



**Apple 50 anni fa:  
una storia che riguarda tutti**

## **Atto III**

# **Storia di una mela, il primo anno di Apple (con un occhio al logo)**

*Dove gli hobby da garage incontrano i poeti romantici e si narra di tre giovani imprenditori e dei loro navigati angeli custodi; di come la storia di un logo mostri che, per fare impresa, non bastano belle idee, ma servono contesti che rendano possibili fortunati incontri.*



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tempo di **mappe**  
abbiamo parlato della **Silicon Valley**  
ora che andiamo nei dettagli...



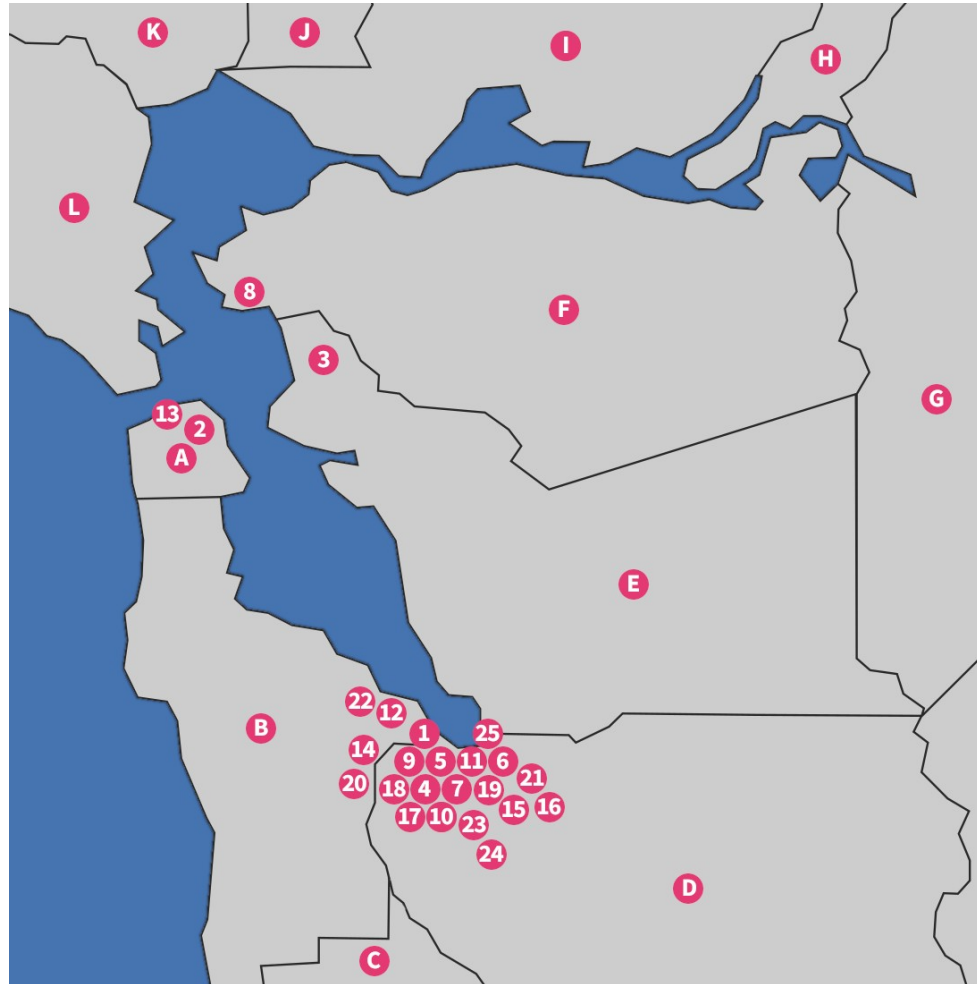
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contee

A. San Francisco  
B. San Mateo  
C. Santa Cruz  
D. Santa Clara  
E. Alameda  
F. Contra Costa  
G. San Joaquin  
H. Sacramento  
I. Solano  
J. Napa  
K. Sonoma  
L. Marin



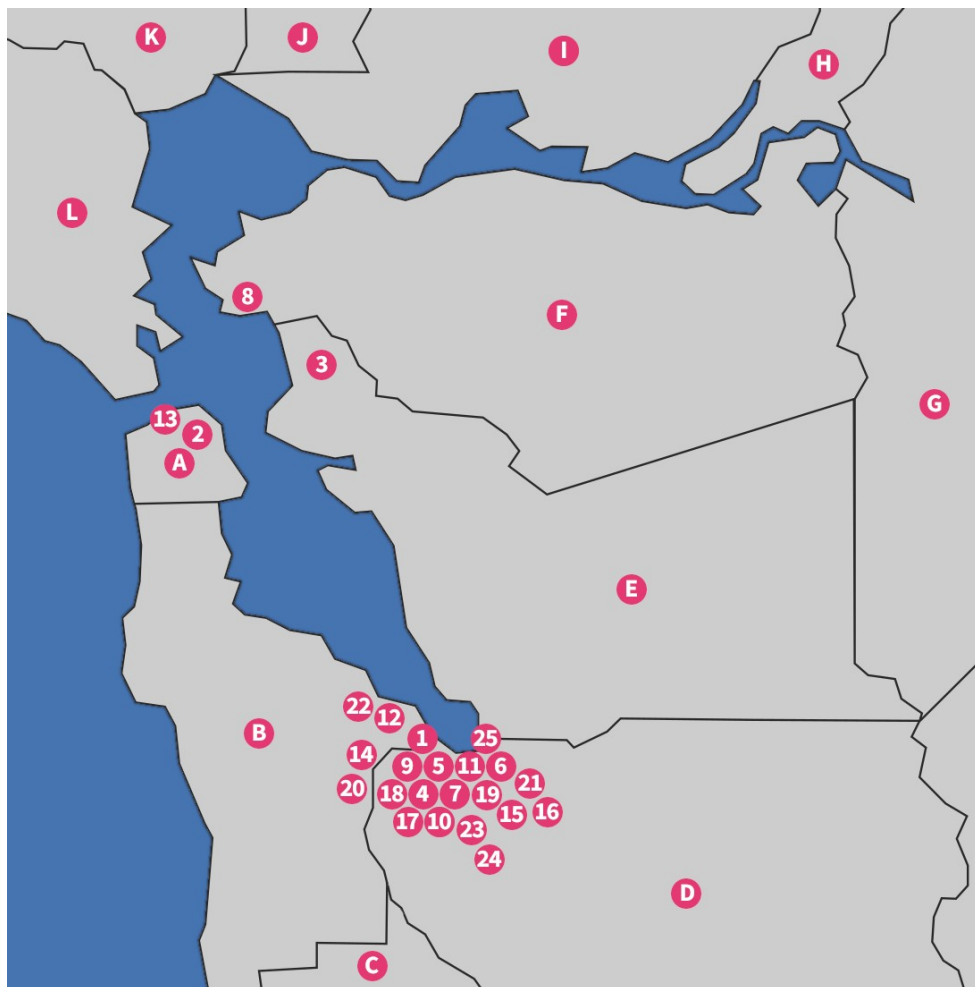
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## luoghi d'interesse

- 01. El Palo Alto, 940
- 02. San Francisco, 1776
- 03. U.C. Berkeley, 1868
- 04. Stanford University 1885
- 05. Fed. Telegraph C., 1909
- 06. NACA Ames, 1939
- 07. HP garage, 1939
- 08. Berkeley Sc. Corp., 1945,
- 09. SRI, 1946
- 10. Shockley SC. Lab., 1955
- 11. Fairchild SC, 1957
- 12. IFAS, 1961



- 13. Trips Festival, 1966
- 14. Whole Earth T.S., 1968
- 15. Intel, 1968
- 16. AMD, 1969
- 17. Xerox PARC, 1970
- 18. R. McKenna Inc., 1970
- 19. B. Fernandez gar., 1971
- 20. Sequoia Capital, 1972
- 21. Atari, 1972
- 22. Homebrew C. Club, 1975
- 23. Byte Shop, 1975
- 24. Steve Jobs garage, 1976
- 25. Adobe garage, 1982



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Cartolina postale, 1940ca





come già visto, i PC esistevano e se ne parlava  
dalle **riviste** alle **aziende**, grandi (Xerox, IBM)  
e piccole (Kenbak, MITS, MOS Technology, DMD...)



