

CONTRIBUTION OF STEVE JOBS IN IT TECHNOLOGY

Москаленко Андрій Миколайович, Київський національний університет

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Науковий керівник – Телев'як І. І.

IT technology has totally changed our life in the last 30 years. Today technology is drastically updating daily, and everyone is affected by this change. However, it wouldn't be real without people like Steve Jobs. Steve Jobs was an American businessman, inventor, and industrial designer. He was the co-founder, chairman, and CEO of Apple Inc, CEO of Pixar, a member of The Walt Disney Company's board of directors, and founder, chairman, and CEO of NeXT. Jobs was one of the giants of the information age, and his influence will be felt for decades to come. Computers had been around for years before Jobs came onto the scene, but they were primarily expensive machines used for business purposes.

Things began to change when Jobs and Steve Wozniak founded Apple Computers Inc. in 1976. A year later, the pair released the Apple II, the world's first mass-market personal computer. The Apple II was designed to look more like a home appliance than a piece of electronic equipment. The lid popped off the beige plastic case without the use of tools, allowing access to the computer's internals, including the motherboard with eight expansion slots, and an array of random access memory (RAM) sockets that could hold up to 48 kilobytes worth of memory chips.

The Apple II had color and high-resolution graphics modes, sound capabilities and one of two built-in BASIC programming languages (initially Integer BASIC, later Applesoft BASIC).[1, c.19] The Apple II was targeted for the masses rather than just hobbyists and engineers; it also influenced most of the microcomputers that followed it. Unlike preceding home microcomputers, it was sold as a finished consumer appliance rather than as a kit. Total Apple II sales for its 14-year run were about 6 million units, with the peak occurring in 1983 when 1 million were sold.

Steve Jobs was one of the first, who saw the potential of mouse-driven graphical interface and created Macintosh, the prototype of nowadays computers and

laptops. The mouse-driven interface had made computers available for everyone because they did not required the knowledge in programming or IT to use the computer.

Under Jobs' leadership, Apple introduced the all-in-one iMac computer in 1998. The iMac looked steadfastly toward the future, becoming the first machine without a floppy-disk drive. Apple was the first to introduce small floppy discs and he was the first to eliminate them. It also was one of the first to get rid of hard drives when it brought the MacBook Air to market.

Apple didn't invent the portable mp3 player, but the company developed a version so good that it came to dominate and define the field. The iPod, first introduced in 2001, was so successful that its name has become synonymous with mp3 players.[2] Like other Apple products, the iPod was sleek, simple and stylish, with thousands of songs just a wheel-spin away. The iPod wouldn't have been such a smash without the help of other products backing it up. Chief among these was the media-player program iTunes, which Apple also introduced in 2001. iTunes let people play and organize digital music and video files, both on their computers and on portable devices such as iPods and iPhones. The software forever changed the way people acquired and listened to music — especially after Apple launched the online iTunes Music Store in 2003.

The introduction of the iPhone in 2007 had a seismic effect on the smartphome industry that reverberates to this day. Before the iPhone, smartphones were used primarily for chatting and emailing; now they are web-surfing, do-everything machines packed full of useful apps.

By 2010, Steve Jobs was confident the world was ready to embrace a new type of device — a tablet computer that would be great for watching movies and playing games, but less so for cranking out reports and term papers. He was right. The touch-sensitive iPad, which lacked a keyboard and USB port, was an instant success after its 2010 introduction. Apple sold 15 million of the devices that year and is on pace to move more than 40 million this year. Jobs's design aesthetic was influenced by the modernist architectural style of Joseph Eichler, by the industrial designs of Braun's Dieter Rams, and by Buddhism. In India, he experienced

Buddhism while on his seven-month spiritual journey, and his sense of intuition was influenced by the spiritual people with whom he studied. However according to Apple cofounder Steve Wozniak «Steve didn't ever code. He wasn't an engineer and he didn't do any original design...»

Jobs wasn't genius in IT or engineering but he was good in marketing and he saw the potential of IT technology and thanks to this we have what we have now.

СПИСОК ЛІТЕРАТУРИ

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