

Apple Timeline to 1988

- 08/06/50 Birth of Steve Wozniak
- 02/24/55 Steve Job's birthday
- 01/01/73 HP offers Wozniak a job as an associate engineer in its Advanced Products Division. Woz jumps at the chance
- 01/01/74 Steve Jobs returns from India
- 01/01/75 Wozniak and Kamradt forms a subsidiary of Call Computer by the name of Computer Converser. Woz begins to design a terminal that would converse with another computer
- 01/01/76 Jobs starts to badger Woz about possibility of making and selling some printed circuit board to others wanting to build their own computer
- 01/01/76 In 1974, possibly in the summer of '76, Woz and Steve began assembling the Apple I in Jobs' parent's garage in Los Altos. Before that they were assembling the computer in Jobs' sister's bedroom.
- 01/01/76 Steve Jobs and Steve Wozniak collaborate on a small computing board for personal use. Takes 6 months to design the prototype, 40 hours to build it , and soon they had an order of 50 personal computers
- 03/10/76 Design of Apple I completed. It did not have sound or graphics capabilities
- 04/11/76 Apple I design released to production
- 05/01/76 Jobs and Woz deliver the first 60 Apple I computers to a few computer stores. At the time, Woz was working for Hewlett-Packard and Jobs was a part-time physics student at Stanford
- 07/01/76 Apple I introductory price - \$666.66. Between 210 and 220 Apple I's were produced. The Apple I did not have sound or graphics capabilities as did the Apple II later.
- 10/01/76 Regis McKenna Introduced Woz and Steve to Don Valentine who in turn introduces them to Mike MarKulla. Mike puts up the venture capital to get the Apple II off the ground. Soon after Apple was incorporated
- 01/01/77 Apple logo designed by Rob Janov, a Regis McKenna art director
- 01/01/77 Apple moves into a Cupertino building to accomodate an anticipated expansion in number of employees from 30 to 125
- 01/01/77 Apple the first to begin selling personal computers in Japan
- 01/01/77 Apple sold approximately 570 Apple IIs in fiscal year 1977 ending September 30, 1977
- 01/03/77 Apple computer officially formed (incorporated)

02/11/77 Markkula asks Michael Scott over a birthday lunch (they shared the same birthday), if he would be interested in becoming president of Apple Computer

03/01/77 Steve Jobs becomes director of Apple Computer.

03/01/77 Mike Markkula becomes director of Apple Computer

03/01/77 Eurapple, a financially independent, privately owned company located in Cupertino, California, founded by Frenchman Andre Sousesan

04/20/77 Apple II introduced at the first ever West Coast Computer Faire. The 4K Apple II sold for \$1298 and the 48K for \$2638. Included was a free vnyal carrying case. The Apples were not sold off the floor, rather orders were taken. The 4 prototypes had been bolted together just the night before. The booth was front row, center. At the booth were : Bill Fernandez, Mike Markkula, Mike Scott, Dan Kokie, Steve Jobs, Steve Wozniak and Chris Espinoza

04/30/77 Advertisement in the Homebrew newsletter promised deliver of the Apple no later than April 30, 1977

05/01/77 Steve Jobs serves as Chairman of the Board of Apple Computer from the above date till March 19, 1981

05/01/77 Mike Markkula becomes VP of Marketing and remains in this position until June 1981

05/01/77 Mike Markkula becomes Chairman of the Board of Apple Computer.

05/01/77 First Apple II personal computer introduced, the first fully assembled, programmable personal computer commercially sold. Since then there have been 15 revisions to the basic design.

See also 77/06/05, 77/04/2

05/01/77 Steve Jobs becomes VP of Apple Computer.

05/20/77 1st Apple II board shipped

06/05/77 Apple Computer announced today the Apple II, a low cost, high performance "personal" computer system. Fully assembled and pre-tested, Apple II can be connected to any standard television set. All Apple II programs can be stored and retrieved from standard audio recorder/players. Complete Apple II system, including 2 game paddles and a demonstration cassette is priced at \$1298 or a board only without case, keyboard, power supply or accessories for \$798.

06/10/77 1st Apple II system shipped.

07/01/77 1st Apple shipped to Computerland

07/06/77 1st Apple II boards shipped to Europe from Canada

08/01/77 Mr Carter joins Apple as National Sales Manager and in December 1978 was promoted to VP-Sales

09/05/77 1st Apple II system shipped to Europe from Canada

09/20/77 1st Apple International Show - Pari

09/30/77 Apple sells app. 570 Apple II computers by this date.

10/01/77 Apple announced the appointment of Wendell Sander as senior member of technical staff, a new position expanding the engineering capabilities of Apple

12/16/77 Apple announces that in the first part of January 1978, Apple Computer Inc will occupy their new international headquarters at 10260 Bandley Drive in Cupertino, California.

01/01/78 Apple spent app. \$600,000 in research and development in fiscal 1978 ending Sept 30

01/01/78 Apple spent \$573,000 for advertising for fiscal year 1978 ending Sept 30

01/01/78 Apple sold approximately 7600 Apple IIs in fiscal year 1978 ending Sept 30, 1978

01/01/78 Disk Drive II announced at the Consumer Electronics Show

01/09/78 Apple product marketing department created

01/09/78 Apple hotline begins

01/18/78 First European sale of an Apple Computer

01/18/78 Apple announces the first ever factory authorized computer sale to celebrate Apple's third year of operation

01/28/78 Apple opens 1st bldg - Bandley 1

01/30/78 1st outside investor financing - Venroc

03/01/78 Markkula and Carl Valenti of Dow Jones agrees to jointly develop software programs

03/02/78 Apple announces the Intelligent Printer Interface Card allowing interface between the Apple and any printer

03/02/78 Apple announces the Intelligent Communications Interface card which allow low cost telephone communications

03/23/78 Apple announces the appointment of Phil Roybal to the position of marketing manager

05/29/78 Publication of the first Apple User Newsletter, "Contact".

06/01/78 Apple introduces Disk II providing file memory capacity of 143K bytes of data.

06/01/78 Apple's disk drive line starts with only two employees producing up to thirty disk drives a day. By April, 1980 the department had over 30 employees putting out several hundred disk drives per day

06/08/78 Apple announces the availability of an easy to read, well written and illustrated, and entertaining manual for its Apple II entitled APPLE II BASIC PROGRAMMING MANUAL

06/10/78 Apple announces Point of Purchase Demonstration package, the first in a series of dealer aids designed to simplify and enhance merchandising of Apple computers.

06/10/78 Apple announces Disk II, the easiest to use, lowest priced, and the fastest minifloppy disk drive yet offered by any personal computer manufacturer

06/10/78 1st Apple II music program - Andre Sousan

06/10/78 Apple reduces its 16K byte memory 40% today for its Apple II. Previously priced at \$500, a 16K memory increment now sells for \$300. The 16K Apple II which sold for \$1445, now sells for \$1195

06/10/78 Apple reduces its 16K byte memory prices by 40%. Previously priced at \$500, a 16K memory increment now sells for \$300

06/12/78 Apple announces a service providing owners of Apples with stock portfolio information and other financial services by accessing Dow Jones and Co by telephone link up

07/01/78 Apple's Service Department is formed

09/01/78 Apple announces the appointment of Jef Raskin to the ANSI Standards X3J2 Committee of BASIC

09/30/78 Apple sells app. 7600 Apple II computers during the fiscal year ending on the above date

10/01/78 Mr Couch joins Apple as Product Manager and promoted to VP in April 1979.

11/01/78 Apple announces the appointment of Roger Cutler, a former college professor, as education specialist for the company

11/22/78 Apple announces the appointment of Roy S. Mollard as director of manufacturing

12/01/78 Mr Carter promoted to VP-Sales

12/06/78 Apple announces the appointment of William "Trip" Hawkins as manager of marketing planning

12/19/78 Apple announces the appointment of Thomas M. Whitney to the position of Executive V.P. of Engineering

12/29/78 Apple appoints Ronald E. Rohner as distribution programs manager

01/01/79 Mr Houde joins Apple as Director, Service and Operations. In April 1980 he was promoted to Director, Service, Operations and Distribution. In April 1981, he was promoted to General Manager, Personal Computer Systems. In June 1981, he was promoted to VP and General Manager, Personal Computer Systems.

01/01/79 Woz receives the Grace Murray Hopper Award from the Association for Computing Machinery for his work in personal computing

01/01/79 Foreign sales of Apple's products were app. 24% in fiscal year 1979

01/01/79 Apple sold approximately 35,100 Apple IIs in fiscal year 1979 ending Sept 30, 1979

01/01/79 Apple spends 2,011,000 in advertising for fiscal year 1979 ending Sept 30

01/01/79 Apple Computer spends approximately 3,601,000 fiscal year 1979 for research and development

02/01/79 Ernest D. Reguly named as new personnel manager

02/01/79 Mike Scott says "No more typewriters at Apple

02/19/79 Bill Thomas, formerly with Tandem Computers, appointed Systems Software Manager

02/26/79 James G. Hoyt appointed to the position of Marketing Applications Engineer

02/27/79 Apple announces the Programmer's Aid #1, first of a series of software packages designed to improve and amplify user programming techniques

03/01/79 Ground breaking ceremonies held for a new Apple building under construction in Cupertino

03/05/79 Apple announces the appointment of Michael J. Connor as Dealer Sales Support Manager

03/19/79 Apple announces the appointment of Gene P. Carter to the newly created position of V.P. of Sales

03/27/79 Apple announces the promotion of John D. Couch to the newly created position of V.P. Software. Mr. Couch had served as New Products Manager for Appl

04/01/79 Mr Couch promoted to VP.

04/01/79 Ken Zerbe joins Apple as VP-Finance and Administration and served in that position until June 1980 when he was promoted to Ex. VP Finance and Administration

04/02/79 Apple announces the appointment of G. Gregory Smith to Director of Education Marketing and Executive Director of the Apple Foundation

04/09/79 Roy Martin appointed Manager of Applications Software

04/10/79 At this date Apple employed approximately 250 people working out of 4 buildings occupying approximately 100,000 square feet

04/10/79 Apple announces that construction has commenced on a fifth building directly across Apple's current headquarters at 10260 Bandley. The building will probably house the Peripherals Manufacturing Division

04/11/79 Apple announces that a federal court upheld Apple's decision to terminate Byte as a distributor of Apple products

04/18/79 Jean D. Richardson named to the post of Marketing Services Manager.

04/20/79 Apple announces that Ken Zerbe has joined Apple Computer as V.P. of finance and administration

05/15/79 Apple announces the appointment of Wilfred J. Houde to the newly created position of director of Service Operations

05/22/79 Apple announces the "Disk Utility Pack," a collection of system software routines for disk-based Apple II computers

05/22/79 Apple announces the reduction in price of its 32K and 48K Apple II computer systems from \$1495 for the 32K, and from \$1795 for the 48K Apple II

05/22/79 Apple releases volumes 3 through 5 of the Apple Software Bank - a library of user-contributed programs

07/10/79 Apple announces the formation of the Apple Education Foundation

07/23/79 Apple announces the appointment of Ernest D. Reguly to the newly created position of personnel manager

07/26/79 Shipped first 500 Apple II Pascal systems

07/30/79 Apple announces the appointment of Ken Rothmuller to project manage

08/01/79 Steve Jobs becomes Vice Chairman of the Board of Apple Computer and serves in this position until March 19, 1981

08/01/79 Apple's first comprehensive manual sets a standard that Apple's competitors were forced to match. Jef Raskin managed the production of this manual

08/03/79 Apple Pascal released

08/08/79 Apple announces the appointment of Peter R. Fry to manager, customer services

08/09/79 Apple names A. Taylor Pohlman to the newly created position of accounts manager for education marketing

08/16/79 Apple announces the appointment of John Vennard as production engineering manager

08/20/79 Apple announces the lowest cost extended warranty for personal and small business computers

08/31/79 Apple announces the graphics tablet

09/01/79 Macintosh project formally begins, although informal work was being done as early as late 1978. The code name "Macintosh" was given to the project because the project leader's (Jef Raskin) favorite apples are Macintosh apples. The misspelling of the word "Macintosh" was used as early as September 1979.

