



Richard Holinga

Apple®

- **Basic Information**
- **History**
- **Products**
- **Advertising**
- **Famous Lawsuit**
- **Short Quiz**



Apple[®]
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Basic Information

- founded: April 1, 1976 (Jobs, Wozniak, Wayne)
- headquarters: Cupertino, California, U.S.
- employees: 50 000
- profit (2010): \$ 14 billion
- Industry: Computer hardware
 Computer software
 Consumer electronics
 Digital distribution
- website: www.Apple.com



Apple[®]

Basic Information



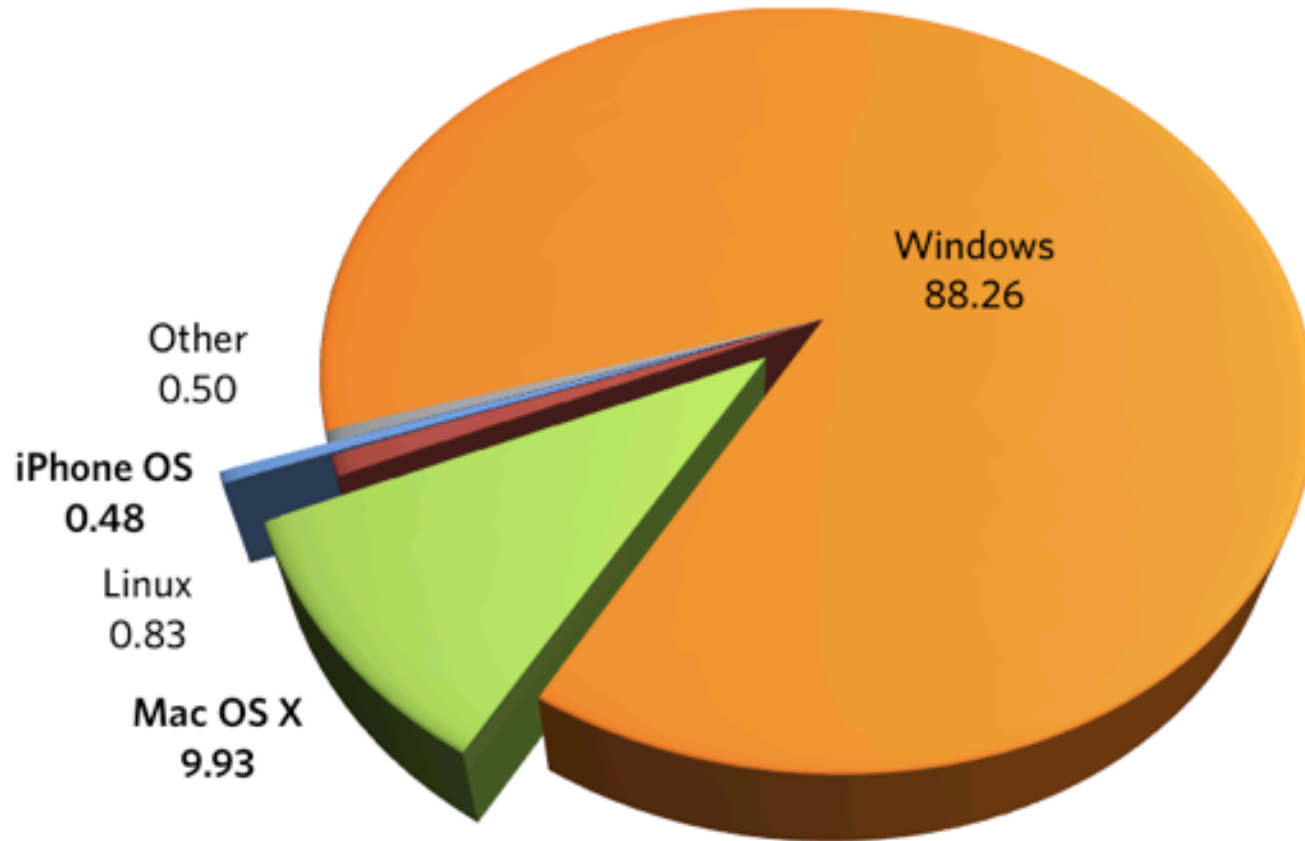
Stock Price

- historical maximum in January - \$ 341
- expected to rise
- iPhone 4 CDMA, Mac App Store
- iPad 2, release – 13. III. in US



