

# THE EVOLUTION OF APPLE

1976 ← TODAY →

Apple Inc. is the most famous brand in the world, but how has the company achieved global status since its inception in 1976?

## Apple - The Early Years

**1976**  
Apple is established in April by Steve Jobs, Steve Wozniak and Ronald Wayne

**1980**  
Apple launches Initial Public Offering in December to start selling products

**1984**  
Macintosh all-in-one PC launches

**1985**  
Steve Jobs is forced to leave the company by the board

**1989**  
Macintosh Portable is released

**1991**  
Very first PowerBook is released

**1994**  
Apple launches the Power Macintosh

## The Return of Steve Jobs and The Rise of Apple (1997-2011)

**1997**  
Steve Jobs returns to Apple as an advisor before becoming CEO again

**1997**  
Microsoft invests \$150 million in the company

**1998**  
Apple's product line is revamped with the launch of iMac PCs

**1999**  
The iBook becomes the latest addition to the Apple product range

**1999**  
iPhone.org is registered by Apple to redirect to Apple.com

**2001**  
iPod portable digital music player is launched for \$399 (£260)

**2003**  
Online music store iTunes launches

**2006**  
MacBook Pro and new iMac are the first Apple computers to use Intel chips

**2007**  
The iPhone is born

**2011**  
Steve Jobs, one of the founding creators of Apple, passes away aged 56

**2010**  
The first iPad is released

**2008**  
App Store launches

## Apple - Stats of Today

- In 2014, Apple generated \$170.9 (£108 billion) in revenue
- In the same year they also generated \$13.129 billion from iPads and Macs alone
- There are currently 416 Apple stores worldwide

## Apple Products - Timespan

Here's a look at the first release dates for some of the most renowned Apple products ever:

- 1998 iMac
- 2001 iPod
- 2006 MacBook
- 2007 iPhone
- 2010 iPad
- 2015 Apple Watch

## The Most Profitable Apple Products Ever

Steve Jobs and his team have revolutionised technology in the modern world. Below are the most profitable products in the history of Apple:

- iPhone (2007)
- iTunes (2001)
- iOS App Store (2008)
- iPad (2010)
- MacBook Air (2008)
- Mac OS X (2006)
- First iPod (2001)
- iMac (1998)
- Mac (1984)
- Apple II (1997)

## How Has The Technology Improved?

Over the last 40 years, the specifications of Apple products have advanced, including:

- Capacity and storage
- Display and features
- Dimensions
- Weight
- Memory and capabilities
- Camera quality
- Power and battery life
- Processor speed
- Connectivity
- GPS function

Today, businesses use Apple devices for trade shows, exhibitions, presentations, workshops and training sessions to make their event more visual, engaging and memorable.



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