**Apple Inc.** is an American [multinational](https://en.wikipedia.org/wiki/Multinational_corporation) [technology company](https://en.wikipedia.org/wiki/Technology_company) headquartered in [Cupertino, California](https://en.wikipedia.org/wiki/Cupertino,_California). As of March 2023, Apple is the world's [largest company by market capitalization](https://en.wikipedia.org/wiki/List_of_public_corporations_by_market_capitalization),[[6]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-6) and with [US$](https://en.wikipedia.org/wiki/United_States_dollar)394.3 billion the [largest technology company by 2022 revenue](https://en.wikipedia.org/wiki/List_of_largest_technology_companies_by_revenue).[[7]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-7) As of June 2022, Apple is the [fourth-largest personal computer vendor](https://en.wikipedia.org/wiki/Market_share_of_personal_computer_vendors) by unit sales; the [largest manufacturing company by revenue](https://en.wikipedia.org/wiki/List_of_largest_manufacturing_companies_by_revenue); and the [second-largest mobile phone manufacturer](https://en.wikipedia.org/wiki/List_of_best-selling_mobile_phones#Annual_sales_by_manufacturer) in the world. It is considered one of the [Big Five](https://en.wikipedia.org/wiki/Big_Tech) American [information technology](https://en.wikipedia.org/wiki/Information_technology) companies, alongside [Alphabet](https://en.wikipedia.org/wiki/Alphabet_Inc.) (parent company of [Google](https://en.wikipedia.org/wiki/Google)), [Amazon](https://en.wikipedia.org/wiki/Amazon_(company)), [Meta](https://en.wikipedia.org/wiki/Meta_Platforms), and [Microsoft](https://en.wikipedia.org/wiki/Microsoft).

Apple was founded as **Apple Computer Company** on April 1, 1976, by [Steve Wozniak](https://en.wikipedia.org/wiki/Steve_Wozniak), [Steve Jobs](https://en.wikipedia.org/wiki/Steve_Jobs) and [Ronald Wayne](https://en.wikipedia.org/wiki/Ronald_Wayne) to develop and sell Wozniak's [Apple I](https://en.wikipedia.org/wiki/Apple_I) personal computer. It was incorporated by Jobs and Wozniak as **Apple Computer, Inc.** in 1977. The company's second computer, the [Apple II](https://en.wikipedia.org/wiki/Apple_II_series), became a best seller and one of the first mass-produced [microcomputers](https://en.wikipedia.org/wiki/Microcomputers). Apple [went public](https://en.wikipedia.org/wiki/Initial_public_offering) in 1980 to instant financial success. The company developed computers featuring innovative [graphical user interfaces](https://en.wikipedia.org/wiki/Graphical_user_interface), including the 1984 [original Macintosh](https://en.wikipedia.org/wiki/Macintosh_128K), announced that year in a critically acclaimed advertisement called "[1984](https://en.wikipedia.org/wiki/1984_(advertisement))". By 1985, the high cost of its products, and power struggles between executives, caused problems. Wozniak stepped back from Apple and pursued other ventures, while Jobs resigned and founded [NeXT](https://en.wikipedia.org/wiki/NeXT), taking some Apple employees with him.

As the market for personal computers expanded and evolved throughout the 1990s, Apple lost considerable [market share](https://en.wikipedia.org/wiki/Market_share) to the lower-priced duopoly of the [Microsoft Windows](https://en.wikipedia.org/wiki/Microsoft_Windows) operating system on [Intel](https://en.wikipedia.org/wiki/Intel)-powered [PC clones](https://en.wikipedia.org/wiki/PC_clones) (also known as "[Wintel](https://en.wikipedia.org/wiki/Wintel)"). In 1997, weeks away from bankruptcy, the company bought NeXT to resolve Apple's unsuccessful [operating system](https://en.wikipedia.org/wiki/Operating_system) strategy and entice Jobs back to the company. Over the next decade, Jobs guided Apple back to profitability through a number of tactics including introducing the [iMac](https://en.wikipedia.org/wiki/IMac), [iPod](https://en.wikipedia.org/wiki/IPod), [iPhone](https://en.wikipedia.org/wiki/IPhone) and [iPad](https://en.wikipedia.org/wiki/IPad) to critical acclaim, launching the "[Think different](https://en.wikipedia.org/wiki/Think_different)" campaign and other memorable advertising campaigns, opening the [Apple Store](https://en.wikipedia.org/wiki/Apple_Store) retail chain, and [acquiring numerous companies](https://en.wikipedia.org/wiki/List_of_mergers_and_acquisitions_by_Apple) to broaden the company's product portfolio. When Jobs resigned in 2011 for health reasons, and died two months later, he was succeeded as CEO by [Tim Cook](https://en.wikipedia.org/wiki/Tim_Cook).

