

Milestones Inventions and Geniuses – Mid Project

Steve Jobs was an American entrepreneur, inventor, and builder. He is famous for being one of the co-founders of Apple, and mostly its main boss for many years. He brought many important innovations to the information technology (IT) sector. For instance, with the first two Apple computers, *Lisa* (1983) and the first *Macintosh* (1984), and based on the Xerox PARC research and works, he managed to democratize multiple technologies among the public. Most of them are now used in any computer, such as the use of a graphic interface combined with a keyboard and mouse, the “drag and drop” interface, icons on the desktop, the recycling bin, and even the computer desktop itself. He also created the first smartphone as we still know them to this day: the iPhone, which allowed the user to type on a keyboard directly on its screen.

Steve Jobs (1955 - 2011)

Steven Paul Jobs was born on February 24th, 1955, in San Francisco and was adopted by Paul and Clara Jobs.

He grew up in a neighborhood filled with engineers working on electronics and other gizmos in their garages on weekends. This shaped his interest in the field as he grew up.

The Apple company was created on April 1st, 1976, by Jobs and his two friends Steve Wozniak and Ronald Wayne. In 1983, they created the *Lisa* computer, and in 1984 the first *Macintosh*.

But Jobs was famous for being very hot-tempered and too much of an elitist; and after several problems and conflicts with many employees, he left the company in September of 1985, and then decided to create his own company, named NeXT Inc.

In 1986, he bought the computer graphics division of the Lucasfilm studio, “Graphics Group”, which he renamed to Pixar. He then wanted to sell the *Pixar Image* computer in the medical sector but was unsuccessful and invested at a loss, until the “animation” division of the studio saved the company with the success of the short film *Tin Toy* in 1989. Subsequently, the studio won a partnership with Disney (notably allowing the creation of the feature film *Toy Story* in 1995) and was then bought by the animation giant in 2006.

On February 4th, 1997, NeXT was acquired by Apple. Steve Jobs became its “interim CEO” in July of 1997, then definitive CEO in 2000.

While he was the general manager of Apple, the company brought many innovative products to the world, such as the *iPod*, *iTunes* and the chain store *Apple stores* in 2001, the *iPhone* in 2007, and the *iPad* in 2010.

However, in 2003, he had found out he had a rare case of pancreatic cancer.

His health got worse, so he resigned on August 24th, 2011, and his work position was replaced by Tim Cook (who is still the current boss of Apple). He then died on October 5th, 2011.

We chose to talk about Steve Jobs because he is considered as one of the greatest inventors in the IT sector.

With his company, Jobs was the root of great innovations used in many types of devices (including some examples we often come across nowadays: coupling a screen with a mouse and a keyboard, smartphones, a computer desktop...).

Furthermore, many people, including us, think he had some kind of special aura and a way of engaging so many people in an inspiring way: there will never be another Steve Jobs.

Whether it's on the stage or in the halls of Apple, people felt Jobs' presence.

Finally, there are many things we can learn from Steve Jobs' life: to work with the best, love doing what you do, surround yourself with culture to be more creative...