

APPLE PRODUCTS

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Technology is the making, usage, and knowledge of tools, machines, techniques, crafts, systems or methods of organization that make our life much easier. Such technology is produced by a lot of companies and Apple Incorporation is not an exception.

Apple Inc. is a multinational corporation that creates consumer electronics, computer software, and commercial servers.

The first Apple Computer was born on the first of April in 1976 by Steve Wozniak. People did not take the Apple I very seriously, and Apple did not begin to take off until 1977, when the Apple II debuted at a local computer trade show. It was first personal computer to come in a plastic case and include color graphics.

Orders for Apple machines were multiplied by several times after its introduction. With the increase in sales, however, came an increase in company size, and by 1980, when the Apple III was released, Apple had several thousand employees, and was beginning to sell computers abroad.

In 1981, things got a bit more difficult. A saturated market made it more difficult to sell computers, and in February Apple was forced to lay off 40 employees. Wozniak was injured in a plane crash. He took a leave of absence and returned only briefly. Steve Jobs became a chairman of Apple computer in March. He ran Apple Inc. for about 30 years.

Since then the company has reached a huge progress. They created four main products: Apple Macintosh, iPod, iPhone and iPad.

The latest creation in Mac series is MacBook Air. Designing MacBook Air came with one goal: create an incredibly thin and light notebook computer that's every bit as powerful and capable as one twice its size. It weights only 1,08 kilograms and runs for hours on a single charge. MacBook Air has a Multi-Touch technology. It is a part of practically every Apple product. It's the best and most personal way to interact with devices. When you type on the MacBook Air, it's just as comfortable as typing on a desktop keyboard. The keyboard is backlit, so you can type comfortably even in low-light conditions.

iPod Touch takes fun to the next level. It includes iOS 5, which gives you over 200 exciting new features. And with iCloud, whatever's on your iPod touch is automatically on your other devices, too. On the front of iPod touch is a built-in camera perfect for making FaceTime video calls. It also features a second camera on the back, which lets you shoot amazing 720p HD video. The 960-by-640 backlit LCD display is another reason you won't want to take your eyes off iPod touch.

iPhone is picking up where amazing left off. If there's anything you need, just ask Siri. It is intelligent assistant that helps get things done. Siri not only understands what you say, it knows what you mean.¹ It figures out the right apps to use to find the right answer. Then, just like a personal assistant, it answers you. Siri makes phone calls, sends messages, schedules meetings, sets reminders, and more.

iPad has a remarkably thin, light design. It has a dual-core A5 chip, 10-hour battery life, two cameras for FaceTime and HD video recording, over 200 software features in iOS 5, and iCloud. iPad also has a Smart Cover, which is designed to work side-by-side with iPad — and on top and underneath it, too. Smart magnetic technology built into each really pulls them together. It is just incredible.

So think different and maybe someday it will help you to change the world.