

While You Were Out: Apple's Years With and Without Steve Jobs

Sam Grobart looks at what effect the departures of Steven P. Jobs have had on Apple and its products.



Steve Jobs's announcement on Jan. 14 that he will be taking a medical leave from Apple is not the first time the company will go without his services, as Mr. Jobs was not at Apple from 1985 to 1997. A look at Apple's products before, during and after that time shows what effect Mr. Jobs has had on the company.

◀
July 1976
▶

1980

1990

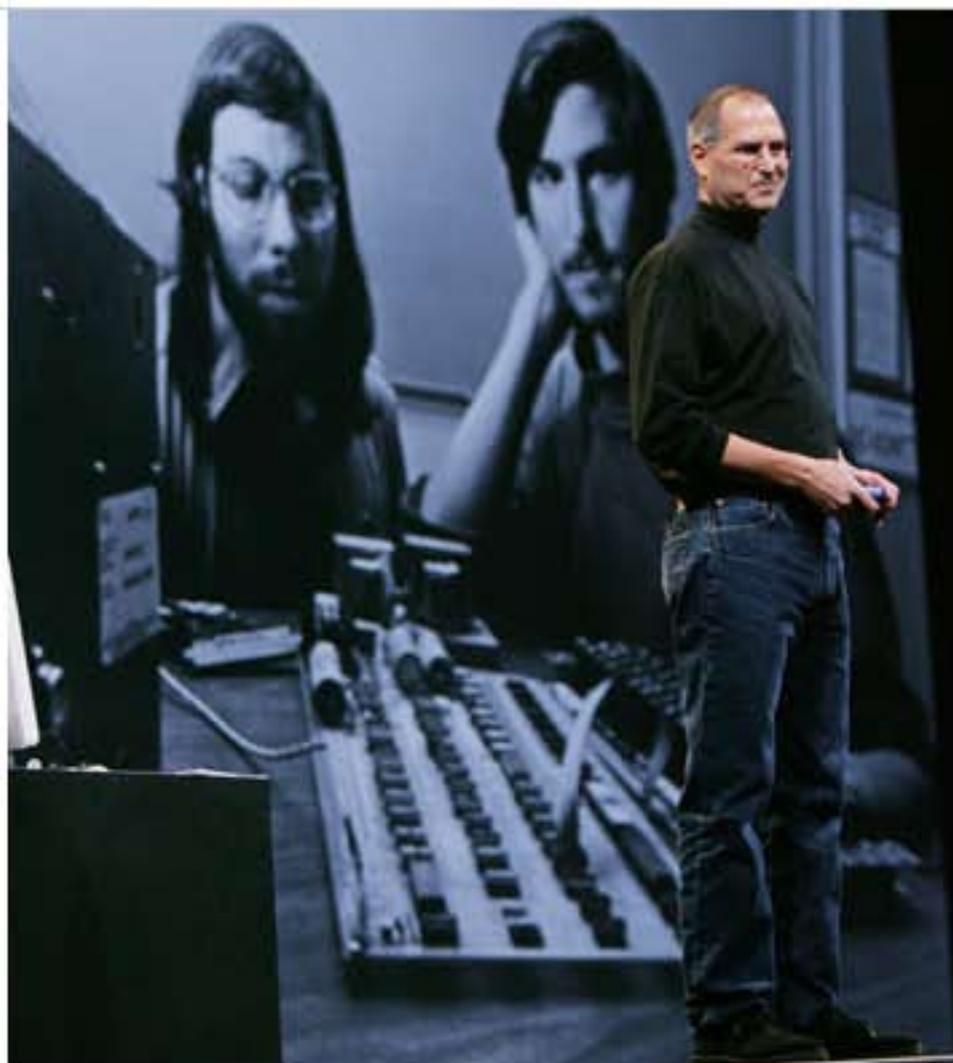
2000

April 1, 1976

Apple Computer Is Founded

Steven P. Jobs, 21, and Stephen G. Wozniak, 25, found Apple Computer in Cupertino, Calif., on April Fool's Day. With an investment of \$250,000, a former Fairchild Semiconductor and Intel executive, A.C. "Mike" Markkula, becomes a one-third owner of the company. Rumor has it that the name "Apple" was chosen because it came before "Atari," where both Mr. Jobs and Mr. Wozniak had once worked.

