

Apple Computers, Inc. While computers are still an important part of Apple, its music related products (i.e. iPod and iTunes) have become the company's most profitable sector. This was, however, mostly due to the plans that Jobs had already set in motion before he left, most notably his deal with a tiny company by the name of Adobe, creator of the Adobe Portable Document Format (PDF). He also started branching out into mp3 players (iPod) and media player software (iTunes). was founded on April 1, 1976, by Steve Jobs and Steve Wozniak, who brought to the new company a vision of changing the way people viewed computers. He forged an alliance with Microsoft to create a Mac version of its popular office software. Jobs and Wozniak wanted to make computers small enough for people to have them in their homes or offices. Jobs and Wozniak started out building the Apple I in Jobs' garage and sold them without a monitor, keyboard, or casing. Together the two companies created the phenomenon known as desktop publishing. Jobs revamped the computers and introduced the iBook (a personal laptop). Apple has also recently released the iPhone, a cellular phone, and the Apple TV. Apple Inc. Over the course of a few years, Apple's market share suffered slowly after its peak in 1990 and by 1996, experts believed the company to be doomed. It was not until 1997, when Apple was desperately in need of an operating system, that it bought out NeXT Software (Jobs' company). believes in pushing the limits of creativity in order to produce interesting and valuable products for society. Simply put, they wanted a computer that was user-friendly. Wozniak left Apple in 1983. Through the rest of the 1980s, Apple was still doing well and in 1990 it posted its highest profits yet. Jobs decided to make some changes around Apple.