Apple Inc.

From Wikipedia, the free encyclopedia

[Page semi-protected](http://en.wikipedia.org/wiki/Wikipedia:Protection_policy#semi)

|  |  |
| --- | --- |
| **Apple Inc.** | |
| [Apple-logo.png](http://en.wikipedia.org/wiki/File:Apple-logo.png)  The Apple logo designed by [Rob Janoff](http://en.wikipedia.org/wiki/Rob_Janoff). | |
| [**Type**](http://en.wikipedia.org/wiki/Types_of_business_entity) | [Public](http://en.wikipedia.org/wiki/Public_company) ([NASDAQ](http://en.wikipedia.org/wiki/NASDAQ): [AAPL](http://quotes.nasdaq.com/asp/SummaryQuote.asp?symbol=AAPL&selected=AAPL)) [S&P 500 Component](http://en.wikipedia.org/wiki/S%26P_500) |
| [**Industry**](http://en.wikipedia.org/wiki/Industry) | [Computer hardware](http://en.wikipedia.org/wiki/Computer_hardware) [Computer software](http://en.wikipedia.org/wiki/Computer_software) [Consumer electronics](http://en.wikipedia.org/wiki/Consumer_electronics) [Digital distribution](http://en.wikipedia.org/wiki/Digital_distribution) |
| **Predecessor** | Apple Computer, Inc. (January 9, 2007) |
| **Founded** | [Cupertino, California](http://en.wikipedia.org/wiki/Cupertino,_California), U.S. (April 1, 1976) |
| [**Founder(s)**](http://en.wikipedia.org/wiki/Entrepreneur) | [Steve Jobs](http://en.wikipedia.org/wiki/Steve_Jobs) [Steve Wozniak](http://en.wikipedia.org/wiki/Steve_Wozniak) [Ronald Wayne](http://en.wikipedia.org/wiki/Ronald_Wayne)[[1]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-AppleConf-0) |
| **Headquarters** | 1 [Infinite Loop](http://en.wikipedia.org/wiki/Infinite_Loop_(street)), [Cupertino, California](http://en.wikipedia.org/wiki/Cupertino,_California), U.S. |
| **Number of locations** | 300 (August 2010)[[2]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-1) |
| **Area served** | Worldwide |
| **Key people** | [**Steve Jobs**](http://en.wikipedia.org/wiki/Steve_Jobs) ([Co-founder](http://en.wikipedia.org/wiki/Entrepreneur), [Chairman](http://en.wikipedia.org/wiki/Chairman) and [CEO](http://en.wikipedia.org/wiki/Chief_executive_officer)) [Tim Cook](http://en.wikipedia.org/wiki/Timothy_D._Cook) ([COO](http://en.wikipedia.org/wiki/Chief_operating_officer)) [Peter Oppenheimer](http://en.wikipedia.org/wiki/Peter_Oppenheimer) ([CFO](http://en.wikipedia.org/wiki/Chief_financial_officer)) [Bob Mansfield](http://en.wikipedia.org/wiki/Bob_Mansfield)  ([Mac](http://en.wikipedia.org/wiki/Macintosh) and [iPhone](http://en.wikipedia.org/wiki/IPhone" \o "IPhone) Hardware Engineering)  [Jonathan Ive](http://en.wikipedia.org/wiki/Jonathan_Ive) ([Industrial Design](http://en.wikipedia.org/wiki/Industrial_Design))[[3]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-2) |
| [**Products**](http://en.wikipedia.org/wiki/Product_(business)) | [Mac](http://en.wikipedia.org/wiki/Macintosh) ([Pro](http://en.wikipedia.org/wiki/Mac_Pro), [Mini](http://en.wikipedia.org/wiki/Mac_Mini)**·** [iMac](http://en.wikipedia.org/wiki/IMac)**·** [MacBook](http://en.wikipedia.org/wiki/MacBook), [Air](http://en.wikipedia.org/wiki/MacBook_Air), [Pro](http://en.wikipedia.org/wiki/MacBook_Pro)**·** [Xserve](http://en.wikipedia.org/wiki/Xserve))[iPod](http://en.wikipedia.org/wiki/IPod) ([Shuffle](http://en.wikipedia.org/wiki/IPod_Shuffle), [Nano](http://en.wikipedia.org/wiki/IPod_Nano), [Classic](http://en.wikipedia.org/wiki/IPod_Classic), [Touch](http://en.wikipedia.org/wiki/IPod_Touch))[iPhone](http://en.wikipedia.org/wiki/IPhone) ([Original](http://en.wikipedia.org/wiki/IPhone_(original))**·** [3G](http://en.wikipedia.org/wiki/IPhone_3G)**·** [3GS](http://en.wikipedia.org/wiki/IPhone_3GS)**·** [4](http://en.wikipedia.org/wiki/IPhone_4)), [iPad](http://en.wikipedia.org/wiki/IPad), [Apple TV](http://en.wikipedia.org/wiki/Apple_TV), [Cinema Display](http://en.wikipedia.org/wiki/Apple_Cinema_Display), [AirPort](http://en.wikipedia.org/wiki/AirPort), [Time Capsule](http://en.wikipedia.org/wiki/Time_Capsule_(Apple))[Mac OS X](http://en.wikipedia.org/wiki/Mac_OS_X) ([Server](http://en.wikipedia.org/wiki/Mac_OS_X_Server)), [iLife](http://en.wikipedia.org/wiki/ILife" \o "ILife), [iWork](http://en.wikipedia.org/wiki/IWork" \o "IWork), [iOS](http://en.wikipedia.org/wiki/IOS_(Apple)" \o "IOS (Apple)) |
| [**Services**](http://en.wikipedia.org/wiki/Service_(economics)) | [Stores](http://en.wikipedia.org/wiki/Apple_Store_(disambiguation)) ([retail](http://en.wikipedia.org/wiki/Apple_Store), [online](http://en.wikipedia.org/wiki/Apple_Store_(online)), [App](http://en.wikipedia.org/wiki/App_Store), [iTunes](http://en.wikipedia.org/wiki/ITunes_Store), [iBooks](http://en.wikipedia.org/wiki/IBookstore" \o "IBookstore)) [MobileMe](http://en.wikipedia.org/wiki/MobileMe) |
| [**Revenue**](http://en.wikipedia.org/wiki/Revenue) | ▲ [$](http://en.wikipedia.org/wiki/United_States_dollar)42.91 billion (2009)[[4]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-AppleRevisedQuarterlyBalance100125-3) |
| [**Operating income**](http://en.wikipedia.org/wiki/Earnings_before_interest_and_taxes) | ▲ $11.74 billion (2009)[[5]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-AppleRevisedQuarterlySales100125-4) |
| [**Profit**](http://en.wikipedia.org/wiki/Net_income) | ▲ $8.24 billion (2009)[[5]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-AppleRevisedQuarterlySales100125-4) |
| [**Total assets**](http://en.wikipedia.org/wiki/Asset) | ▲ $47.50 billion (2009)[[4]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-AppleRevisedQuarterlyBalance100125-3) |
| [**Total equity**](http://en.wikipedia.org/wiki/Equity_(finance)) | ▲ $31.64 billion (2009)[[4]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-AppleRevisedQuarterlyBalance100125-3) |
| [**Employees**](http://en.wikipedia.org/wiki/Employment) | 34,300 (2009)[[6]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-5) |
| [**Subsidiaries**](http://en.wikipedia.org/wiki/Subsidiary) | [Braeburn Capital](http://en.wikipedia.org/wiki/Braeburn_Capital), [FileMaker Inc.](http://en.wikipedia.org/wiki/FileMaker_Inc.) |
| [**Website**](http://en.wikipedia.org/wiki/Website) | [Apple.com](http://www.apple.com/) |