Apple became the first publicly traded U.S. company to be [valued at over $1 trillion](https://en.wikipedia.org/wiki/Trillion-dollar_company) in August 2018, then at $2 trillion in August 2020, and at $3 trillion in January 2022. In June 2023, it was valued at just over $3 trillion.[[8]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-8) The company receives criticism regarding the labor practices of its contractors, its environmental practices, and its business ethics, including [anti-competitive practices](https://en.wikipedia.org/wiki/Anti-competitive_practices) and materials sourcing. Nevertheless, the company has [a large following](https://en.wikipedia.org/wiki/Apple_community) and enjoys a high level of [brand loyalty](https://en.wikipedia.org/wiki/Brand_loyalty). It has also been consistently ranked as one of the world's [most valuable brands](https://en.wikipedia.org/wiki/List_of_most_valuable_brands).

History

*Main article:*[*History of Apple Inc.*](https://en.wikipedia.org/wiki/History_of_Apple_Inc.)

**1976–1980: Founding and incorporation**

*See also:*[*History of Apple Inc. § 1971–1985: Jobs and Wozniak*](https://en.wikipedia.org/wiki/History_of_Apple_Inc.#1971%E2%80%931985:_Jobs_and_Wozniak)

In 1976, [Steve Jobs](https://en.wikipedia.org/wiki/Steve_Jobs) co-founded Apple in his parents' home on Crist Drive in [Los Altos, California](https://en.wikipedia.org/wiki/Los_Altos,_California).[[9]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-FOOTNOTELinzmayer20046%E2%80%938-9) Apple co-founder [Steve Wozniak](https://en.wikipedia.org/wiki/Steve_Wozniak) called the popular belief that the company was founded in the garage "a bit of a myth".[[10]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-10) They moved some operations to the garage when the bedroom became too crowded.[[11]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-Linzmayer01-11)The [Apple I](https://en.wikipedia.org/wiki/Apple_I) is Apple's first product, designed by Steve Wozniak and sold as an assembled circuit board without basic features such as a keyboard, monitor, and case. This unit received an aftermarket keyboard and a wooden case.The [Apple II Plus](https://en.wikipedia.org/wiki/Apple_II_Plus) was introduced in 1979, designed primarily by Wozniak.

Apple Computer Company was founded on April 1, 1976, by [Steve Jobs](https://en.wikipedia.org/wiki/Steve_Jobs), [Steve Wozniak](https://en.wikipedia.org/wiki/Steve_Wozniak), and [Ronald Wayne](https://en.wikipedia.org/wiki/Ronald_Wayne) as a [partnership](https://en.wikipedia.org/wiki/Partnership).[[9]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-FOOTNOTELinzmayer20046%E2%80%938-9)[[12]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-12) The company's first product was the [Apple I](https://en.wikipedia.org/wiki/Apple_I), a computer designed and hand-built entirely by Wozniak.[[13]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-13) To finance its creation, Jobs sold his [Volkswagen Bus](https://en.wikipedia.org/wiki/Volkswagen_Type_2), and Wozniak sold his [HP-65](https://en.wikipedia.org/wiki/HP-65) calculator.[[14]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-14): 57 Neither received the full selling price but in total earned $1,300 (equivalent to $6,700 in 2022). Wozniak debuted the first prototype Apple I at the [Homebrew Computer Club](https://en.wikipedia.org/wiki/Homebrew_Computer_Club) in July 1976.[[15]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-15) The Apple I was sold as a [motherboard](https://en.wikipedia.org/wiki/Motherboard) with [CPU](https://en.wikipedia.org/wiki/Central_processing_unit), [RAM](https://en.wikipedia.org/wiki/Random-access_memory), and basic textual-video chips—a base kit concept which would not yet be marketed as a complete personal computer.[[16]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-16) It went on sale soon after debut for $666.66 (equivalent to $3,400 in 2022).[[17]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-17)[[18]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-iWoz-18): 180 Wozniak later said he was unaware of the coincidental [mark of the beast](https://en.wikipedia.org/wiki/Mark_of_the_beast) in the number 666, and that he came up with the price because he liked "repeating digits".[[19]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-VintageNews-19)

