

# Why are Apple products so expensive?

*Project presentation by Ann Timofeeva and Nikita Kononov*

# The most famous phone in the world is the iPhone!!!



- 1. The brand

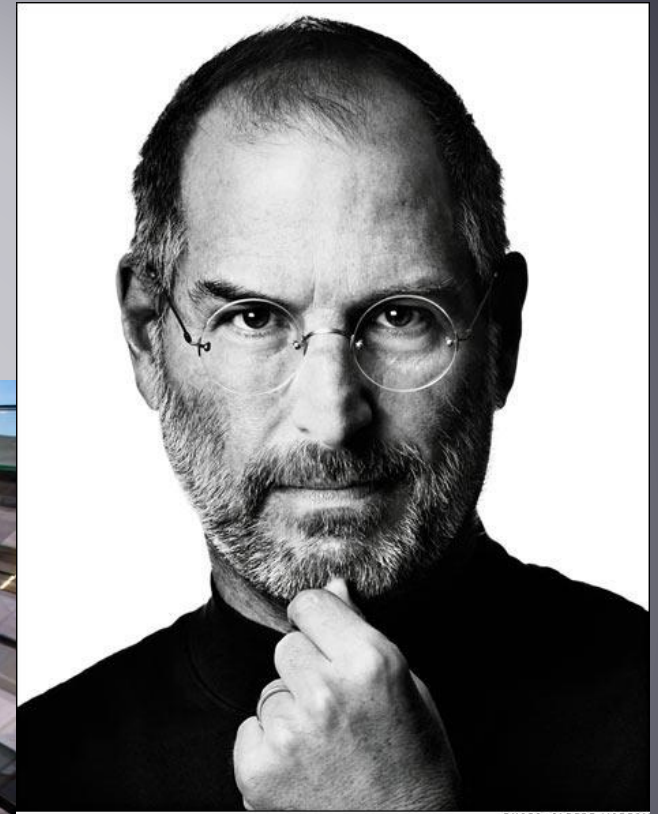


PHOTO: ALBERT WATSON

- 2. The quality of products



- 3. The design



# Why is Apple's symbol a bitten apple?

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# The first version



# The second version

## Apple: The Fruit of Knowledge, its Fall and Rise



Adam and Eve found it