**Apple Inc.** ([NASDAQ](http://en.wikipedia.org/wiki/NASDAQ): [AAPL](http://quotes.nasdaq.com/asp/SummaryQuote.asp?symbol=AAPL&selected=AAPL); previously **Apple Computer, Inc.**) is an American [multinational corporation](http://en.wikipedia.org/wiki/Multinational_corporation) that designs and markets [consumer electronics](http://en.wikipedia.org/wiki/Consumer_electronics), [computer software](http://en.wikipedia.org/wiki/Computer_software), and [personal computers](http://en.wikipedia.org/wiki/Personal_computers). The company's best-known hardware products include the [Macintosh](http://en.wikipedia.org/wiki/Macintosh) line of computers, the [iPod](http://en.wikipedia.org/wiki/IPod), the [iPhone](http://en.wikipedia.org/wiki/IPhone" \o "IPhone) and the [iPad](http://en.wikipedia.org/wiki/IPad" \o "IPad). Apple software includes the [Mac OS X](http://en.wikipedia.org/wiki/Mac_OS_X) [operating system](http://en.wikipedia.org/wiki/Operating_system); the [iTunes](http://en.wikipedia.org/wiki/ITunes) media browser; the [iLife](http://en.wikipedia.org/wiki/ILife" \o "ILife) suite of multimedia and creativity software; the [iWork](http://en.wikipedia.org/wiki/IWork" \o "IWork) suite of productivity software;[Aperture](http://en.wikipedia.org/wiki/Aperture_(software)), a professional photography package; [Final Cut Studio](http://en.wikipedia.org/wiki/Final_Cut_Studio), a suite of professional audio and film-industry software products; [Logic Studio](http://en.wikipedia.org/wiki/Logic_Studio), a suite of music production tools and its [iOS](http://en.wikipedia.org/wiki/IOS_(Apple)" \o "IOS (Apple)) Mobile Operating System. As of August 2010, the company operates 301 [retail stores](http://en.wikipedia.org/wiki/Apple_Store)[[7]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-Macworld_UK_-_Grand_opening_of_Apple.27s_300th_retail_store_brings_Covent_Garden_to_a_standstill-6) in ten countries,[[8]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-AppleRetailStoreList-7) and an [online store](http://en.wikipedia.org/wiki/Apple_Store_(online)) where hardware and software products are sold.