Assessing Jobs's Impact



Paul Sakuma/Associated Press

Steven P. Jobs in front of a 30-year old photo of himself, right, and Apple co-founder Steve Wozniak on Jan. 10, 2006.

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1980

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July 1976

Apple Launches Its First Computer

The Apple I went on sale in July 1976 and was priced at \$666.66.



Rebelpilot, via Creative Commons

Apple's first product, the Apple I, was a kit that included a motherboard. The keyboard and wooden casing were added to this computer.

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◀ July 1976

Jan. 24, 1984 ▶

1980

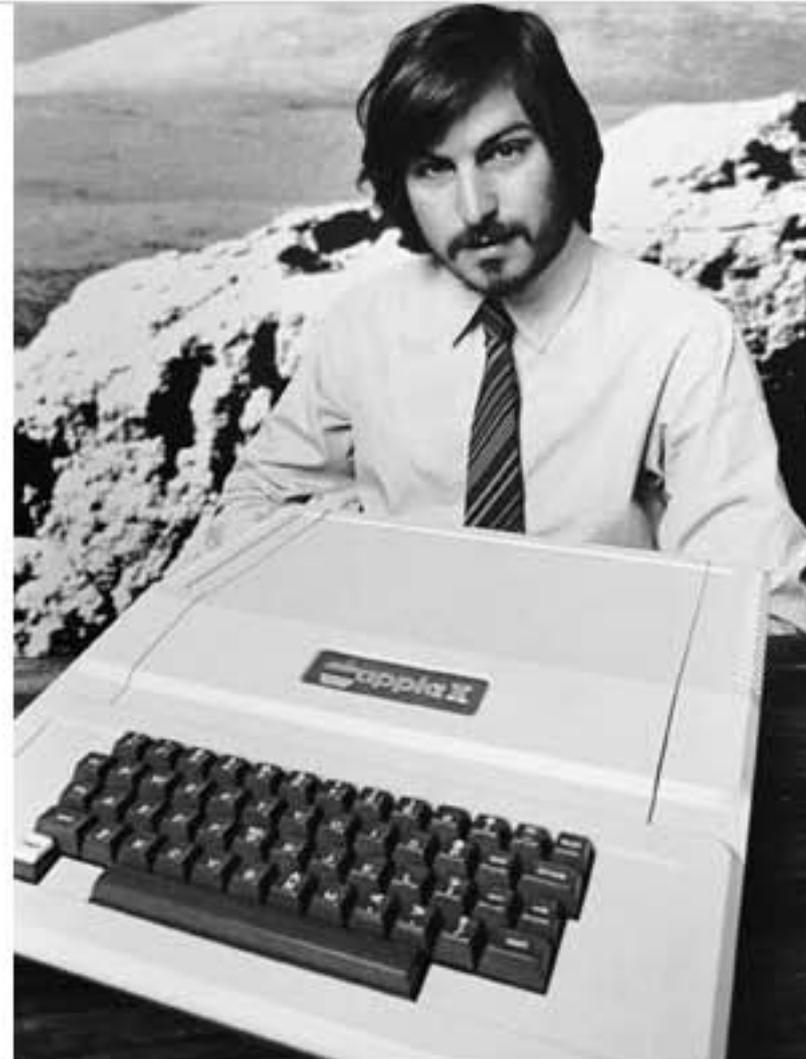
1990

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April 17, 1977

Apple Introduces the Apple II

Apple's first mainstream computer, the Apple II, became ubiquitous in grammar and high schools across the country. Apple focused on the education market not just because it wanted to improve students' computer skills -- it also made sure that, for millions of future adults, their first encounter with a computer was with an Apple.



Apple Computers Inc./Associated Press

Mr. Jobs in 1977, when he introduced the new Apple II.

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1980

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Jan. 24, 1984

Apple Introduces the First Macintosh Computer

The Macintosh was one of the first personal computers to use a graphical user interface, which allowed users to control their computer through the pointing and clicking of a mouse, as opposed to entering lines of code.

[Hardware Review: Apple Weighs In With Its Macintosh \(pdf\)](#)

[Early Days at Apple](#)

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Paul Sakuma/Associated Press

Mr. Jobs, as chairman of Apple Computer, with the new Macintosh personal computer on Jan. 24, 1984, in Cupertino, Calif. The Macintosh, priced at \$2,495, challenged I.B.M. in the personal computer market.

