

# Why are Apple products so expensive?

*Project presentation by Ann Timofeeva and Nikita Kononov*

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

A news broadcast graphic from Euronews. At the top, the number "\$1,000,000,000,000" is displayed in large, bold, white font with a drop shadow. Below this, the text "GOOD MORNING EUROPE" is on the left, and "ONE TRILLION DOLLAR COMPANY" is in large, bold, white font on the right. Underneath, it says "APPLE BECOMES FIRST COMPANY IN HISTORY TO BE WORTH A TRILLION DOLLARS". At the bottom, the Euronews logo is on the left, followed by "MARKETS CURRENCIES" and the exchange rate "1.00 USD <-> 0.9955 CHF ▲ 0.04%". The number "22" is in the bottom right corner.

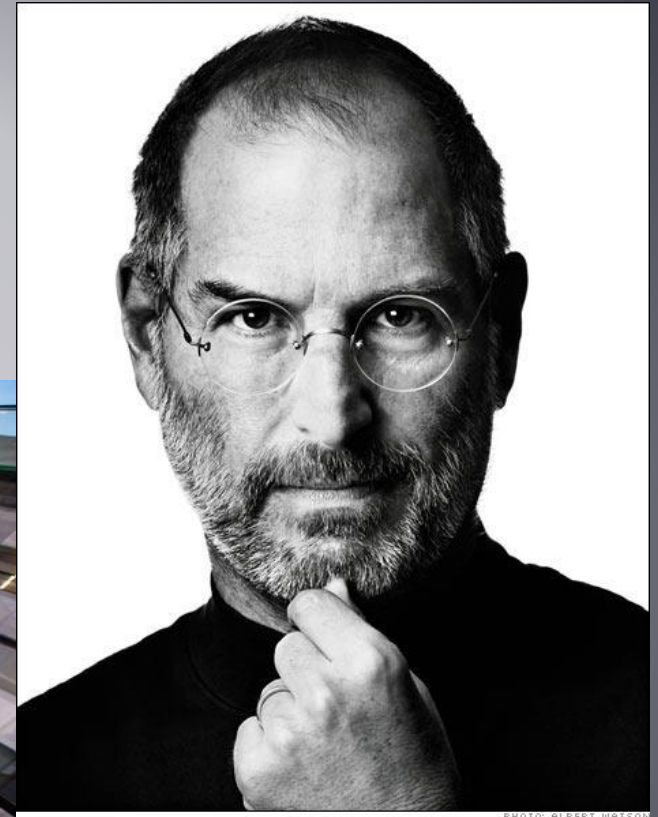
**\$1,000,000,000,000**

**GOOD MORNING EUROPE** **ONE TRILLION DOLLAR COMPANY**  
APPLE BECOMES FIRST COMPANY IN HISTORY TO BE WORTH A TRILLION DOLLARS