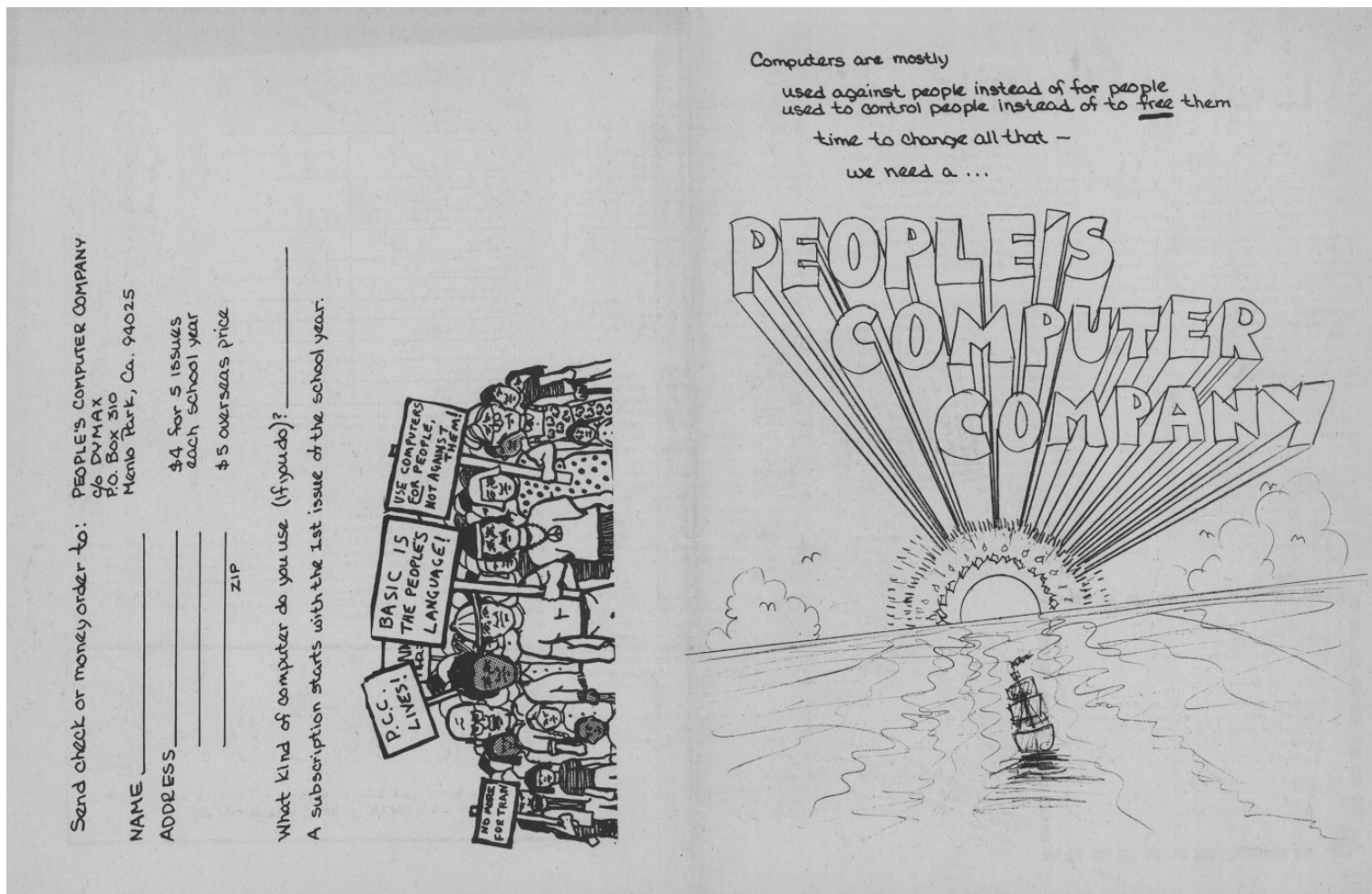
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Il primo numero, ottobre 1972



Steve —

2/17/75

**AMATEUR COMPUTER USERS GROUP  
HOMEBREW COMPUTER CLUB . . . you name it**

Are you building your own computer? Terminal? T V Typewriter?  
I/O device? or some other digital black-magic box?

Or are you buying time on a time-sharing service?

If so, you might like to come to a gathering of people with like-minded  
interests. Exchange information, swap ideas, talk shop, help work on  
a project, whatever . . .

We are getting together Wednesday nite, March 5th, 7 pm at the home  
of Gordon French 614 18th Ave., Menlo Park (near Marsh Road).

If you can't make it this time, drop us a card for the next meeting.

Hope you can come. See ya there, Fred Moore  
There will be other Altair builders there.

*Invito da Fred Moore a Steve Domper, 17 febbraio 1975*



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fra i membri notevoli dell'HCC  
Lee Felsenstein, da Philadelphia  
1964, Berkeley Barb,  
arrestato allo Sproul Hall Sit-In  
1973, Pennywhistle modem  
e Community Memory  
1975, Les Solomon (ed. Pop. El.)  
Sol-10 e Sol-20 su bus S-100  
1980, Adam Osborne  
Osborne-1 luggable  
vittima dell'effetto Osborne...



Community Memory Terminal, Leopold's Records, Berkeley, 1973





*Il Byte Shop di Paul Terrell, 1063 El Camino Real, Mountain View, 1975*



controcultura e passioni tecniche  
newsletter, club, comunità, ma anche imprese  
è un clima che invita molti a provarci



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Steve P. Jobs (20), il **motore** imprenditoriale  
Steve G. Wozniak (25), il **tecnico** appassionato  
Ronald G. Wayne (41), mediatore, **organizzatore**



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Atari, dal 1972

Nolan Bushnell & Ted Dabney

Pong, di Allan Alcorn

facile, già noto, di successo

dopo il tentativo con Computer Space  
ma era un gioco troppo difficile

un'azienda di successo in USA

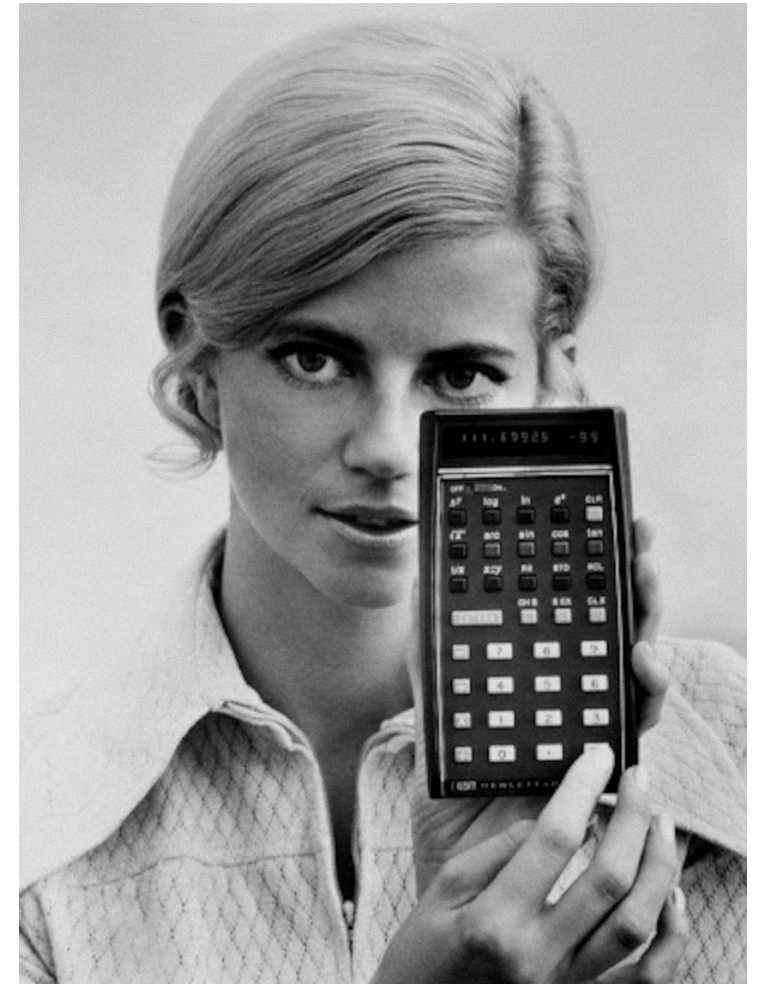
Wayne è all'Atari dal '73, ingegnere,  
si occupa di controllo di produzione

Jobs dal '74 (con una pausa in India)  
tecnico (con Woz bonus)





Hewlett-Packard, dal 1939  
minicomputer e, soprattutto, **calcolatrici**  
1968, **HP 9100**,  
da tavolo, **programmabile**, RPN  
pubblicizzata come **personal computer**  
1972, **HP-35**,  
tascabile, **scientifica**, RPN, robusta  
Wozniak è all'HP dal '73  
insieme a Bill **Fernandez**  
ma di notte lavora anche all'Atari  
in subappalto di Jobs





1971, nel garage di Fernandez

Cream Soda computer

8 bit, 2 x 4 bit ALU

256 bytes di RAM

I/O schede perforate e led

i chip sono offerti dalla Tenet Inc.