Established on April 1, 1976 in [Cupertino](http://en.wikipedia.org/wiki/Cupertino,_California), [California](http://en.wikipedia.org/wiki/California), and incorporated January 3, 1977,[[9]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-orgincpr-8) the company was previously named Apple Computer, Inc., for its first 30 years, but removed the word "Computer" on January 9, 2007,[[10]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-9) to reflect the company's ongoing expansion into the [consumer electronics](http://en.wikipedia.org/wiki/Consumer_electronics) market in addition to its traditional focus on personal computers.[[11]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-10) As of September 26, 2009, Apple had 34,300 full time employees and 2,500 temporary full time employees worldwide[[12]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-2009_Form_10-K_filed_October_27.2C_2009-11) and had worldwide annual sales of $42.91 billion in its [fiscal year](http://en.wikipedia.org/wiki/Fiscal_year) ending September 26, 2009.[[5]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-AppleRevisedQuarterlySales100125-4)

For reasons as various as its [philosophy](http://en.wikipedia.org/wiki/Philosophy) of comprehensive aesthetic [design](http://en.wikipedia.org/wiki/Industrial_design) to its [distinctive advertising campaigns](http://en.wikipedia.org/wiki/Apple_Inc._advertising), Apple has established a unique reputation in the consumer electronics industry. This includes a customer base that is devoted to the company and its brand, particularly in the United States.[[13]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-12) [*Fortune*](http://en.wikipedia.org/wiki/Fortune_(magazine)) magazine named Apple the most admired company in the United States in 2008, and in the world in 2008, 2009, and 2010.[[14]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-13)[[15]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-14)[[16]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-15) The company has also received [widespread criticism](http://en.wikipedia.org/wiki/Criticism_of_Apple_Inc.)for its contractors' labor, environmental, and business practices.[[17]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-wpsweatshop-16)[[18]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-iwclimate-17)

