Numbers and Symbols

@applewatchcenter, 81
3D facial recognition, 16
70, The, 117

A
ad campaigns, Apple
   “Crazy Ones” campaign, 24
   “Shot on iPhone” campaign, 125, 138, 146
   “Think Different” campaign, 24, 111
Adobe, 24
Airplane Mode (band), 110, 111–117
Aldridge, Morgan, 72
Alex’s Apple Orchard, 94–95
All About Apple Museum, 104
Allen, Devin, 8
Allen, Gary, 3, 8–9
Allen, Jim, 9
Amazon, 111
Androids, 198
App Accelerator, 207
Apple I, 94, 95, 104
   origins, 74
Apple II, 104
   Apple II Festival (France), 177
   community of users, 174, 177
   cost, 172
   culture, 178
   design of, 74
   discontinuation, 172
   graphics, 172
   KansasFest, 74, 173, 177–184
   origins, 74
   phasing out of, 179
   popularity, 172
   Prague Apple Museum, in, 87 (see also Apple Museum, Prague)
   retrobrighting, 180
   software for, 172
   SolderFest, 183
Apple Ile, 74
Apple II Festival (France), 177
Apple collectors. See collectors, Apple; specific collectors and collections/museums
Apple Dual disk, 76
Apple Lisa 1, 74, 87
Apple Lisa 2, 87
Apple logo. See logo, Apple
Appleman, 119–122
Apple Museum, Genoa, Italy, 86
Apple Museum, Maine, 86, 94–95
Apple Museum, Prague, 86, 87, 95
Apple Museum, Savona, Italy, 104
Apple Powerbook 100, 76
Apple Pugetsound Program Library Exchange (A.P.P.L.E.), 178

Apple Stores
   Australia, 9
   Beijing, 8
   branding (see branding)
   campers in front of, 3–5, 7, 11–14
   Chicago, 16
   China, 9, 189
   Fifth Avenue, NY, 3
   first, 3
   Ginza district, Tokyo, 189
   Istanbul, 8
   Japan, 189
   line longevity, 4
   London, 8
   Magnificent Mile store, 16
   marketing strategy regarding, 4
   McLean, Virginia, 3
   Netherlands, the, 9
   Palo Alto, 9
   Paris, 8
   popularity, 3–5, 7, 16
   robot marketing stunt (Lucy Kelly telepresence), 11–12
   Singapore, 5
   success of, 3
   Sydney, Australia, 5, 11
   Tokyo, 3, 8
   Turkey, 9
   United Kingdom, 9
Apple TV, 104
Apple Watches, 58, 190, 198, 204
   bands for, 79, 81
   release, 79
AppleWords, 174
AppleWorks 5.1, 174
Apple Worldwide Developers Conferences, 98
apps
   couch to 5K, 114
   iPhone filters, 124
   Vesper, 114
Atari, 104
Atomic 212, 11–12
Aurum Edition, 202–204

B
Bacon, Kevin, 30
Baker, Sean, 153–154
Barroso, Helmut, 81
Bates, Mason, 48, 49
BBC, 150
Best Buy, 98
Birth of Type, The, 24
Black Pixel, 114
Bojar, Gabor, 25
bokeh, 125
Bombing Brain Interactive, 114
Boyle, Danny, 45
Bradshaw, Carrie, 98
branding
opportunities for other companies, piggybacking, 5, 11, 14
strength of, 5
Buffy the Vampire Slayer, 115
Burke, Brian, 58
Business Insider, 3, 5, 207
Byte Shop, The, 45

C
camera, iPhone
adapter lenses, 153
apps/filters for, 124
bokeh effect, 125
cameras, traditional, versus, 124
film industry use, 125, 153–154
fine art from, 124–126, 132, 146
prints made from, 124, 126
revolutionary aspect of, 124
sports photography, used for, 138
Time's "Firsts" project, 132
Campbell, Mark, 48, 49
Canon, 124
Cardini, 195, 198
Carter, T. Joseph, 177
Caviar boutique, 196
Championship Blood, 138
Chan, Agnes, 111, 114
Chaturvedi, Divya, 199
Chernov, Ivan, 58
Cheung, Radium, 153
Chiptune, 173
Chromatics Corp, 90
Cieplinski, Joe, 111, 113, 115, 116
CleanMyMac, 98
Clessant, 81
Clickarus, 111
Clinton, Hillary, 132
Close Encounters of the Third Kind, 104
Coca-Cola, 21
Coco (dog), 190
Colby, Chuck, 94–95
collectors, Apple. See also specific collections; specific collectors;

