

*Steven Paul  
Jobs*  
1955-2011

*Investment in the  
future!*



# *A little biography.*

*Steven Paul Jobs was born on February 24, 1955 in San Francisco, California.*

*His parents put him up for adoption. Steve was adopted by a lower-middle-class couple, who moved to the suburban city of Mountain View a couple of years later.*

*The Santa Clara county became known as Silicon Valley in the early 1950s. As a result, young Steve Jobs grew up in a neighborhood of engineers working on electronics and other gizmos in their garages on weekends.*

*At age 13, he met one the most important persons in his life: 18-year-old Stephen Wozniak.*



*San Francisco.*

*Five years later, when Steve Jobs reached college age, he told his parents he wanted to enroll in Reed College – an expensive liberal arts college up in Oregon. Even though the tuition fees were astronomical for the poor couple, they had promised their son's biological parents he would get a college education, so they relented. Steve spent only one semester at Reed, then dropped out, as he was more interested in eastern philosophy, fruitarian diets, and LSD than in the classes he took. He moved to a hippie commune in Oregon where his main activity was cultivating apples.*

*A few months later, Steve returned to California to look for a job. He was hired at the young video game maker Atari, and used his wages to make a trip to India with one of his college friends, in order to 'seek enlightenment'. He came back a little disillusioned and started to take interest in his friend Woz's new activities*



Школьные годы Стива Джобса



родился в 1955 году в Сан-Франциско, США

# *The Jobses garage.*

*Woz, whose interest in electronics had grown stronger, was regularly attending meetings of a group of early computer hobbyists called the Homebrew Computer Club. They were the real pioneers of personal computing, a collection of radio jammers, computer professionals and enlightened amateurs who gathered to show off their latest prowess in building their own personal computer or writing software. The club started to gain popularity after the Altair 8800 personal computer kit came out in 1975.*



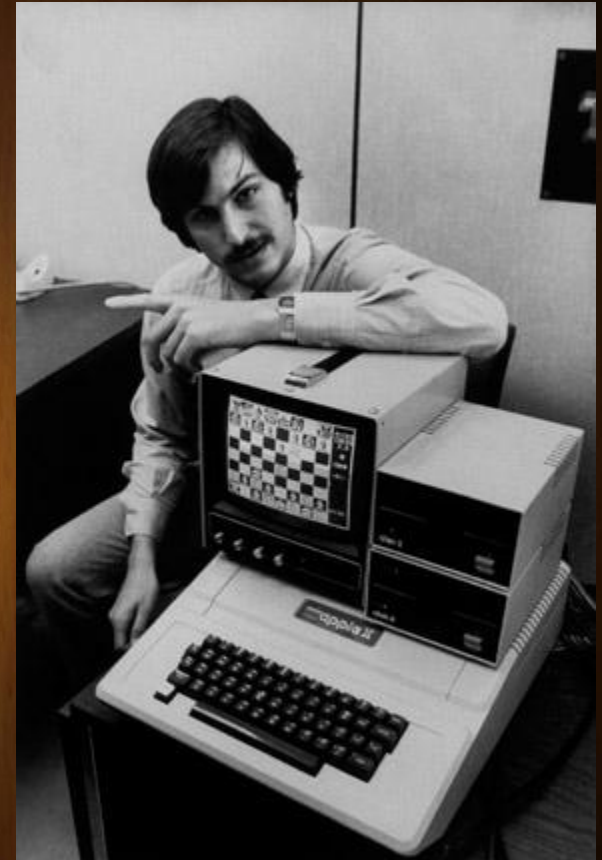
# The birth of “Apple”.

*The knowledge that Woz gathered at the Homebrew meetings, allowed him to build his own computer board — because he wanted a personal computer for himself.*

*Steve Jobs quickly understood that his friend's brilliant invention could be sold to software hobbyists, who wanted to write software without the hassle of assembling a computer kit.*

*Jobs convinced Wozniak to start a company for that purpose: Apple Computer was born on April 1, 1976.*

*However, Wozniak had started work on a much better computer, the Apple II — an expandable, much more powerful system that supported color graphics.*



The original idea of the symbol is -Newton sitting under a tree. And on the tree, mantle, Hung an Apple.



