



The 90s, the Return

"Jobs returned bringing with him a new corporate philosophy of recognizable products and simple design" - 1996

Between 1996 & 1999

In 1996 Apple purchased NeXT Computers and Jobs started again with his vision and geniality to bring simple designs and recognizable products. In 1997, he became the chairman and CEO of Apple Inc.

In May 1998, Apple's revolutionary iMac was introduced, and in the same year, the PowerBook G3 was also in the market.



The 21st Appian Century

The 21st Century and Apple is continuing to amaze people with the great number of innovations;

- In 2000 when Steve Jobs becomes the permanent CEO of Apple, the PowerBook G4 laptop released.
- In 2001, the first iPod was released.
- In 2002, iMac G4 saw the light.
- In 2003, iTunes Music Online store is opened in U.S., the store recorded 25 million downloads in the same year.
- In 2004, when Steve is diagnosed with his illness, pancreatic cancer, iMac G5 iPod released.
- In 2005, iTunes downloads topped 500 million and the iPod Nano released.
- In 2006, the release of MacBook and Apple TV.
- 2007, the birth of the touch Smartphone, and the first iPhone.
- In 2008, iPhone 3G and MacBook Air are introduced.
- In 2009, the enhancement continues with iPhone, and the iPhone 3GS being released.
- In 2010, the year of the much anticipated products, iPad touch screen tablet, 2nd generation Apple TV, and iPhone 4.
- 2011, the year of iPad 2, iCloud, and iPhone 4S are released.
- **2011** the year when Steve Jobs stepped down as Apple CEO, the year when he passed away.



Reference, Mac History : <http://www.mac-history.net/>