09/01/79 Mr Carlson joins Apple as VP of Operations.

09/04/79 Apple announces the appointment of A.J. Laymon to the newly-created position of Canadian business manager

09/11/79 Code name "Annie" project is officially changed to the "Macintosh" project. This was done so as to avoid using only female names for projects. It was decided that varieties of apples be used for each major project

09/14/79 Beginning lease date of Bandley 11, 10455 Bandley Drive, Cupertino

09/20/79 Apple announces the appointment of John T. (Jack) MacDonald as the systems software manager

09/24/79 Apple announces the appointment of Don Bryson to the position of new product development manager

09/30/79 Apple sells app. 35,100 Apple II computers during the fiscal year ending on the above date

10/19/79 Apples's first accounting software, The Controller, shipped

10/27/79 International Apple Core is formed in San Francisco, CA

11/01/79 Del Yocam joins Apple as Director of Materials. In August 1981 he was promoted to VP and General Manager, Manufacturing

12/01/79 Apple introduces the One-Year Extended Warranty covering all Apple-manufactured hardware and system software including additional equipment purchased during the one-year period, free software updates, guaranteed warranty renewals in one-year increments

01/01/80 Foreign sales of Apple's products were app. 25% of net sales in fiscal year 1980

01/01/80 Sales to Eurapple in fiscal 1980 accounted for app. 17% of the Apple's net sales for fiscal 1980

01/01/80 Apple sold approximately 78,100 Apple IIs in fiscal year 1981 ending Sept 30, 1980

01/01/80 Apple spends \$4,469,000 in advertising for fiscal year ending Sept 26, 1980

01/01/80 Apple Computer spends approximately 7,282,000 in fiscal year 1980 for research and development

01/01/80 Possibly in March the Training Department was started. Joe Shepela hired to head this department. "Meet Your Apple", Apple Writer 1.0, and VisiCalc were the first training modules

01/12/80 As of the above date, the Macintosh project team was to consist of just 4 people: Woz working part-time, Burrell Smith doing detailed electronic design and breadboarding, software designer-programmer to be hired, and Jef Raskin. This team of 4 was to carry the project thru the major portion of software/hardware/execution stages including design & production of prototypes of the electronics, first drafts of language and hardware manuals & most of the software

01/19/80 Apple Service Department begins on-site service of equipment within Apple Computer, Inc

02/10/80 Largest single order from end-user to date - Monterey Institute. (See also 81/04/20 on citation)

02/11/80 1st major merchandising program start - "Apple Means Business.

02/15/80 Canadian Standards Association (CSA) certification for Apple II

- 03/01/80 Apple acquires Compushop of Dallas Texas. This is Apple's first move toward developing its own support center
- 03/01/80 Prior to the above date Apple, distributed its products primarily through 5 independent distributors which purchased the products for resale to the retail outlets. In February 1980, Apple chose to terminate these distribution arrangements and distribute its products from newly established Company-owned regional support centers directly to retail stores
- 03/19/80 Apple Education Foundation announces today the award of over \$120,000 worth of microcomputer equipment for the development of medical and general education materials using microcomputers
- 03/19/80 U.S. distribution operation established
- 04/01/80 Mr Houde promoted to Director, Service and Operations and Distribution
- 04/01/80 Apple Computer announces Apple Fortran, a programming language that allows technical professionals and educators to develop and run Fortran programs on their Apple II and II+ computers
- 04/21/80 Beginning lease date of Banley III, 10460 Bandle Drive
- 05/01/80 Apple announces the Apple III
- 05/01/80 Omega Northwest, Inc., a former distributor, files suit against Apple. Complaint alleges violating state franchise protection acts, state antitrust acts and defamation
- 05/01/80 Apple and users and OEM's can go beyond the standard programming capabilities of the Apple II to create and edit their own source code in 6502 assembly language, Apple Computer announces today. This capability is provided by the integrated assembler and source editor which is part of Apple's new Disk Operating System (DOS) ToolKit - the first such software development tool designed specifically for Applesoft programming
- 05/17/80 First plant tour conducted for security analysts, Carrollton, TX.
- 05/19/80 Apple introduces the Apple III, a fully integrated computer system with built-in disk drive, up to 128K of memory, color and b & w video and the ability to accommodate a wide range of videos. Apple III prices range from \$4340 to \$7800.
- 05/19/80 Apple announces Apple Fortran, a programming language that allows technical professionals and educators to run Fortran programs on their Apples
- 05/19/80 Apple announces "Apple Plot" a new software package that enables users of Apple computers to create, revise and print detailed charts and graphics quickly and easily
- 05/19/80 Apple announces the newest disk operating system for Apple II personal computers upgrades online storage capacity by more than 20%. It boosts the capacity of Disk II drives from 116 kilobytes to

over 142 kilobytes. The new disk operating system is called DOS 3.3

- 05/19/80 Apple announces Apple Pilot, an easily used, non-technical but advanced computer programming language system, particularly suited to the needs of educators developing lessons on personal computers
- 05/19/80 Apple Computer introduces the Dow Jones New & Quotes Reporter, a software package that puts investors and corporate strategists intouch with the latest financial news
- 05/20/80 Apple present " Apple Night At Disneyland" to the approx. 7000 attendees of the National Computer Conference in Anaheim, California
- 05/20/80 Introduction of the Apple III at the National Computer Conference (NCC) in Anaheim, California
- 06/01/80 Den Zerbe promoted to Ex. VP-Finance and Administration.
- 06/01/80 Mr Carlson promoted to Ex. VP of Operations
- 06/01/80 Mike Markkula becomes Executive VP of Apple Computer and remains in this position until March 19, 1981
- 06/01/80 A former ditributor of Apple (High Technology, Inc.) files suit against Apple alleging among other things, violation of antitrust laws, breach of contract and tortious interference with contractual relationships
- 06/02/80 Apple announces that the Apple III was previewed in Europe this week will be available starting in October through Apple dealers in 12 West European countries, as well as in 12 other countries. The Apple II will be supported by the existing Apple distribution outlets and by the Apple support center which the company is planning to open in Amsterdam
- 06/02/80 Apple Computer announces it will begin manufacturing its personal computers and open a major distribution and support center in Europe by September 1. Apple plans to occupy a 43,000 square foot manufacturing plant in Cork, Ireland to begin assembling Apple II personal computers. At the same time, a distribution and support facility will begin operations in Zeist, The Netherlands.
- 06/09/80 1st formalized traffic dept
- 06/11/80 Apple announces a multinational expansion program that includes a new manufacturing plant in Texas an one in Ireland, plus six new regional support center
- 06/14/80 A racing car sponsored by Apple Computer makes its European debut in the 24-hour LeMans, France competition
- 06/15/80 Beginning lease date of De Anza I, 10275 De Anza Blvd, Cupertino
- 07/01/80 As of the above date and probably earlier, the features of the Macintosh were to include: portable, compact, one-piece design; built-in monitor, typewriter-style keyboard, mass storage device,

and speaker; 64K memory; microphone input; RS-232 port; clock; modem; diagnostic and expansion port; built in word processing, calculation, scheduling, communications, model changes not required for international use; easy learning; and \$1500 complete.

07/01/80 As of above date, there was Macintosh processor, display and keyboard running in the Machintosh lab

07/01/80 Mr Hoar joins Apple as VP-Communications

07/01/80 Al Eisenstat joins Apple as VP and General Counsel

07/01/80 The number of Apple employees rose to about 800 people who occupy 560,000 square feet of floor space in the U.S. and Europe

07/07/80 Carrollton, TX starts manufacturing

07/14/80 Apple Computer annoucnes it has filed suit charging that copyright infringement has been file against IT&T Consumer Products (U.K.) Ltd., a part of the International Telegraph and Telegram Corporation Group. Apple charges that IT&T has copied the analog board, the controller board, system firmware and software, and the user's manual of the Apple II Floppy Disk Subsystem.

07/14/80 1st Disk II manufactured in Carrollton, TX

07/15/80 The Engineering Top Ten projectsnames as the 10 most critical projects for Apple Computer, which will receive increased visibility and attention. They are: A3 first release SFTW, A3 Rev2 PC BD, RFI A2, A3 Pascal, A3 Word Processor, A3 Silent type, Lisa 1st Rel Hardware, List 1st Rel SFTW, All IEEE 488 Card, A3 Paralled Car

07/24/80 Apple Computer announces that Ann Bowers named VP of human resource

07/27/80 A professional racing car sponsored by Apple Computer makes it debut in the IMSA Grand Touring event at Sears Point International Raceway in Sonoma

07/30/80 Apple II Fortran shipped

08/01/80 Apple announces the Tax Planner program

08/01/80 Apple announces the appointment of Robert Rogers to the newly created postion of manager for the company's retail dealer development program

08/01/80 Mr Lawrence joins Apple as Managing Director, Europe. In June 1981 he was promoted to VP and General Manager, Europe

08/15/80 Apple Computer annoucnes the appointment of Thomas Lawrence to the positions of general manager of Apple's European operation

08/15/80 Apple Canada becomes incorporated

08/15/80 Leased telephone line date communication established between Cupertino. CA and Carrollton, TX

08/18/80 Opening of the European support center in Zeist, the Netherlands

08/18/80 European support center open

08/21/80 Apple buys Eurapple (European Sales Organization).

08/25/80 Apple Computer announces the election of Frederick Hoar as VP of corporate communications. He will be responsible for public and financial relations, advertising and market research

09/01/80 Prior to the above date, foreign sales were made an independent dealer, Eurapple, located in the U.S. Foreign sales were made by Eurapple to other independent distributors in Europe and to lesser extent in the Far East, Middle East, Australia, Philippines and SA. In August of 1980, apple acquired Eurapple's distribution rights.

09/01/80 Demonstation Apple IIIs sent to dealers

09/01/80 Mike Spindler joins Apple as European Marketing Manager and was promoted to VP and General Manager, Europe in 198

09/01/80 Roy Weaver joins Apple as U.S. Distribution Manager. In April 1981, he was promoted to Director of Distribution and Service Division

09/01/80 Al Eisenstat begins function of Secretary of Apple

09/01/80 Three and a half years after the introduction the Apple II's introduction 130,000 units had been sold and revenues had risen from \$7.8 million for the fiscal year that ended on September 30, 1978, to \$117.9 million, and profits had risen from \$793,497 to \$11.7 millio

09/04/80 Apple Education Foundation announces that more than \$150,000 worth of microcomputer-based systems have been awarded to 25 recepients. This is the third set of awards made by the foundatio

09/09/80 POS division formed

09/24/80 The Board of Directors of Apple Computer, Inc. unanimously voted to split all outstanding Apple shares of common stock on two for one basis

09/26/80 Apple sells app. 78,100 Apple II computers during the fiscal year ending on the above date

09/26/80 Apple employees as of above date approximately 1015 full time employees, including 198 in marketing and sales; 152 in research, product development and related enginerring; 558 in manufacturing; and 107 in general management and administration

09/26/80 Apple-Boston opens Turnpike Road office

10/01/80 Board of Directors of Apple Computer adopts Employee Stock Purchase Plan

10/01/80 Apple's Board of Directors adoptes an Employee Stock Purchase Plan under which one million shares of common stock are reserved for issurance

10/01/80 Apple systems are distributed in the U.S. and Canada by approximately 800 independent retail stores and internationally through 21 independent distributors which resell outlets in the U.S. and Canada are also authorized to act as service centers for Apple products

10/01/80 Official opening of the company store at 1335 Bordeaux Drive, Sunnyvale.

