



**The meeting of
the Board of
Directors
that marked
the beginning
of
a new era**



2007



Widescreen iPod with touch controls



Revolutionary mobile phone



Breakthrough Internet communicator



iPod



Phone



Internet



iPhone

Apple reinvents the phone

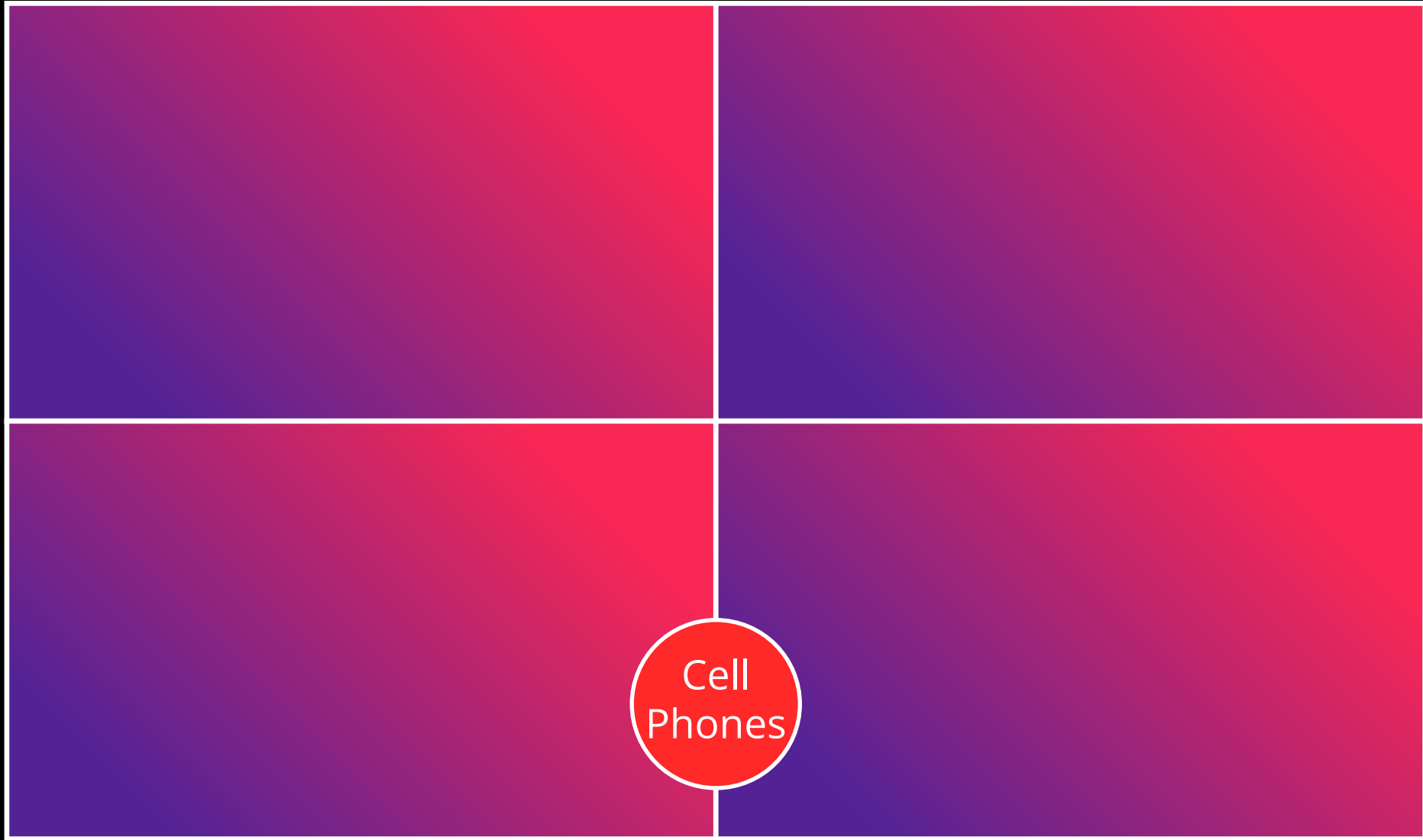
Smartphone

Phone + email + Internet

smart

hard
to
use

easy
to
use

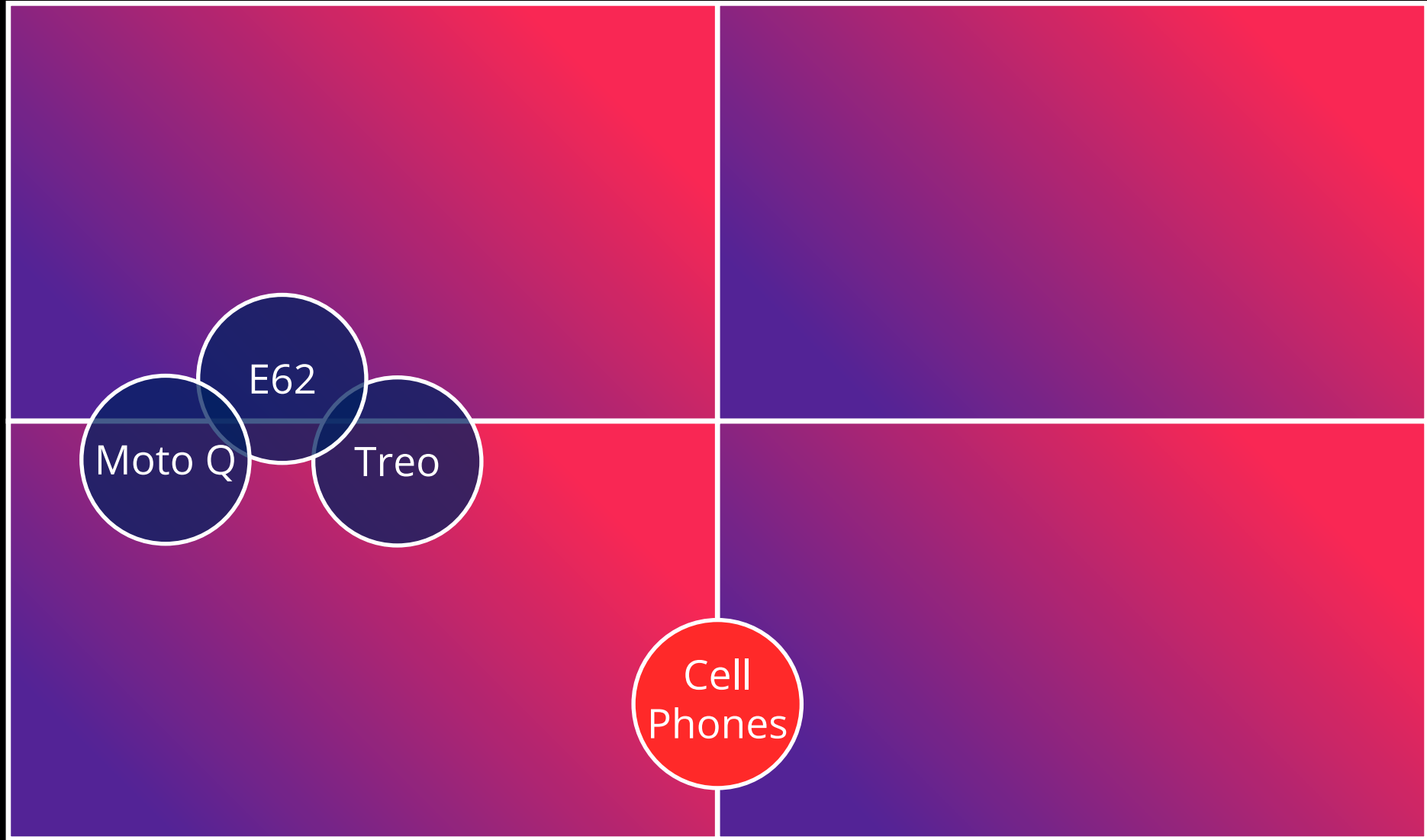


not so smart

smart

hard
to
use

easy
to
use

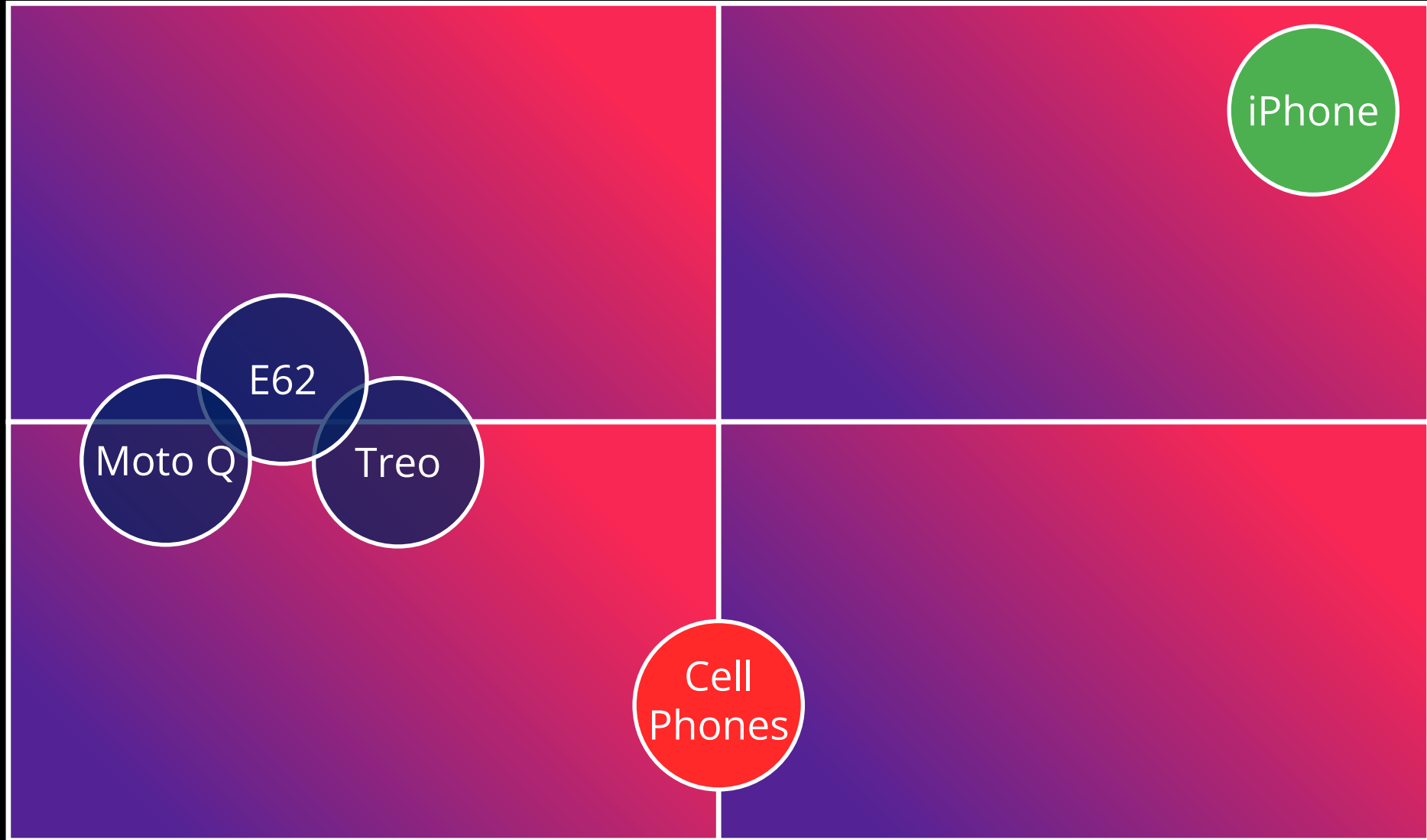


not so smart

smart

hard
to
use

easy
to
use



not so smart

Revolutionary UI

Years of research and development



Palm Treo
700wx



BlackBerry
Curve 8300



Motorola
Q



Nokia
E62



Nokia
N95

Buttons & controls can't change



Palm Treo
700wx



BlackBerry
Curve 8300



Motorola
Q



Nokia
E62



Nokia
N95





Works like magic

