

in 1984 apple computers made history.

with the release of the first macintosh everyday consumers could experience the power and efficiency that comes with owning a computer. for the price of \$2,495 (far cheaper than apple's first foray into GUIs with the apple lisa at \$10,000) owners of the mac could use computers without having to learn the complicated command sthat came with navigating pc of the time such as the apple II and IBM pc.

this was a milestone not only for apple, who now rived toe to toe with IBM, but a milestone in computing history. the mac expanded the possibilities of whata computer was capable of from mathematical calculations it could now be advertised to designers, artists, and everyday people who aren't computer hobbyisys. in the roughly 36 years since its release, apple has become a titan in the computing industry creating many of the first iterations of devices that millions use everyday. for better or worse, apple also has become the first company to reach a trillion dollar valuation cementing its titan status.

following the flop of the lisa personal computer allowed IBM to steal the market and take the crown. this caused not only concern for apple's future as competition with IBM taking more market share, but also concern for their next computer for if its wasn't successful apple wou'd have likely gone out of business.