10/01/80 Charlotte facility moved to Arrowbridge Blvd

10/01/80 1st Apple Bulletin published "which will be used in the future for all internal company announcements. Appointments, promotions, organizational changes, product developments, and other timely news items will appear in Apple Bulletin.

10/06/80 1st company store opens, Cupertino, C

10/09/80 Opening of the Company Store at 1335 Bordeaux, Sunnyvale

10/20/80 Cork, Ireland Plant opens

10/22/80 Mike Scott authorizes the distribution of profit sharing checks for the 4th quarter of 1980. Profit sharing payments total to about \$120,000

10/31/80 Apple sells app. 131,000 Apple II computers by this date

10/31/80 Beginning with the above date, Apple employees receive their pay checks weekly rather than every two weeks

10/31/80 As of the above date, Apple has sold approximately 131,000 Apple II's

11/01/80 Apple commences limited deliveries of the Apple III to retail customers in late November

11/01/80 Apple's Employee Stock Purchase Plan adopted by the shareholders

11/01/80 Apple announces that the Apple II has been chosen as the network access machine for EDUNET, an international computer network for higher education and research

11/01/80 Apple announces that the Monterrey Institute of Technology, Mexico's largest private university, has ordered more than 200 Apple II computers. It is the largest order to date for Apple computers from a single educational institution

11/03/80 Fran Golden appointed to head Employee Services. Fran will locate resources in the community that can be of help to any Apple employees undergoing personal problems - marital, financial, chemical dependencies and stress

11/03/80 1st customer shipment of special delivery software

11/06/80 Apple announces that it filed a registration statement with the Securities and Exchange Commission covering an initial registered public offering of 4,500,000 shares of its common stock

11/10/80 Apple announces two major plans designed to extend the credit terms of its dealer network and for the first time, to lease its computers through a national leasing program. These plans will be in connection with ITT Diversified Credit Corp and the United States Leasing Corp

11/14/80 Apple's new delicatessen opens at northeast corner of Bandley II. Tony Dyke, owner of the Round Onion restaurant, will be manager and chef extraordinaire

11/17/80 Apple Computer Inc announces that the company and ITT Consumer Products Division has settled a suit brought against it by Apple Computer in England

12/01/80 Apple Computer announces the Apple III Technical Workshops for designers who plan to develop special peripherals and software systems for the new Apple III computer

12/02/80 Apple announces that the creativity of independent software developers is being encourage through a new software selection and distribution program that will be offered through the first Special Delivery Software Catalog. Programs will be available on cassette

12/11/80 Annual shareholders meeting held at Foothill Community College auditorium. Rolls and coffee served prior to the meeting

12/11/80 Commencement of first 6 month offering period of Employee Stock Purchase Plan

12/12/80 Apple estimates that its capital expenditures during the fiscal year ending September 25, 1981 will be approximately \$11,000,000

12/12/80 Commencement of employee Stock Purchase Plan

12/12/80 Morgan Stanley & Co. and Hambrecht & Quist announce the initial public offering of 4,600,000 shares of Apple Computer, Inc. common stock at a price of \$22 per share

12/12/80 Apple's Annual Shareholders Meeting at the Foothill Community College auditorium. Rolls and coffee served prior to the meeting

12/12/80 Apple goes public selling 4.6m shares at a price of 22

12/22/80 Facilities Mail Room assumes responsibility for intercompany mail deliveries to the North First Street, Bordeaux, and Java sites

12/30/80 Apple announces a computer literacy program, named Apple Seed, that will provide qualifying elementary and high schools with computer course materials

01/01/81 Founding of the Nepalese Apple Users Group, Manaste Apple.

01/01/81 The deadline established by Mike Scott for eliminating typewriters at Apple Compute

01/01/81 Apple begins the loan-to-own program by which an Apple employee can borrow an Apple II+ and after one year is allowed to keep the system if he/she can show that they can use Apple Writer an VisiCalc

01/01/81 Loan to own program begins

01/01/81 In 1981 Apple opened European distribution centers in Zeist, The Netherlands and Munich, Germany

01/01/81 Introduction of Microcourier, which gives the Apple II electronic mail capability

01/01/81 Introduction of IEEE-488 card for interfacing measurement and control equipment

01/01/81 Introduction of Monitor III for the Apple III system

01/01/81 Nearly 180,000 Apple II systems shipped in 1981, more than twice as many as in 1980, increasing the installed based to well over 300,000

01/01/81 Employees at Apple number app. 2,45

01/01/81 Apple spent app. \$18,808,000 for advertising for fiscal year 1981 ending Sept 25, 1981

01/01/81 Apple spent app. \$6,419,000 for the first six months of fiscal year 1981 ending March 27

01/01/81 Foreign sales of Apple's products were app. 29% of net sales for the first 6 months of 1981

01/01/81 Apple sold 75,000 Apple IIs in the first six months of fiscal year 1981 ending March 27, 1981

01/01/81 Apple Computer spends approximately 20,956,000 fiscal year 1981 for research and developmen

01/01/81 Over 40 software packages introduced by Apple in 1981 including a number of Apple III programs: Business BASIC, Business Graphics, Mail List Manager, Apple Writer III, Access III and Pascal

01/01/81 R & D spending totals \$21 million in 1981 as compared to \$7.3 million in 1980

01/01/81 Apple launches the National Account Program (NAP) to strengthen Apple's position to large corporations and institutions

01/15/81 Apple announces that nearly \$150,000 worth of microcomputer systems have been awarded to 26 educational groups by the Foundation for the Advancement of Computer-aided Education. This is the forth set of awards by the foundation since October 1979, and raises to app. \$500.000 the value of grants given to educational institutions and individuals

01/20/81 All receptionists/security personnel are required to ask each person to show their badge upon entering any Apple building

01/22/81 Apple announces record sales and net income for the first quarter of fiscal 1981. This is the first financial report since the company's initial public offering of common stock. Sales for the quarter were \$67.6 million, a 246% increase over the \$19.5 million reported in the same quarter a year ago. Net income was \$7.4 million, 180% higher than the \$2.6 million in the comparable 1980 period

01/22/81 Apple provides for Apple employees a list of classes on reducing the impact of stress

01/22/81 1st 100,000 units packaged in one month - Sunnyvale, CA

01/26/81 For security reasons, all Apple employees are required to enter or exit an Apple building through the lobbie

02/01/81 Publishing of the first "Apple Times.

02/01/81 Apple reduces its staff by 40 people as a result of restructuring and a reordering of priorities

02/01/81 Node "Scarlet" (Charlotte, NC) added to MIS network

02/07/81 Steve Wozniak and Candice Clark, Steve's fiancée, injured in a plane crash at the Scotts Valley airport

02/08/81 Woz suffers injuries in a plane crash after take-off from Scotts Valley Airport

02/09/81 Apple announces that it has concluded an agreement to acquire Microsense Computer Ltd. of London. Microsense has been the authorized distributor for Apple in the UK since July 197

02/10/81 Apple announces that it will no longer offer a special built-in clock/calendar circuit as part of the Apple III. As a result, the price of the computer has dropped \$50

02/10/81 Steve Wozniak's technical observation of his own condition following his plane crash, "I feel s_ _ _ _ y!" This was considered by Fred Hoar and others to be a very healthy sign

02/23/81 Paris, France European headquarters opens.

02/23/81 Slough, England sales office opens

02/25/81 First issue of Apple Times published

03/01/81 Apple resumes shipments of the Apple III after correcting reliability problems

03/01/81 Apple III monitor introduced

03/01/81 Local service for Northeast/Boston opens

03/19/81 Apple announces a restructuring of its top management with A.C. Markkula, Jr. named as president and chief executive officer. Succeeding Markkula as chairman of the board is Steven Jobs. Mike Scott, who has served as president and CEO since May 1977 and as director since January 1978, will succeed Jobs as vice chairman of the board.

03/19/81 Apple begins the Author Incentive Program to encourage Apple employees to write articles for publication

03/19/81 Restructuring of Apple Computer, Inc takes place. Mike Scott moves from President and Chief Executive Officer to Vice Chairman. Steve Jobs becomes Chairman of the Board, moving from Vice Chairmanship. A.C. Markkula is appointed President and CEO

03/27/81 As of the above date Apple had app. 1550 employees, including app. 230 in marketing and sales; 250 in research, product development and related engineering; 950 in manufacturing; and 100 in general management and administration

03/27/81 As of the above date Apple's capitalization is \$148,225,000

03/27/81 1st million dollar shipping day

03/29/81 Apple Expo - Dalla

04/01/81 Mr Houde promoted to General Manager, Personal Computer Systems.

04/01/81 Introduction of BPI software was probably near or on the above date

04/01/81 Node "Kitty" (Dallas, TX) added to MIS network

04/07/81 Apple Expo - New York City

04/09/81 1st loan-to-own delivered to Jan McCormick

04/12/81 Apple Expo - Chicago

04/15/81 Beginning lease date of Bandley VI, 10495 Bandley Drive, Cupertino

04/16/81 Apple announces that it intends to file a registration statement with the Securities and Exchange Commission for a secondary offering of outstanding shares of Apple common stock

04/20/81 Apple announces a change in its organizational structure. Wil Houde will become General Manager of Personal Computers Division. Roy Weaver will replace Will as Director of Distribution and Service Operations. John Zsori and the Central Services Group will be moved into the Operations Division reporting to Carl Carlson

04/20/81 Largest single order to end-user - Monterey Institute. (See also 80/02/10 citation

04/21/81 Apple announces second quarter results ending March 27, 1981. The results more than tripled from the comparable period in 1980. Sales for the quarter rose to 78.8 million, 3.3 times the \$23.6 million reported a year earlier. Net income was \$9.2 million, 3.3 times the \$2.8 million reported a year earlier

04/26/81 Apple Expo - Los Angelo

04/30/81 As of the above date, Apple has sold more than 4000 Apple IIIs.

04/30/81 As the above date Apple has sold more than 200,000 Apple IIs.

05/04/81 Apple announces AppleGraphics II, the most versatile graphics programming tool available for personal computer

05/04/81 Apple announces that the Apple Language Card has been made available for sale as a separate item. The card allows Apple II and II+ computers to run turn-key programs written in any Apple-supported language including Pascal, Fortran and Pilot

05/04/81 Apple announces 14 new programs have been added to Apple's Special Delivery Software Catalog

05/04/81 Apple announces the Apple Language Card which allows the users of Apple II and Apple II+ computers to run turn-key programs written in any Apple-supported language including Pascal, Fortran

and Pilot. Language Card also provides an additional 16K bytes of RAM

05/04/81 Apple announces the new AppleGraphics II, a versatile graphics programming tool available for the Apple II

05/04/81 Mail List Manager software for the Apple III placed on the market

05/04/81 Apple announces that the Apple II and Apple II+ computers have been certified by the FCC as complying with the commission's standards for electromagnetic interference

05/04/81 Apple announces a new IEEE-488 interface card, designed to link Apple II's with over 1400 instruments used in scientific and technical applications

05/05/81 Apple announces that Mail List Manager for the Apple III has been placed on the market today.