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Basic Information



Market Share



Apple®

History

- founders: Steve Jobs, Steve Wozniak, Ronald Wayne
- first computer created in 1975 called Apple I
- 1976 - Apple Computers, Inc.
- 1984 – Macintosh
- 2001 – Mac OS X, iPod
- 2006 – Macbook Pro
- 2007 – iPhone
- changed name to Apple, Inc.
- *picture: Apple II (1977) - first with GUI*



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Products

Macbook Pro
from \$ 1299



Apple[®]
7

Products



iPod classic
from \$ 249



Apple[®]
8

Products



iPod Touch 4
from \$ 229



Apple[®]
9

Products



iPhone
from \$ 199



Apple[®]
10

Products



iPad 2
from \$ 499



Apple[®]
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Advertising

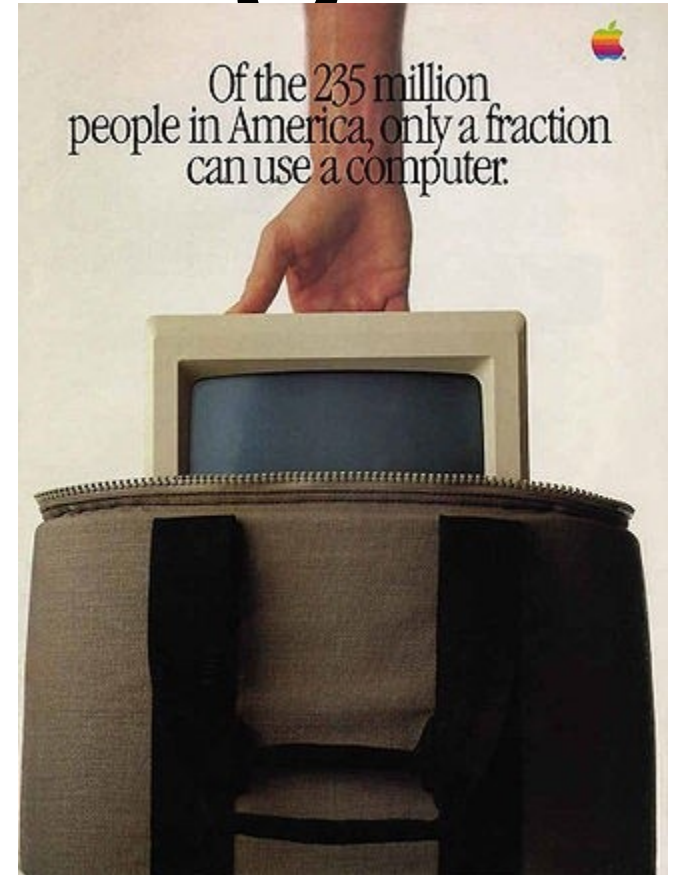
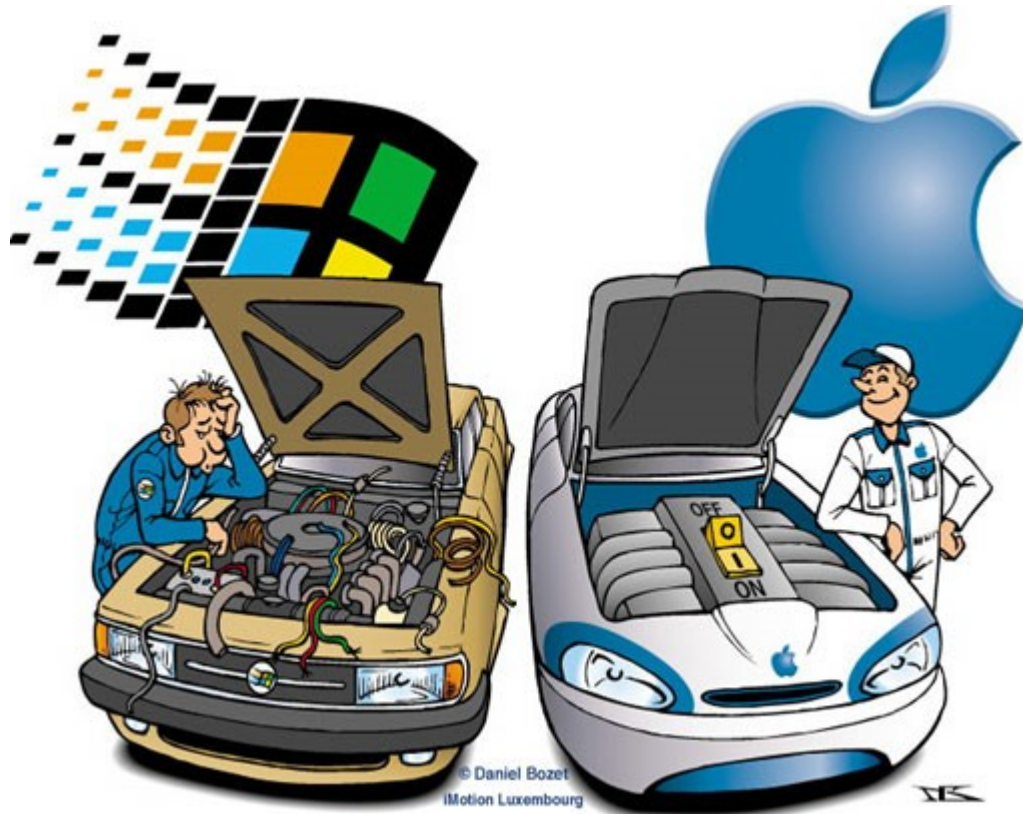