|  |
| --- |
| **Contents**   [[hide](http://en.wikipedia.org/wiki/Apple_Inc.)]   * [1 History](http://en.wikipedia.org/wiki/Apple_Inc.#History)   + [1.1 1976–1980: The early years](http://en.wikipedia.org/wiki/Apple_Inc.#1976.E2.80.931980:_The_early_years)   + [1.2 1981–1985: Lisa and Macintosh](http://en.wikipedia.org/wiki/Apple_Inc.#1981.E2.80.931985:_Lisa_and_Macintosh)   + [1.3 1986–1993: Rise and fall](http://en.wikipedia.org/wiki/Apple_Inc.#1986.E2.80.931993:_Rise_and_fall)   + [1.4 1994–1997: Attempts at reinvention](http://en.wikipedia.org/wiki/Apple_Inc.#1994.E2.80.931997:_Attempts_at_reinvention)   + [1.5 1998–2005: Return to profitability](http://en.wikipedia.org/wiki/Apple_Inc.#1998.E2.80.932005:_Return_to_profitability)   + [1.6 2005–2007: The Intel transition](http://en.wikipedia.org/wiki/Apple_Inc.#2005.E2.80.932007:_The_Intel_transition)   + [1.7 2007–present: Mobile consumer electronics era](http://en.wikipedia.org/wiki/Apple_Inc.#2007.E2.80.93present:_Mobile_consumer_electronics_era) * [2 Products](http://en.wikipedia.org/wiki/Apple_Inc.#Products)   + [2.1 Mac and accessories](http://en.wikipedia.org/wiki/Apple_Inc.#Mac_and_accessories)   + [2.2 iPad](http://en.wikipedia.org/wiki/Apple_Inc.#iPad)   + [2.3 iPod](http://en.wikipedia.org/wiki/Apple_Inc.#iPod)   + [2.4 iPhone](http://en.wikipedia.org/wiki/Apple_Inc.#iPhone)   + [2.5 Apple TV](http://en.wikipedia.org/wiki/Apple_Inc.#Apple_TV)   + [2.6 Software](http://en.wikipedia.org/wiki/Apple_Inc.#Software) * [3 Timeline of Apple products](http://en.wikipedia.org/wiki/Apple_Inc.#Timeline_of_Apple_products) * [4 Culture](http://en.wikipedia.org/wiki/Apple_Inc.#Culture)   + [4.1 Corporate](http://en.wikipedia.org/wiki/Apple_Inc.#Corporate)   + [4.2 Users](http://en.wikipedia.org/wiki/Apple_Inc.#Users) * [5 Corporate affairs](http://en.wikipedia.org/wiki/Apple_Inc.#Corporate_affairs)   + [5.1 Headquarters](http://en.wikipedia.org/wiki/Apple_Inc.#Headquarters)   + [5.2 Advertising](http://en.wikipedia.org/wiki/Apple_Inc.#Advertising)     - [5.2.1 Logos](http://en.wikipedia.org/wiki/Apple_Inc.#Logos)     - [5.2.2 Slogans](http://en.wikipedia.org/wiki/Apple_Inc.#Slogans)     - [5.2.3 Commercials](http://en.wikipedia.org/wiki/Apple_Inc.#Commercials) * [6 Environmental record](http://en.wikipedia.org/wiki/Apple_Inc.#Environmental_record) * [7 Labor practices](http://en.wikipedia.org/wiki/Apple_Inc.#Labor_practices) * [8 See also](http://en.wikipedia.org/wiki/Apple_Inc.#See_also) * [9 Notes](http://en.wikipedia.org/wiki/Apple_Inc.#Notes) * [10 References](http://en.wikipedia.org/wiki/Apple_Inc.#References) * [11 Further reading](http://en.wikipedia.org/wiki/Apple_Inc.#Further_reading) * [12 External links](http://en.wikipedia.org/wiki/Apple_Inc.#External_links) |

History

*Main article:*[*History of Apple*](http://en.wikipedia.org/wiki/History_of_Apple)

**1976–1980: The early years**

[](http://en.wikipedia.org/wiki/File:Apple_I.jpg)

[http://bits.wikimedia.org/skins-1.5/common/images/magnify-clip.png](http://en.wikipedia.org/wiki/File:Apple_I.jpg)

The [Apple I](http://en.wikipedia.org/wiki/Apple_I), Apple's first product. Sold as an assembled circuit board, it lacked basic features such as a keyboard, monitor, and case. The owner of this unit added a keyboard and a wooden case.

Apple was established on April 1, 1976 by [Steve Jobs](http://en.wikipedia.org/wiki/Steve_Jobs), [Steve Wozniak](http://en.wikipedia.org/wiki/Steve_Wozniak), and [Ronald Wayne](http://en.wikipedia.org/wiki/Ronald_Wayne),[[1]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-AppleConf-0) to sell the [Apple I](http://en.wikipedia.org/wiki/Apple_I) personal computer kit. They were hand-built by Wozniak[[19]](http://en.wikipedia.org/wiki/Apple_Inc." \l "cite_note-18)[[20]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-19) and first shown to the public at the [Homebrew Computer Club](http://en.wikipedia.org/wiki/Homebrew_Computer_Club).[[21]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-20) The Apple I was sold as a [motherboard](http://en.wikipedia.org/wiki/Motherboard)(with [CPU](http://en.wikipedia.org/wiki/CPU), [RAM](http://en.wikipedia.org/wiki/RAM), and basic textual-video chips)—less than what is today considered a complete personal computer.[[22]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-21) The Apple I went on sale in July 1976 and was market-priced at $666.66 ($2.55 thousand in 2010 dollars, adjusted for inflation.)[[23]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-inflation-US-22)[[24]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-23)[[25]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-24)[[26]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-25)[[27]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-26)[[28]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-iWoz-27)