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◀ Jan. 24, 1984

Sept. 17, 1985 ▶

1980

1990

2000

1984

Advertising Campaign for the First Macintosh Computer

The most popular PCs at the time were from I.B.M., which was, in the minds of most people, as corporate as corporations could get. The Macintosh (and its ad campaign) was designed to appeal as much to individuals as to corporate technology chiefs.



A campaign to introduce the Apple Macintosh in 1984 used a cheerful Hello.

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Sept. 17, 1985

Steven P. Jobs Resigns From Apple

Mr. Jobs had recruited John Sculley from PepsiCo. The legend is that Mr. Jobs asked Sculley, "Do you want to spend the rest of your life selling sugared water or do you want a chance to change the world?" Within two years, Mr. Jobs left Apple after losing a power struggle with Mr. Sculley.

[Apple Computer Entrepreneur's Rise and Fall](#)

[Internal Fighting Leads to Jobs's Resignation](#)

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Marilynn K. Lee/The New York Times

In 1984, Mr. Jobs, left, chairman of Apple Computer, and John Sculley, company president.

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◀ Sept. 17, 1985

March 1990 ▶

1980

1990

2000

March 2, 1987

The Macintosh II Is Introduced

The first post-Jobs product at Apple was the Macintosh II. Instead of the original Mac's distinctive one-box design, the Mac II looked like many other personal computers on the market.

📖 [Apple's 2 New Macintoshes](#)

📖 [Vying to Enhance Macintosh](#)

🔊 [Apple Without Jobs](#)

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Alexander Schaeiss, via Creative Commons

The Macintosh II

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◀ **March 2, 1987** **1991** ▶



March 1990

Mac II Line Expands

Between 1988 and March 1990, the Mac II line grew to four models: the IIfx, IIfx, IIfx, and IIfx.

- 📖 [Help for Macintosh Graphics](#)
- 📖 [Apple by Apple](#)
- 📖 [Preview of a Coming Attraction](#)
- 🔊 [Apple Expands Brands](#)



Photographs by Marco Moll/All About Apple, via Wikipedia Commons

Left: Macintosh IIfx; top right: Macintosh IIfx, Macintosh IIfx

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1991

The Emergence of the PowerBook

Apple's first truly successful portable computer -- the PowerBook -- was introduced in 1991. The 180c model, which was introduced in 1993, included an 8.4-inch color LCD screen.

- Latest Apple Bridges 2 Worlds
- Better Color for Diehard Mac Users



Wikipedia Commons

The PowerBook 180c was introduced in June 1993.

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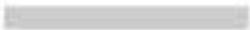
1990

2000

1993

Apple Introduces 19 Computers

Apple began to sow confusion among its loyal ranks of users. Shoppers now had to distinguish between multiple product lines with little differentiation, as well as multiple models within each product line. In that same year, Mr. Sculley was ousted as Apple's chief executive.

-  [Apple Computer to Roll Out Six New Macintosh Models](#)
 -  [With New Machines, Apple Keeps Its Edge in Multimedia](#)
 -  [Product Chaos](#)
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Clockwise: Scott Lawrence; Danamania; Ben Boldt; and Blueck, All via Wikipedia Commons

Top: left, Macintosh Color Classic; right, Quadra 605. Bottom: left, Macintosh IIcx; right, Macintosh TV.

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May 1995

Attack of the Clones

Thinking that a grave mistake was made years ago, when Apple did not license its operating systems to other manufacturers (as Microsoft had done), Apple's leadership decided to let third-party manufacturers install Apple's OS on their machines. The experiment was an unmitigated failure.

- [Apple Clone, by Any Other Name](#)
- [For Apple, Clones and Competition](#)
- [The Clones](#)



From Left: Danamania, via Creative Commons; and David Mueller, via Creative Commons

The Macintosh Quadra 950 computer tower, left, and a clone, the StarMax 3000/160MT, manufactured by Motorola.