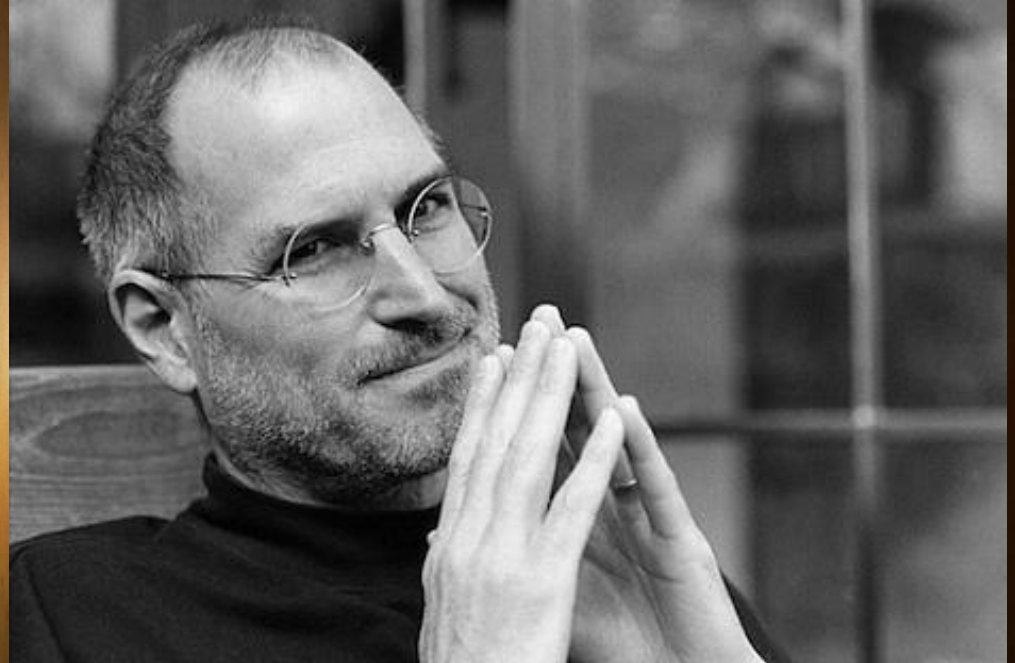
Steve Jobs moved to a hippie commune in Oregon where his main activity was cultivating apples.

# New developments

*He came up with the name Lisa for the new computer Apple was building*

*The scientists who worked there had invented a number of breakthrough technologies that would mark the industry for the coming decades, including the graphical user interface (GUI) and the mouse, Ethernet, laser printing and object oriented programming. He insisted the Lisa had a GUI and a mouse, too.*

*In 1981, Steve Jobs became head of the Macintosh project, and decided to make it a smaller and cheaper version of the Lisa, complete with a GUI of folders, icons and drop-down menus, and a mouse.*



# Pixar.

*In early 1986, Steve Jobs bought the small group of computer scientists, and incorporated it as Pixar. The founders of Pixar, Ed Catmull and Alvy Ray Smith. For the first five years of Pixar, Steve Jobs set a goal for the company to sell high-end computer graphics workstations for institutions, such as hospitals or even the army. The studio won an Academy Award for its short movie 'Tin Toy' in 1989.*





*Critics started to believe in Steve Jobs's ability to run Apple when he unveiled his first great product, the iMac. Introduced in May 1998, it was Apple's first truly innovative product since the original Macintosh of 1984. Its translucent design blew away the whole PC industry, which had failed to produce anything but black or beige boxes for over a decade.*



*In March 2001, Steve Jobs started a crash development program to develop an Apple-branded MP3 player before that year's holiday season: the iPod was born. On October 23, 2001, he introduced this cute white digital device to a small group of journalists in the company's campus auditorium. The tagline was '1,000 songs in your pocket', and there was great emphasis on its symbiosis with the iTunes app.*



*In January 2004, it introduced the iPod mini, a more compact version of iPod that sold at \$249, only \$50 less than the full featured iPod. The iPod adventure was far from over, since Apple introduced the \$99 iPod shuffle and the 'impossibly small' iPod nano in 2005, and the iPod video in 2006. Apple would start using the more power-efficient Intel platform. Not only did it make Macs more efficient, and pave the way for the super slim MacBook Air notebooks, but it also opened up a whole new set of customers of Apple.*