Wozniak ci aveva lavorato con Allen Baum

pare citato dal Peninsula Times

grazie ai buoni uffici di mamma Wozniak

Bill Fernandez e Steve Jobs

sono compagni di scuola





Tenet, per via di Chuck Runge e Dave Master,  
è una Fair-stepchild  
per 1/3 (Wozniak), Apple è una Fair-stepgrandchild



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il primo progetto di Steve & Steve  
con **Esquire** di ottobre 1971  
diventa nota a tutti una pratica **illegale**  
facilitata dalla tecnologia  
dalla metà degli anni '60 si ingannava  
il sistema **DTMF** dei telefoni USA  
**talento** e **fischietti** dei cereali Cap'n Crunch  
la **Blue Box** rende tutto facile  
Wozniak tecnica (+ biblioteca SLAC)  
Jobs capitale iniziale e spaccio  
a prezzi popolari



Ron Rosenbaum, Secrets of the Little Blue Box, Esquire, 1971





il **progetto** serio dei nostri tre  
una **scheda** (non una novità), da **completare**  
con tastiera, video, dispositivi a piacere



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MOS Technology 6502

il processore scelto, costa poco

non è della Silicon Valley :)

dal 1969, a Audubon, Pennsylvania  
già fornitore di Atari

1974, dalla Motorola (Chicago, Ill.)

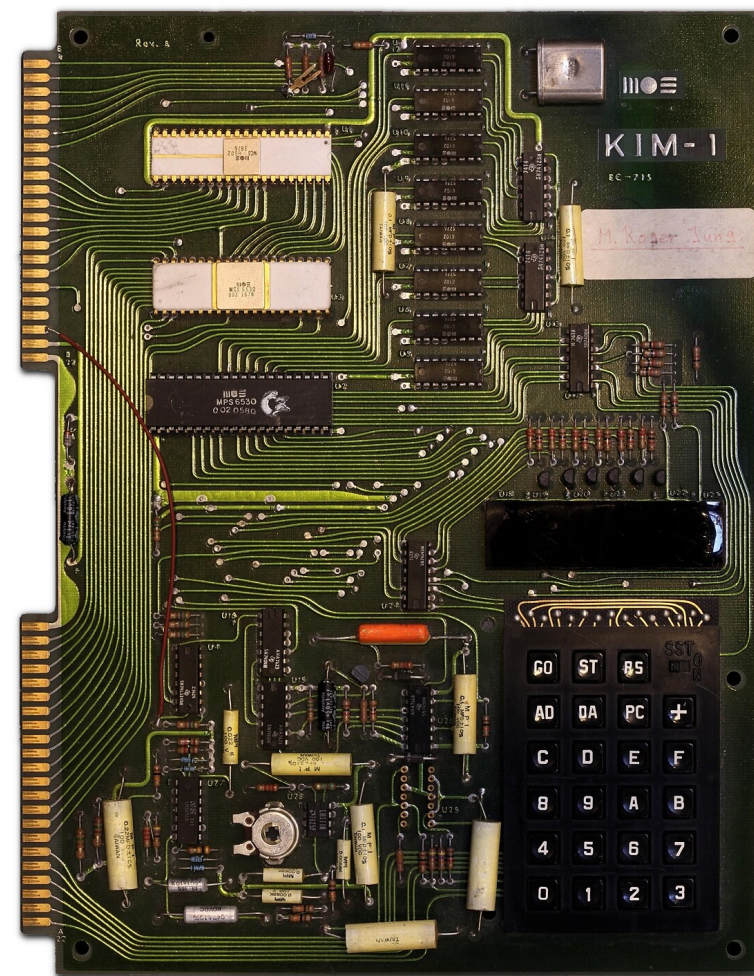
arrivano Chuck Peddle, Bill Mensch

1975, 6501 e 6502

6501 hw comp. 6800 (non sw), poi ritirato

6502 ottimizzato per i costi

KIM-1, una scheda per promuoverlo (250 \$)





per **Wozniak** è una sfida tecnica  
**maniaco** dell'ottimizzazione, **esteta** dell'eleganza  
per lui l'importante è che sia **la sua scheda**



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**Jobs** la vede come un'opportunità  
avendo Wozniak sarebbe stupido non provarci  
ed è **determinato** nel coinvolgere gli altri



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Wayne è il mentore che fa ordine  
media, fa ragionare Wozniak sui diritti intellettuali  
scrive il manuale, compila la burocrazia



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NO. 1 90-2295  
1211

March 16 19 76

PAY TO THE ORDER OF Howard Cantin \$ 500.00

Five hundred dollars and 00 cents DOLLARS

LOS ALTOS OFFICE

**WELLS FARGO BANK**  
NATIONAL ASSOCIATION  
100 MAIN STREET, LOS ALTOS, CALIFORNIA 94022

Steven Jobs Steve Wozniak

⑆1211⑆ 2295⑆ 0214 025967⑆

⑆0000050000⑆

CONTAINS RECYCLED MATERIALS

Il pagamento per il disegno della scheda (2.4 M\$, RR Auction, 29 gen. 2026)

PG 1 1214025967Z *Wells Fargo Bank* LOS ALTOS OFFICE

1976-TIMETABLES FOR FEDERAL TAXES  
ARE PRESENTLY AVAILABLE. TO RECEIVE  
YOUR COPY, PLEASE CONTACT YOUR WELLS  
FARGO OFFICE.

Prepared for:  
APPLE COMPUTER CO

If you have any questions, please call:  
329 6631 FOR CHECKING

Statement period:  
/ / THROUGH 3/31/76

Please report any errors or omissions within 14 days. Otherwise statement will be considered correct.

| Transactions                 |        | Transactions    |        | Balance           |        |
|------------------------------|--------|-----------------|--------|-------------------|--------|
| DATE                         | AMOUNT | DATE            | AMOUNT |                   |        |
| CHECKING ACCOUNT 0214 025967 |        |                 |        | BEGINNING BALANCE | .00    |
| DEBITS                       |        |                 |        |                   |        |
| CHECKS                       |        |                 |        | 3/16              | 500.00 |
| 3/22                         | 4.95   | 3/24            | 13.25  | 3/17              | 620.00 |
| 3/23                         | 13.86  | 3/24            | 116.97 | 3/19              | 640.00 |
|                              |        | 3/31            | 47.50  | 3/22              | 655.05 |
| SERVICE CHARGE               |        |                 |        | 3/23              | 141.19 |
|                              |        | 3/31            | .92    | 3/24              | 10.97  |
| CREDITS                      |        |                 |        | 3/25              | 90.97  |
| CUSTOMER DEPOSIT             |        | 3/16            | 500.00 | 3/30              | 190.97 |
| CUSTOMER DEPOSIT             |        | 3/17            | 120.00 |                   |        |
| CUSTOMER DEPOSIT             |        | 3/19            | 20.00  |                   |        |
| CUSTOMER DEPOSIT             |        | 3/22            | 20.00  |                   |        |
| CUSTOMER DEPOSIT             |        | 3/25            | 80.00  |                   |        |
| CUSTOMER DEPOSIT             |        | 3/30            | 100.00 |                   |        |
| TOTAL DEBITS                 | 697.45 | TOTAL CREDITS   | 840.00 | ENDING BALANCE    | 142.55 |
|                              |        | AVERAGE BALANCE | 328    |                   |        |