Logo



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Advertising



Advertisina



I'm a PC.

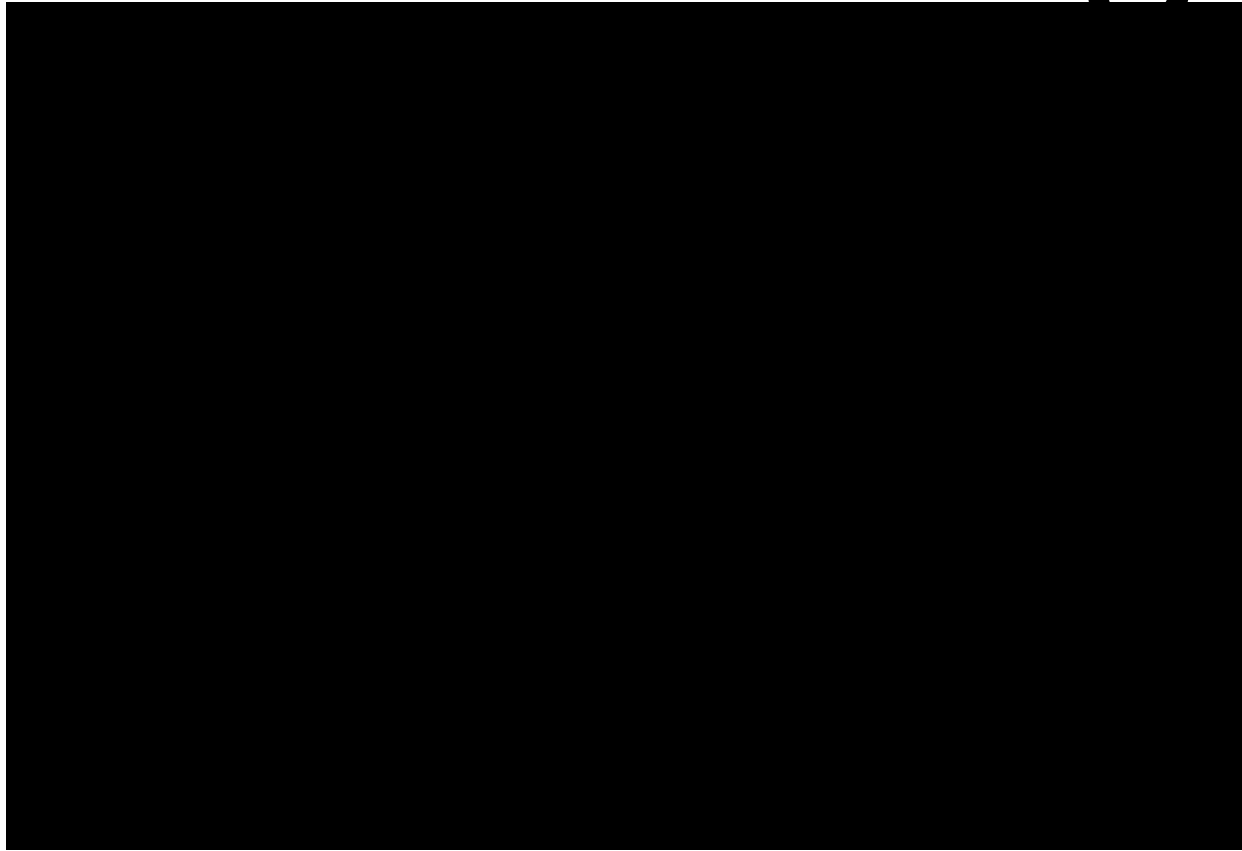


I'm a Mac.