05/07/81 Company Store offers a small selection of retail items sporting the Apple logo

05/13/81 Apple announces that it files a registration statement with the SCC for a secondary offering of 2,250,000 outstanding shares of common stock by approximately 100 selling shareholders

05/15/81 Andre Sousan, president of Apple Canada Inc, and Mark Norton, president of Norpak Ltd, today announced that Norpak will design and manufacture a Telidon interface card for Apple II and Apple III computers. With the new card users will be able to access Telidon information banks for E-mail, shopping, ticket reservations, educational courses, reference materials and more

05/21/81 Gene Carter announces several new additions and promotions to the Sales Department. Dave Bowman accepts the position of Director of North American Sales. Dave Killins will be Canadian National Sales Manager. Mike Howard will be Sales Training Manager. Steve Shank is promoted to International Sales Development Manager. Jim Hoyt will be Technical Communications Manager

05/21/81 Apple announces that it has moved its technical support in to the field by adding technical specialists at six support centers in the U.S. and Canada. Previously, Apple dealers were required to contact the Marketing Applications Group in Apple's headquarters in Cupertino for technical help

05/27/81 Secondary stock offering of 2.6m shares

05/29/81 Twenty-two educators have received grants of microcomputer systems by Apple's Foundation for the Advancement of Computer-Aided Education it was announced today

06/01/81 Mr. Vennard promoted to VP and General Manager, Peripherals

06/01/81 Mr. Lawrence promoted to VP and General Manager, Europe

06/01/81 Mr. Houde promoted to VP and General Manager, Personal Computer Systems.

06/01/81 Node "Gandalf" (Irvine, CA) added to network

06/04/81 1st Apple III users group meets - Charlottesville, VA

06/05/81 First loan-to-loan systems in Europe handed out to Zeist employees

06/08/81 Disk Mfg facilities open in Carrollton, TX

06/16/81 Customer oriented Retailing (COR) taught in Los Angeles, CA.

06/17/81 Foundation gives 1st award of excellence for software design and developmen

06/23/81 Customer oriented retailing (COR) taught in Cupertino, Ca.

06/26/81 Apple named entrepreneurial company of the year by Stanford Business Schoo

06/30/81 Apple announces the promotions of three top managers to corporate vice presidents. They are Wil Houde, John Vennard and Thomas J Lawrence

07/01/81 First issue of "Apple World News" published

07/01/81 Apple to open a new manufacturing and testing facility in Singapore. Plant will initially produce logic and encoder boards for Apple computers

07/01/81 Creation of POS Division at Apple Europe

07/06/81 Apple begins airing commercials featuring Dick Cavett as spokesman for Apple products.

07/07/81 First anniversary of Apple's manufacturing, distribution and technical support center in Carrollton, Texas where more than 500 people are employed

07/07/81 Singapore plant opens

07/13/81 Caribbean Mfg site opens in Sunnyvale, CA.

07/13/81 1st Bell & Howell disks Mfg - Carrollton

07/13/81 Cork Ireland starts manufacturing

07/15/81 Beginning lease date of Bandlely V, 10475 Bandlely Drive, Cupertino

07/15/81 Beginning lease date of Bandlely IV, 10443 Bandlely, Cupertino

07/17/81 Apple III UL listed.

07/20/81 Apple announces that Touche Ross, an international accounting and consulting firm, recently purchased 65 Apple II+ computer systems

07/20/81 Apple announces that Mike Scott has chosen to leave Apple, both as an employee and member of the board

07/21/81 Apple announces a 334% profit increase on a 179% sales gain for the third quarter of fiscal 1981 over the comparable 1980 period

07/29/81 Customer Oriented Retailing (COR) taught in Portland, Or

08/01/81 Del Yocam promoted to VP and General Manager, Manufacturing

08/05/81 Customer Oriented Retailing (COR) taught in Carrollton, TX

08/12/81 Apple III Pascal ships with IEEE numerics - industry first

08/12/81 Customer Oriented Retailing (COR) taught in Atlanta

08/13/81 Apple Computer and Microcom introduces two communication programs designed for the business and professional personal computer market. Micro-Courier and Micro-Telegram turn the Apple into a communications tool to send information from one Apple to another or to access Western Union communication lines

08/17/81 Canadian national Ad campaign begins

08/17/81 Customer oriented retailing (COR) taught in Toronto, Canada

08/20/81 Apple announces the appointment of Stanley Devaughn as manager of investor and press relations

09/01/81 Node "Tara" (Cork, Ireland) added to MIS network

09/01/81 Tejas Company store opens in Carrollton, TX

09/01/81 World's greatest Blackjack Player software makes Softalk Top 10

09/03/81 The board of directors of Apple Computer have elected Del Yocam as corporate VP

09/10/81 Apple Foundation Journal first published

09/11/81 Apple III Business BASIC software released

09/11/81 Apple III System Demo software released

09/17/81 Apple Canada approved by FIRA (FOREIGN INVESTMENT REVIEW AGENCY)

09/21/81 Corporate Engineering Library opens for business. Monica Ertel heads the new library which is located in Bandlely II

09/23/81 Apple Values announced. Apple Values are the "qualities, customs, standards and principles that the company as a whole regards as desirable. They are the basis for what we do and how we do it. Taken together, they identify us as a unique company.

09/25/81 As of above date Apple has 2456 employees

09/28/81 Apple Canada becomes sole distributor for Canada

09/29/81 1st dealer executive briefing held

10/01/81 Mr Graziano joins Apple as VP-Finance and Chief Financial Officer

10/01/81 Release of the Apple III to Intercontinental markets.

10/05/81 Apple launches National Accounts program

10/05/81 1st edition of Professionally Speaking (Big 8 accounting firm newsletter)

10/08/81 Apple-Boston appoints Vinnie Freid support center manager

10/10/81 Apple announces a 237% increase in net income on a 186% increase in sales for the fiscal year ending September 25, 1981

10/15/81 Singapore added to MIS network

10/19/81 Estelle hired!

10/20/81 As of the above date, Steve Jobs owns 13.6% of Apple's stock and A.C. Markkula 12.4%

10/21/81 Apple acquires Microsense Computers Limited in London for approximately \$3.5 million. Apple Computer (UK) Limited, employees the 85 staff from Microsense and continues to distribute Apple products. Michael Brewer, previously Chairman and Director of Microsense, named Managing Director of Apple Computer (UK) Limited.

10/26/81 Apple introduces the Family System for home use. The system includes an Apple II+ computer, disk drive with controller, RF modulator, tutorial, software, manuals, and software directory. The system sells for \$2495

11/01/81 Apple informs retailers that it would no longer allow its products to be sold to consumers over the telephone or through the mails. As a result, in December 1981, six retailers filed suit against Apple.

11/01/81 The first Apple III systems assembled at the Carrollton, Texas facility roll off the line

11/01/81 Apple dealers service centers break 1000 worldwide including centers in Netherlands Antilles, Kuwait, Qafar and Surinam

11/01/81 First Apple Computer, Inc. annual report - Apple's first as a public company - comes off the press

11/01/81 Apple III becomes available on Loan-to-Loan and employee purchase plans

11/03/81 Apple has completed the acquisition of Microsense Computer, Ltd. of London for approx. \$3.5 million. Microsense has been the authorized distributor of Apple computers in the UK since June, 1979. The new company, Apple Computer UK, will distribute Apple products to a network of 500 dealers in the UK

11/05/81 Markkula says that all authorized Apple dealers will be required to sign contract modifications in which they agree not to engage in mail order sales of Apple products

11/09/81 Apple introduces a new mass-storage system for the Apple III called ProFile, a 5 megabyte hard disk with the capacity of 35 floppy disks

11/10/81 1st public annual report published

11/11/81 1st ProFile (Pippen) shipped

11/15/81 Toronto Apple Expo with over 5000 in attendance

11/16/81 1st annual report published

12/01/81 Apple grosses \$100 million in sales

12/01/81 "Let me reintroduce myself" - Apple III reintroduction

12/08/81 MIS Department announces the availability of a decentralized electronic message network for all Apple II, Apple III and DEC system users

12/08/81 Electronic mail comes to Apple

12/11/81 Apple announces to employees that Carl Carlson plans on retiring

12/15/81 1st annual shareholders meeting as a public company - held at the Flint Center

12/17/81 Apple's Peripherals Division extends a special offer to all Apple Employees of a Centronics 737 Dot Matrix Printer at a special price of \$349

12/21/81 Apple announces a new program to coordinate nationwide purchasing and post-sales support of apple computers to large corporations and institutions. The program is entitled, the National Accounts Program

12/23/81 Apple announces that the Federal District Court for the Central District of California denied a request by six mail-order dealers for a preliminary injunction preventing Apple Computer, Inc from implementing its ban on mail-order sales of their products

01/01/82 By the end of 1982, over 750,000 Apple systems had been sold worldwide

01/01/82 Apple spends 45,600,000 in advertising in fiscal year 1982 ending Sept 24

01/01/82 Apple spends approximately 37,979,000 for research and development for fiscal year 1982

01/01/82 R & D at Apple for fiscal year 1982 was \$38 million or 81% more than last year

01/01/82 In fiscal year 1982, two new divisions were created at Apple - Accessory Products and Distribution and Service and Support

01/01/82 Fiscal year 1982 showed an installed base of two-thirds of a million Apples - the largest installed base of any computer in the world.

01/01/82 Apple ships 55% more Apple IIs in fiscal year 1982 and Apple III shipments nearly tripled compared to 1981

01/01/82 Apple Times wins 1st place in International Association of Business Communications

01/01/82 Apple-Japan incorporated

01/01/82 Award of Merit for Apple Software catalog

01/05/82 Upgrade Program for the Apple III goes into effect

01/22/82 Apple introduces the first issue of The Journal of Courseware Review, a quarterly dealing with educational programs for personal computers

02/01/82 Apple officially changes its corporate address to 20525 Mariani Avenue in Cupertino

02/09/82 First Apple Bulletin sent electronically

02/09/82 1st Apple Bulletin sent by E-mail

02/15/82 Steve Jobs on cover of Time

03/01/82 The first 220-volt Apple IIIs for the international market shipped from Cork, Ireland

03/01/82 First edition of the Apple newsletter, "Apple III Dimensions."

03/11/82 Alan N. Rudnitsky, of Northampton, is among 22 educators to receive grants of microcomputer systems awarded today by the Apple Education Foundation.

03/12/82 The first Apple Payroll processed by ADP (Automatic Data Processing). Prior to this our payroll was processed by the Bank of America

03/12/82 Apple announces that Apple Logo is now available

03/16/82 Apple announces that it has commenced legal action against Asian imitators of its Apple II

03/16/82 A.C. Markkula announces the formation of the Accessory Products Division (APD), and the appointment of Michael Muller as General Manager. APD's charter is to focus on products uniquely required to complete the Apple Computer system such as printers and monitors

03/18/82 Apple announces that it has commenced its investigation and legal action against Asian imitators of its Apple II computer

03/18/82 Apple announces that the Federal Reserve Board has recently added Apple stock to its list of securities which can be bought on margin (credit).