Apple Computer, Inc. was incorporated on January 3, 1977,[[20]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-FOOTNOTELinzmayer200410-20)[[21]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-Apple_FAQ-21) without Wayne, who had left and sold his share of the company back to Jobs and Wozniak for $800 only twelve days after having co-founded it.[[22]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-22) Multimillionaire [Mike Markkula](https://en.wikipedia.org/wiki/Mike_Markkula) provided essential business expertise and funding of $250,000 (equivalent to $1,207,000 in 2022) to Jobs and Wozniak during the incorporation of Apple.[[23]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-23) During the first five years of operations, revenues grew exponentially, doubling about every four months. Between September 1977 and September 1980, yearly sales grew from $775,000 to $118 million, an average annual growth rate of 533%.[[24]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-24)

The [Apple II](https://en.wikipedia.org/wiki/Apple_II_series), also invented by Wozniak, was introduced on April 16, 1977, at the first [West Coast Computer Faire](https://en.wikipedia.org/wiki/West_Coast_Computer_Faire).[[25]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-FOOTNOTELinzmayer200412-25) It differed from its major rivals, the [TRS-80](https://en.wikipedia.org/wiki/TRS-80) and [Commodore PET](https://en.wikipedia.org/wiki/Commodore_PET), because of its character cell-based color graphics and [open architecture](https://en.wikipedia.org/wiki/Open_architecture). While the Apple I and early Apple II models used ordinary [audio cassette tapes](https://en.wikipedia.org/wiki/Cassette_tape) as storage devices, they were superseded by the introduction of a 5+1⁄4-inch [floppy disk](https://en.wikipedia.org/wiki/Floppy_disk) drive and interface called the [Disk II](https://en.wikipedia.org/wiki/Disk_II) in 1978.[[26]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-FOOTNOTELinzmayer200413%E2%80%9315-26)[[27]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-27)

The Apple II was chosen to be the desktop platform for the first "[killer application](https://en.wikipedia.org/wiki/Killer_application)" of the business world: [VisiCalc](https://en.wikipedia.org/wiki/VisiCalc), a [spreadsheet](https://en.wikipedia.org/wiki/Spreadsheet) [program](https://en.wikipedia.org/wiki/Computer_program) released in 1979.[[26]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-FOOTNOTELinzmayer200413%E2%80%9315-26) VisiCalc created a business market for the Apple II and gave home users an additional reason to buy an Apple II: compatibility with the office,[[26]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-FOOTNOTELinzmayer200413%E2%80%9315-26) but Apple II market share remained behind [home computers](https://en.wikipedia.org/wiki/Home_computer) made by competitors such as [Atari](https://en.wikipedia.org/wiki/Atari,_Inc.), [Commodore](https://en.wikipedia.org/wiki/Commodore_International), and [Tandy](https://en.wikipedia.org/wiki/Tandy_Computers).[[28]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-28)[[29]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-29)

On December 12, 1980, Apple (ticker symbol "AAPL") went public selling 4.6 million shares at $22 per share ($.10 per share when adjusting for [stock splits](https://en.wikipedia.org/wiki/Stock_split) as of September 3, 2022),[[21]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-Apple_FAQ-21) generating over $100 million, which was more capital than any IPO since [Ford Motor Company](https://en.wikipedia.org/wiki/Ford_Motor_Company) in 1956.[[30]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-EDNAAPLSTOCK-30) By the end of the day, 300 millionaires were created, from a stock price of $29 per share[[31]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-DEDIPO-31) and a market cap of $1.778 billion.[[30]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-EDNAAPLSTOCK-30)[[31]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-DEDIPO-31)

**1980–1990: Success with Macintosh**

*See also:*[*List of Mac models*](https://en.wikipedia.org/wiki/List_of_Mac_models)*and*[*Timeline of the Apple II family*](https://en.wikipedia.org/wiki/Timeline_of_the_Apple_II_family)

The [Macintosh](https://en.wikipedia.org/wiki/Macintosh_128k), released in 1984, is the first mass-market personal computer to feature an integral graphical user interface and mouse.

