

The Missing Apple



The iPhone before
the iPhone

Table of Contents:

- | | |
|-------------------------|----------|
| 1. MacPhone | Pg. 2-3 |
| 2. Rose Gold EarPhones? | Pg. 5 |
| 3. PiP!N | Pg. 7-8 |
| 4. PowerCD | Pg. 9-10 |



**The Features You Love,
The Security You Deserve.**

Buy it today at Spotech.com

Spot-5 Pro
Starting at \$799

MacPhone™

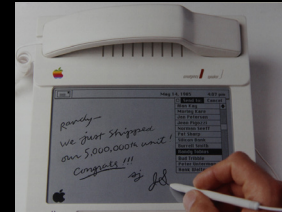
for Macintosh® lovers only.



TELEMANAGEMENT SYSTEM
FOR OFFICE AND HOME

Did you know apple created a phone before the iPhone? In the early 1980's, Hartmut Esslinger, Frog Design founder, created a book excerpted on Designboom where he shows off his prototypes for apple products, including the MacPhone.

This was a verry exotic device. Part stylus, part landline telephone. It's unique in its own and would change the world if it was every released. In February 2009, Version resurrected the design of the MacPhone when they released the Version Hub, a landline telephone with a touch-screen. There was a MacPhone released that was nothign like the concept and was a landline "add-on" for your mac that went on the left side and allowed you to make calls with your computer. The MacPhone prototype is a beautiful product with endless possibilities that I would personally buy if the year was 1980.



A Small Personal Computer For Your Personal Needs



Macintosh Pocket

Starting at \$599



Rose Gold 18k Apple EarPhones?

You have heard of a rose gold iPhone, but have you heard of rose 18K gold earpods? In 2013, an auction from Apple called the Product (RED) auction, (product red being the red version of the iPhone and with every purchase you give to charity). Johnny Ive and Marc Newsom created these 18k rose gold earpods. Of course, a lot of people in the past have made their own luxury apple products like caviar's 24k gold air pod maxes for over \$50,000 and this home-made 24k gold air pods, but this is by far the most interesting because Apple was crazy enough to spend the money on this exotic product. Although they don't sound any better, at least \$25,000 will get you good-looking earpods.



PiP P!N

Tired of not finding a lot of games to play on your mac? Why don't you try the Apple gaming console. That's right, apple made a GAMING console. This product was released in 1996 when apple collaborated with Bandai, a Japanese toy and video game company to make the worst apple product to ever sell.



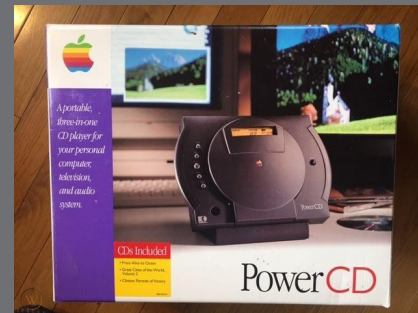
With only 42,000 units sold, it was discontinued the following year. This gaming console looks like a Chinese knock-off of the Nintendo 64. It has a boomerang shaped controller called the Apple jack with a mouse trackball in the middle, the first of its kind. It had pad performance running MacOS 7, Horrible graphics, and ever worse games which lead to it discontinuing.



Apple PowerCD

Before the iPod, you had to use your mac or a Walkman from a different company other than apple. Solution to the hardcore Apple fans? The PowerCD. This was released in 1993 and was a huge flop, but it helped apple shape itself today.

This device would connect to your mac or work solo to play movies or listen to music. It was portable despite the stationary speakers that you could plugin to it and the long remote control. This product was surprisingly the color black breaking out of tradition because most of Apple's products were white. This is one of the most crazy Apple products ever created.



The Missing Apple