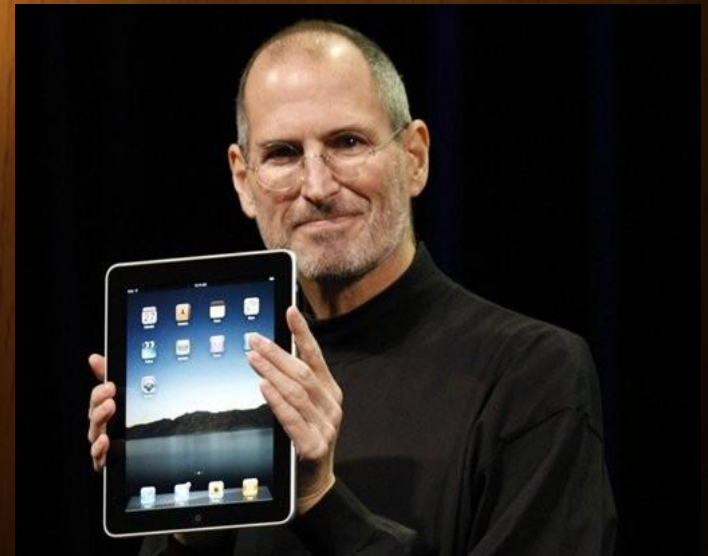
Around 2003, he started a secret project to develop a tablet. But in 2004-2005, he realized that the technology that this group had developed, including a revolutionary touch-screen technology, could be used in a phone rather than a tablet. iPhone was introduced at Macworld on January 9, 2007.

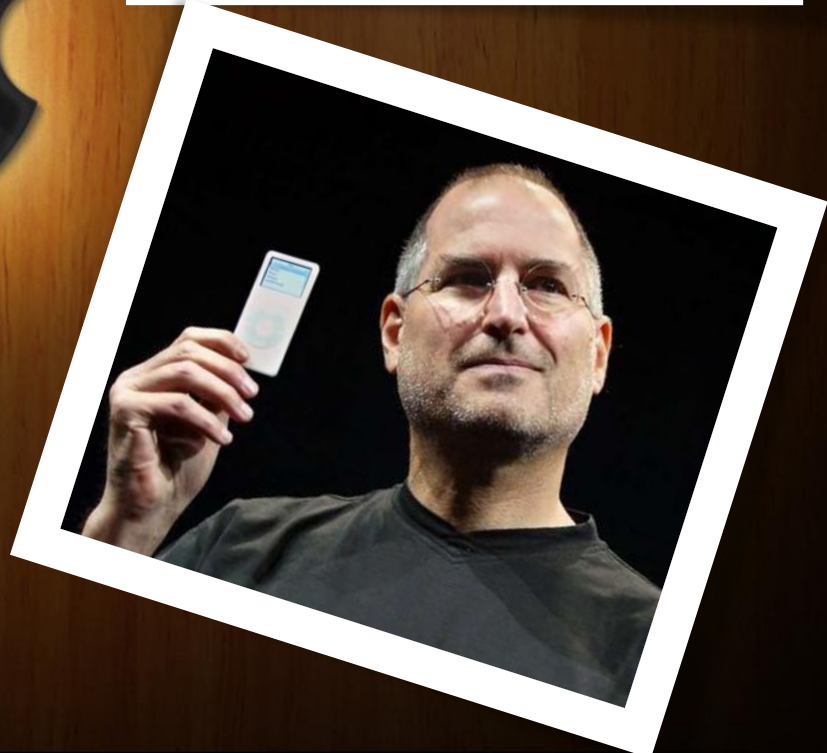
This keynote is often considered the best and most memorable of all of Steve Jobs's career.

The original iPhone was successful already: despite its \$399 price tag, Apple sold 6 million of them during its existence. But sales really started to skyrocket in 2008, after Apple introduced the cheaper iPhone 3G (at a subsidized \$199 price) and the App Store. It is impossible to overestimate the impact of the iPhone App Store, which ushered in a new era in mobile software.

