

Apple //c

An Apple adventure





February 25, 1981: Apple CEO Michael Scott oversees a mass firing of employees. The Apple layoffs follow a hiring boom that led to what Scott called a “bozo explosion,” which he stood as an early sign that the fun startup culture of Apple’s early days are gone.

“I used to say that when being CEO at Apple wasn’t fun anymore, I’d quit,” he tells a crowd. “It changed my mind — when being CEO isn’t fun anymore, I’ll just fire people until it is fun again.”

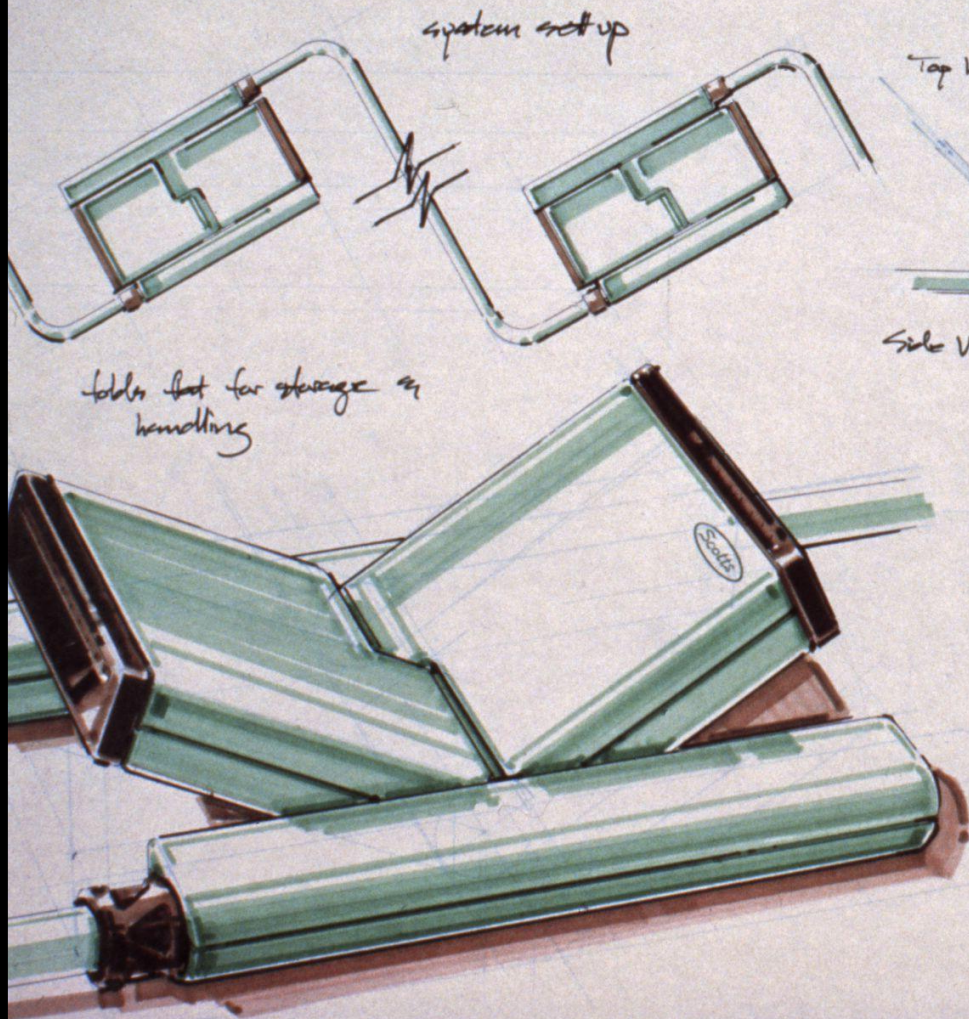
Black Wednesday: Apple layoffs follow ‘bozo explosion’

At the time of the layoffs, Apple was growing incredibly quickly. With almost 2,000 people, the company had simply grown too big, too fast. The expansion led to what he called a “bozo explosion” — people he did not consider A-players.

He started by asking each departmental manager for a list of staffers Apple could cut. He got one memo and circulated the list, seeking nominations for 40 people who would face the people in a mass layoff that became known as Apple’s “Black Wednesday.”