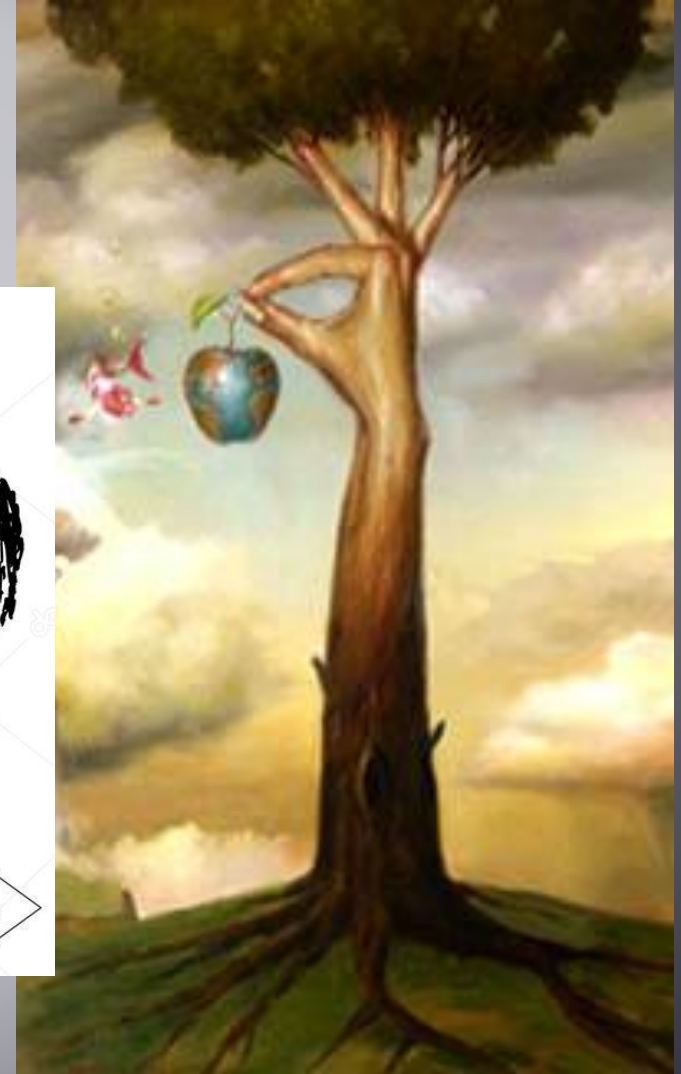
Newton observed it

Steve tasted it

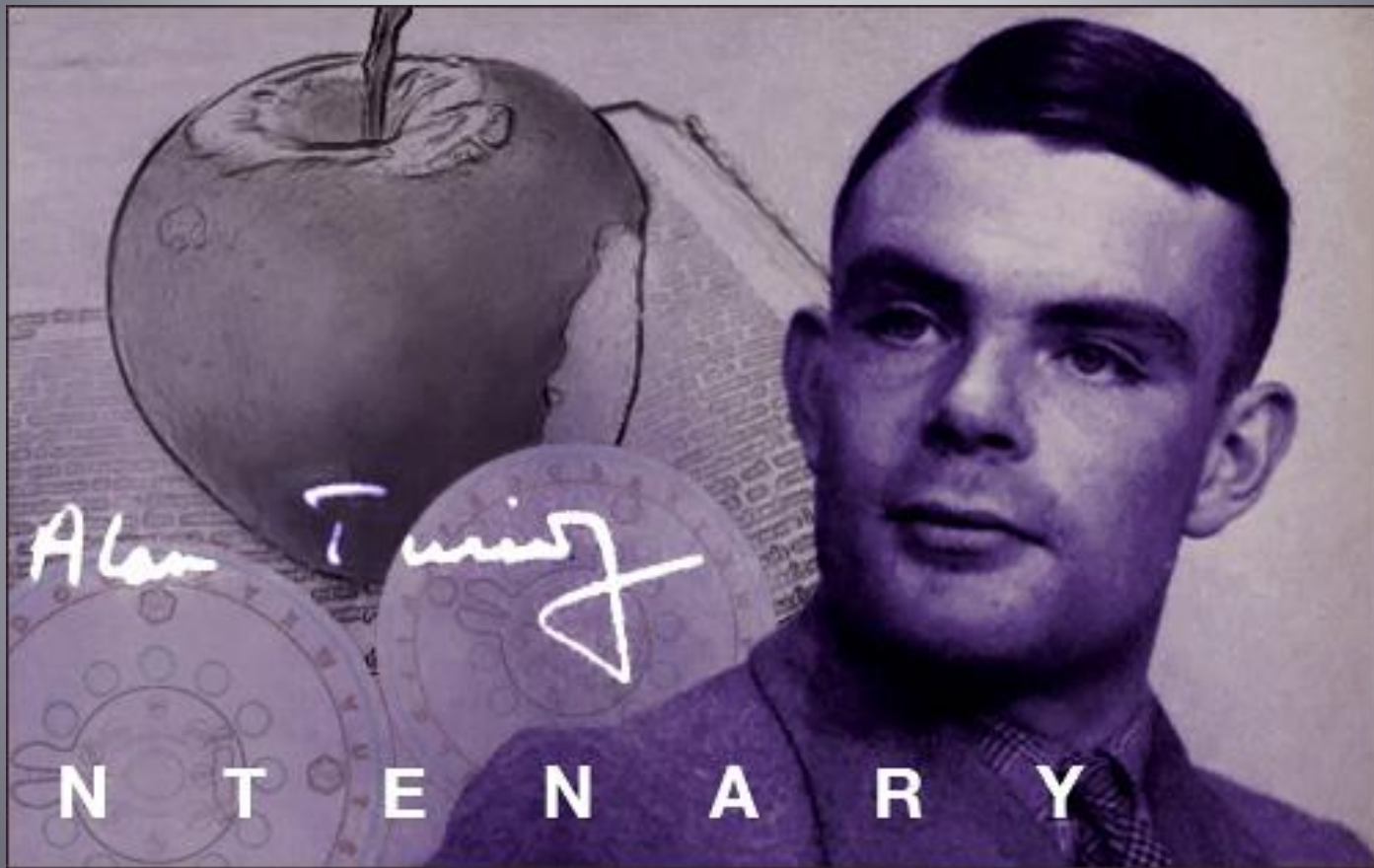
Agrarian civilization

Industrial civilization

Tech savvy civilization



# The third version



# The fourth version



1976  
By Ron Wayne



1977 - 1998  
By Rob Janoff



1998  
Translucent Version



1998 - 2000  
Monochrome Version



2001 - 2007  
Aqua Version



Current  
Chrome Version