

**Intro :** Hello everybody, I'd like to thank you for being here & paying attention to my speech. My purpose today is my passion since I'm a teenager, APPLE...

## **I- Story**

### **1- Date**

The first April nineteen seventy-six (1976), Apple was born.

### **2- Founders**

The two founders Steve Wozniak and Steve Jobs have build the first personal computer (PC) in a garage.

### **3- Apple I, the revolution**

The first « computer » was called Apple one (1). Despite the idea looked absurd, the firm wanted to bring more accessibility to the general public while using this computer.

### **4- Competitors**

The firm IBM brought out the first PC in august nineteen eighty-one (1981), but without providing graphic interface. With windows three point elf (3.11), this matter has been solved, but Microsoft has had with illegal techniques the certificate for the icons and windows. There is numerous stumbling blocks between Microsoft and Apple.

## **II- 1984 ad**

Apple has always wanted to differentiate its products from the others computers thanks to specific advertising that Ridley Scott directed.

This commercial has some very interesting history, which I'll probably write about sometime in the future.

## **III- Setbacks**

### **1- First laptop**

Numerous Mac's operating systems followed one another, the technology was very high, but some machines weren't so fantastic as for example the first laptop, which was a setback. In spite of it was a good computer but to heavy.

### **2- Problem**

Furthermore there were no clones, so the prices increased and there were no competitors in "Apple world".

### **3- Steve Jobs departure**

The departure of Steve Jobs was a major problem too, but the real problem of Apple is maybe that this firm is more a cult than a firm.

## **IV- Revival**

### **1- Steve Jobs**

Since the comeback of the founder Steve Jobs in nineteen ninety-six (1996), the policy of the firm changed.

### **2- Marketing policy**

His new marketing policy was a stepping stone to tackle again this very competitive market. This man has understood the power of marketing with the slogan « Think different ».

- Think Different
- Switch

### **3- Wider range of products**

Steve Jobs introduces a new range of new products (iMac, iPod,...) in order to give back a public image of his firm. Nowadays, Apple proved his power on the very competitive market of computers thanks to the first iMac for example.

### **4- Profits**

Apple sells more and more computers and accessories, that means an increasing turnover. In a save time, Apple reduces its stocks and production costs that's why profits are so high. Proof of this good financial statement is the 4,4 billion US Dollars cashflow to prepare maybe an acquisition.

## **V- Last event**

### **New PowerBooks**

In January two thousands three (2003), Steve Jobs have presented the new PowerBook twelve (12") and seventeen inch (17"). This event was with the output of new Apple's softwares. The firm is fast an exception in this high-tech market, nowadays in bad days.

## **VI- Future**

### **1- Mac OS X & the digital hub**

Apple-Boss believes that the computer must be a digital hub. Since the new iMac the strategy is complete, the laptops are recent and very compact and light, and especially there is a new operating system: Mac OS ten (X), which is a super-modern operating system combining the power and stability of UNIX with the simplicity and elegance of the Macintosh. In the digital hub strategy, Apple has brought out new products, as iPod the MP three (3) player that packs one or four thousands (1,000) songs (selon le modèle).

Nowadays, Apple is providing to its customers a real package of softwares. When you buy a Mac, you buy an access to multimedia : iTunes for the music, iMovie to create movies, iDVD to create DVD, iCal an agenda, iPhoto, etc...And this software are free and frequently updated. There are very professional softwares too, from Apple and from all the editors as on Windows.

## 2- Expansion – UMG

Apple Computer is in talks with Vivendi Universal to buy the Universal Music Group arm of the French-American media firm for as much as \$6 billion, The Los Angeles Times reported on Friday.

Cupertino, California-based Apple has not made a formal bid but may offer \$5 billion to \$6 billion for the music company before Vivendi's April 29 board meeting, the Times added. Universal Music Group, whose operating profit slid 23 percent to \$510 million last year, dominates the industry in 63 territories around the world and accounts for about one-quarter of all CD sales.

Shares of Apple closed down 8 percent, because it's an strange project for Apple. Apple have bought softwares and hardwares firm the last years, but UMG seems far of computer world. But Steve Jobs like that, since his return many analysts thought that Apple disappeared.

## 3- Users

Mac OS is the operating system for the DTP (Desktop Publishing), but Windows is more often used for the other sector. Apple has an important place in the education sector too: in USA fifty percent of schools' computers are manufactured by Apple. But for the home use, Apple is able to progress since the households easily change their computer, and Mac OS always remains the simplest operating system.

## VII- Questions

1 – Who are the founders of Apple?

Steve Jobs and Steve Wozniak founded Apple in 1976 in a Garage!

2 – What is the reference of the ad directed by Ridley Scott ?

George Orwell. The book 1984, it is about Big Brother.

3 – What is the system on the Mac who base on UNIX?

It is Mac OS X.

4 – What is the name of the MP3 player of Apple?

It is iPod.

5 – What is the last new product of Apple?

They are the two new PowerBook.

6 – What do you think about this alternative system of windows?

7 – For you, why are they less Mac as windows computer?

8- What do you think about Apple ads?

9- What are your motivations when you buy a computer? Why not?

*to tackle*

*to bring out*

*attaquer*

*sortir (mettre sur le marché)*

*operating system*

*household*

*setback*

*DTP (Desktop Publishing)*

*stumbling blocks*

*système d'exploitation*

*ménage (écon.)*

*échec*

*PAO : Publication Assistée par Ordinateur*

*pierres d'achoppement, points de divergences*