specific museums
Apple I, 74
Apple II, 74

collectors, Apple (continued)
Apple Lisa, 74
Apple Watches, 79, 81
expense, 58, 67, 74, 76
iPhones, 78
iPods, 58, 78
Macintosh computers, 76
Newton, Apple, 68–69, 71, 72
prototypes, 61–62, 76
special edition iPods, 58
Color Classic, 94
Commodore, 104

competitors to Apple, disparagement by, 4, 5
Compucolor, 90
CompUSA, 86
Computer Museum of America, Roswell, Georgia, 86, 90
Cook, Tim, 189, 207
Courbis, Henry, 182
Craigslist, 76
Crosio, Alberto, 104
Cult of Mac, 9, 101
Cupertino, California, 7, 86, 87, 104, 159

D
dakimakura, 13
de la Paz, Cielo, 146
Denver Post, 48
digital single-lens reflex (DSLR) cameras, 124, 126
Diller, Phyllis, 30
Doonesbury, 68
Dooris, Jason, 11, 12
Dörr, Luisa, 132
Double Robotics, 11
Downtown, 126
Dropbox, 113
Drucker, Ivan, 185
Dual II case, 200
Dual case, 200
Dunki, Quinn, 178
Durst, Fred, 198

eBay, 58, 74, 76, 78, 202–203
Electric Lady Studios, 113
Ellen DeGeneres Show, 195
eMac, 160
Ernő, Tóth, 25
Extra Arms, 110

F
FaceTime, 8
facial recognition, 30, 16
Fadell, Tony, 62
Farman, Jason, 124
Fassbender, Michael, 45
Felt Tip studio, 114
Fernandez, Bill, 45
Ferraro, Alessio, 104
Filmic Pro, 153
fish tanks, iMac, 160
Flickr, 124, 146
floppy disks, 174
Foo Fighters, 120
Forstall, Scott, 62
Franklin, Aretha, 132
Future, 116
GarageBand, 110, 119, 121
Gates, Bill, 41, 45
Gemini, 98
Genius Bar, 98, 177, 183
Gerstenberger, Julie, 154
Giacometti, Elia, 198
Gordon Straps, 81
Grand Prix Cannes Lion Award, 21
Graphisoft, 25
Graziano, Joseph, 3
Gripp, Parry, 115–118
Guinet, Christophe, 159, 167

Harms, Jake, 159, 160
Harry Potter Collector’s Edition iPod, 58
Hart, Bradley, 31
Haye, Martin, 184, 185
Hazarani, Manish, 199–200
Henry Ford Foundation, 74
Hernandez, Richard Koci, 125, 126
Ho, Eugene, 81
Hoobastank, 40
Hood, Hugh, 174
HP LaserWriters. See LaserWriter printers
Hruďčka, Lukáš, 87
Huawei, 190
Hutchinson, Grant, 68, 69

iBooks, 111
icons, Apple, 62, 67
iDan, 40
IFOAppleStore.com, 3, 8–9
iMac, 87, 160
iMac G3, 167
iMask, 120
India, market for iPhones in, 207
Instagram, 124, 126, 146, 203
Intel, 102
iPad
    drumming on, 119–122, 120
    introduction, 87, 193
    Pro, 121
iPad 2, 14
iPad Magician, 193, 195
iPhone, revolution of, 87
iPhone 2G, 203
iPhone 3, 203
iPhone 3G, 3–4
iPhone 4, 4, 203
iPhone 4S, 4, 203
    breakthrough in camera, 124
iPhone 5, 203