6 ITEMS ENCLOSED

6 ITEMS ENCLOSED

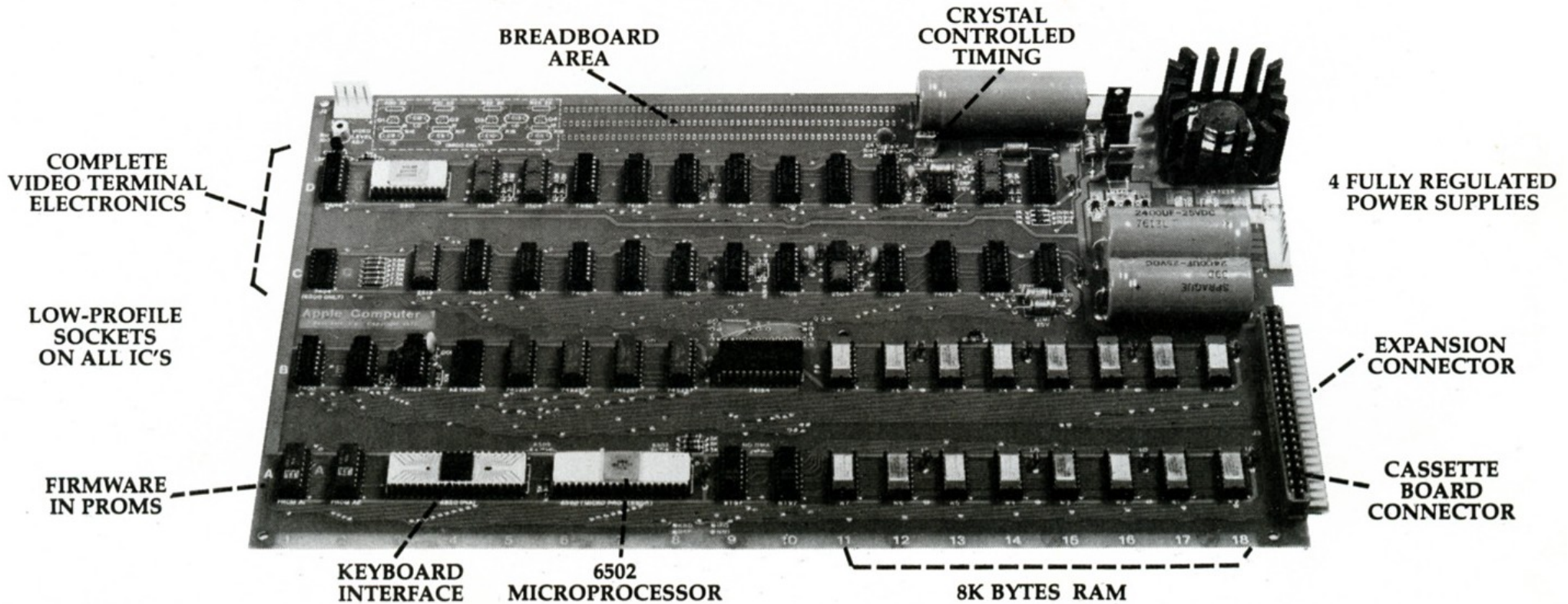
APPLE COMPUTER CO  
11161 CRYST DR  
LOS ALTOS CA 94022

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*Dalle pubblicità dell'Apple Computer (1) apparse sui numeri di settembre e ottobre 1976 di Interface Age*



fatta la **scheda**  
bisogna fare la **società**  
servono un **nome** e un **logo**



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le mele vengono in mente a Jobs  
sono una componente del paesaggio locale  
è stato fruttariano, ha frequentato comuni agricole



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*All One Farm, di Robert Friedland, frequentata da Jobs con Daniel Kottke*



*Secondo MansionGlobal.com, l'alloggio di Jobs (con un PC Atari del '79)*



Wozniak, pratico, obietta che c'è Apple Records  
ci saranno liti nel 1978, nel 1986 e nel 2003  
con l'ultimo accordo nel 2007



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Wayne aggiunge il riferimento a Newton  
la mela come **innesco** di grandi idee  
deciso il nome, si fonda la **società**



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APPLE COMPUTER COMPANY  
PARTNERSHIP AGREEMENT

TO WHOM IT MAY CONCERN:

WHEREAS, Mr. Stephen G. Wozniak (hereinafter referred to as WOZNIAK), Mr. Steven P. Jobs (hereinafter referred to as JOBS), and Mr. Ronald G. Wayne (hereinafter referred to as WAYNE), all residents of the County of Santa Clara, State of California, have mutually agreed to the formation of a company to be specifically organized for the manufacture and marketing of computer devices, components, and related material, said company to be organized under the fictitious name of APPLE COMPUTER COMPANY (hereinafter referred to as COMPANY), then

BE IT NOTED HEREWITH, that the COMPANY has been formally established in the County of Santa Clara, State of California, in conformance with all laws, statutes, and regulations of said County and State, as of the 1st day of April 1976, and

BE IT FURTHER NOTED HEREWITH, that by virtue of their respective contributions and commitments to the formation, maintenance, and progress of the COMPANY, the total of all rights, title, and interest in and to the COMPANY, and all assets therein contained, is herewith proportioned among all of the parties to this agreement, WOZNIAK, JOBS, and WAYNE, as follows: WOZNIAK is herewith assigned a total of forty-five percent (45%) of all rights, title, and interest in and to the COMPANY, and all assets therein contained; JOBS is herewith assigned a total of forty-five percent (45%) of all rights, title, and interest in and to the COMPANY, and all assets therein contained; and WAYNE is herewith assigned the remaining ten percent (10%) of all rights, title, and interest in and to the COMPANY, and all assets therein contained.

NOW THEREFORE, in consideration of the respective assignments of interest, as defined in the paragraph above, it is generally understood that the responsibilities of the various parties to this agreement, WOZNIAK, JOBS, and WAYNE, are to be nominally divided into the following categories: WOZNIAK shall assume both general and major responsibility for the conduct of Electrical Engineering; JOBS shall assume general responsibility for Electrical Engineering and Marketing, and WAYNE shall assume major responsibility for Mechanical Engineering and Documentation. All other functions and responsibilities, both primary and secondary, shall be apportioned among the parties to this agreement by mutual accord and by exercise of the various appropriate Articles of this agreement as defined in the following paragraphs.

-1-

NOW THEREFORE, it is mutually agreed by WOZNIAK, JOBS, and WAYNE, as current holders of a combined total of one hundred percent (100%) of all rights, title, and interest, in and to the COMPANY, and all assets therein contained, that the conduct of the business of the COMPANY, with regard to all activities of growth and development, distribution of any and all profits, disposition of shares of interest, and all other future operations, shall be performed in accordance with the following Articles:

ARTICLE I:

With regard to the conduct of any business activity, involving the development of COMPANY policy, procurement of capital equipment, development of marketing and assets, or any similar activity, a majority vote of not less than fifty-one percent (51%) of voting shares shall prevail, with not less than seventy-five percent (75%) of the total COMPANY shares in attendance or duly represented, and this Article shall specifically apply in any action involving an expenditure of any sum of money in excess of one hundred dollars (\$100.00); said amount to be subject to change, at any future date, by similar majority vote.

ARTICLE II:

With regard to the distribution of any and all profits, in the form of dividends to the various partners, no dividend shall be voted, except in equal proportion to all share holders, in accordance with the procedures of Article I, above, and then only in equal proportion to their respective share holdings at the time of the distribution. In the event of exceptional action, or extraordinary activity on the part of one of the parties to this contract, however, an exceptional dividend or "bonus", may be voted to that party, by a vote of one hundred percent (100%) of all shares other than those of the subject party.

ARTICLE III:

With regard to the shares of interest held by the various share holders it is herewith, and mutually, agreed that no current share holder shall dispose of, by sale, any portion of his holdings of interest in and to the COMPANY, for any sum of money or equivalent property of value, without first having offered the shares of interest to be so disposed of, to each of the other partners; thus allowing the current partners the right of first option to procure such shares at the price which might subsequently be paid by the outside party. Further, it shall be the responsibility of the seller of such shares to outside purchasers, to convey the understanding to said outside purchaser, that said purchaser shall be bound by all of the Articles, terms, and conditions of this contract, and shall agree in writing to such obligation, prior to the re-registration of the subject shares in the COMPANY records.

