

## Macintosh Learning Center

### QUIZ... Answers:

**1. a mouse...** It's hard to imagine a personal computer that doesn't have a mouse, but when the first Mac made its debut in January 1984, it was the first to have one. In the past, interaction with a computer was only possible by typing long strings of back-slashes, under-scores and hyphens onto a text-only screen.

**2. Newsweek...** Calling the Macintosh "the most powerful, most portable, most versatile computer not-very-much-money could buy," Apple ran advertisements for their signature product on all of Newsweek's 39 advertising pages special election issue in November 1984. Each page celebrated the virtues of the Mac and featured personal accounts of its user-friendliness from satisfied customers.

**3. Ridley Scott...** The Macintosh was introduced to the public in a commercial directed by Ridley Scott of "Gladiator" fame. The spot was titled "1984," and it aired during that same year's Super Bowl. Leaning heavily on references to George Orwell's novel, it depicted an industrialized dictatorship where fascist slogans are shouted at mouth-breathing drones from a huge television screen broadcasting a tyrant from above them. A blond woman dressed for aerobics class is chased by truncheon-wielding militia goons into this setting, and hurls a sledgehammer into the monitor, shattering it. The onscreen "Big Brother" character was likely a depiction of the IBM corporation who, one presumes, Mac was out to smash with a sledgehammer.

**4. Mac Plus...** As popular as the first Mac was, it had very little memory, and expanding the small amount that it did have was a convoluted process at best. This situation was first addressed when the Mac was upgraded to the Mac Plus. Released in January 1986, it came with one megabyte of memory, plus a floppy drive with an 800 KB capacity. Today this doesn't seem even slightly like an improvement, but in 1986 this was considered a vast upgrade. As a result, the Mac Plus flew off of store shelves and remained unchanged for nearly five years.

**5. 800,000...** Apple introduced the iMac in 1998, and it sold 800,000 units in its first 139 days. The all-in-one computer introduced several elements that are standard today, such as two USB ports and a compact disc burner for data storage, as

opposed to a floppy drive. It received frenzied accolades in Forbes magazine, which hailed the iMac as an "industry-altering success." The game-changing computer was ultimately responsible for over \$300 million in revenue in 1998, the first time the company had turned a profit in 3 years.

**6. \$999...** When the Macintosh Classic was released in 1990, it had a sticker price of \$999, and the lower cost signified a change in attitude for Apple. The company had originally positioned themselves as providers of high-end computers for selective customers, but the inexpensive price tag on the newly released Microsoft Windows 3.0 gave Apple stiff competition. They responded by releasing the Macintosh Classic, which was basically a cheaper version of the Macintosh Plus.

**7. Snow Leopard...** The seventh and most current Mac OS X operating system is version 10.6, also known as "Snow Leopard." In 2001, version 10.0 of the operating system was dubbed "Cheetah," and every new upgrade since then has been named after a predatory feline of some sort, such as "Panther" or "Tiger." Unlike previous operating system upgrades, Snow Leopard doesn't introduce major new features. Instead, it enhances the performance of the previous operating system, version 10.5, also known simply as "Leopard."

**8. Steve Jobs dies...** Many news organizations keep draft obituaries on file for public figures, in the event that they should pass away. In August 2008, the Bloomberg financial newswire had such a page prepared for Apple's CEO. Jobs had just beaten cancer a few months before, but the draft obituary remained in the Bloomberg vaults, and the page was accidentally published. Once it became clear that Jobs was, in fact, still very much alive, Bloomberg retracted the obituary and removed it from the website.

**9. 2.5 million...** In January 2009, Apple reported the shipment of over 2.5 million Macs during the 2008 Christmas season. The company had seen steady increases in their sales from 2001 to 2008, due in large part to the success of the iPod and the iPhone, and the increasing brand awareness that came with it. This was all the more remarkable considering that the 2008 holiday shopping season took place during a major recession.

*(Note: The idea for this column came to mind as I was reading a recent online CNBC financial web page. The right to reprint this material has been granted by CNBC, provided the complete article not be used. The column was edited accordingly.)*