03/19/82 Mike Markkula announces to the Executive Staff that Apple: 1) will proceed toward establishing an "Automated Printed Circuit Board Facility," 2) will build a small quantity of Super II's [Apple IIe's] to determine assembly and test procedures to use in manufacturing, 3) begin production of the Super II's in Dallas and 4) the PC board manufacturing will be subcontracted until it will be determined when to build an automated factory. [The Fremont Plant

03/29/82 Apple Expo 81, a three day trade show sponsored by Apple Computer begins at Dallas and at three other cities in April.

04/01/82 Charles Berger joins Apple as Treasurer

04/01/82 The Keyboard Company in Garden Grove, California becomes a part of Apple Computer Inc

04/01/82 Apple Support Center in Rolling Meadows, Illinois begins shipping to dealers

04/01/82 Chicago support center opens.
(See also 03/06/82 citation.)

04/02/82 The Monterrey Institute of Technology, Mexico's largest private university, has ordered more than 300 Apple II's it was announced today. It is the largest single order for Apples from a single educational institution to date

04/05/82 Opening of QA Product Test Lab at Baltic facility

- 04/15/82 Apple invested \$9 million in new product research and development in the second fiscal 1982 quarter, 14% more than the first fiscal quarter and 70% more than the same period last year
- 04/19/82 Apple announces it has terminated its central buying agreement with Computerland
- 04/21/82 Apple announces a price reduction for its Monitor III video display and introduces a stand which permits easy use of the Monitor III with the Apple II. Suggested retail price of the Monitor III is \$249.00, a 22% price reduction
- 04/22/82 Apple's Board of Directors appoints Michael Muller a Vice President of Apple Computer
- 04/26/82 Apple announces that its board of directors has elected Charles W. Berger treasurer of the company
- 04/30/82 Carl Carlson announces to Apple employees the elevation of Apple's Distribution and Service Operations to divisional status, and the appointment of Roy Weaver as General Manager
- 05/01/82 Jay Elliot joins Apple as Senior Human Resources Manager and became VP, Human Resources and Administration in September, 1983
- 05/05/82 Federal judge yesterday dismisses a suit brought against Apple Computer by a former Apple dealer, MPCS Video Industries, by a former Apple dealer who charged that the company had unlawfully terminated authorization to sell Apple products
- 05/06/82 Ground breaking for Apple Boston Support Center at Locke Drive, Marlboro, MA
- 05/11/82 Apple announces Apple II Senior Analyst, a powerful modeling program that allows planners to analyze and review data
- 05/11/82 Apple announces Apple II Business Graphics, a new software program that performs data analyses and transforms numerical data into illustrations.
Reports program will be available this month
- 05/12/82 Apple announces a suit filed against Franklin Computer Corp. of New Jersey for patent infringement, copyright infringement, unfair competition and misappropriation
- 05/14/82 Arrest were made of four Apple employees and one non-employee for the theft of 31 Apple III's
- 05/14/82 Apple announces to employees that a suit has been file against Franklin Computer for patent infringement, copyright infringement, unfair competition and misappropriation
- 05/26/82 Opening of new Northern CA region and Western area office
- 06/03/82 Apple announces it has selected a division of RCA as the exclusive, third-party supplier of on-site maintenance for Apple (OEM's) and value-added resellers
- 06/03/82 Chicago support center opens.

(See also 82/04/01 citation.)

- 06/07/82 Apple announces the its Accessory Products Division will offer two new printers, the Apple dot matrix and the Apple letter quality printers
- 06/07/82 Apple announces Apple SoftCard III System which allows the running of CP/M-based application programs on the Apple III
- 06/07/82 Apple announces SuperPILOT, a versatile extension of the Apple PILOT software language
- 06/07/82 Appel announces Apple III COBOL
- 06/07/82 Apple announces Quick File III, and easy to use filing system for managing small to medium size collections of information on the Apple III
- 06/07/82 A sophisticated, multi-keyed file access program that saves costly software development time has been announced by Apple Computer. Called the Record Processing Services (RPS)
- 06/10/82 Apple Education Foundation awards \$36,100 worth of microcomputer systems and peripheral equipment to California educational projects
- 06/10/82 Apple Education Foundation announces that it has recently funded 20 U.S. educational groups for projects to develop instructional microcomputer programs.
- 06/14/82 Apple Computer included in the "Fortune Double 500" at number 598.
- 06/15/82 First Lisa sneak preview in Europe - Paris HDQ with John Couch.
- 06/18/82 "Open House" held at QA product test lab
- 06/29/82 Apple announces that it has signed a cooperative agreement with publisher Richard D. Irwin for the development of marketing of educational software for use on Apple Computer.
- 06/29/82 Apple Computer announces that an agreement has been signed with Prentice-Hall. The agreement calls for technical and marketing cooperation between Apple and Prentice-Hall in the areas of software development, product demonstration, and training
- 07/01/82 Sales in the month of July set a new record for Apple
- 07/01/82 Opening of "Apple Japan," Apple's new sales office in Tokyo
- 07/12/82 Completion of Lisa sneak room and start of previews.
- 07/14/82 Apple announces that it has signed separate agreements with Milton Bradley and Hayden Software for the development of educational software for Apple computers.
- 07/21/82 Apple announces to employees that the Manufacturing Division is consolidating operations now housed in the Caribbean Drive facility with those at other sites. Caribbean personnel will be placed at other Apple locations by matching employees skills with appropriate openings within the company

07/28/82 Apple Journal of Courseware Review Issue #1 published

08/02/82 Apple announces that a number of suits has been filed overseas, notably in Taiwan, Hong Kong, and New Zealand in an ongoing effort to stop the manufacture of imitation Apples. Civil action was taken against Sunrise computer, maker of the Apolo II, and Orbit Electronics which was passing off "Orange" computers from an unknown Taiwanese manufacturer as Apple II's

08/12/82 Apple announces that they and Team Central, Inc have renewed for 1983 their central buying agreement, effective immediately. Team Central is a Minneapolis-based franchisor of approximately 90 retail stores nationwide

08/16/82 Apple announces that it has asked the U.S. District Cort of eastern Pennsylvania in Philadelphia to reconsider its denial made on August 2 of a preliminary injunction in Apple's lawsuit against Franklin Computer Corp.

08/19/82 Apple announces the U.S. Customs Service has begun detaining and seizing imitations of the Apple II. All imitations will be destroyed.

09/09/82 Board of Directors of Apple Computer elects Roy H Weaver as Vice President and General manager for Distribution, Service and Support

09/15/82 Apple announces that the board of directors has elected Roy H. Weaver, Jr. as VP and general manager for distribution, service and support

09/24/82 As of the above date Apple had 3391 employees

09/30/82 Apple said today that it has filed suit against Formula International, Inc of Los Angeles for copyright, patent and trademark infringement. Formula International sells the Pineapple, imported from the Far East.

10/10/82 Apple Sales Meeting in Acapulc

10/22/82 Joseph Graziano named VP of finance and chief financial officer

10/28/82 Apple announces "Discovery Games" a playful approach to learning used successfully in "Sesame Street" television programs

11/01/82 AppleCare begins

11/01/82 Apple announces first personal mass storage systems, the "ProFile"

11/15/82 Apple announces that new dot matrix and letter quality printers are now available from Apple Computer, Inc

11/17/82 Apple library located now at a new site in Mariani

11/18/82 Eight community organizations in California and New York have received grants from Apple Computer, Inc to establish information networks based on microcomputers

11/21/82 San Francisco Applefest takes place in Brooks Hall at the Civic Auditorium featuring more than 5000 products.

11/22/82 Massachusetts District service facility opens

11/29/82 Apple announces the BPI General Accounting system, the first in a series of six BPI accounting modules for the Apple III

12/01/82 E. Floyd Kvamme joins Apple as Ex. VP of Marketing and Sales

12/01/82 Apple's sales reaches an all-time monthly high of nearly \$90 million which set a record for the industry and made Apple the first personal computer company to reach a sales rate of \$1 billion on an annualized (December X 12) basis.

12/03/82 Announcement made that the Boston Support Center has been expanded and relocate

12/31/82 Apple III's Upgrade Program officially ends

01/01/83 Apple spends 77,755,000 for advertising for fiscal year 1983 ending Sept 30

01/01/83 Apple spends approximately 60,040,000 for research and development in fiscal year 198

01/01/83 Picture taken of Cupertino apple employee and Apple IIc art director Denys Gustafson-Gilmour that now graces the Apple IIc box. Before the photo was published, artists replaced the IIc prototype with the real thing.

01/01/83 MARCOM (formerly Marketing Division) Apple's advertising group has changed its emphasis to local rather than national advertising. The move is in response to the Market Research group's findings.

01/01/83 Apple spends 77,755,000 for advertising for fiscal year 1983 ending Sept 30

01/03/83 AC Markkula announces the appointment of E. Floyd Dvamme as Executive Vice President, Marketing and Sales

01/04/83 Apple Computer and Franklin Computer announce that they have agreed to terminate the litigation commenced by Apple against Franklin in Federal Court in the Eastern District of Pennsylvania by the entry of a judgement of \$2.5 million against Franklin and Franklin's agreement not to infringe on Apple's copyright

01/04/83 Floyd Dvamme named executive vice president, marketing and sales. Oversees worldwide sales, distribution, merchandising and market development operations

01/10/83 Kathleen McEnroe announces that the company store has moved to the new Sunnyvale Support Center at 904 Caribbean Drive

01/19/83 Starting on this date Apple offices and distributors staged twelve major events in their respective countries in Europe to announce the worldwide launch of major new Apple products: Apple IIe, Lisa, DuoFile, two new printers and AppleNet. There events were held in centrally located hotels in London, Paris, Zurich, Munich Milan, Stockholm, Amsterdam, Helsinki, Brussels, Tel Aviv, Madrid and Dublin over a 10 day period

01/19/83 Annual shareholders meeting at the Flint Center at DeAnza Community College. Apple publicly introduces two major new computers, Lisa and the Apple IIe.

01/19/83 Lisa officially announced

01/28/83 Millionth Disk II produced

02/07/83 Steve Jobs on the cover of Fortune

02/14/83 Apple presents its highest technical achievement to two of the principal engineers of Lisa, Bill Atkinson and Richard Page. Both were named "Apple Fellows."

02/21/83 Apple exhibits the new Lisa and Apple IIe at the Office Automation Conference in Philadelphia

03/01/83 Apple IIIs tied into IBM s/38 in Production Environment

03/01/83 Apple IIe becomes the standard equipment issued under the Loan-To-Own program

03/02/83 Barbara Bowen named director of the Apple Education Foundation, the company's non-profit organization devoted to product donations to schools

03/14/83 Apple information Center introduced

03/22/83 Apple Education Foundation awards \$130,000 worth of microcomputer equipment to 21 U.S. educational groups who are developing new methods of learning which utilize microcomputer

03/30/83 Apple grants computers and software to 29 community organizations nationwide, a program to help small to medium-size community groups adopt microcomputer technology for sharing information

04/03/83 AC Markkula announces the election of John Sculley, former president of the PepsiCo Co, as president and chief executive officer of Apple Computer, Inc.

04/04/83 Apple Computer announces price reductions for the Apple III. Suggested retail price for Apple III with 256 bytes is \$2695 down from \$3495. The 128K Apple III will sell for \$2495, down from \$2995. Also the 128K Apple III will be dropped from the product line when current inventory is exhausted

04/11/83 John Sculley elected president and chief executive officer of Apple Computer.

04/13/83 Announced that Christopher Bowman has joined Apple Computer as manager and of education and home markets.

