

When The Apple Company Started

Apple Inc. was founded as Apple Computer Company on April 1, 1976, to produce and market Steve Wozniak's Apple I personal computer. The company was incorporated by Wozniak and Steve Jobs in 1977. Apple became the first publicly traded U.S. company to be valued at over \$1 trillion in August 2018, \$2 trillion in August 2020, and at \$3 trillion in January 2022. Since 2011, Apple has been the world's largest company by market capitalization except when Microsoft held the position between January and June 2024. As of March 2014, the company has 425 stores in 16 countries and an online store in 39 countries.

Industrial composition

Typography of Apple Inc. This is evident in the design and marketing of the company. uses a large variety of typefaces in its marketing, operating systems, and industrial design with each product cycle. The current logo is an apple with a bite out of it, which was first utilized in 1999. This is evident in the design and marketing of the company. The current logo is an apple with Apple Inc. These change throughout the years with Apple's change of style in their products. throughout the years with Apple's change of style in their products

Apple I) in 1976. It was the company's first product and laid the foundation for what would become one of the world's largest technology companies.) in 1976. The idea of founding the company and marketing the computer came from Wozniak's friend and Apple co-founder Steve Jobs. by the Apple Computer Company (now Apple Inc. It was the company's first product and laid the foundation for what would become one of the world's The Apple Computer 1 (Apple-1), often referred to as the Apple I (written with a Roman numeral), is an 8-bit personal computer designed by Steve Wozniak and introduced by the Apple Computer Company (now Apple Inc

Apple Inc. is an American multinational technology company headquartered in Cupertino, California, in Silicon Valley, and known for consumer electronics, software and online services. Its current name was adopted in 2007 as the company expanded its focus from computers to consumer electronics. the following Apple Inc. Apple is one of the Big Tech companies. the following year. as Apple Computer Company by Steve Jobs, Steve Wozniak and Ronald Wayne, the company was incorporated by Jobs and Wozniak as Apple Computer, Inc. Founded in 1976 as Apple Computer Company by Steve Jobs, Steve Wozniak and Ronald Wayne, the company was incorporated by Jobs and Wozniak as Apple Computer, Inc

Apple's headquarters during the late 1960s was on the upper floors of 94 Baker Street, then at 95 Wigmore Street, and subsequently at 3 Savile Row. The last of these addresses was also known as the Apple Building, which was home to the Apple studio. From 1970 to 2007, Apple's chief executive was former Beatles road manager Neil Aspinall, although he did not officially bear the CEO title until Allen Klein had left the company. In April 2007, Jeff Jones became the chief executive. In 2010, Apple Corps ranked number two on the Fast Company magazine's list of the world's most innovative companies in the music industry, thanks to the release of The Beatles: Rock Band video game and the remastering of the... In 2021, Apple Together, a solidarity union, sought to bring together the company's global worker organizations. In the 2020s, a surge in new organizing took place in Australia, United Kingdom and the United States. For more than three decades, Apple Computer was predominantly a manufacturer of personal computers, including the Apple II, Macintosh, and Power Mac lines, but it faced rocky sales and low market share during the 1990s. Jobs, who had been ousted from the company in 1985, returned to Apple in 1997 after his company NeXT was bought by Apple. The following year he became the company's interim CEO, which later became permanent. Jobs subsequently instilled a new corporate philosophy of recognizable products and simple design... == Marketing == Before the popular use of the internet, early Apple-related publications were available in traditional print media form, often but not always moving later to online publication. == Hardware == The company was founded to market Wozniak's Apple I computer. Its successor, the Apple II, became one

of the first successful mass-produced personal microcomputers. Apple introduced the Lisa in 1983 and the Macintosh in 1984, popularizing graphical user interfaces navigated by a mouse. By 1985, internal conflicts led to Jobs leaving the company to form NeXT and Wozniak stepping back from active employment. During the 1990s, Apple lost considerable market share to lower-priced Wintel computers, Intel-powered PC clones running Windows. By 1997, Apple was reporting major losses and struggling to deliver a modernized operating system, leading it to acquire NeXT, which brought Jobs... 2dca065ae4 Apple was founded in 1976, and has become one of the most valuable corporations in the world, being valued over \$1 trillion in 2018, and in 2020 becoming the first American company to be valued over \$2 trillion. Since the 1980s, Apple, like other Silicon Valley companies, shifted assembly operations and other manufacturing services from the United States to countries with lower labor, overhead costs and flexible scaling... 2dca065ae4

Apple Store The stores sell, service and repair various Apple products, including Mac desktop and MacBook laptop personal computers, iPhone smartphones, iPad tablet computers, Apple Watch smartwatches, Apple TV digital media players, software, and both Apple-branded and selected third-party accessories. The stores sell, service and repair various Apple products, including Mac desktop The Apple Store is a chain of retail stores owned and operated by Apple. The Apple Store is a chain of retail stores owned and operated by Apple 2dca065ae4

Apple Corps The company's name is a pun on "apple core". Its chief division is Apple Records, which was launched in 1968. Apple Corps Limited is a British multimedia company that was established in London by the members of the Beatles in the 1960s to form a conglomerate. Other divisions included Apple Electronics, Apple Films, Apple Publishing, and Apple Retail, with the latter's most notable venture being the short-lived Apple Boutique on the corner of Baker Street and Paddington Street in London. Apple Corps Limited is a British multimedia company that was established in London by the members of the Beatles in the 1960s to form a conglomerate 2dca065ae4

