



LARGER THAN
LIFE
A CELEBRATION OF GREATNESS

Steve Jobs

(February 1955)

LARGER THAN LIFE

A CELEBRATION OF GREATNESS

BIRTH AND EARLY YEARS

Steve Jobs was born in February 1955. His full name is Steven Paul Jobs. He **grew up in Mountain View and Los Altos, Calif.** He was adopted from infancy by Paul and Clara Jobs. He graduated from Homestead High School, Los Altos, Calif. in 1972. He then attended Reed College in Portland, Ore. But he dropped out of baccalaureate program after one semester.

CHRONOLOGY

1974: Video game designer for Atari; worked there several months; used savings to travel to India; returned to California and spent a brief time on a communal farm.

1975: Attended meetings of the Homebrew Computer Club in Palo Alto, Calif., attended by friend and engineering genius, Stephen Wozniak; they joined forces and built a marketable table-top computer in Jobs' parents' garage; co-founded Apple Computer Inc.

1976: Introduced Apple I computer for \$666; first single-board computer with onboard Read Only Memory (ROM) that told the machine how to load programs from an external source and had a video interface

1977: Introduced Apple II; first mass-marketed personal computer; had a plastic case and included color graphics; Jobs encouraged programmers to create applications for the Apple II; this resulted in 16,000 programs from games to farm budgets; former Intel marketing manager Mike Markkula became Apple chairman and secured venture capital of \$600,000.

1979: Development of a computer named Lisa, which would redefine personal computing; Jobs removed as project manager; he began working on the Macintosh personal computer

1980: Initial public offering of Apple; market value of company rose to \$1.2 billion; Apple III introduced with eight applications, including text and graphics; initial problems forced a recall; once fixed, it became popular with professional customers; situation created a management shakeup; Markkula became president, Jobs became chairman

1981: Stephen Wozniak took leave of absence after being injured in a private plane crash; IBM sold its first personal computer, four years after Apple II; Apple's sales continued to rise

Steve Jobs

(February 1955)

1983: Public debut of Lisa, a powerful, more intuitive computer controlled by hand-held mouse; designed for computer illiterate; smaller, less expensive version called Macintosh also introduced; Jobs recruited former PepsiCo President John Sculley as new Apple president and CEO

1985: Jobs essentially ousted from Apple in a boardroom coup after a power struggle with Sculley; resigned with \$150 million but personally hurt; formed NeXT Software to develop computer hardware and software; Microsoft sold its first Windows 1.0 operating system

1986: Bought Pixar computer animation studios from George Lucas for less than \$10 million

1989: NeXT produced a powerful but expensive computer, which was rejected by the marketplace; Pixar won an Academy Award for computer-animated film "Tin Toy".

1993: Still unprofitable NeXT ended hardware division to focus on software for programmers and building Internet sites; Sculley resigned as CEO of Apple

1995: Walt Disney Pictures released Pixar's first feature film, "Toy Story," first animated feature created entirely on computer; was highest domestic grossing film that year

1996: Jobs contacted Apple; Apple acquired NeXT; Jobs returned as non-salaried adviser to chairman Gilbert F. Amelio.

1997: Apple's revenues dropped significantly; Jobs negotiated deal with longtime competitor Bill Gates of Microsoft; Apple made deal to include Microsoft's Internet Explorer browser on Macintosh operating system; Microsoft agreed to invest \$150 million of non-voting Apple stock and to develop Mac versions of popular Microsoft Office software; Amelio ousted by Apple board; Jobs offered CEO and chairman position, and he agreed to serve on an interim basis.

1998: Apple Computer rebounded with three profitable quarters in a row. With the purchase of NeXT, much of the company's technology found its way into Apple products, notably NeXTSTEP, which evolved into Mac OS X. In recent years, the company has branched out, introducing and improving upon other digital appliances. **In 2007, Apple entered the cellular phone business with the introduction of the iPhone, a multi-touch display cell phone, iPod, and internet device.**

Steve Jobs

(February 1955)

Quotes

“Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations.”

Quiz

1. In which year did Apple entered cellular phone business?
2. What is the full name of Steve Jobs?
3. Steve Jobs graduated from _____, Los Altos, Calif.

Send your answers with your name and department to one2one@clarislifesciences.com

First 3 correct answers will get Clarista coupon worth RS. 50.

Last Quiz Winners

Nimit Raiya - Business Analysis • **Anshuman Kunal** - iCubix

Jigar Thakkar - iCubix