

**APPLE COMPUTER, INC
(КОМПАНІЯ APPLE)**

Мордовець В.С., гр. М-19
Науковий керівник – ст. викл. **І.І. Ков'ях**
Харківський державний університет харчування та торгівлі

У доповіді розповідається про те, які люди створили компанію, що їм довелося зробити заради цього і який логотип був раніше.

Apple is an American corporation that manufactures personal and tablet computers, audio players, phones, and software. One of the pioneers in the field of personal computers and modern multitasking operating systems with a graphical interface.

It is the first American company whose capitalization has exceeded 1.044 trillion US dollars. This happened during the trading on the shares of the company on September 10, 2018.

The company was founded in California by Steve Jobs, Ronald Wayne and Steve Wozniak, who assembled their first personal computer based on the MOS Technology 6502 processor in the mid-1970s. In order to raise money to launch the company, Jobs had to sell his minibus, and Wozniak – a calculator. The latter at the same time cost more than a car. The fact is that in those days any computer and computer technology was very expensive, and a programmable calculator, such as Woz, was worth its weight in gold.

The legendary “apple” appeared much later. The first Apple logo was a black and white image of Isaac Newton sitting under a tree at the time of the discovery of the law of gravity.

The real success of Apple and Steve personally can be considered the creation of an iPod in 2001 developed by a team of engineers and introduced by Jobs in October 2001.

Apple is well known for its size and revenues. Its worldwide annual revenue totaled \$ 265 billion for the 2018 fiscal year. Apple is the world's largest technology company by revenue and one of the world's most valuable companies. It is also the world's third-largest mobile phone manufacturer after Samsung and Huawei.