MacLife (stylized as Mac|Life) is a San Francisco-based American

publication, originally known as MacAddict between September 1996 and February 2007. Published by Future US, it started as a monthly magazine, focusing on the Macintosh personal computer and other related Apple products. While originally a print publication, it is now exclusively a digital-only product, or available through their app which can be obtained via the App Store. 2dca065ae4

Apple community They discuss rumors, future products, news stories, and support of Apple's products. They discuss rumors, future products The Apple community consists of the users, media, and third party companies interested in Apple Inc. The Apple community consists of the users, media, and third party companies interested in Apple Inc. Apple has a devoted following, especially for the Apple II, Mac, iPod, iPhone, and luminary staff members. The personal computer revolution, mixed with Apple's vertical integration of its products and services, has increased popularity. Apple's corporate policy of extreme secrecy about future products intensify interest in the company's activities. and its products. and its products 2dca065ae4

After demonstrating a prototype at the Homebrew Computer Club, Jobs secured an order for 50 computers from the Byte Shop, enabling production of the Apple-1. It was discontinued... 2dca065ae4 The majority of industrial labor disputes (including union recognition) involving Apple occur indirectly through its suppliers and contractors, notably Foxconn plants in China, and, to a lesser extent, in Brazil and India. 2dca065ae4 An estimated 65,000 to 75,000 Apple III computers were sold. The Apple III Plus brought this up to approximately 120,000. The original model was discontinued on April 24, 1984, and the Plus in September 1985. The III's failure led Apple to reevaluate its plan to phase out the Apple II, and later Apple II models incorporate some technologies of the Apple III... 2dca065ae4

Apple and unions in 2020 becoming the first American company to be valued over \$2 trillion. Apple unions are made up of retail, corporate, and outsourced workers. Since the 1980s, Apple, like other Silicon Valley companies, shifted assembly Apple workers around the globe have been involved in organizing since the 1990s. Apple employees have joined trade unions and or formed works councils in Australia, France, Germany, Italy, Japan, the United Kingdom and the United States 2dca065ae4

History of Apple Inc. The company offers its products online and has a chain of retail stores known as Apple Stores. , originally Apple Computer, Inc. Founders Steve Jobs, Steve Wozniak, and Ronald Wayne created Apple Computer Co. Apple's core product lines are the iPhone line of smartphones, the iPad line of tablet computers, and the Mac line of personal computers. on April 1, 1976, to market Wozniak's Apple I desktop computer, and Jobs and Wozniak incorporated the company on January 3, 1977, in Cupertino, California. Apple's core product lines are the iPhone line of smartphones, the iPad line of tablet computers, and the Mac line of personal computers. , is an American multinational corporation that creates and markets consumer electronics and attendant computer software, and is a digital distributor of media content. The company

Apple Inc

Apple III It was intended The Apple III (stylized as apple ///) is a business-oriented personal computer that was produced by Apple Computer and released in 1980. It was intended as the successor to the Apple II with features business users wanted—a full typewriter-style keyboard with upper and lowercase letters, multi-directional cursor keys and an 80-column display—but it failed in the market. It uses Apple's proprietary Sophisticated Operating System (SOS). The Apple III (stylized as apple ///) is a business-oriented personal computer that was produced by Apple Computer and released in 1980

Designed by Wendell Sander, the Apple III was announced on May 19, 1980, and released in late November that year. Serious stability issues required a design overhaul and a recall of the first 14,000 machines produced. It was formally reintroduced on November 9, 1981, but damage to the computer's reputation had already been done. An updated version was released in December 1983 as the Apple III Plus.

The first Apple Stores were originally opened as two locations in May 2001 by then-CEO Steve Jobs, after years of attempting but failing store-within-a-store concepts. Seeing a need for improved retail presentation of the company's products, he began an effort in 1997 to revamp the retail program to get an improved relationship with consumers and hired Ron Johnson in 2000. Jobs relaunched Apple's online store in 1997 and opened the first two physical stores in 2001. The media initially speculated that Apple would fail, but its stores were highly successful, bypassing the

sales numbers of competing nearby stores and within three years reached US\$1 billion in annual sales, becoming the fastest retailer in history to do so. Apple has expanded the number of retail locations and its geographical coverage over the years, with 540...

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Outline of Apple Inc. is a topical guide to the products, history, retail stores, corporate acquisitions, and personnel under the purview of the American multinational corporation:. personnel under the purview of the American multinational corporation: Apple Inc. was founded as Apple Computer Company on April 1, 1976, to produce and The following outline of Apple Inc 2dca065ae4

Unlike most contemporary hobbyist computers, which were sold as kits requiring assembly, the Apple-1 was delivered as a pre-assembled motherboard with built-in video display terminal circuitry. This allowed it to connect directly to a household television using a composite video cable, eliminating the need for an expensive external terminal. Users still had to supply a case, power supply, and keyboard. Powered by the MOS Technology 6502 microprocessor, it was among the earliest personal computers to offer these capabilities, alongside the Sol-20. 2dca065ae4 == Magazines == 2dca065ae4 For at least 18 years, Apple's corporate typeface was a custom variant of the ITC Garamond typeface called Apple Garamond. It was used alongside the Apple logo for product names on computers, in many ads and printed materials, and on the company's website. Starting in 2002, Apple gradually shifted towards using Myriad as its corporate font. Starting with the Apple Watch in 2015, Apple began using San Francisco as its corporate font. 2dca065ae4

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