Apple was incorporated January 3, 1977[[9]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-orgincpr-8) without Wayne, who sold his share of the company back to Jobs and Wozniak for $800. Multi-millionaire [Mike Markkula](http://en.wikipedia.org/wiki/Mike_Markkula) provided essential business expertise and funding of $250,000 during the incorporation of Apple.[[29]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-28)[[30]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-29)

The [Apple II](http://en.wikipedia.org/wiki/Apple_II_series) was introduced on April 16, 1977 at the first [West Coast Computer Faire](http://en.wikipedia.org/wiki/West_Coast_Computer_Faire). It differed from its major rivals, the [TRS-80](http://en.wikipedia.org/wiki/TRS-80) and[Commodore PET](http://en.wikipedia.org/wiki/Commodore_PET), because it came with color graphics and an open [architecture](http://en.wikipedia.org/wiki/Computer_architecture). While early models used ordinary cassette tapes as storage devices, they were superseded by the introduction of a 5 1/4 inch [floppy disk](http://en.wikipedia.org/wiki/Floppy_disk) drive and interface, the [Disk II](http://en.wikipedia.org/wiki/Disk_II).[[31]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-30)

The Apple II was chosen to be the desktop platform for the first "[killer app](http://en.wikipedia.org/wiki/Killer_application)" of the business world—the [VisiCalc](http://en.wikipedia.org/wiki/VisiCalc) [spreadsheet](http://en.wikipedia.org/wiki/Spreadsheet) program.[[32]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-lemvc-31)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.[[32]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-lemvc-31) According to Brian Bagnall, Apple exaggerated its sales figures and was a distant third place to Commodore and Tandy until VisiCalc came along.[[33]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-32)[[34]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-33)

By the end of the 1970s, Apple had a staff of computer designers and a production line. The company introduced the ill-fated [Apple III](http://en.wikipedia.org/wiki/Apple_III) in May 1980 in an attempt to compete with [IBM](http://en.wikipedia.org/wiki/IBM) and [Microsoft](http://en.wikipedia.org/wiki/Microsoft) in the business and corporate computing market.[[35]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-34)

Jobs and several Apple employees including [Jef Raskin](http://en.wikipedia.org/wiki/Jef_Raskin" \o "Jef Raskin) visited [Xerox PARC](http://en.wikipedia.org/wiki/Xerox_PARC) in December 1979 to see the [Xerox Alto](http://en.wikipedia.org/wiki/Xerox_Alto). Xerox granted Apple engineers three days of access to the PARC facilities in return for the option to buy 100,000 shares of Apple at the pre-IPO price of $10 a share.[[36]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-35) Jobs was immediately convinced that all future computers would use a graphical user interface ([GUI](http://en.wikipedia.org/wiki/GUI)), and development of a GUI began for the [Apple Lisa](http://en.wikipedia.org/wiki/Apple_Lisa).[[37]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-36)

In December 1980, Apple launched the [initial public offering](http://en.wikipedia.org/wiki/Initial_Public_Offering) of its stock to the investing public.[[*citation needed*](http://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] When Apple went public, it generated more capital than any IPO since [Ford Motor Company](http://en.wikipedia.org/wiki/Ford_Motor_Company) in 1956 and instantly created more millionaires (about 300) than any company in history. Several venture capitalists cashed out, reaping billions in long-term capital gains.[*[citation needed](http://en.wikipedia.org/wiki/Wikipedia:Citation_needed" \o "Wikipedia:Citation needed)*]

**1981–1985: Lisa and Macintosh**

[](http://en.wikipedia.org/wiki/File:Ad_apple_1984.jpg)

[http://bits.wikimedia.org/skins-1.5/common/images/magnify-clip.png](http://en.wikipedia.org/wiki/File:Ad_apple_1984.jpg)

The [heroine](http://en.wikipedia.org/wiki/Anya_Major) from Apple's ["1984" ad](http://en.wikipedia.org/wiki/1984_(television_commercial)), set in a [dystopian](http://en.wikipedia.org/wiki/Dystopia) future modeled after the[George Orwell](http://en.wikipedia.org/wiki/George_Orwell) novel [*Nineteen Eighty-Four*](http://en.wikipedia.org/wiki/Nineteen_Eighty-Four), set the tone for the introduction of the Macintosh.