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Dec. 20, 1996

Jobs Returns to Apple as Adviser

While away from Apple, Mr. Jobs founded a new computing company, called Next. Apple's purchase of Next not only brought Mr. Jobs back into the fold, but also gave the company the seed of a new operating system. Another company Mr. Jobs purchased while away from Apple, Pixar, remained owned by him until he sold it to The Walt Disney Company in 2006 for \$7.4 billion.

[Steven Jobs Making Move Back to Apple](#)

[Apple Computer Ousts Chief In Response to Poor Results](#)

[Jobs Returns](#)



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Paul Sakuma/Associated Press

Apple Computer co-founder Mr. Jobs, right, and then-chief executive Gil Amelio at Apple headquarters in Cupertino, Calif., on Dec. 20, 1996.

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May 6, 1998

Apple Unveils the iMac

For Apple's fans, the iMac is a return to form. The distinctive one-box computer recaptures the spirit of the original Macintosh and provides a much-needed boost to the company's reputation and morale. The iMac is also the first computer to dispense with the previously ubiquitous 3.5-inch floppy drive in favor of a CD-ROM drive.

-  [Apple Introduces New Line for Consumers](#)
 -  [Who Said Computers Have to Be Square?](#)
 -  [Apple Introduces the iMac](#)
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Mr. Jobs unveils the iMac computer on May 6, 1998, priced at \$1,299.

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July 2, 1999

The Dawn of the iBook

The Apple iBook was added as a lower-cost laptop line, priced at \$1,599. It included wireless technology to connect to the Internet, and was available in two colors: tangerine and blueberry. The product structure established at this time -- two lines of laptops, two lines of desktops -- continues to this day.

 Apple Offers iMac's Laptop Offspring, the iBook



A new member of the iMac family, the iBook.

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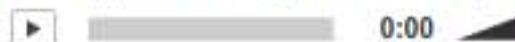
2000

Oct. 23, 2001

The March of the iPods

About the size of a deck of cards, the original iPod weighed 6.5 ounces and cost \$399 in 2001.

-  [Apple Introduces What It Calls an Easier to Use Portable Music Player](#)
-  [Portable Music Player Uses No Tape or Disk -- Just RAM](#)
-  [Apple's First Digital Music Player](#)



Julie Jacobson/Associated Press

The original Apple iPod, a digital music player, could hold up to 1,000 songs.

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July 31, 2004

Jobs Treated for Cancer

At the age of 49, Steve Jobs underwent emergency surgery to remove a tumor on his pancreas. In an e-mail message to Apple employees, Mr. Jobs explained that his cancer, called an islet cell neuroendocrine tumor, was discovered in time and was successfully removed. For the month that he was recovering, day-to-day operations of Apple were handled by Timothy D. Cook, then the company's executive vice president for worldwide operations. Mr. Cook is now Apple's chief operating officer and will assume the same duties while Mr. Jobs is absent.

 [Apple Chief Has Emergency Cancer Surgery](#)



Justin Sullivan/Getty Images

Mr. Jobs, Apple chief executive, at the Worldwide Developers Conference on June 28, 2004.

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Jan. 9, 2007

The iPhone

Since it was unveiled two years ago, Apple has sold 17.4 million iPhones and has become the world's second-largest maker of smartphones.

-  [Apple Introduces Innovative Cellphone](#)
-  [Apple's Chief in the Risky Land of the Handhelds](#)
-  [I.B.M. Device To Be Shown](#)
-  [Cell Phones Make Nokia a World Player](#)
-  [Apple Introduces Its First Smartphone](#)



Paul Sakuma/Associated Press

Steve Jobs announced the iPhone at the Macworld Conference & Expo in San Francisco, on Jan. 9, 2007.

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Oct. 14, 2008

Jobs Jokes About Health Concerns

At a product announcement in 2008, Mr. Jobs tried to temper rumors about the state of his health by projecting his blood pressure on the screen during the event.

-  [Talking Business: Apple's Culture of Secrecy](#)
-  [A New Line From Apple: The Metal MacBook](#)



Justin Sullivan/Getty Images

Mr. Jobs at Apple headquarters in Cupertino, Calif., in 2008.