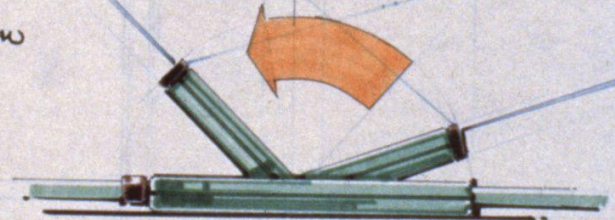
“Usually shakeups within companies happen when things are going badly,” Andy Hertzfeld, an Apple employee, told me for my book [The Apple Revolution](#). “Black Wednesday was one of a number of times when Apple when things were going great. Sales were doubling almost every month, so that was



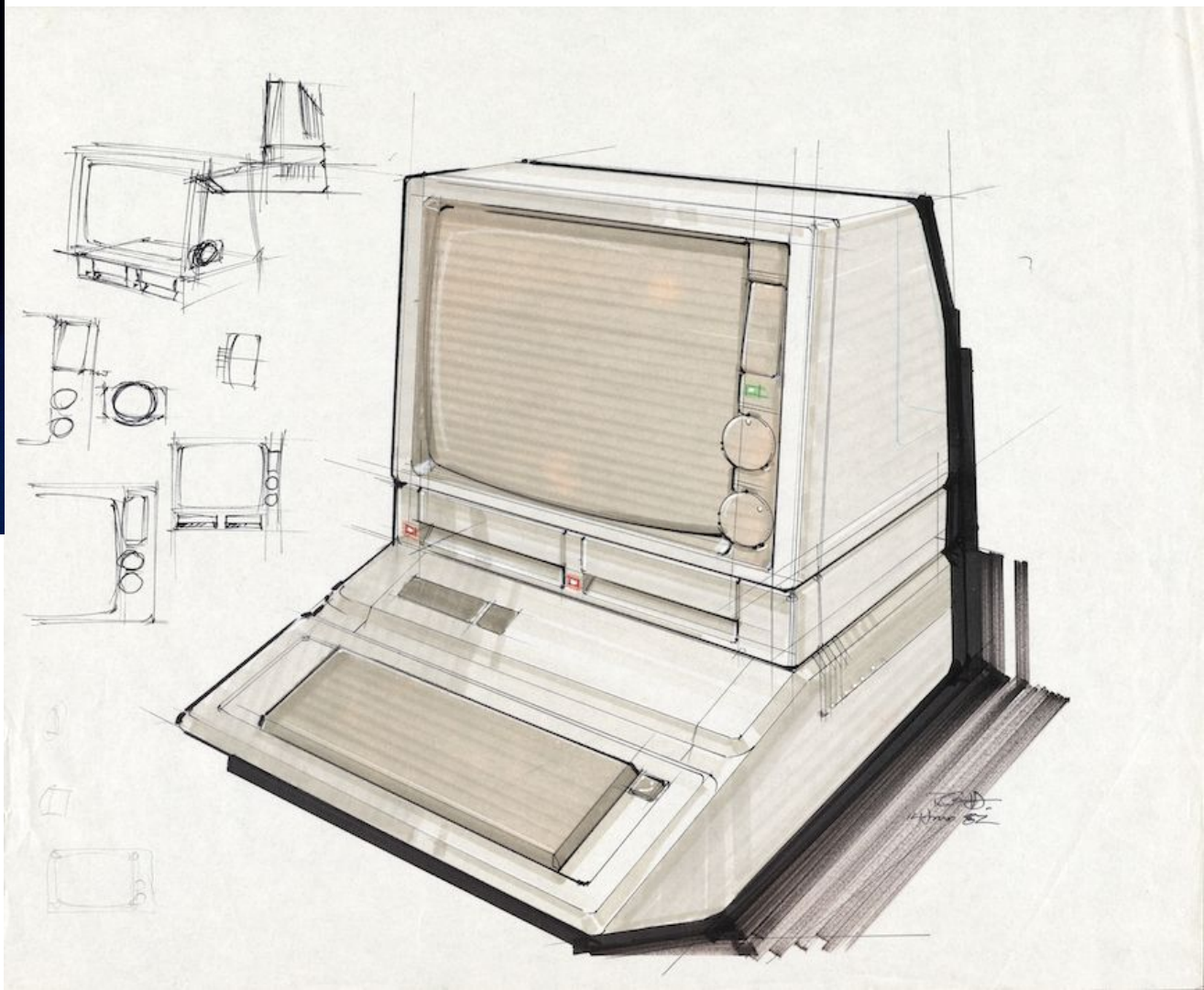


Top View

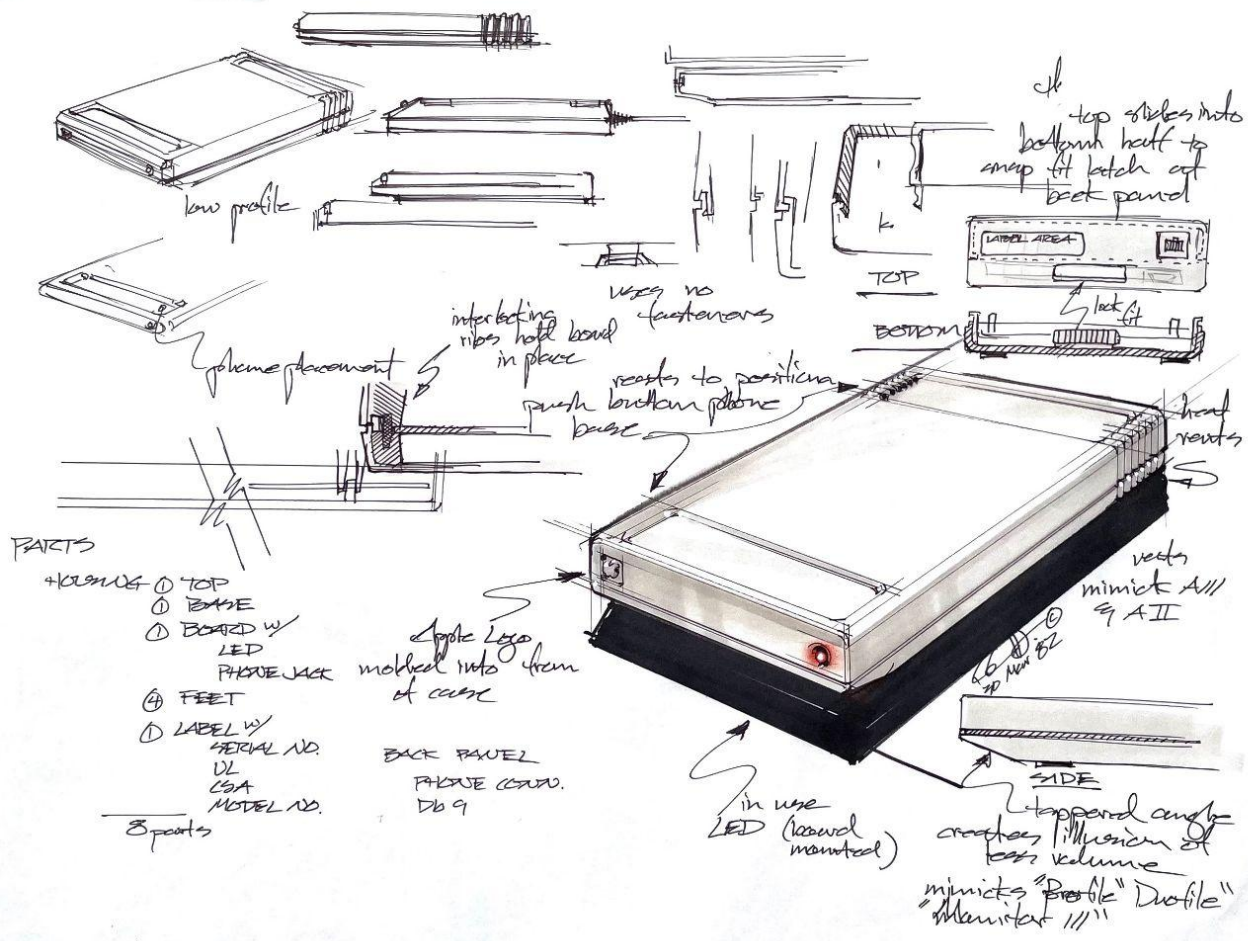
Side View

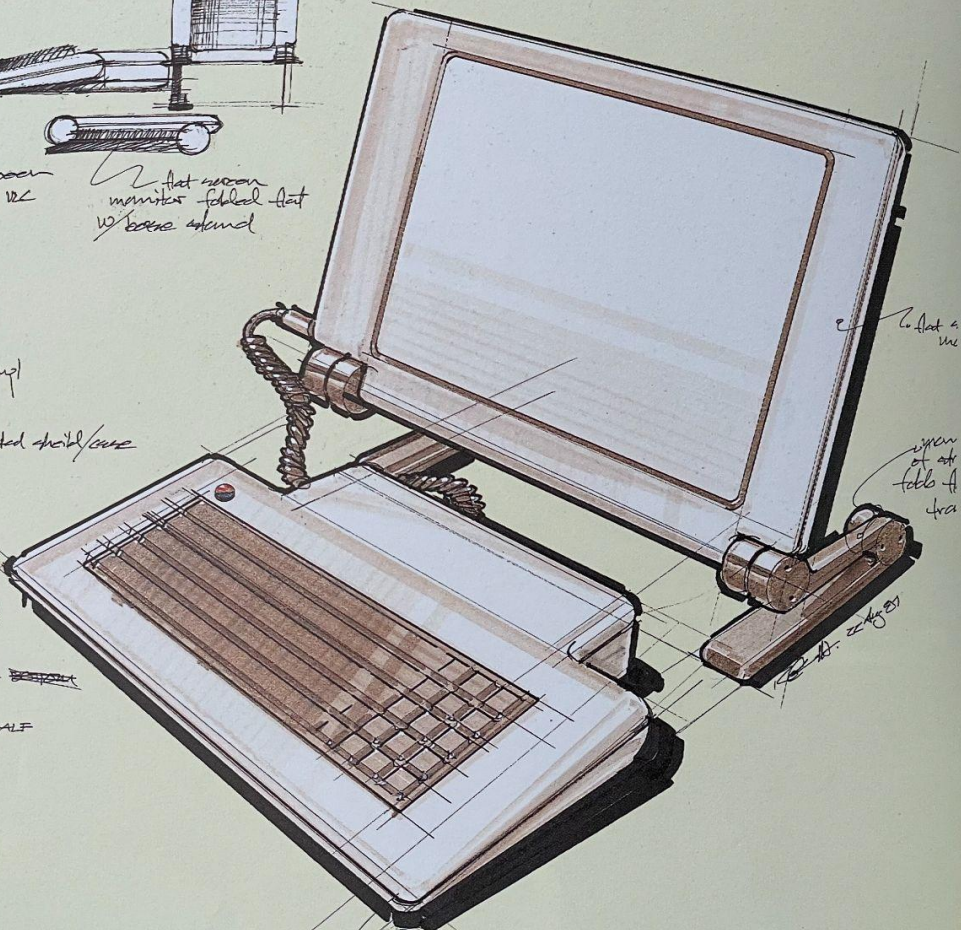
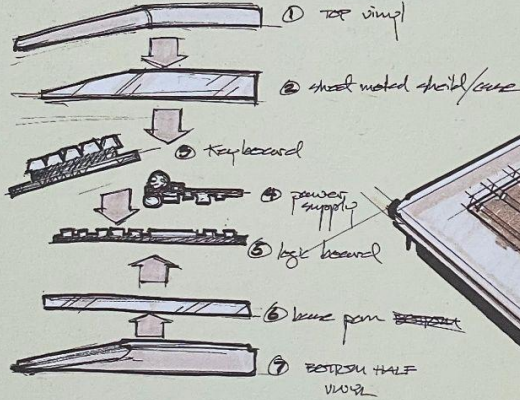
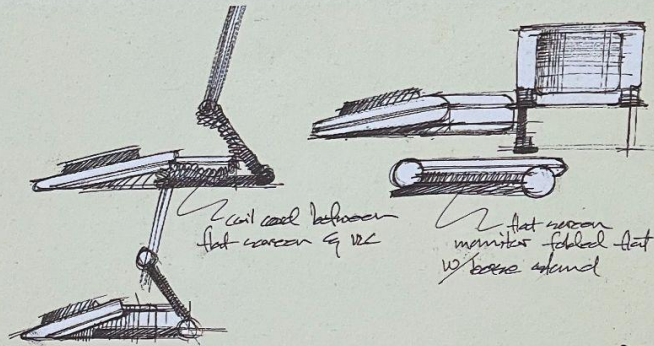


