
THE REVOLUTION THAT BEGAN IN A GARAGE

The visionaries who opened the possibilities of the silicon chip to everybody were Steve Jobs and Steve Wozniak. But unlike most revolutions, theirs didn't begin with sound and fury.

It began in Steve Jobs' family garage, so quietly that not even the neighbours knew about it. Yet few other revolutions have made such a global impact in such a short time.

There in the garage, the two young Americans became the first in the world to unlock the full personal computing potential of the silicon chip.

First, they shrank real computing power to the dimensions of a briefcase. But even more importantly, they transferred that power permanently from specialists to ordinary people. Their dream was to create a computer that could be used by everyone. A computer that operated not with cold, hard-to-learn numerical logic, but in the



warm familiar way that people do. It was the world's first truly personal computer: the first of many millions to carry the name of Apple.

- PRODUCED in the Jobs' family garage, the historic Apple I took six months to design, and 40 hours to build.

- THE APPLE I's performance equalled that of computers ten times its size. Delighted, Steve Jobs and Steve Wozniak formed a company, in 1977, to manufacture and market their revolution.

- WHEN first released, the Apple I was sold without a case, keyboard or monitor. Buyers added these on.

- NEVER before had a computer been so easy to use.

As Steve Jobs said, "When we invented the personal computer, we created a man-machine partnership."

1976. Using the silicon chip's incredible potential for miniaturisation, Apple founders Steve Jobs and Steve

Wozniak produce the Apple I: popularising personal computing for the first time.



A COMPUTER FOR EVERYONE
BECOMES A REALITY

While the rest of the world tried to catch up, Jobs and Wozniak continued to develop computers that people could afford and use.

Their Apple II of 1977 was a major advance in terms of speed, power and "user friendliness."

By 1981, "Apple Computer" had become a household name. Surveys in that year showed that public awareness of the company that promised "a computer for everyone", had risen from ten to eighty percent.

In the early years of the new decade, the Apple II was updated and joined by the powerful Apple III, the Apple IIc and the innovative Apple Lisa.

But more was yet to come.



• WHEN launched, the Apple III (opposite) was the most advanced computer yet in Apple's history.

• THE Apple II and IIc (pictured left) were overwhelming favourites around the world.



• THE introduction of the Apple Lisa (left) gave birth to a whole new approach to computing ... the Apple Macintosh.

1981-83. Apple II, the Apple I's successor, sweeps into the 80's on an amazing wave of popularity. Apple is

undisputed leader in personal computing technology - bringing computers to everyone.