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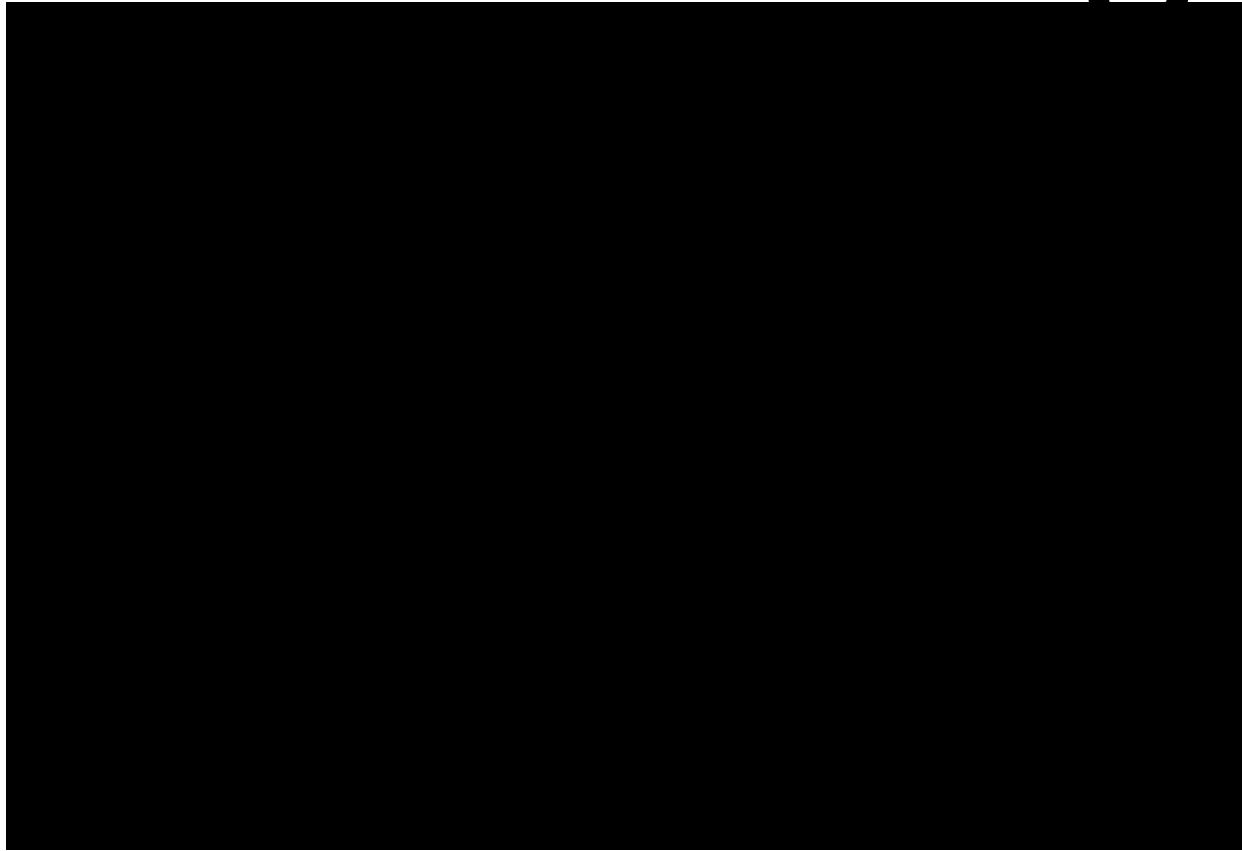


Blackberry vs. Apple



Apple[®]

Advertising



Blackberry vs. Apple



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Trademark disputes

Apple Corps vs. Apple Computers

- 1978–1981: trademark infringement
- 1986–1987: violation of the 1981 settlement agreement
- 1991: settlement involving payment to Apple Corps
- 2003–2006: violation of the previous settlement
- 2007: final settlement, confidential terms



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Quiz

1. Why is Apple called Apple?
2. Where can we find the headquarters of Apple, Inc.?
3. What's the name of first computer of Mac series?
4. Who is Apple's biggest competitor on OS market?
5. Can you name some of Apple's products?
6. How many iPods have been sold worldwide?



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Thank You for
Your Attention



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