Steve Jobs began working on the [Apple Lisa](http://en.wikipedia.org/wiki/Apple_Lisa) in 1978 but in 1982 he was pushed from the Lisa team due to infighting, and took over Jef Raskin's low-cost-computer project, the [Macintosh](http://en.wikipedia.org/wiki/Macintosh). A turf war broke out between Lisa's "corporate shirts" and Jobs' "pirates" over which product would ship first and save Apple. Lisa won the race in 1983 and became the first personal computer sold to the public with a GUI, but was a commercial failure due to its high price tag and limited software titles.[[38]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-lemlisa-37)

[](http://en.wikipedia.org/wiki/File:Macintosh_128k_transparency.png)

[http://bits.wikimedia.org/skins-1.5/common/images/magnify-clip.png](http://en.wikipedia.org/wiki/File:Macintosh_128k_transparency.png)

The first [Macintosh](http://en.wikipedia.org/wiki/Macintosh), released in 1984.

In 1984, Apple next launched the Macintosh. Its debut was announced by the now famous $1.5 million [television commercial "1984"](http://en.wikipedia.org/wiki/1984_(television_commercial)). It was directed by [Ridley Scott](http://en.wikipedia.org/wiki/Ridley_Scott), aired during the third quarter of[Super Bowl XVIII](http://en.wikipedia.org/wiki/Super_Bowl_XVIII) on January 22, 1984,[[39]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-38) and is now considered a watershed event for Apple's success[[40]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-39) and a "masterpiece".[[41]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-masterpiece-40)[[42]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-cellini-41)

The Macintosh initially sold well, but follow-up sales were not strong[[43]](http://en.wikipedia.org/wiki/Apple_Inc." \l "cite_note-lem1985-42) due to its high price and limited range of software titles. The machine's fortunes changed with the introduction of the[LaserWriter](http://en.wikipedia.org/wiki/LaserWriter), the first [PostScript](http://en.wikipedia.org/wiki/PostScript) [laser printer](http://en.wikipedia.org/wiki/Laser_printer) to be offered at a reasonable price point, and[PageMaker](http://en.wikipedia.org/wiki/PageMaker), an early [desktop publishing](http://en.wikipedia.org/wiki/Desktop_publishing) package. The Mac was particularly powerful in this market due to its advanced graphics capabilities, which were already necessarily built-in to create the intuitive Macintosh GUI. It has been suggested that the combination of these three products was responsible for the creation of the desktop publishing market.[[44]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-43)

In 1985, a power struggle developed between Jobs and CEO [John Sculley](http://en.wikipedia.org/wiki/John_Sculley), who had been hired two years prior.[[45]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-lemsculley-44) The Apple board of directors felt that products such as the Macintosh had been a failure because of dismal sales[*[citation needed](http://en.wikipedia.org/wiki/Wikipedia:Citation_needed" \o "Wikipedia:Citation needed)*]. They instructed Sculley to "contain" Jobs and limit his ability to launch expensive forays into untested products. Rather than submit to Sculley's direction, Jobs attempted to oust him from his leadership role at Apple. Sculley found out that Jobs had been attempting to organize a putsch and called a board meeting at which Apple's board of directors sided with Sculley and removed Jobs from his managerial duties.[[43]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-lem1985-42) Jobs resigned from Apple and founded [NeXT Inc.](http://en.wikipedia.org/wiki/NeXT)the same year.[[46]](http://en.wikipedia.org/wiki/Apple_Inc.#cite_note-45)

Apple's sustained growth during the early 1980s was in great part due to its leadership in the education sector, attributed to an implementation of the [LOGO Programming Language](http://en.wikipedia.org/wiki/Logo_(programming_language)) by Logo Computer Systems Inc., (LCSI), for the Apple II platform. The success of Apple and LOGO in the education environment provided Apple with a broad base of loyal users around the world. The drive into education was accentuated in California by a momentous agreement concluded between Steve Jobs and Jim Baroux of LCSI, agreeing with the donation of one Apple II and one Apple LOGO software package to each public school in the State. The intention was that if one package was donated to a school, this would result in the purchase of thirty more to fill at least one classroom, and additional purchases would also come from parents supporting the technological familiarity and advancement of their children. This successful strategy and arrangement between Apple and LCSI, was eventually replicated in Texas, establishing a strong and pervasive presence for Apple in all schools throughout California, which ignited the acquisition of Apple IIs in schools right across the country. The conquest of education became critical to Apple's acceptance in the home, as parents supported continued learning experience for children after school. Dominance of the education market around the world sustained Apple through the most critical period from the early to mid ‘80s.

**1986–1993: Rise and fall**