ARTICLE IV:

In the event that it shall become necessary to accumulate a fund of free shares for future promotion, reward, or acquisition of new capital, such a fund of shares shall be established from the holdings of the parties to this contract, in direct

-2-

proportion to the total percentage of each of their respective holdings, to such an extent as shall be mutually agreed, and voted to, in accordance with the terms of Article I, above.

NOW THEREFORE, it is mutually agreed and understood, that this contract contains and embodies all understandings, representations, and agreements of the parties hereto, that this agreement shall represent a potential of both risk and profit, in direct proportion to each participant's percentage of holdings, and that this contract shall be binding upon, and inure to the benefit of, each of the parties herein named, their respective heirs, assigns, executors, and successors in interest.

IN WITNESS WHEREOF, this instrument has been executed by each of the parties hereto, on this 1st day of April 1976.

Stephen G. Wozniak  
Mr. Stephen G. Wozniak (WOZNIAK)

Steven P. Jobs  
Mr. Steven P. Jobs (JOBS)

Ronald G. Wayne  
Mr. Ronald G. Wayne (WAYNE)

-3-



e si disegna il logo



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un logo **ricercato**, dotto, barocco

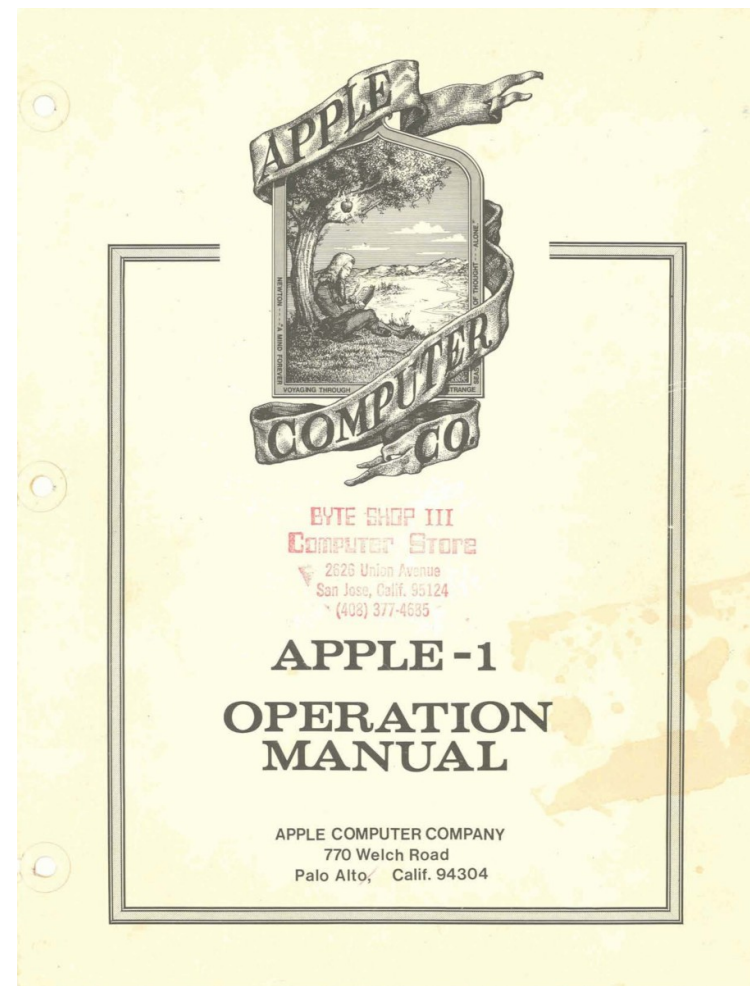
il passo da William **Wordsworth**

*Newton – A mind forever voyaging  
through strange seas of Thought – Alone*

da *The Prelude or, Growth of a Poet's Mind*  
cita la statua al Trinity College di Cambridge

l'**indirizzo** è di un servizio di caselle postali

il **Byte Shop** è almeno alla terza sede  
ha un carattere meno simile a Byte  
è un MICR/Westminster/Data70





il **Byte Shop** acquista 50 schede, ma **montate**  
Kottke, Baum, Elizabeth Holmes, Patty Jobs  
Elmer Baum (padre di Allen) presta **5000 \$**



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PC 76 Consumer Trade Fair  
**Atlantic City**, 28-29 agosto 1976

Amateur Computer Group NJ (maggio '75)

un'occasione per presentare l'Apple-1  
in **compagnia** di altri personal come  
Sol 20 (8080), SWTPC 6800,  
STM System Baby! 1 (6502) e **accessori**  
Percom (m. est.), Cromemco (video. int.)  
partecipano Jobs, Wozniak e Kottke  
interfaccia per lettore di **cassette**  
e integer **BASIC**



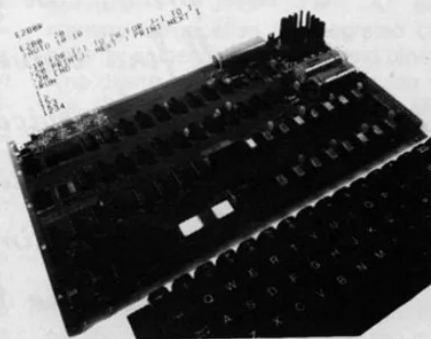
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## A BALANCE OF FEATURES

The APPLE-1 SYSTEM is a **fully assembled, tested & burned-in** microprocessor board using the 6502 microprocessor. The board contains processor & support hardware; **complete video electronics** for a 40 character/line, 24 line video display; **on-board RAM capacity of 8K BYTES**; software system monitor in PROM; and fully regulated power supplies. The Apple attaches directly to an ASCII encoded keyboard and a video monitor, allowing the efficient entry and examination of programs in hexadecimal notation. The use of the new **16-pin 4K RAM chips** results in low power and high density memory, which can be upgraded to the 16K chips when they become available (32K bytes on-board RAM!!)

A fast (1 kilobaud) cassette interface is available and includes a tape of **Apple Basic**. And ... Yes, Folks, **Apple Basic is Free!**



**APPLE-1 \$666.66**  
\*includes 4K bytes RAM

- Micro Interface**
  - 6502 Microprocessor
  - Full video display electronics - 40 char/line, 24 line. Outputs composite video.
  - Has ASCII keyboard interface on-board.
  - Cassette interface board available. FAST - 1 Kilobaud.
- Memory**
  - Uses 16-pin 4K Dynamic RAMs.
  - 8K BYTE RAM capacity on-board!
  - Upgradable to 16K RAM chips.
  - Software system monitor in PROM
- Basic**
  - Apple Basic ... pseudo-compiled, FAST, FREE.
- Power**
  - Fully regulated power supplies on-board.

DEALER INQUIRIES INVITED

**APPLE COMPUTER COMPANY**

770 Welch Road, Suite 154  
Palo Alto, California 94304

Phone: (415) 326-4248

CIRCLE NO. 42 ON INQUIRY CARD

JULY 1976

## Apple Introduces the First Low Cost Microcomputer System with a Video Terminal and 8K Bytes of RAM on a Single PC Card.

The Apple Computer. A truly complete microcomputer system on a single PC board. Based on the MOS Technology 6502 microprocessor, the Apple also has a built-in video terminal and sockets for 8K bytes of on-board RAM memory. With the addition of a keyboard and video monitor, you'll have an extremely powerful computer system that can be used for anything from developing programs to playing games or running BASIC.

Combining the computer, video terminal and dynamic memory on a single board has resulted in a large reduction in chip count, which means more reliability and lowered cost. Since the Apple comes fully assembled, tested & burned-in and has a complete power supply on-board, initial set-up is essentially "hassle free" and you can be running within minutes. At \$666.66 (including 4K bytes RAM) it opens many new possibilities for users and systems manufacturers.