A critical moment in the company's history came in December 1979 when Jobs and several Apple employees, including [human–computer interface](https://en.wikipedia.org/wiki/Human%E2%80%93computer_interface) expert [Jef Raskin](https://en.wikipedia.org/wiki/Jef_Raskin), visited [Xerox PARC](https://en.wikipedia.org/wiki/PARC_(company)) in to see a demonstration of the [Xerox Alto](https://en.wikipedia.org/wiki/Xerox_Alto), a computer using a [graphical user interface](https://en.wikipedia.org/wiki/Graphical_user_interface). [Xerox](https://en.wikipedia.org/wiki/Xerox) granted Apple engineers three days of access to the PARC facilities in return for the option to buy 100,000[[32]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-32) shares (22.4 million [split-adjusted](https://en.wikipedia.org/wiki/Split-adjusted) shares as of September 3, 2022)[[21]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-Apple_FAQ-21) of Apple at the pre-IPO price of $10 a share.[[33]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-33) After the demonstration, Jobs was immediately convinced that all future computers would use a graphical user interface, and development of a GUI began for the [Apple Lisa](https://en.wikipedia.org/wiki/Apple_Lisa), named after [Jobs's daughter](https://en.wikipedia.org/wiki/Lisa_Brennan-Jobs).[[34]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-34)

The Lisa division was plagued by infighting, and in 1982, Jobs was pushed off the project. The Lisa launched in 1983 and became the first mass marketed personal computer with a GUI, but was a commercial failure due to its high price and limited software library.[[35]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-lemlisa-35)

Jobs, angered by being pushed off the Lisa team, took over the company's [Macintosh](https://en.wikipedia.org/wiki/Macintosh) division. Wozniak and Raskin had envisioned the Macintosh as a low-cost computer with a text-based interface like the Apple II, but a plane crash in 1981 forced Wozniak to step back from the project. Jobs quickly redefined the Macintosh as a graphical system that would be cheaper than the Lisa, undercutting his former division.[[36]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-TheVerge-36) Jobs was also hostile to the Apple II division, which at the time, generated most of the company's revenue.[[37]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-rice19850415-37)

In 1984, Apple launched the Macintosh, the first personal computer without a bundled [programming language](https://en.wikipedia.org/wiki/Programming_language).[[38]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-IsProgramingObsolete-38) Its debut was signified by "[1984](https://en.wikipedia.org/wiki/1984_(advertisement))", a $1.5 million television advertisement directed by [Ridley Scott](https://en.wikipedia.org/wiki/Ridley_Scott) that aired during the third quarter of [Super Bowl XVIII](https://en.wikipedia.org/wiki/Super_Bowl_XVIII) on January 22, 1984.[[39]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-39) This was hailed as a watershed event for Apple's success[[40]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-40) and was called a "masterpiece" by [CNN](https://en.wikipedia.org/wiki/CNN)[[41]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-41) and one of the greatest TV advertisements of all time by [*TV Guide*](https://en.wikipedia.org/wiki/TV_Guide).[[42]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-42)

The advertisement created great interest in [Macintosh](https://en.wikipedia.org/wiki/Macintosh_128K), and sales were initially good, but began to taper off dramatically after the first three months as reviews started to come in. Jobs had required 128 kilobytes of RAM, which limited its speed and software in favor of aspiring for a projected price point of $1,000 (equivalent to $2,800 in 2022). The Macintosh shipped for $2,495 (equivalent to $7,000 in 2022), a price panned by critics due to its slow performance.[[43]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-43): 195 In early 1985, this sales slump triggered a power struggle between Steve Jobs and CEO [John Sculley](https://en.wikipedia.org/wiki/John_Sculley), who had been hired away from [Pepsi](https://en.wikipedia.org/wiki/PepsiCo) two years earlier by Jobs[[44]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-44) saying, "Do you want to sell sugar water for the rest of your life or come with me and change the world?"[[45]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-45) Sculley removed Jobs as the head of the Macintosh division, with unanimous support from the Apple board of directors.[[46]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-46)