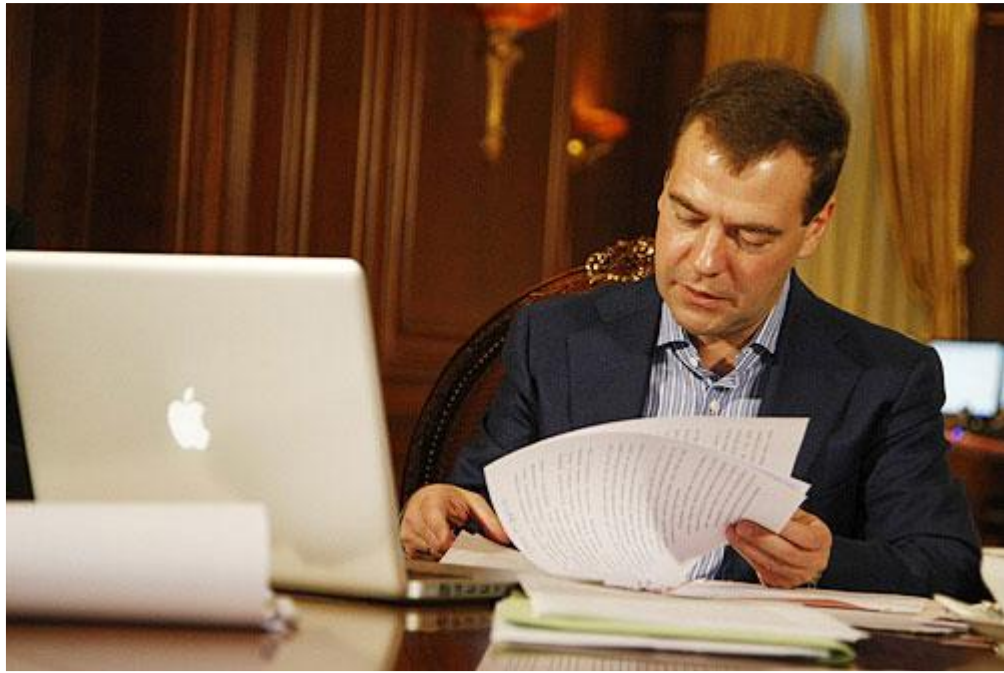
*Steve Jobs deemed iPad and iOS so important that he still made two major public presentations at Apple event. The first one was the introduction of iPad 2 in March 2011, and the second one was WWDC, in June 2011, where he introduced iCloud. The iCloud introduced in 2011, which allowed users to sync email, documents, and media across their Macs, iPhones, iPod touches, iPads and Apple TVs, was only the first step in that direction.*

*It was crucial to Steve Jobs who clearly put iOS as the most important part of Apple and the key to its future.*













# Death.

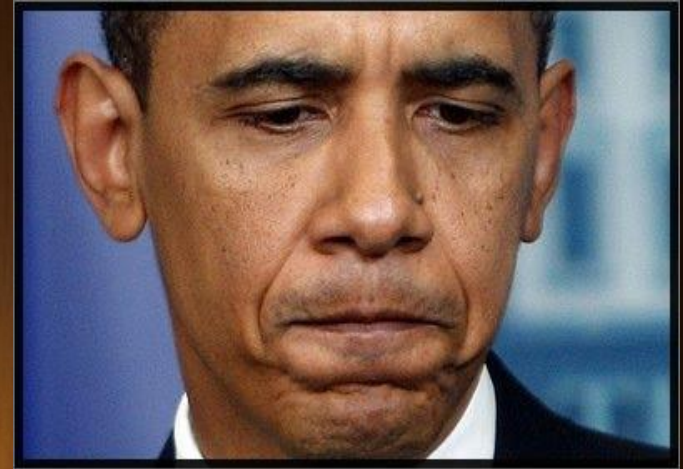
*Jobs died at his California home around 3 p.m. on October 5, 2011, due to complications from a relapse of his previously treated islet-cell neuroendocrine pancreatic cancer, resulting in respiratory arrest.*



*"Michelle and I are saddened to learn of the passing of Steve Jobs. Steve was among the greatest of American innovators – brave enough to think differently, bold enough to believe he could change the world, and talented enough to do it.*

*By building one of the planet's most successful companies from his garage, he exemplified the spirit of American ingenuity. By making computers personal and putting the internet in our pockets, he made the information revolution not only accessible, but intuitive and fun. And by turning his talents to storytelling, he has brought joy to millions of children and grownups alike. Steve was fond of saying that he lived every day like it was his last. Because he did, he transformed our lives, redefined entire industries, and achieved one of the rarest feats in human history: he changed the way each of us sees the world.*

*The world has lost a visionary. And there may be no greater tribute to Steve's success than the fact that much of the world learned of his passing on a device he invented. Michelle and I send our thoughts and prayers to Steve's wife Laurene, his family, and all those who loved him."*



**Барак Обама.  
Президент США.**

*Президент  
РФ Дмитрий  
Медведев написал в  
своём Twitter «Такие  
люди, как Стив  
Джобс, меняют наш  
мир. Мои искренние  
соболезнования  
близким и всем, кто  
ценил его ум и  
талант».*



*Президент РФ.  
Д.А. Медведев.*

*Thanks Steve.*

1955 – 2011.

