

The Apple Company

Type	A public company
The company's motto	Think different
Year of foundation	1976
The Founders	Steve Jobs, Steve Wozniak, Ronald Wayne
Location	Cupertino, USA
Branch	Electronics, information technology
Production	Personal and tablet computers, mobile phones, music players, software
Money movement	\$65,23 billion (2010)
Net profit	\$25,922 billion (2011)
Number of employees	60,4 thousands (2011)



History. 1970-s

Based in California, Steve Jobs and Steve Wozniak, meeting in mid-1970 their first personal computer with a processor «MOS Technology 6502." Young entrepreneurs received financing and officially registered the company April 1, 1976.

«Apple I», released in 1976, was not the first programmable microcomputer. The right of the championship belonged to the microcomputer "Altair 8800", which was created by Ed Roberts and spread through the directories in 1974-1975.

Apple computer is one hundred and first mass personal computer, manufactured by millions of copies. In the late 1970s and early 1980s «Apple II» and their clones were most common in the world of personal computers. It sold more than 5 million computers «Apple II» around the world.

History. 1980-s

1980 in the history of Apple saw the failure of the project a number of reasons Apple III, but at the same time the company held the largest initial public offering.

In March 1981, Wozniak was in a plane crash and left his job at the time. Problems with sales «Apple III» led to the fact that Jobs had to lay off 40 employees. In the beginning of the 1983, Jobs invited for the post of president John Sculley. In April 1983, Scully took up his duties.

In 1984, the company Apple unveiled a new 32-bit PC Macintosh. In the future production of computers in this series was the company's core business. For two decades, the company produced Macintosh computers based on processors Motorola, equipped with a proprietary operating system.

In 1985, U.S. President Ronald Reagan awarded Wozniak and Jobs' medals for the development of technological progress. In the same year Steve Jobs left the company.

History. 1990-2000-s

By the end of the 1990s, Apple does have deteriorated sharply, by 1997, losses in the two years totaled \$ 1.86 billion, the situation changed with the return of Steve Jobs in 1997.

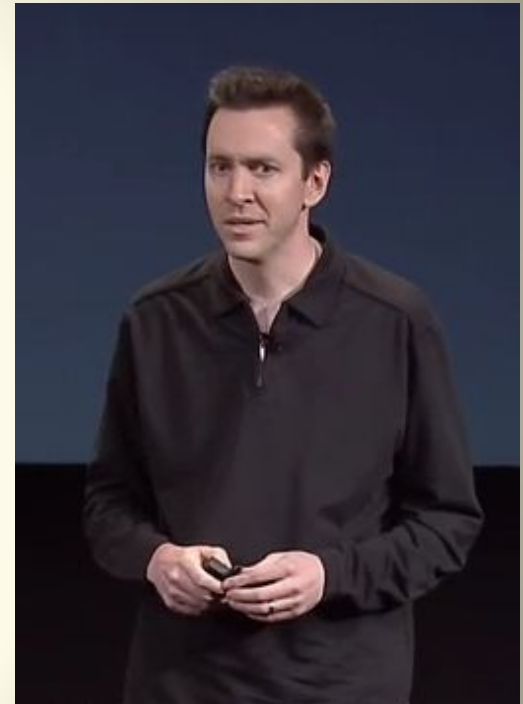
Apple has discovered new markets. In 2001 the company introduced a music player iPod and in 2007 entered the market of mobile telephony touch the iPhone. In 2010 the market was released tablet iPad.

Production of these new products improved the financial position of Apple, bringing the company's record profits. In the beginning of August 2011 Apple has become the most expensive company in the world by market capitalization (\$ 338.8 billion on August 10).



The owners and the Top Management.

- Eddy Cue - senior vice president of software.
- Scott Forstall - senior vice president of iOS Software.
- Jonathan Ive - Senior Vice President of Industrial Design.
- Bob Mansfield - Senior Vice President of Mac Hardware Engineering.
- Peter Oppenheimer - Senior Vice President and Chief Financial Officer.
- Philip Schiller - senior vice president of worldwide marketing at Apple.
- Bruce Sewell - Senior Vice President and General Counsel.
- Jeff Williams - Senior Vice President and operationsist



Production.

- iPhone - mobile phones;
- iPad - Tablet PC;
- iPod classic, iPod shuffle, iPod nano and iPod touch - portable multimedia players;
- MacBook Pro - professional notebooks;
- MacBook Air - ultrathin notebooks;
- Mac mini - computer enclosures of personal computers since 2005;
- iMac - PCs "all in one" (monitor, system unit, audio-video-periphery), submitted in 1998;
- Mac Pro - desktop-class "Workstation";
- Thunderbolt Display - computer monitors;
- Mac Pro Server, Mac mini Server - Servers;
- Apple TV - media players, Magic Mouse, Magic Trackpad, etc.

In addition, the company produces accessories for these products, as well as software.



Apple in Russia.

In 2006 sales «Apple» in Russia totaled 69 million dollars.

In 2007 Russian representative office was, with the September 6, 2010 led by Alexei Badaev. As of 2008 in Russia there are about a dozen authorized business partners. The official importer of Apple technology in Russia was selected as «di House», and in 2010 the company "Marvel" became the second importer .

In the year 2012 in Russia there is not one's own store Apple: All products are sold through an extensive network of partner shops at various levels: the Premium Reseller stores are company «re: Store», «z-Store» and «DeepStore».

Marketing.

Apple's marketing policy is rather aggressive. For example, users of Apple products on the Microsoft Windows platform receive updates about products that they are not installed, the installation options of these products are enabled by default.

In March 2008, Apple started to offer iTunes for Windows users to set their web browser Safari. In this option to install the browser is enabled by default, and a description of it consists solely of advertising and links to the site.

Lawsuits.

In 2009, Nokia accused Apple of violating 10 patents that affect the encoding of the voice signal, secure data transfer protocols and a number of other inventions used in the iPhone since the first version of the device. As a result, Apple was found guilty of violating these patents, receiving an order to pay compensation to Nokia.

At the end of 2011 a German court found infringement of the patent in the field of wireless data company Motorola Mobility, obliged to pay compensation to Apple for four years, as well as securing the right to require the removal of Motorola proprietary technology of the devices Apple.