04/20/83 Barbara Krause, former chief of staff to San Jose Mayor Janet Gray Hayes has joined Apple Computer, Inc. as corporate public relations specialist

05/01/83 John Sculley joins Apple as President and Chief Executive Officer

05/01/83 Between May and September 9000 computers given to California schools in the "Kids Can't Wait" program

05/02/83 Apple says that it has been awarded a preliminary injunction against a Los Angeles distributor of one of the copies of the Apple II, the Pineapple

05/02/83 Apple Computer included in the "Fortune 500" at number 411

05/13/83 Apple announces its program to donate a complete personal computer system to nearly 10,000 public and private schools throughout California

05/16/83 Apple features an array of networking and data communications products for it Lisa, Apple IIe and Apple III at the National Computer Conference (NCC)

05/24/83 Apple stock breaks \$60

05/26/83 Brown University, with initial support of Apple Computer, announces an experimental program to create and test new ways of using computers in teaching and scholarship

06/01/83 Bill Campbell joins Apple as VP of marketing in June 1983

06/01/83 Macintosh logo (Picasso-like drawing of Mac) designed by Tom Hughes. (Month of June is approximate.

06/01/83 Apple announces that 35 organizations have received grants from Apple Computer to establish information networks based on microcomputers

06/24/83 Apple announces ProDos, a disk operating system that provides increased compatibility between Apple II's and Apple III's and a higher performance for more sophisticated software applications

06/29/83 Millionth Apple rolls off the line

06/30/83 William V. Campbell, formerly of Eastman Kodak Company, has been appointed to the newly-created position of Vice President of marketing.

06/30/83 Floyd Kvamme announces the appointment of Bill Campbell to the newly created position of Vice President of Marketing

07/01/83 Apple joins with General Electric Credit Corp to form the Apple Credit Plan which allows consumers to use a customized Apple credit card to finance purchases of Apple Computers

07/01/83 Sales in the month of July set a new record for Apple

07/11/83 The first manufacturer-sponsored credit card in the retail computer industry announced by General Electric Corp and Apple

07/18/83 Roughly \$21 million worth of computers and equipment shipped to more than 9000 California public schools as part of the "Kids Can't Wait Program."

07/18/83 New monitor II introduced

07/18/83 9000 computers donated to California schools in the "Kid's Can't Wait" program

07/18/83 Apple announces a new monochrome video display for the Apple II with a suggested retail price of \$229

07/28/83 Apple forms an independent Business Unit to manage the Apple III product line. The unit will be a team of marketing, sales, and

engineering specialists dedicated solely to the task of supporting the Apple III.

- 08/15/83 Apple introduces a multi-color plotter for its Apple II and Apple III
- 08/17/83 Apple computer announces that ITT industrial Credit and Apple have introduced and automated leasing program for business customers
- 09/01/83 Jay Elliot promoted to VP, Human Resources and Administration
- 09/16/83 Macintosh certified by Canadian Standards Association in compliance with National Electrical Code of Canada
- 09/21/83 Apple announces that the previous week the company revealed to its dealer network the unbundling of the Lisa and the introduction of the \$6995 version
- 09/26/83 Jay Elliot becomes Apple's Vice President of Human Resources taking over from Ann Bowers who will become First Dean of Apple University
- 09/30/83 As of the above date, Apple has 4645 employees
- 10/01/83 John Cavalier joins Apple as VP and General Manager of the Personal Computer Systems division
- 10/01/83 Apple Austria begins with only 2 people. After 9 months they move from their little garden house to a more prestigious office and added more employees to their staff
- 10/03/83 Developer Relations introduces the Certified/Registered Developer Program, the objective of which is to focus resources on the developers who are producing products for Apple systems
- 10/04/83 Macintosh certified by Underwriters Laboratories, Inc. in compliance with U.S. safety standards and National Elec. Code
- 10/06/83 John Sculley announces that John Couch has decided to resign from Apple Computer. Wayne Rosing has been appointed General Manager of the Personal Office Systems Division
- 10/10/83 John Cavalier appointed as vice president and general manager for the Personal Computer Systems division
- 10/10/83 Apple announces John Cavalier, formerly vice-president of Atari Products Company, as vice president and general manager of the Personal Computer Systems (PCS) division
- 10/15/83 Zhu Jiusi, President of the Huazhong institute of Technology into the Peoples Republic of China, thanks Steve Jobs for the donation of an Apple II to the institute
- 10/23/83 Apple Sales Meeting - Hawai
- 10/28/83 \$1400 rebate package given away free with purchase of an Apple IIe or Apple III computer
- 11/01/83 Apple begins to ship Pascal for the Lisa

11/02/83 John Sculley announces there will be no profit sharing payments made for the forth quarter of fiscal 1983

11/15/83 Apple announces SchoolBus, a disk and printer sharing system for schools to use Apple II's

11/16/83 Apple announces the availability of LisaTerminal and Apple Cluster Controller allowing the Lisa to interact with most mainframes and minicomputers

11/16/83 Apple reintroduces the Apple Graphics Tablet

11/28/83 Glenn Barber joins Apple as Director of Facilities.

11/28/83 Apple announces a mouse for the Apple II

11/28/83 Apple announces new integrated software for the Apple II and Apple III, AppleWorks and III E-Z Pieces

11/28/83 Apple announces that its ProFile mass storage system will support Apple III's with the help of ProDos, Apple's new operating system for the Apple II

11/29/83 A Federal District court judge in Los Angeles upholds Apple's prohibition of mail and phone order sales of its computer products

12/01/83 Bill Campbell assumes Gene Carter's roll of Vice President, Sales. Gene Carter requested a sabbatical leave which will commence on January 9, 1984

12/05/83 Apple introduces a new dot matrix printer, the Imagewriter. Suggested retail price is \$675

12/15/83 Apple announces Apple III+ with a suggested retail price of \$2995. Apple III+ features an interlace video mode that doubles the screen resolution, a clock/calendar function, repositioned cursor-control keys and a "delete" key, and operating system revisions

12/15/83 Apple announces plans to establish an educational grant program in 10 countries to support new methods of learning through personal computers

01/01/84 Magnetic Head Division, maker of disk drives and parts, shuts down operations

01/01/84 ProFile manufacturing moves from Cupertino to Dallas

01/01/84 Apple offers a rebate of \$300 with the purchase of every Apple IIe or IIc computer

01/01/84 Apple spends \$179,739,000 for fiscal year 1984 ending Sept 28

01/01/84 Apple IIc becomes the first Apple to be shipped simultaneously to U.S. and International markets

01/01/84 Germany's Chip magazine voted the Macintosh the "Computer of the Year" in its personal computing category

01/01/84 During the Hannover Fair 1000 Macs sold within 3 1/2 days, and about 1800 Macs sold in 8 days

01/01/84 Apple-Munich moves to a new building. Distribution, service and administration now under one roof

- 01/01/84 Macintosh Graphics Product Identity program won awards from IDSA (Industrial Designer Society of America), AIGA (America Institute of Graphic Arts), STA100 (Society of Typography Association, I.D. magazine Designer's Choice, and Type Directory Club. / Art director for project: Tom Hughes; Senior Designer, Clement Mok; Junior Designer, Ellen Romano
- 01/01/84 Macintosh logo designed. Tom Hughes invented design, John Casado created the illustration, Steve Jobs was involved in fine tuning the design. Clement Mok worked with Hughes on the designs for the boxes that contained the numeric keypad, the disk drive and the carrying case. Mok was also the art director for the MacPaint manual. Ellen Romano developed the overall design for the manuals
- 01/01/84 Apple spends approximately 71,136,000 for fiscal year 1984
- 01/04/84 Apple Computer and Franklin Computer announce that they have agreed to terminate the litigation commenced by Apple against Franklin in the Federal Court in the Eastern District of Pennsylvania by the entry of a judgement of \$2.5 million against Franklin, and Franklin's agreement not to infringe on Apple's copyrights
- 01/17/84 Bill Campbell, formerly VP of marketing at Apple, has been named its VP of sales
- 01/24/84 Apple announces plans to provide current Lisa owners with a free upgrade of their systems to the advanced technology in the Apple 32 family
- 01/24/84 Apple introduces its Lisa 2 series, three new higher-performance versions of its Lisa computer. The computers give users more flexibility in both memory and mass storage. The Lisa 2 series is comprised of the Lisa 2, Lisa 2/5, and Lisa 2/10. Lisa 2 has 512K of internal memory and 3 1/2 inch microdisk drive for storage
- 01/24/84 Apple's Third Annual Shareholders Meeting at De Anza College's Flint Center
- 01/24/84 Macintosh announced at Apple's annual shareholders meeting
- 01/24/84 Apple University Consortium announces that 24 schools have agreed to do major development on Macintosh and commit \$61 million over a three year period to the project
- 01/25/84 Massive doses of Alka-Seltzer taken by Macintosh employees following the Apple IIc party
- 01/30/84 Apple announces significant changes in the organization of its product line families and executive sales management. The Company will have three product divisions: Apple II, Apple 32, and Accessory Products Division (APD)
- 01/31/84 Mike Spindler promoted to VP, European Group; John Cavalier is the new VP of the Americas, Far East and Africa Group with responsibilities for sales and marketing efforts in Canada, Latin America, Australia, Africa and the Far East. Bill Campbell is the VP

of Sales for the U.S. All three areas report to Floyd Kvamme, Executive VP of Marketing and Sales.

- 01/31/84 Company's products organized into three main groups: Apple II Group, Apple 32 Group, and the Accessory Products Group. Apple II Group is a merging of the PCS and Operations Division with Del Yocam as Executive VP of this group. The Apple 32 Group is a merging of the Macintosh and Lisa groups with Steve Jobs as Exec. VP. The Accessory Products Group continues to be headed by Mike Muller
- 02/01/84 First Australian software conference hosted by Apple. Three day conference attracted nearly 100 software developers from New Zealand, Hong Kong, South Africa, and Australia
- 02/05/84 Apple Color Plotter and Logo become an educational tool
- 02/10/84 Apple offer a coaxial attachment unit, called AppleLine, which provides a cost-effective way to connect Apples to an IBM or IBM-compatible network.
- 02/20/84 Apple introduces two modems, 300-baud and a 1200-baud model
- 02/29/84 Apple announces a class-action lawsuit has been filed in the Santa Clara County Superior Court against Apple Computer by three shareholders alleging the company released misleading public information concerning its predictions of the success of its Lisa computer in 1983 as well as improper insider trading.
- 02/29/84 Apple announces that a class-action suit has been filed against Apple Computer by three shareholders alleging that the company released misleading public information concerning its predictions of the success of its Lisa computer in 1983 as well as improper insider trading
- 03/01/84 IBM 3083, NAS 6630 computer in Bandley 1
- 03/01/84 Apple Hero Award goes to Alex Gernert for developing and implementing data communications support program
- 03/01/84 100 Mac's a Day Marching Band in the Mac factory, with champagne and party
- 03/01/84 Apple Computer and Businessland announce an agreement for Businessland to sell the Apple 32 SuperMicro product line. Businessland operates 25 retail centers in California, Texas, Washington, Arizona, Oregon and Colorado
- 03/03/84 Apple tennis team formed with Larry Tesler as team captain.
- 03/08/84 E. Floyd Kvamme, Apple's executive VP for marketing and sales, announces his resignation to pursue his long-standing personal interests in the venture capital field.
- 03/08/84 The Rigid Disk Business Unit has moved into the Accessory Products Group
- 03/08/84 E. Floyd Kvamme, Apple's executive VP for marketing and sales, announces his resignation to pursue his long-standing personal interests in the venture capital field.