**You Don't Need an Expensive Teletype.**

Using the built-in video terminal and keyboard interface, you avoid all the expense, noise and maintenance associated with a teletype. And the Apple video terminal is six times faster than a teletype, which means more throughput and less waiting. The Apple connects directly to a video monitor (or home TV with an inexpensive RF modulator) and displays 960 easy to read characters in 24 rows of 40 characters per line with automatic scrolling. The video display section contains its own 1K bytes of memory, so all the RAM memory is available for user programs. And the

Keyboard Interface lets you use almost any ASCII-encoded keyboard. The Apple Computer makes it possible for many people with limited budgets to step up to a video terminal as an I/O device for their computer.

**No More Switches, No More Lights.**

Compared to switches and LED's, a video terminal can display vast amounts of information simultaneously. The Apple video terminal can display the contents of 192 memory locations at once on the screen. And the firmware in PROMS enables you to enter, display and debug programs (all in hex) from the keyboard, rendering a front panel unnecessary. The firmware also allows your programs to print characters on the display, and since you'll be looking at letters and numbers instead of just LED's, the door is open to all kinds of alphanumeric software (i.e., Games and BASIC).

**8K Bytes RAM in 16 Chips!**

The Apple Computer uses the new 16-pin 4K dynamic memory chips. They are faster and take 1/4 the space and power of even the low power 2102's (the memory chip that everyone else uses). That means 8K bytes in sixteen chips. It also means no more 28 amp power supplies.

The system is fully expandable to 65K via an edge connector which carries both the address and data busses, power supplies and all timing signals. All dynamic memory refreshing for both on and off-board memory is done automatically. Also, the Apple Computer can be upgraded to use the 16K chips when they become available.

ble. That's 32K bytes on-board RAM in 16 IC's—the equivalent of 256 2102's!

**A Little Cassette Board That Works!**

Unlike many other cassette boards on the marketplace, ours works every time. It plugs directly into the upright connector on the main board and stands only 2" tall. And since it is very fast (1500 bits per second), you can read or write 4K bytes in about 20 seconds. All timing is done in software, which results in crystal-controlled accuracy and uniformity from unit to unit.

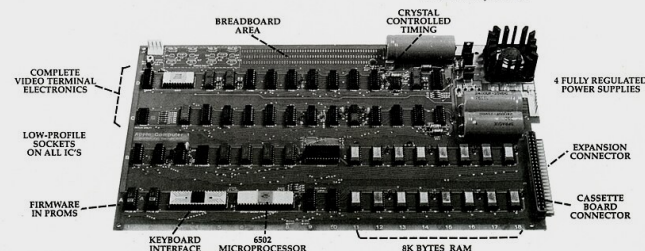
Unlike some other cassette interfaces which require an expensive tape recorder, the Apple Cassette Interface works reliably with almost any audio-grade cassette recorder.

**Software:**

A tape of **APPLE BASIC** is included free with the Cassette Interface. Apple Basic features immediate error messages and fast execution, and lets you program in a higher level language immediately and without added cost. Also available now are a dis-assembler and many games, with many software packages, (including a macro assembler) in the works. And since our philosophy is to provide software for our machines free or at minimal cost, you won't be continually paying for access to this growing software library.

The Apple Computer is in stock at almost all major computer stores. (If your local computer store doesn't carry our products, encourage them or write us direct). Dealer inquiries invited.

**Byte into an Apple ..... \$666.66\***  
\*includes 4K bytes RAM



APPLE Computer Company • 770 Welch Rd., Palo Alto, CA 94304 • (415) 326-4248  
CIRCLE NO. 7 ON INQUIRY CARD INTERFACE AGE 11

inserti, varie riviste, da luglio Interface Age, da settembre



## Interface Age

agosto 1976 – settembre 1984

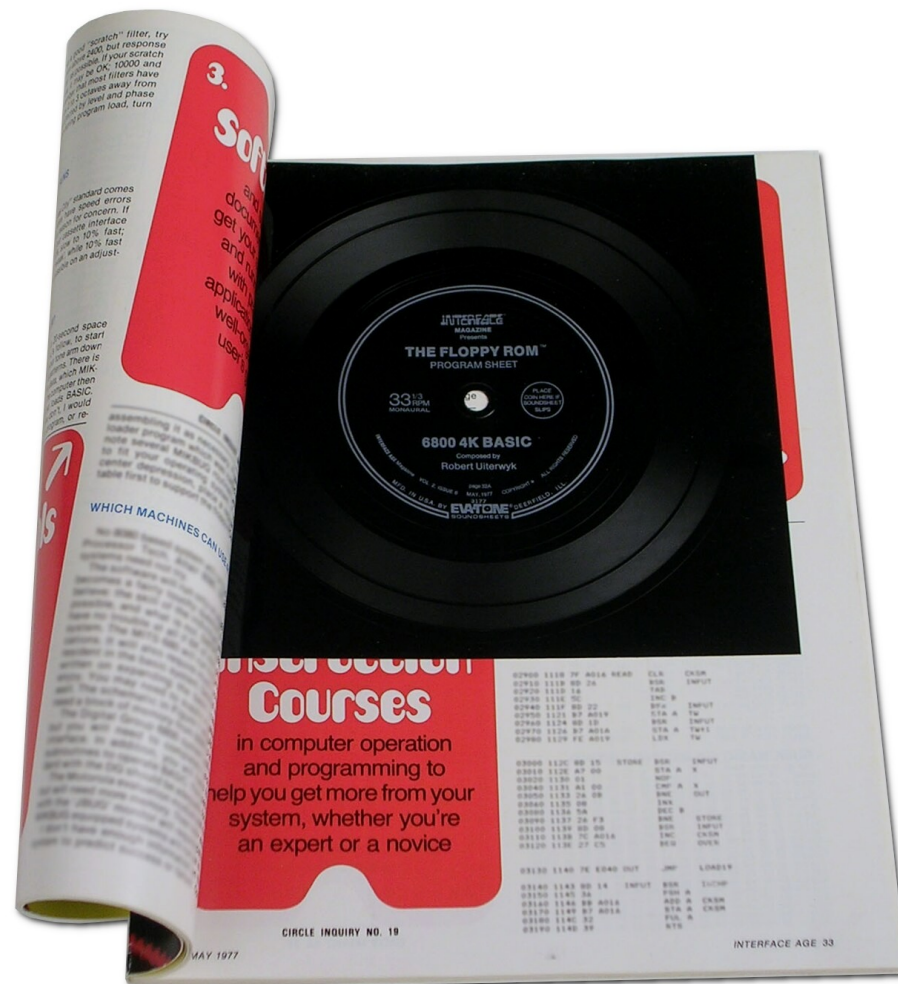
nata come **SCCS Interface**

a dicembre 1975, newsletter del  
Southern California Computer Society

(Byte) **Kansas City Standard**

per il sw su audio cassetta  
da novembre 1975

le riviste, per praticità,  
usavano dischi analogici flessibili  
anche l'**Espresso**, e.g. 27 gennaio 1980



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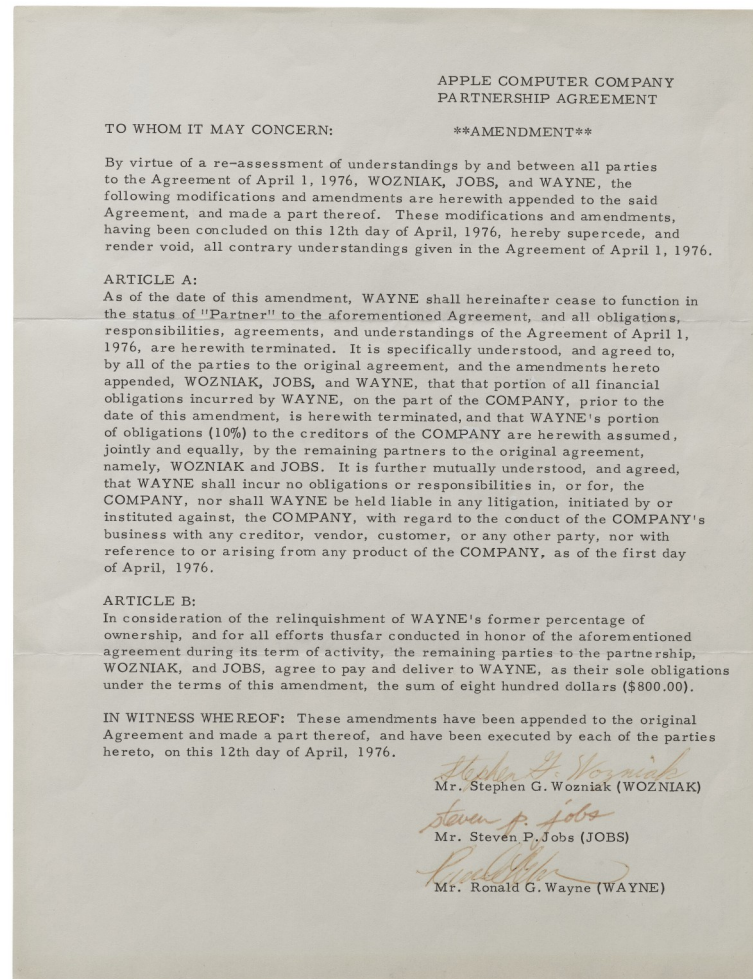
ma l'Apple-1 **non vende** :(