The board of directors instructed Sculley to contain Jobs and his ability to launch expensive forays into untested products. Rather than submit to Sculley's direction, Jobs attempted to oust him from leadership.[[47]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-FOOTNOTELinzmayer2004156%E2%80%93157-47) [Jean-Louis Gassée](https://en.wikipedia.org/wiki/Jean-Louis_Gass%C3%A9e) informed Sculley that Jobs had been attempting to organize a [boardroom coup](https://en.wikipedia.org/wiki/Coup_d%27%C3%A9tat#Other) and called an emergency meeting at which Apple's executive staff sided with Sculley and stripped Jobs of all operational duties.[[47]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-FOOTNOTELinzmayer2004156%E2%80%93157-47) Jobs resigned from Apple in September 1985 and took several Apple employees with him to found [NeXT](https://en.wikipedia.org/wiki/NeXT).[[48]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-48) Wozniak had also quit his active employment at Apple earlier in 1985 to pursue other ventures, expressing his frustration with Apple's treatment of the Apple II division and stating that the company had "been going in the wrong direction for the last five years".[[37]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-rice19850415-37)[[49]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-wozemployee-49)[[50]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-50) Wozniak remained employed by Apple as a representative,[[49]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-wozemployee-49) receiving a stipend estimated to be $120,000 per year.[[18]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-iWoz-18) Jobs and Wozniak remained Apple shareholders after their departures.[[51]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-wozstock-51)

After the departures of Jobs and Wozniak in 1985, Sculley launched the [Macintosh 512K](https://en.wikipedia.org/wiki/Macintosh_512K) that year with quadruple the RAM, and introduced the [LaserWriter](https://en.wikipedia.org/wiki/LaserWriter), the first reasonably priced [PostScript](https://en.wikipedia.org/wiki/PostScript) [laser printer](https://en.wikipedia.org/wiki/Laser_printer). [PageMaker](https://en.wikipedia.org/wiki/Adobe_PageMaker), an early [desktop publishing](https://en.wikipedia.org/wiki/Desktop_publishing) application taking advantage of the PostScript language, was also released by [Aldus Corporation](https://en.wikipedia.org/wiki/Aldus_Corporation) in July 1985.[[52]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-FOOTNOTELinzmayer2004158%E2%80%93159-52) It has been suggested that the combination of Macintosh, LaserWriter, and PageMaker was responsible for the creation of the [desktop publishing](https://en.wikipedia.org/wiki/Desktop_publishing) market.[[53]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-53)

This dominant position in the desktop publishing market[[54]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-54) allowed the company to focus on higher price points, the so-called "high-right policy" named for the position on a chart of price vs. profits. Newer models selling at higher price points offered higher [profit margin](https://en.wikipedia.org/wiki/Profit_margin), and appeared to have no effect on total sales as [power users](https://en.wikipedia.org/wiki/Power_user) snapped up every increase in speed. Although some worried about pricing themselves out of the market, the high-right policy was in full force by the mid-1980s, due to Jean-Louis Gassée's slogan of "fifty-five or die", referring to the 55% [profit margins](https://en.wikipedia.org/wiki/Profit_margin) of the [Macintosh II](https://en.wikipedia.org/wiki/Macintosh_II).[[55]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-insidestoryCarlton-55): 79–80

This policy began to backfire late in the decade as desktop publishing programs appeared on [IBM PC compatibles](https://en.wikipedia.org/wiki/IBM_PC_compatible) that offered some of the same functionality of the Macintosh at far lower price points. The company lost its dominant position in the desktop publishing market and estranged many of its original consumer customer base who could no longer afford their high-priced products. The Christmas season of 1989 was the first in the company's history to have declining sales, which led to a 20% drop in Apple's stock price.[[55]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-insidestoryCarlton-55): 117–129 During this period, the relationship between Sculley and Gassée deteriorated, leading Sculley to effectively demote Gassée in January 1990 by appointing [Michael Spindler](https://en.wikipedia.org/wiki/Michael_Spindler) as the [chief operating officer](https://en.wikipedia.org/wiki/Chief_operating_officer).[[56]](https://en.wikipedia.org/wiki/Apple_Inc.#cite_note-FOOTNOTELinzmayer2004184%E2%80%93185-56) Gassée left the company later that year