03/16/84 E. Floyd Kvamme, VP for marketing and sales, resigns from Apple

03/16/84 E. Floyd Kvamme, Apple's Exec VP for marketing and sales resigns from Apple Computer to pursue personal interests in the venture capital field

03/20/84 Apple introduces Apple Access 3270, a program that works with an Apple Cluster Controller or an AppleLine coaxial attachment to emulate an IBM 3278 Model 2 terminal. This allows the Apple II to communicate with all mainframe, mini and personal computers that support IBM 3270 communications

04/02/84 Apple Community Affairs has granted over \$750,000 worth of computer, software and services to 129 nonprofit social and cultural organizations to date

04/02/84 Apple Education Foundation announces that it has awarded \$1.2 million worth of microcomputer equipment to 16 educational projects throughout the U.S

04/05/84 Apple Computer and Sony announces an agreement to share existing research on hard disk technology

04/06/84 Macintosh reaches its 100-day sales goal of 50,000 units

04/16/84 Apple introduces a wide carriage model of its Imagewriter dot matrix

04/24/84 Debut of the Apple IIc in Europe in Zeist, The Netherlands

04/24/84 More than 52,000 Apple IIc orders were placed at the computers introduction at Moscone Center in San Francisco. The event drew 2000 dealers, hundreds of press people and national media attention

04/24/84 Apple introduces a series of accessory products for use with the Apple IIc at the Apple II Forever product exposition in San Francisco. These products include a multi-color high-quality thermal printer, a high-resolution monochrome monitor and stand, a mouse pointing device, external disk drive, external power pack and a carrying case. The new computer and accessories are the first Apple products in the new "snow white" style.

04/24/84 Apple announces to employees that no further product development shall be initiated and undertaken for the Apple III product line. (Apple III is discontinued.)

04/24/84 Apple IIc officially announced

04/24/84 Sales Department booked 50,000 unit orders for the Apple IIc

04/24/84 Scribe introduction

04/24/84 Apple IIc party following the Apple IIc rollout

04/24/84 Apple IIc rollout

04/25/84 New National Accounts programs announced. The program is aimed at the U.S. corporate and large office market, focusing on sales of \$500,000 or more

05/01/84 Dealer rollouts of the Apple IIc in UK, France, Germany and Italy

- 05/01/84 Cork begins producing customized Macintosh computers for the UK, France, Germany, and Italy
- 05/01/84 Apple announces the resolution of a lawsuit filed against two Texas companies (Allen Computer Corp and Datamax Inc) for selling computers allegedly containing Apple's copyrighted operating system software.
- 05/01/84 Apple announces that scientist Alan Kay has joined Apple as an Apple Fellow
- 05/02/84 Apple announces that the Genra Group, a national business microcomputer and office automation retail chain, will begin selling Macintosh and Lisa 2 series computers this summer
- 05/03/84 Apple announces that it has shipped more than 70,000 Macintosh computer since the product was introduced January 24th
- 05/15/84 University of Texas at Austin order 13,000 Macintosh computers for a total cost of \$24,708,287
- 05/17/84 Apple Product Faire sponsored by Employee Development
- 05/17/84 Apple Product Faire for employees and relatives. Demonstrated all new existing products and software including international keyboards and software. Over 2500 in attendance. Sponsored by Employee Development
- 05/21/84 Apple announces that it plans to work directly with its 1800 authorized Apple dealers instead of relying on manufacturers representative firms to represent the company in the U.S. and Canada
- 05/21/84 Apple announces that it plans to work directly with its 1800 Apple dealers instead of continuing to rely on manufacturers representative firms to represent the company in the U.S, and Canada. Apple plans to assume its new duties on October 1, 1984
- 05/22/84 Ground-breaking ceremonies for a new 110,000 square foot Support Center building in Charlotte, NC
- 05/24/84 Macintosh developer seminar in Germany. 120 software developers get their first impressions of the Macintosh Toolbox
- 06/01/84 A new manager, Ralph M. Deja, took over responsibility for Apple-Germany
- 06/06/84 Apple announces a new program designed to help independent Macintosh software and hardware developers get their products to market quickly. Called MacCollege, the program assists developers who are in the final stages of product development by offering three-day sessions consisting of technical information, private consultation and laboratory time
- 06/06/84 Joann Hoffman gets Apple Hero award for International Macintoshship
- 06/07/84 The University of Texas at Austin's participation in the consortium was celebrated with a party for Apple supporter on the UT campus which was held on a houseboat on Lake Travis outside Austin.

About 65 UT administrators, faculty, and staff members, as well as Apple Computer's Houston district sales office, and the Dallas Regional Office helped celebrate the overwhelming success of Macintosh on campus

- 06/07/84 "Come Meet Macintosh" exhibition in Hong Kong's Landmark Center office building draws 200,000 people. Exhibit ran from June 6th-9th
- 06/08/84 John Richardson left Apple. The end of an era. "Time and motion wait for no man," he said as he drove into the sunset, on his way to fight the San Mateo Bridge traffic for the last time
- 06/09/84 Apple announces it has entered into an agreement to purchase 240 acres in Coyote Valley as the location for the company's future headquarters
- 06/11/84 Subsidiaries of Xerox Corp. began marketing Apple Computer products in several countries in Central and South America - Belize, Bolivia, Costa Rica, Ecuador, El Salvador, French Guiana, Guatemala, Guyana, Honduras, Nicaragua, Panama, Paraguay, Suriname, Uruguay and Venezuela. In 1985, distribution will begin in Argentina, Chile and Peru.
- 06/20/84 Price reduction for Apple dealers for the Apple IIe and Apple IIc in Germany
- 06/22/84 First Apple Expo in Paris. Steve Wozniak and Bill Budge were among the speakers. The event featured 50 French Apple dealers, 30 software developers and 20 publishers and editors. 22-2
- 06/24/84 Apple announces a new disk operation system for the Apple II family is being licensed to software developers for applications development
- 06/29/84 One millionth Apple produced at Carrollton Texas manufacturing plant. The millionth Apple would be the first of over 9,000 to be given to the students of California under Apple's kids can't wait program.
- 07/01/84 Apple has shipped over 100,000 duodisks since the product's introduction in January
- 07/01/84 Apple Savings and Investment Plan goes into effect.
- 07/02/84 Apple announces that Computerland will make available Apple's entire product line to its 670 franchises throughout the world
- 07/09/84 Introduction of MacTerminal, a communications software package that allow the Macintosh to interact with mainframe and minicomputers as well as electronic information services
- 07/09/84 Introduction of the AppleColor Monitor 100, a 12" RGB monitor that works with Apple IIe, Apple III and Apple III+ computers. Price is \$599
- 07/09/84 Introduction of Macintosh Pascal. Program designed to provide immediate feedback that speeds the learning process for programming students, and that reduces development time

- 07/09/84 Apple Computer and 65 independent developers demonstrate over 80 software programs for the Macintosh and the Lisa at the National Computer Conference (NCC) opening today
- 07/09/84 Apple introduces Lisa 7/7, an integrated software package for the Lisa personal computer that combines seven diverse business functions in one package: project management, word processing, spread sheet, data communications, database, business graphics and structured graphics. Priced at \$695
- 07/09/84 Apple introduces an enhanced version of Apple Writer II word processing software to be available August 1
- 07/16/84 The 15,000 square foot manufacturing facility in Mexico City begins production and will start shipping in August
- 07/16/84 Apple announces record sales for third quarter of fiscal year 1984 with net sales of \$422.1 million. This broke all previous sales records at Apple, representing a 58% increase over the sales level achieved in the third fiscal quarter 1983
- 07/16/84 Apple announces record sales for third quarter of the fiscal year 1984, netting sales of \$422.1 million. This broke all previous sales records at Apple, representing a 58% increase over the sales level achieved in the third fiscal quarter of 1983
- 07/18/84 Apple announces the first shipments of over \$21 million of computers and equipment to be donated to California's schools
- 07/26/84 Apple wins a Consumers Digest Hall of Fame award for responsiveness to consumer needs.
- 08/01/84 ComputerLand begin carrying Apple's entire product line
- 08/01/84 Apple announces that John Cavalier is leaving Apple to pursue other interests.
- 08/05/84 Apple IIc receives the 1984 IDEA award in Seattle. The Industrial Design Excellence Award is sponsored by the Industrial Designers Society of America
- 08/06/84 New MacWorks included with every Lisa 2, 2/5 and 2/10. The new version of MacWorks takes advantage of hard-disk storage while running Macintosh software
- 08/13/84 Apple Canada opens a new \$5 facility at Markham, Ontario. The new facility warehouse administration, finance, technical support offices and Canada's first permanent warehouse for distribution, service and support.
- 08/30/84 Apple announces a nationwide \$50,000 Scholarship Sweepstakes promotion to authorized U.S. Apple dealers
- 08/30/84 Apple announces that over 5600 Apple IIe computers have been sold to Tennessee and Indianapolis schools.
- 08/31/84 Grand opening of the Apple Fitness Center

09/07/84 John Sculley announces that Bill Campbell has been elected Exec VP of Sales

09/10/84 Price of the Macintosh 128K lowered to \$2195

09/10/84 Canadian dealers introduced to the 512K Mac during a dealer briefing tour

09/10/84 Apple introduces the Macintosh 512, three months before its scheduled announcement, with a suggested retail price of \$3195. U.S. and international markets were introduced simultaneously to the Macintosh 512K, nicknamed the "Fat Mac."

09/25/84 Inauguration of Apple de Mexico's manufacturing plant in Mexico City. Apple's entire board of directors, Mexico's Minister of Commerce and other government officials attended ceremonies at the facility, which manufactures and markets Apple IIe systems for Mexican, Latin American and Caribbean markets.

09/28/84 As of the above date, Apple has 5400 employees.

10/01/84 Apple's Dealer Link begins working directly with its 1800 dealers in the U.S. and Canada as current contracts with manufacturers rep firms end.

10/05/84 Apple announces the Serial Three card for the Apple III

10/09/84 Al Eisenstat announces the formation of Apple Corporate Grants department which will encompass Education Affairs (formerly the Education Foundation), and Community Affairs. The department will also be responsible for the Employee Volunteer Action program (EVA). Mark Vermilion will direct the new department

10/12/84 APG celebrates the production of the 10,000th widget

10/14/84 Apple Computer's 1985 International Sales Conference in Honolulu from October 14-16

10/16/84 Apple announces two new programs designed to expand the number of nonprofit organizations it can support with computer training and equipment grants. These are Computer Learning Centers and Grant Partnerships.

10/18/84 Apple announces record sales and earnings. Net sales for fiscal year 1984 ending September 28, 1984 were \$1515.9 million which represents a %54 increase over fiscal year 1983 sales. Earnings for fiscal 1984 were \$64.1 million compared with \$76.7 million in 1983.

10/18/84 Apple announces record sales and earnings with net sales of \$1,515.9 million for fiscal year 1984 which ended September 28, 1984. This breaks all previous sales records with 54% increase over fiscal year 1983 sales.

11/01/84 Two millionth Apple II sold.

11/01/84 Apple international acts as temporary distribution channel for Macintosh software to insure that Mac software reaches the international markets.