iPhone 6, 4, 5, 7, 204
    camera, 125, 138 (see also camera, iPhone)
iPhone 6s, 7, 11, 207
iPhone 7, 14
    China, sales in, 190
    price, 190
iPhone 7 Plus, 125, 200
iPhone X, 5, 16, 78, 207
    camera refinements, 16
    facial recognition, 30 (see facial recognition, 30)
iPhones. See also specific models
    10th anniversary, 62
    camera (see camera, iPhone)
    cases for, 199–200
    collectors (see collectors, Apple)
    debut, 189
    development of touch-driven operating system, 62
    first generation, 78
    gold, 196
    India, market in, 207
    introduction of, 124
    launches, popularity of, 3–4
    original, 7
    prototypes, 67
    rollouts, global, 189
    serial numbers, 78
    testers, 76
iPod Classic, 58, 76, 78
iPod sales, 58, 189
iPods, 30, 104
    Classic, 58, 76, 78
    collectors (see collectors, Apple)
    cultural impact, 58
    evolution of, 87
    first-generation, 78
    Harry Potter Collector’s Edition, 58
    Nano, 58
    prototypes, 67
    resales of, 58
    sales of, 58, 189
    Shuffle, 58
    Special Edition models, 58
    Touch, 58
iPro lenses, 154
Isaacson, Walter, 45
iTunes, 58
Ive, Jonathan “Jony,” 45, 87

Jackson Laboratory, The, 24
Jason, Alex, 94–95
Jason, Bill, 94–95
Jay-Z, 116
jewelry, Apple, 164
Jobs (movie), 45
Jobs, Steve
Apple I, origins, 74, 94
Apple store concept, 3
art dedicated to, 20, 21, 25, 30, 31, 36
(see also specific artists)
artifacts, Apple Museum, 86
biography, animated, 45
creativity, 45
death, 20, 24
iPad, belief in, 193
keynote speeches, 41
legacy, 25
Newton, ceasing of, 68–69, 72
ousting from Apple, 101, 164
personality, 13
philosophies of, 18, 34, 44, 58
pillow, 13–14, 16
return to Apple, 1997, 62, 68
spirituality, 20, 40
tattoos dedicated to, 20, 21, 37, 40–41
temperament, 25
veganism, 86, 87
yearbook of, 87
joysticks, 87
Juiced.GS, 174

K
Kalb, Ira, 4–5
Kalb & Associates, 4
KansasFest, 74, 173, 177–184
Kare, Susan, 40
Keller, Laurent, 150
Kelly, Lucy, 11, 12
Kickstarter, 153
Kosovan, Oleksandr, 98
Kutcher, Ashton, 45

L
Lane, John, 182, 183
Lane, Rachele, 182, 183
Langer, Bernhard, 138
LaserWriter printers, 76, 174
launches, product
market practices, 5
popularity of stores (see Apple stores)
retail strategies, 16
Laurent, William, 81
Le Govic, Pierre, 126
Léman Bleu, 150
Lil Wayne, 116
Limp Bizkit, 198
Lischina, Dmitry, 202–204
Lisker, Darian, 41
LIVE+, 150
Logic Pro, 110, 113
logo, Apple, 5, 164, 203
Lubova, Anna, 198

M
M0001, 76
MacBook, 177
Macintosh computers, 179. See also specific models
Apple I (see Apple I)
Apple II (see Apple II)
first, sale of, 45
Mac SE (see Mac SE)
original, 76
prototypes, 61
simplicity of, 41
macOS, 113
MacPaw, 98
Mac SE, 67
Magnolia Pictures, 154
Maine Technology Museum, 94
Mak Long, Jonathan, 20, 21, 41
Mangin, Brad, 124, 125, 138
Manson, Marilyn, 120
Martens, Bill, 184
Martino, Anthony, 183
Mashable, 110
Matsuno, Kohei, 36
Mendoza, Ted, 40
Mercier, Jason, 30
Mess, Conrad, 153
MessagePad, 71
Millionaire Fair, Russia, 198
Mimms, Lonnie, 74, 90, 95
Mojocon, RTE, 150
Monsieur Plant, 167
Moondog Labs, 153
Mulcahy, Glen, 150
Munster, Gene, 4
Murray, Brett, 104
music, Apple’s impact on. See also iTunes
GarageBand (see GarageBand)
iPad, drumming on, 119–122
Logic Pro (see Logic Pro)
overview, 110
songs about iPhones, 115–118
Musk, Elon, 41

