 10

40 Errors

- 38 X Linked image missing alternative text
- 1 X Missing form label
- 1 X Empty link

The following apply to the entire page:

WIKIPEDIA

Wikipedia The Free Encyclopedia

The Free Encyclopedia

Search Wikipedia Search

Join Wikipedia Asian Month this November and December! Contribute in Wikipedia Asian Month and get postcard!

[\[Help with translations\]](#)

Link: https://en.wikipedia.org/wiki/Apple_Inc.

Accessibility IMpact (AIM) SCORE : 3.1 out of 10

ERRORS:

- **38 X Linked image missing alternative text**
Navigare "oară": Pentru un utilizator care folosește un cititor de ecran (screen reader), textul alternativ este singura modalitate de a ști ce face acel link sau unde duce.

- **1 X Missing form label**
Când un utilizator nevăzător navighează pe pagină și ajunge la acel câmp de formular, cititorul de ecran nu știe ce să-i spună, ce anume urmează să completeze.
- **1 X Empty link**
Un utilizator care folosește un cititor de ecran va auzi doar "link", dar nu va avea nicio idee unde duce acel link.

CONTRAST ERRORS:

- **143 X Very low contrast**
 - a. *What It Means*
Very low contrast between text and background colors.
 - b. *Why It Matters*
Adequate contrast of text is necessary for all users, especially users with low vision.