euronews. MARKETS CURRENCIES | 1.00 USD <-> 0.9955 CHF ▲ 0.04% 22



- 1. The brand



- 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

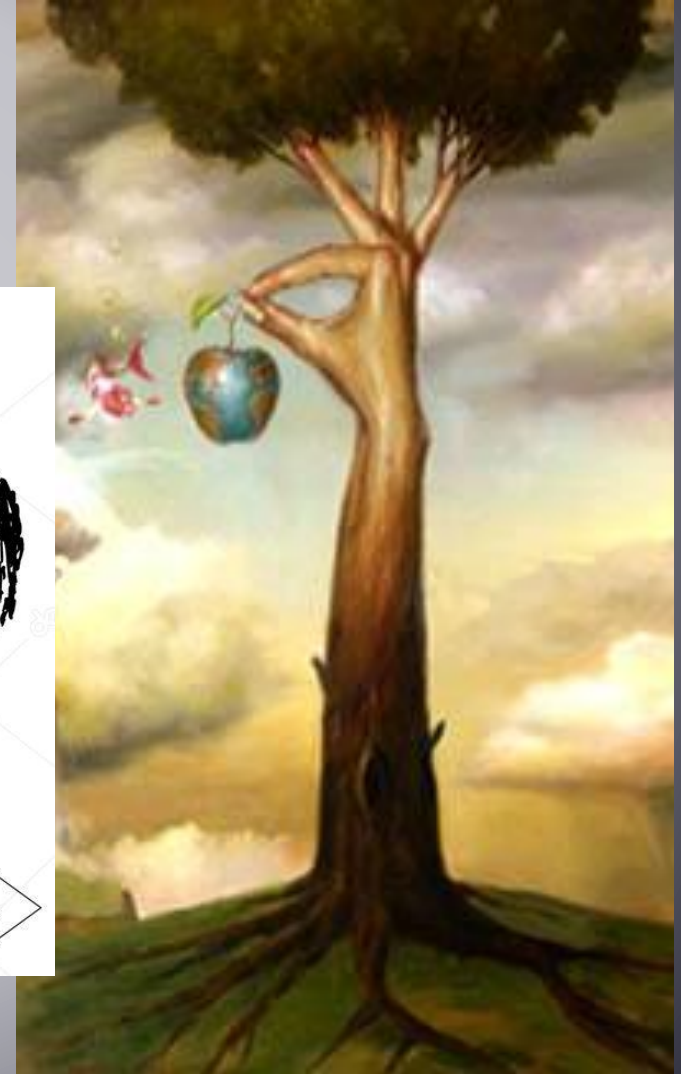
Newton observed it

Steve tasted it

Agrarian civilization

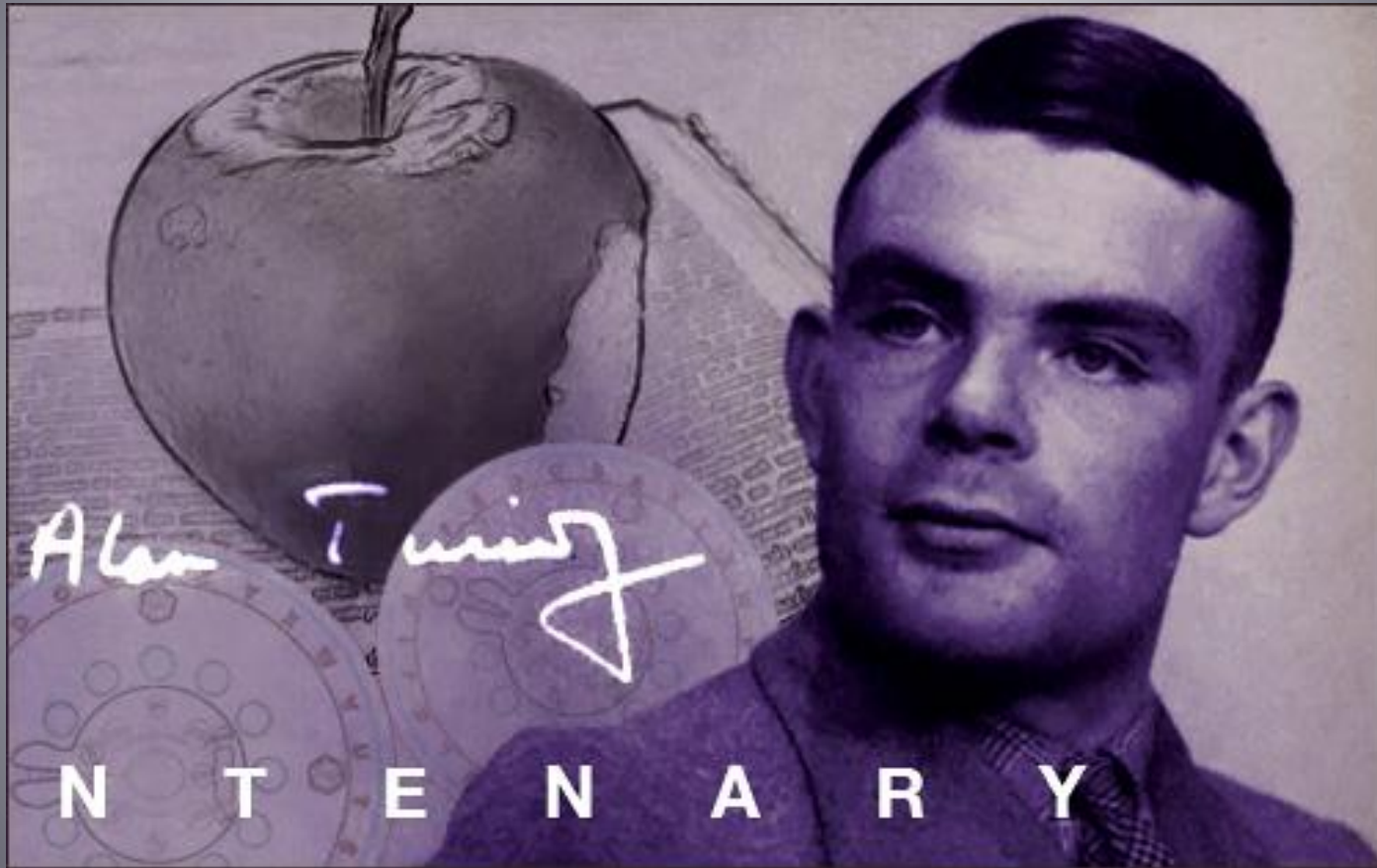
Industrial civilization

Tech sabby 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