- 11/01/84 First issue of "Appropos," Apple in Europe first employee news magazine with news from France, Germany, Italy, UK, GEA, EOP and also Cupertino. "Appropos is designed to be a vehicle for Apple in Europe employees to share who they are, what they're doing, and more.
- 11/01/84 Projected date that new final assembly and burn-in lines will be installed and manufacturing Macintosh systems at the Mac factory
- 11/01/84 Apple announces the "Test Drive a Macintosh" promotion
- 11/05/84 Introduction of MacProject
- 11/06/84 Apple products begin to be marketed by subsidiaries of Xerox in several countries in Central and South America
- 11/06/84 Subsidiaries of Xerox Corp. Began marketing Apple Computer products in several countries in Central and South America - Belize, Bolivia, Costa Rica, Ecuador, El Salvador, French Guiana, Guatemala, Guyana, Honduras, Nicaragua, Panama, Paraguay, Suriname, Uruguay and Venezuela. In 1985, distribution will begin in Argentina, Chile and Peru
- 03/18/86 The Apple University Consortium expands to include eight more schools. Joining the consortium are Massachusetts Institute of Technology, University of California at Berkeley, University of Illinois at Champaign-Urbana, University of Maryland, Drake University, Emory University, and Franklin and Marshall College. (Press release contains more information, including a list of other consortium members.
- 07/28/86 John Sculley appoints Del Yocam to the new position of executive vice president, chief operating officer. Yocam will be responsible for worldwide product operations and sales and marketing
- 10/14/86 Apple invites students, faculty and staff affiliated with colleges and universities throughout the United States to compete for Apple's Wheels for the Mind awards and \$50,000 worth of prize money. The awards seek to honor outstanding educational applications that run on Apple Computers.
- 01/23/87 Apple names Charles Boesenberg vice president of sales. Boesenberg will be reporting to Bill Campbell, executive vice president of U.S. sales and marketing. Before joining Apple, Chuck Boesenberg was vice president and general manager for Data General's operations in Europe, the Middle and Africa. Charles Boesen is 38 and has a B.S. degree in mechanical engineering and MBA from Boston University
- 4/7/87 Dave Barram is named to a new post as vice-president of corporate affairs and will report to Al Eisenstat. Debi Coleman is appointed to take Dave's place as vice-president and chief financial officer. Debi will report directly to John Sculley. Ralph Russo will take over Debi's position of vice-president world-wide operations and will report to Del Yocam

- 7/27/87 Graphics technologies and solutions for the engineering/scientific market will highlight the Apple Computer exhibits at SIGGRAPH '87 in Anaheim, CA. Focus will be use with the Macintosh II. Featured technologies will include large, very high-resolution color monitors, color video and animation, and sophisticated Mac II audio capabilities
- 08/01/87 Group of Apple employees caught reselling Laserwriters, obtained on the employee discount, to a dealer for a profit.
- 09/03/87 Apple names two new executives to newly-created positions leading Apple's United sales efforts. Charles M. Boesenberg announces that Harold D. Copperman has been named vice president and general manager of the eastern operations group. Copperman, 40, will be responsible for all of Apple's sales, support and training efforts in the eastern region of the U.S. Responsible for identical efforts in the western division will be William B. Coldrick, 45. Copperman comes from IBM and Coldrick was formerly at Honeywell until he joined Apple in 1982 as sales director for the northeast area
- 09/11/87 Henri Aebischer visits the Apple Library for the first time
- 11/11/87 Apple Computer, Inc.'s board of directors declares a cash dividend of \$0.08 per share for the quarter ended September 25, 1987. This amount represents an increase from the previous quarterly level of \$0.06 per share
- 11/23/87 The Mac SE has the digitized portraits of the Mac SE team resident in the ROM of the SE. To access these portraits, one needs to have the programmer's switch installed on the left of the SE. Press the interrupt switch gently and a white box will appear on the screen with a '>' prompt. At the prompt, type "G 41D89A" and hit the return key. The slide show begins! (Some SEs do not have the portraits due to different ROM versions.
- 01/15/88 Apple makes these announcements at MacWorld in San Francisco: --Alliance with Digital Equipment Corporation (DEC) to integrate key products and systems from Apple and DEC. --Introduction of the LaserWriter II family of printers -- The LaserWriter IINTX, LaserWriter IINT and the LaserWriter IISC. --Introduction of AppleShare PC. -Apple MIDI Interface
- 1/19/88 Apple will hold its 1987 Annual Shareholders meeting on January 27, 1988 at DeAnza College's Flint Center. All employees are invited to attend.
- 1/20/88 Lloyd Mahaffey is appointed Director, Federal Systems Group. He will begin February 8 and will be based in Washington DC. Previous to this appointment, Lloyd served as Director, U.S. Education Group here at Apple.
- 01/27/88 Dr. Sally Ride is elected to the board of directors to replace Dr. Henry Singleton. Dr. Singleton had decided not to stand for reelection to the board

- 01/28/88 Apple announces two new vice president positions. Edward W. Birss is appointed vice president of product engineering. A vice president of networking and communications is to be named later. Both positions report to Jean-Louis Gasse, vice president of product development. In addition, product management, developer services and customer publications/computer-based training will be combined to form a product management group. Randy Battat is appointed to serve as director of the product management group. Larry Tesler continues as vice president of advanced development and Steve Sakoman as director of special projects
- 02/12/88 Apple announces that it is participating in MTV's Museum of UnNatural History nationwide mall tour. This tour will take six months to visit 27 malls and begins in March. The museum is a multi-million dollar interactive display of music, fashion and technology. Apple will participate in the "Long Live Rock" and "Products For Better Living" exhibits
- 02/22/88 Roy Weaver, vice president of U.S. Distribution, announces the appointment of Bill Gowans to director of Field Operations. Bill has been with Apple in Chicago since 1981. Bill came to Apple from General Electric
- 03/01/88 Apple announces the AppleCD SC, a compact disk, read-only memory drive. The CD-ROM drive will work with Macintosh and Apple II computers and can be shared by connecting to an AppleShare File Server. The drive may be daisy chained to as many as six other SCSI devices. Suggested retail is \$1,199.00 and is expected to ship in May. Apple IIe and IIGS will need a SCSI card installed. The SCSI card retails for \$299.00.
- 03/02/88 Apple announces its acquisition of Network Innovations Corp., of Cupertino. Network Innovations develops and markets standard connectivity software products for distributed computing environments. Network Innovations was founded in 1984 by Jim Groff and Paul Weinberg.
- 03/03/88 Apple's Macintosh II chosen for TI's new AI computer system. Apple Computer and Texas Instruments announced the microExplorer computer system, equipped with Texas Instruments' Explorer Lisp coprocessor board and advanced software environment. This agreement with Texas Instruments is one of Apple's largest VAR agreements to date for the Macintosh family of personal computers
- 03/07/88 Apple exhibits at the Spring National Design Engineering show for the first time. A/UX, Apple's UNIX operating system and VAX-Macintosh connectivity will be demonstrated in the Apple booth along with engineering solutions and third party engineering applications.
- 03/15/88 Apple announces price of the Macintosh Plus is reduced from suggested retail of \$2,199 to \$1,799. The Macintosh Plus features a 9 inch diagonal screen, 1 megabyte of RAM (expandable to 4 megabytes, 800K disk drive, 2 RS-422 serial ports, 1 SCSI parallel

- port, a detached keyboard and mouse. Each Macintosh is bundled with MultiFinder operating system and HyperCard software. The HD 20SC is reduced from \$1,299 to 1,099; the HD 40SC from \$1,999 to \$1,699 and the HD 80SC from \$3,199 to \$2,799
- 03/17/88 Apple files lawsuit against Microsoft Inc. and Hewlett-Packard Corporation to protect the highly popular and copyrighted "audio visual computer display" which characterizes Macintosh.
- 03/20/88 Apple announces that earnings for its second fiscal quarter, ending March 28, 1986, should be in the range of \$32.0 million, or \$.50 per share
- 04/18/88 Pete Solvik, formerly IS & T manager for Apple USA is appointed director of Business Applications. He will report to Allan Loren, vice-president, IS & T
- 04/18/88 Allan Loren, vice-president of IS & T, forms a Business Applications group to integrate Apple's applications systems and data. This new group will be responsible for all domestic IS & T applications for Apple USA, Worldwide Operations and Corporate Systems
- 04/18/88 Apple will hold a companywide communications and barbecue.(This meeting is advertised to have special surprises!
- 04/18/88 Del Yocam announces Apple's financial results for the second quarter of fiscal year 1988 which ended April 1,1988. Sales were \$867.2 million and net income was \$79.7 million. Earnings per share were \$.61. Profit sharing for the quarter is 13.7 percent.
- 04/18/88 Apple reports that net revenues rose 51 percent for the second fiscal quarter ending April 1,1988 compared to the same quarter of a year ago. Earnings per share increased 135 percent from \$.26 per share last year second quarter to \$.61.(Press release includes statement of income and balance sheets.
- 04/21/88 Kiosks featuring Macintosh computers and HyperCard software will help attendees navigate the A/E/C Systems Show held in Chicago during May 2-5. Apple will also be demonstrating engineering applications in booth #2017
- 06/28/88 Apple announces the formation of the 1000th user group. The one thousandth user group, EPRI MUG was preceded by Group 999 from the Indiana University of Pennsylvania and followed by group 1001, GS4U, an Ohio based group focusing on the Apple IIGS
- 06/28/88 Apple creates customer satisfaction organization and consolidates product functions. The new Customer Satisfaction group reports to Allan Z. Loren. A vice president of Customer Satisfaction will be named at a later date and will report to Loren. The Marketing and Customer Support group will be consolidated inot the new structure. Joseph P. Schoendorf, formerly vice president heading the Marketing and Customer Support group, is leaving Apple to pursue other business opportunities while consulting with Apple on some strategic issues

- 08/01/88 Randy Battat is promoted to vice president of Product Marketing. In his new role, Randy 28, is responsible for driving Apple's product strategies and communicating Apple's distinctive advantages to the company's constituencies
- 08/01/88 Dave Cote, formerly of Third-Party Marketing, has taken over a newly formed organization called Business Market Programs. Dave's new group will have five functions: Third-Party Marketing, the User Group Connection, National Programs, Field Marketing, and Business Systems Marketing
- 08/08/88 Apple exhibits for the first time at the AHA convention. A number of VARs and developers participated with Apple in booth #1639 to demonstrate the tools and solutions available for health care professionals on the Macintosh SE and the Macintosh II personal computers
- 08/08/88 Apple announces the shipment of five products that expand and enhance its AppleTalk Network System. These products were introduced in March and the suggested retail prices are as follows: AppleShare file Server, \$799; AppleShare Print Server, \$299; Aristotle, \$199; Apple II Workstation Card, \$249; Apple IIGS Workstation Software, \$99; and Inter.Poll Network Administrator's Utility, \$129
- 08/18/88 Allan Loren and Michael Spindler announce organizational changes in IS&T in Apple Europe. Sol L. Steingard will join Apple in October as the Director of IS&T, Apple Europe reporting to Loren and Spindler. Sol comes to Apple from Cigna Systems. Joe Riera has been named to a new position, Manager of Business Applications Development for Europe. Joe will be reporting to Steingard. Joe was formerly IS&T manager for the Worldwide Operations group here at Apple. Tim Goode will be acting manager of Worldwide Operations Information Systems. Barrie Day, the International IS&T manager is returning to Cu
- 08/18/88 Del Yocam informs employees that Apple has filed a lawsuit against Microsoft and Hewlett-Packard to protect the Macintosh audio-visual display
- 08/22/88 Apple holds an employee communications meeting at the DeAnza College Flint Center