

hello

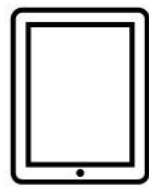
(again)



Think **Different.**



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201L-2  
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2016



**iPad**



**iPhone**



**iPod**



# With whom Steve Jobs founded Apple?

- Stephen Wozniak (Woz) - Steve's friend since childhood
- Dan Kottke – Steve's hippie friend from Reed College
- Mike Markkula - the first investor

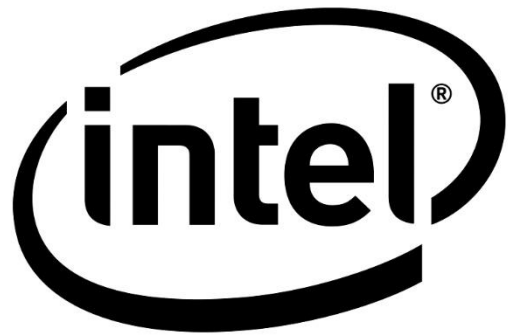
What day was founded Apple?



In 1978 there was also an obscure project called Macintosh (now we know it as Mac), headed by computer scientist Jef Raskin. He started to assemble a small team to work on a computer “as easy to use as a toaster”. Why “Macintosh”?

- Jef Raskin liked to wear macintosh – the waterproof raincoat.
- This project was named after Raskin’s favorite apple.
- This computer was waterproof like the raincoat macintosh.

In 1983 John Sculley became Apple CEO. Where did he work before that?



- He was Intel CEO



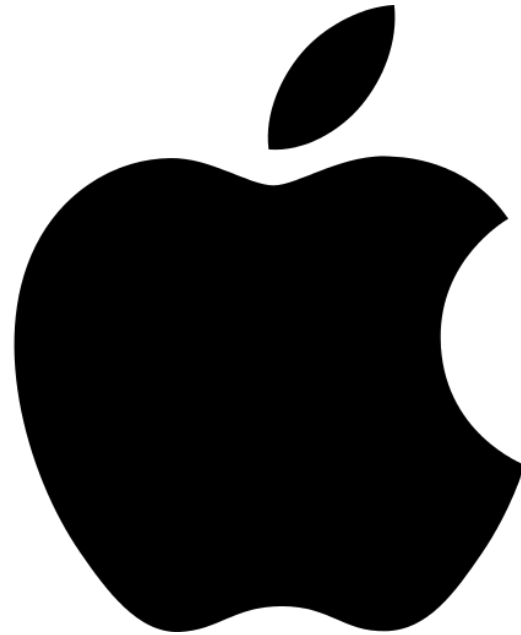
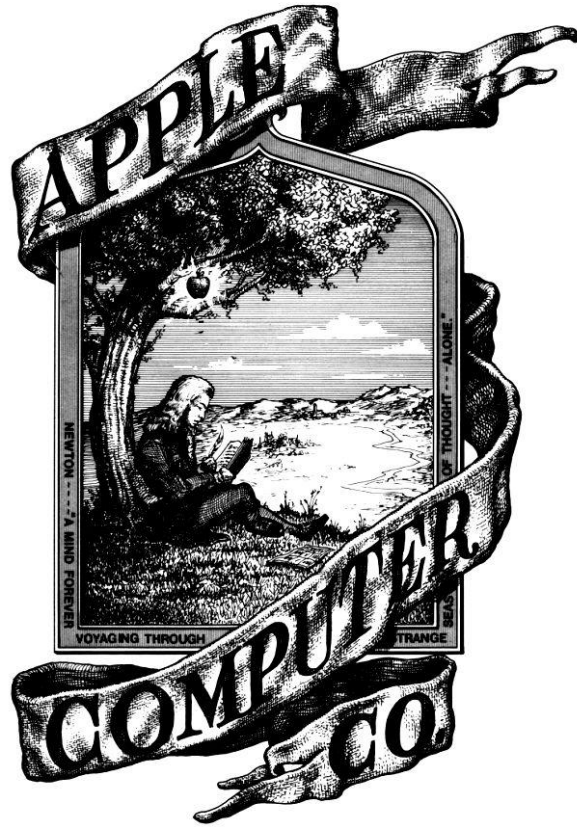
- He was HP Chief Engineer



**PEPSICO**

- He was the executive of PepsiCo

# What was the first Apple logo?



Apple

- Sir Isaac Newton and the apple tree

- the apple

- only the word "Apple"



# What is that?



- the monument of glass and steel frame
- Apple Store cube on Fifth Avenue in Manhattan, New York
- the construction serves to attract tourists

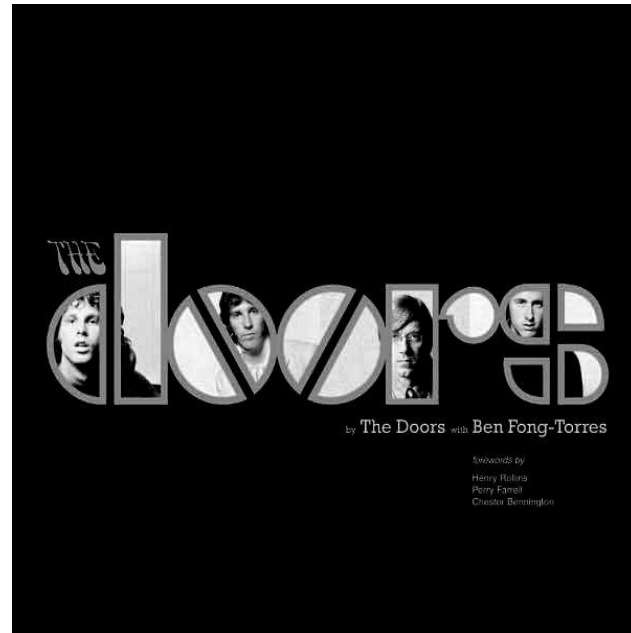
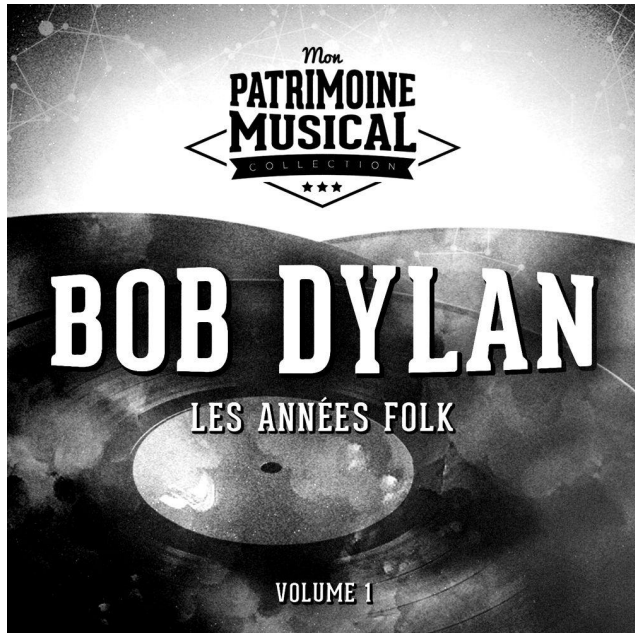
What was the first? (Steve had an idea of this device in the early 2000s)



iWatch

 iPad

In 2014 (when iPhone 6 was released)  
there was one free music album in iTunes.  
It was the...





Sorry  
Wrong Answer

**Try again**

# Think Different

Being the richest man in the cemetery doesn't matter to me...  
Going to bed at night saying we've done something wonderful... that's what matters to me.

«The Wall Street Journal» (1993)

Steve Jobs

