



With a vision to make computers widely available to the public, Steve Jobs, Steve Wozniak, and Ronald Wayne founded Apple on April 1, 1976. Wayne drafted the company's partnership agreement and created the original logo. With his 10 percent stake to Jobs' and Wozniak's 45 percent each, he was meant to be the company's adult-in-chief who would have the power to settle disputes between his younger co-founders. However, only twelve days later Wayne renounced his shares leaving Jobs and Wozniak to build the multibillion-dollar giant that we know today.

Wozniak was the engineer, Jobs was the businessman, and as it turned out, he was one of the best. Not long after the company was founded, Jobs made a deal with a local retailer to deliver 50 Apple I computers. He got the money for this by plunging the company into debt. Luckily, the order was delivered on time, and the money they earned helped them to start working on their next project.

The Apple II was introduced at the West Coast Computer Fair in 1977, and it was an immediate success. It had color graphics and the first ever spreadsheet software called VisiCalc which made the computer highly desirable and practical for office use. It was also the first computer Apple sold that included a mouse and monitor.

Their next big products were the Apple Lisa, named after Jobs' Daughter and the Mackintosh which were released in succession in 1983 and 1984. Apple Lisa flopped, but the Mackintosh became a major success. Neither Wozniak nor Jobs, however, got to enjoy the benefits of that success as Woz left the company in 1983, and Jobs was voted off the board in 1985. Over the next decade, Apple was directed by John Sculley while Jobs founded another company called NeXT.

In 1996 Apple bought NeXT and Jobs regained his place in the company he started. He was interim CEO for three years before becoming the permanent CEO in 2000. Jobs spearheaded Apple for the next 11 years which became the most successful years in the company's history.

The first thing Jobs did as CEO was partner up with Microsoft and release Microsoft Office on the Mackintosh. In 2001, following the partnership with Microsoft, the Mac OS X and one of its most iconic products, the iPod were released. After the stellar success of the iPod, Apple released iTunes in 2003 which was another monumental success. The year 2007 saw the release of the first iPhone, and in 2010 Apple launched the iPad.

In just one decade, Apple managed to revolutionize the tech industry several times. Practically overnight the company doubled in value, and Apple became one of the most successful companies of all time. In 2011, however, everything changed with the passing of Steve Jobs. Today Apple is still a corporate giant, yet, it is unlikely the company will reach the same heights as it did when Steve Jobs was at the helm.

Vocab Match

Name: _____

Word	Answer	Definition
1. vision	1. ____	a. verb- give something up; abandon
2. interim	2. ____	b. adjective- unchanging
3. dispute	3. ____	c. noun- idea or plan for the future
4. renounce	4. ____	d. verb- not successful
5. plunge	5. ____	e. verb- to lead
6. succession	6. ____	f. noun- disagreement
7. permanent	7. ____	g. noun- a position of leadership or control
8. spearhead	8. ____	h. verb- a sudden change in action, usually for the worse
9. flop	9. ____	i. noun- one after another
10. helm	10. ____	j. verb- temporary

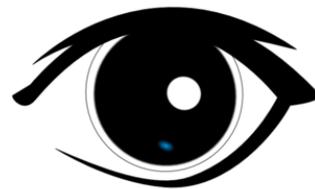
Discussion Topics

1. How has technology changed the way we act?
2. In what ways is technology making our lives better? In what ways is it making our lives worse?
3. How do you think technology will change over the next 50 years?
4. What do you think are the qualities of a good leader?
5. What invention or new technology interests you the most?

Apple

Picture it

Some of the words from *exercise 1* have more than one meaning. Try to guess which of the words above can be applied to the pictures below.



Fill in the Blank

Keeping in mind the new meanings you learned in previous exercises, fill the blanks in the following sentences:

- a. It's so hot outside! I just want to _____ into a pool.
- b. After the war ended, the country suddenly _____ into poverty.
- c. Make sure you're certain you want a tattoo before you get one. Tattoos will stay on your body forever, they're _____.
- d. My husband is a very good sailor. I always feel safe when he is at the _____, steering the ship.
- e. Three shots were fired from a gun one after another, in rapid _____.
- f. My _____ is getting blurry. I think I need new glasses.
- g. She had a clear _____ of how she wanted her house to look.
- h. A capable general was chosen to _____ the attack.
- i. The soldier threw the spear and the _____ hit the target right in the center.
- j. My brother thought we should spend the money on a new computer, and I thought we should save it, so we called our dad to settle the _____.
- k. He _____ the competition because he thought it was unfair.
- l. We will offer you an _____ position and see how you do.

Quiz

1. How many people founded Apple?

- a) 1 b) 2 c) 3 d) 4

2. Who created Apple's logo?

- a) Steve Jobs b) Steve Wozniak c) Ronald Wayne d) John Sculley

3. What was the name of Apple's first product?

- a) Mackintosh b) Apple I c) iPod d) iPad

4. What was the name of Steve Jobs' second company?

- a) NeXT b) BaCK c) CeO d) Microsoft

5. Who ran Apple while Steve Jobs was away?

- a) no one b) Steve Wozniak c) Ronald Wayne d) John Sculley

6. What was the first thing Steve Jobs did when he returned to Apple?

- a) partnered with Microsoft b) fired Steve Wozniak c) released the iPhone d) acquired NeXT

7. How many years did Steve Jobs spend as CEO of Apple after his return to the company?

- a) 5 b) 8 c) 11 d) 14

8. Which of the following Apple products was launched first?

- a) iTunes b) iPad c) iPhone d) iPod

9. Apple Lisa was named after Steve Jobs' _____.

- a) mother b) daughter c) sister d) grandmother

10. Which letter usually precedes the name of Apple products?

- a) l b) a c) i d) e

Key

Matching	Quiz
1. c	1. c
2. j	2. c
3. f	3. b
4. a	4. a
5. h	5. d
6. i	6. a
7. b	7. c
8. e	8. d
9. d	9. b
10. g	10. c

PROJECT: Make a presentation about a future technology that interests you. Include product details, designs, information about the company that created it as well as what products helped inspire it and how it will be used in the future.

Sources: <http://clipartstation.com/mata-clipart-10/>

<https://www.dreamstime.com/stock-illustration-pirate-helm-ship-corsair-funny-sailor-cartoon-flat-design-image72271131>

<https://www.mallatts.com/store/theatrical-and-halloween-costume-accessories/toy-prop-weapons/plastic-toy-costume-spear.html>

<https://nordvestbadet.silkeborgkommune.dk/?ca=true&ca=true>