Wayne, preoccupato, aveva **mollato** il 12 aprile  
rispondono le persone e lui non è nullatenente



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provano a vendere il progetto  
a HP, Atari, Commodore  
ma ognuna ha già piani e prodotti



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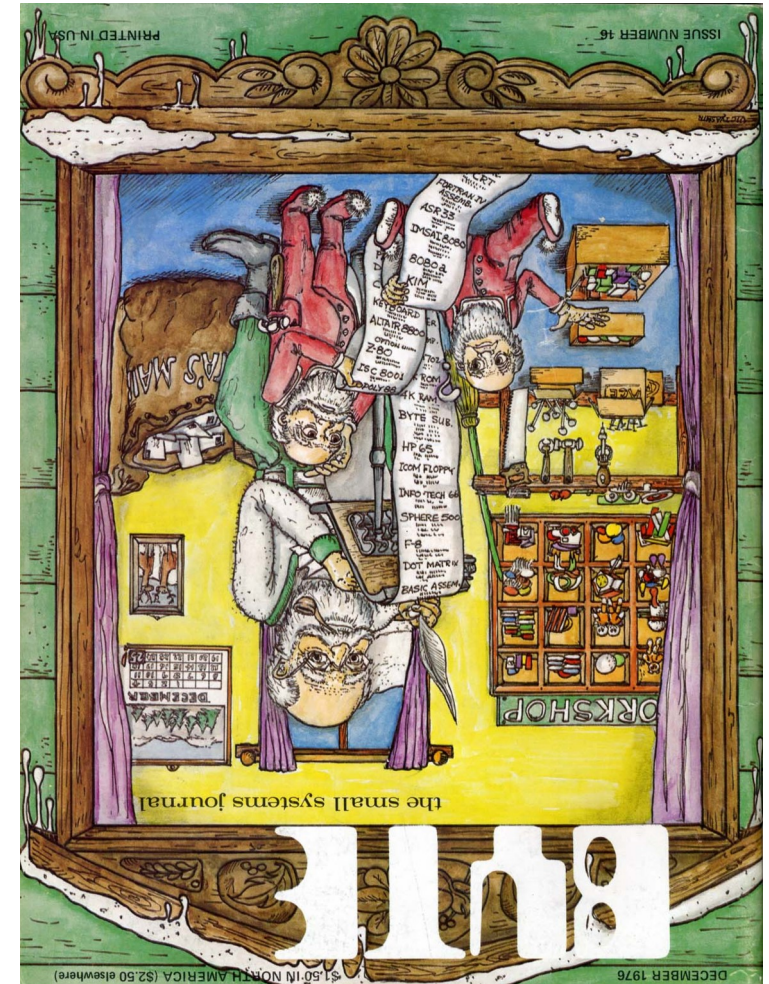




la lista di **Babbo Natale** secondo Byte  
oltre a compilatori, memorie, periferiche,  
calcolatrici, abbonamenti a Byte,  
CPU (Intel **8080**, Zilog **Z80**, Fairchild **F8**),  
ci sono:

**Altair** 8800, **IMSAI** 8080, **KIM-1**,  
Intelligent Systems **CompuColor** 8001,  
**Sphere** 500, PolyMorphic **Poly-88**

l'Apple-1 non è il solo assente  
ma certo non è fra i più desiderati  
o pubblicizzati (Sol 20 dentro ha 5pp col.)





la storia avrebbe potuto finire male  
invece, **colpo di scena!**  
entra Armas Clifford **Markkula**, detto Mike



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Markkula è un ex manager  
Fairchild prima, Intel poi  
pagato in **stock option**  
galeotto è Don **Valentine**  
Raytheon, Fairchild, Nat'l Semicon  
nel '72 ha fondato **Sequoia Capital**  
nel '75 è un finanziatore di Atari  
non, ovviamente, l'unico nella Valley  
c'è anche, per dire, **Kleiner Perkins**  
dal '72, da Fairchild e HP  
Colin Powell e Al Gore



2800 Sand Hill Road, Menlo Park





l'intervento di Markkula

business plan, a novembre 1976

90mila \$ pers., 250 mila \$, garante con Nat. Bank



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3 gennaio 1977, Apple Computer diventa **inc.**  
(diventerà **public** il 12 dicembre 1980)  
si stabilizza il personale



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|       |                 |       |                                   |
|-------|-----------------|-------|-----------------------------------|
| 77.03 | Steve Wozniak   | (001) |                                   |
| 77.03 | Steve Jobs      | (002) |                                   |
| 77.03 | Mike Markkula   | (003) |                                   |
| 77.03 | Bill Fernandez  | (004) | Woz Plan                          |
| 77.03 | Randy Wigginton | (006) | Woz Plan 6 HC Club, adatt. BASIC  |
| 77.03 | Chris Espinosa  | (008) | Woz Plan 4 Byte Shop, prog. BASIC |
| 77.06 | Dan Kottke      | (012) | Woz Plan                          |
| 78.01 | Elmer Baum      | (034) | non Allan, ma poi Peter e Michael |
| 77.03 | Rod Holt        | (005) | da Atari, capo ingegnere          |
| 77.03 | Michael Scott   | (007) | da Natn'l Semicon, presidente     |





inizia il progetto **Apple ]**  
basta hobbisti: **pronto all'uso**  
ma espandibile



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il **BASIC** deve essere completo  
da Microsoft (Marc McDonald & Ric Weiland)  
**Applesoft** BASIC, primo di una serie di “relazioni”



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comunicazione **consistente**  
per la **nuova** Apple  
e il suo **Apple** ]



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e si **ridisegna** il **logo**



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si affidano ai professionisti  
**Regis McKenna Inc.**  
che incarica **Rob Janoff**, neoassunto  
si mantiene la mela, ma **stilizzata**  
il **morso** per identificarla bene  
i **colori** per promuovere il prodotto  
nel morso si incastra il nome dell'azienda  
in **Tektura** (Othmar Motter, 1975 per Letraset)  
sarà ritoccato nel **1984**  
lievemente nei colori  
e togliendo il nome: ormai è nota  
il carattere aziendale sarà un **Garamond**





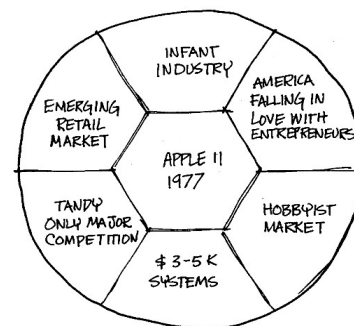
Regis McKenna, dalla Pennsylvania  
carriera nel marketing, Fairchild prima  
poi Nat'l Semicon con Don Valentine

1970, Regis McKenna Inc.