N
Needles and Sins, 37
Nerf Herder, 115
Nesterov, Dmitry, 45
Newton Assistant, 71
Newton Flickr group, 69
Newton Talk mailing list, 69
Newton, Apple, 68–69, 71, 72, 94, 104
prototype, 76
NeXT, 87, 104
Nibble Viewpoints, 184
Nikon, 124
Nokia 8800, 202
Oakbog, 101
Obama, Barack, 24
Ogilvy & Mather, 21
Olivetti machines, 104
OpenApple podcast, 174
Osborne, Ozzy, 40
Otogawa, Kōbun Chino, 49

Packer, Greg, 4, 7
Pallival, Mahesh, 207
Parker, Sarah Jessica, 98
Parks III, Edward, 48, 49
Patterson, Blake, 40
personal computers, 178
Peterson, Stacey, 159, 164
Pew Research Center, 124
Pierro, Simon, 193, 195
Piper Jaffray, 4
Pixar, 87
Plain, Henry “Hap,” 61, 67, 76
Plant Your Mac, 167
Pollack, Kira, 132
Pollock, Kenny, 41
Powerbook, 94
Power Mac G4 Cubes, 61
pre-orders, iPhones, 5
Processor Technology Sol-20, 90
Putin, Vladimir, 196

QuartSoft, 44

R
Recode, 30
Reed College, 45
retrobrighting, 180
Revolution of Steve Jobs, The, 20, 48–49
Ricketts Apple I, 74
Rinaldi, Ray Mark, 48
Rivera, Javier, 177, 180
Roscover, Dylan, 24
Rosen, Adam, 101, 102
RTE Mojocon, 150

Samsung, 4
Sante Fe Opera, 48
Sarich, Craig, 41
Schiller, Phil, 86
Schumer, Amy, 30
Seagal, Steven, 198
SellYourMac.com, 58
Serota, Marc, 125
Setapp, 98
Shoesmith, Rob, 4
Shopper Trak system, 9
Shorty Awards, 12
Slipknot, 120
smartphones, 199
Soderbergh, Stephen, 125
SolderFest, 183
Sony Walkman, 58
Sorenson, Garrett, 48
Sorkin, Aaron, 45
Space X, 41
Spencer, Patrick, 111
Sports Illustrated, 138
Spotify, 111
Sta-C, 164
Stern, Joshua Michael, 45
Steve Jobs (movie), 45
Stevenson, Dave, 180
stores, Apple. See Apple stores
streaming apps, 125
Structris, 184
Szkotnicki, Kathryn, 177

Takuto, Yamachika, 121
Tangerine, 125, 153–154
Tekserve, 98
Terrell, Paul, 45
testers, Apple, 76
Time, 24, 132
TimeOut plugins, 174
Tominaga, Ayano, 13–14, 16
Touch Arcade, 40
touch-driven operating system, development of, 62
Tow, Adam, 72
Trump, Donald, 198

Ukraine, Apple-centric companies in, 98
ullu, 199–200
Ultimate Apple II website, 183
United Network of Newton Archives, 72
Unsane, 125
Uricoli Jr., Dan, 40

Van Halen, 115
Venus de Milo, 24
Verbeek, Ryan, 79, 81
Vesper, 114
Vimeo, 125, 153
Vintage Mac Museum, 101–102
Vox Media, 72
W
Walkman, Sony, 58
Wang Sicong, 190
Watches, Apple. See Apple Watches
Watson, Albert, 37
Wellings, Nick, 58
West, Kanye, 116
Weyhrich, Steve, 173
William Holland School of Lapidary Arts, 164
Williams, Serena, 132
Wiser, Brian, 184
Wiskus, Dave, 111-117
Wozniak, Steve
  Apple I, origins, 94
  artifacts related to, 104
  collectors items relating to, 98
WOZPAK, The, 184
Wu-Tang Clan, 110

Y
Yang, Dave, 110
Yellen, Janet, 132
YouTube, 3, 117, 119, 125, 150, 153, 193, 195

Z
Zufi, Jonathan, 74