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◀ **Oct. 14, 2008** ▶

1980 1990 2000

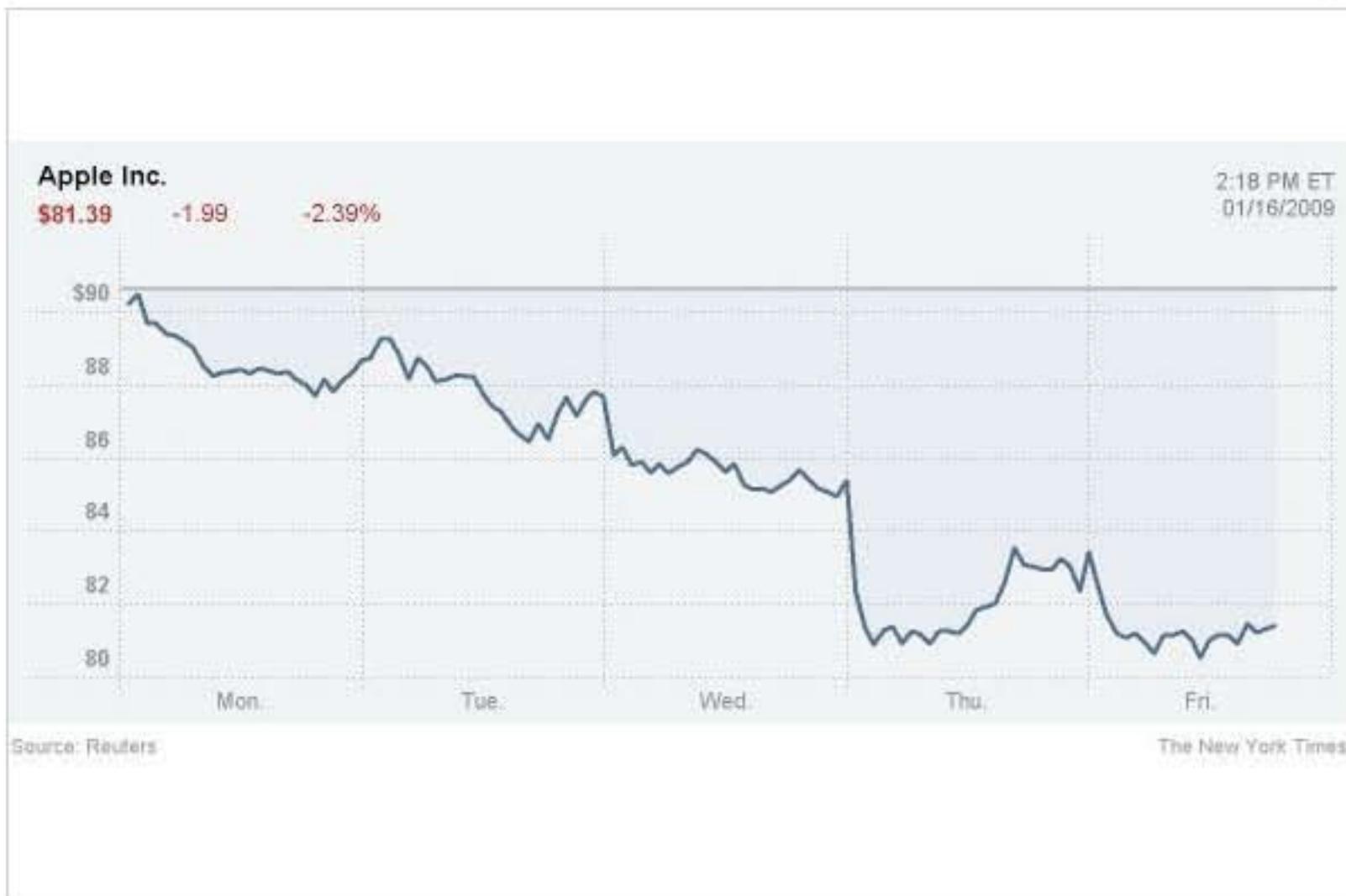
Jan. 14, 2009

Jobs Announces Leave of Absence

Apple shares fell in after-hours trading when Mr. Jobs announced that he would temporarily step down as the company's C.E.O. because of health reasons.

- 📄 [Apple's Jobs Explains His Weight Loss](#)
- 📄 [Apple's Chief Takes a Medical Leave](#)
- 📄 [Text of Steve Jobs's Letter to Apple Employees](#)
- 🔊 [What Jobs Brought to Apple](#)

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The New York Times