No stylus

Far more accurate
Ignores unintended
touches

Multi-finger gestures

Patented !

Breakthrough

5 years ahead of any other phone

Design

Something wonderful in
your hand





Apple
iPhone



Blackberry
Curve 8300

An iPhone 2G is shown from a front-facing perspective against a black background. The phone's screen is dark blue and displays the text "160 ppi" in white. The phone's silver bezel, earpiece, and home button are visible.

160 ppi

11.6
mm



Apple
iPhone

15 mm



Blackberry
Curve 8300

22 mm



Palm
Treo 750



Apple iPhone



Nokia N95



Samsung Blackjack



BlackBerry Curve 8300



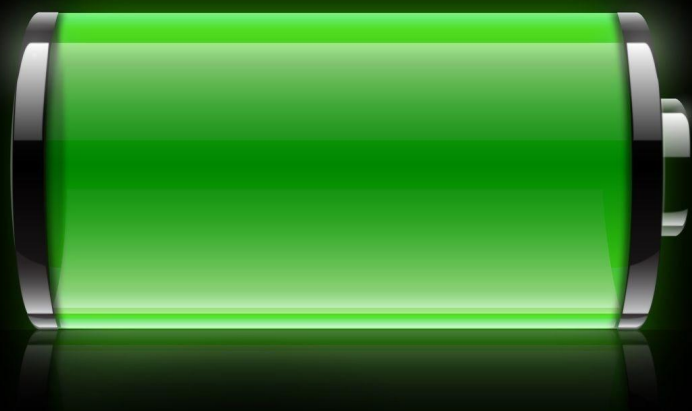
Palm Treo 750

Thickness	11.6 mm	21 mm	11.7 mm	15.5 mm	22 mm
Screen Size	3.5 in.	2.6 in.	2.2 in.	2.5 in.	2.5 in.
Display Surface	Glass	Plastic	Plastic	Plastic	Plastic
Wi-Fi	Yes	Yes	No	No	No
Storage	4/8 GB Flash	2 GB microSD	2 GB microSD	2 GB microSD	2 GB microSD



8 hours

talk time



24 hours

audio playback



Apple iPhone



Nokia N95



Samsung Blackjack



BlackBerry Curve 8300



Palm Treo 750

Talk Time	8 hours	4 hours	5.5 hours	4 hours	4 hours
Internet Use	6 hours	They Don't say	They Don't say	They Don't say	They Don't say
Video Playback	7 hours	They Don't say	They Don't say	They Don't say	They Don't say
Audio Playback	24 hours	They Don't say	They Don't say	They Don't say	They Don't say
Camera	2 MP	5 MP + 2nd	1.3 MP + 2nd	2 MP	1.3 MP



Your life in
The ultimate



your pocket
digital device

2006 Units

Worldwide



2006 Units

Worldwide



2006 Units

1% market share = 10 M units

in 2008

957 M



Mobile Phones



“I skate to where the puck is going to be, not where it has been.”

- Wayne Gretzky.