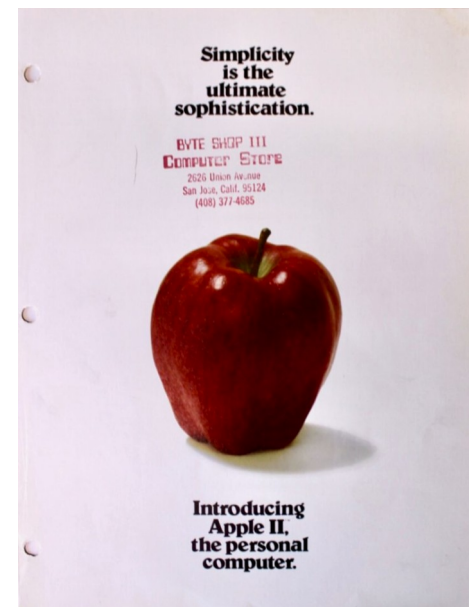
lavori con Intel con Andrew Grove  
(quello di “Only the Paranoid Survive”)

alla Apple non procura solo un grafico  
cura il marketing del nuovo prodotto

insistere sul “garage” è una strategia:  
negli USA minacciati dall'industria nipponica  
c'è bisogno di ritrovare il sogno americano



1977 PERSONAL COMPUTER  
ENVIRONMENT





un'occasione di presentazione **storica**



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First West Coast Computer Faire  
il tempo dei PC è maturo

Jim C. Warren, dal Texas  
dalla didattica della scienza  
a eventi e pubblicazioni (Infoworld)

sponsor interessanti

Homebrew CC, People's Comp. Comp.  
ACM, IEEE, Stanford, University of California

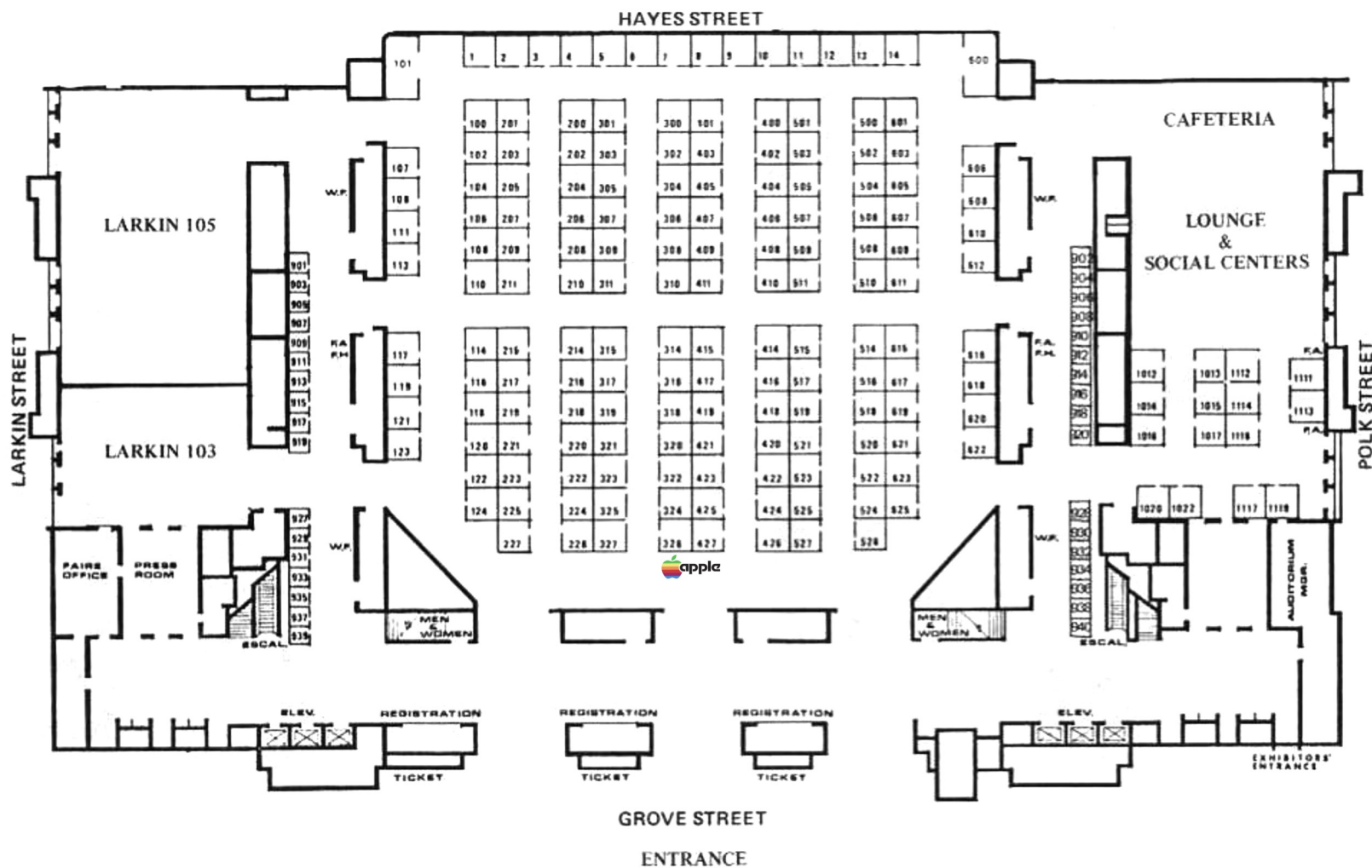
12657 visitatori in 2 giorni

350 pp di atti, 175 espositori  
dalla Parasitics (Equinox 100)  
alla Intel (Bob Davis)



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*San Francisco Civic Auditorium, piano terra, spazi 326 e 427*



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*Da Creative Computer, vol. 3, n. 4, luglio/agosto 1977*



**Ahl:** *Are you pleased with the attendance here?*

**Markkula:** *Yes.*

**Ahl:** *Wildly or just mildly?*

**Markkula:** *In terms of numbers – wildly, but in terms of the reasons for their attendance, I’m not sure exactly why so many people are here. An awful lot of them are just plain curious as to what’s going on. I’m surprised that a lot of them spent the price of admission, but I think they’ve all enjoyed it.*



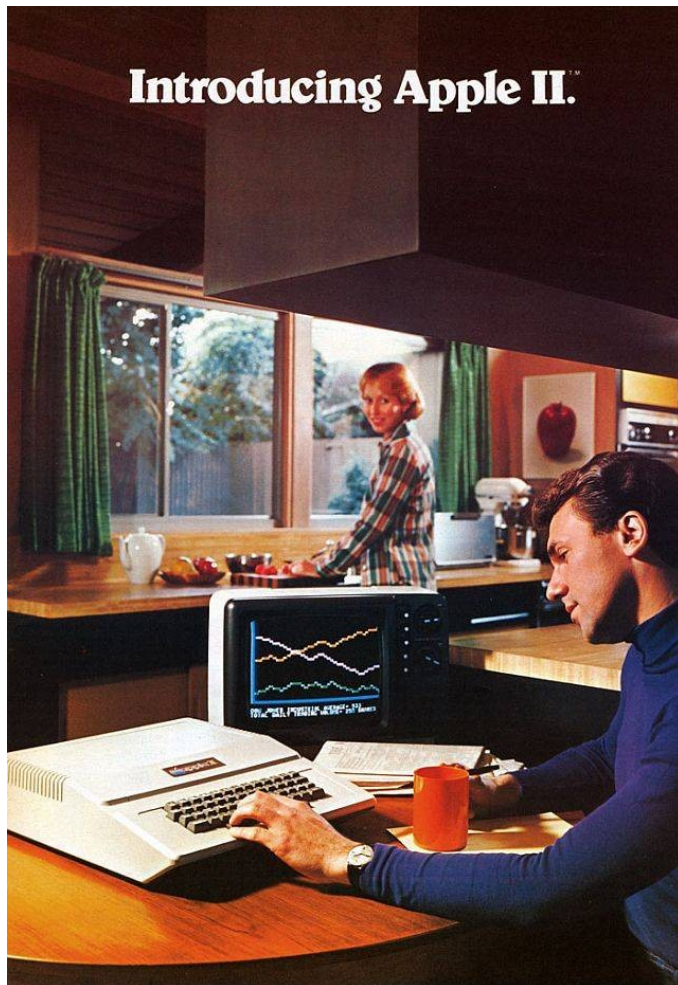


anche la **promozione** si adegua



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1977 1979



la Apple è diventata **adulta**  
il **successo** dell'Apple ][ è ben costruito  
e capita nel **momento** giusto



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anche **Commodore** e **Radio Shack**:  
chi ha **capitali** riuscirà a cogliere l'attimo  
le piccole, alternative, invece si **perdono** subito



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la Apple **c'è ancora** ed è quella che è  
ma già dopo un anno non era quella “**del garage**”  
grazie e buone riflessioni



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