spring arms oscillate for even coverage also maintaining low trajectory

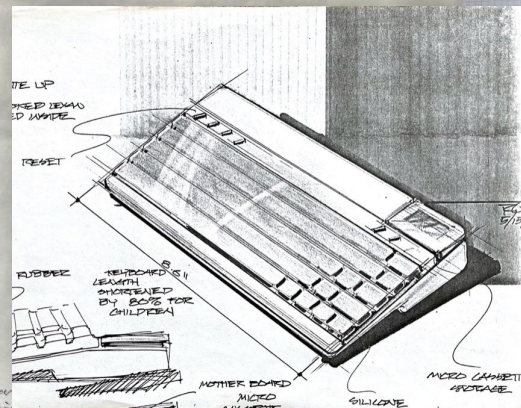
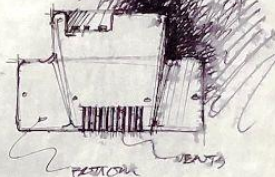
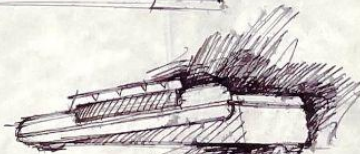
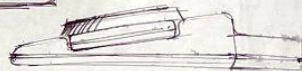
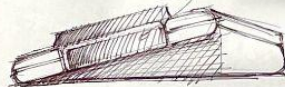
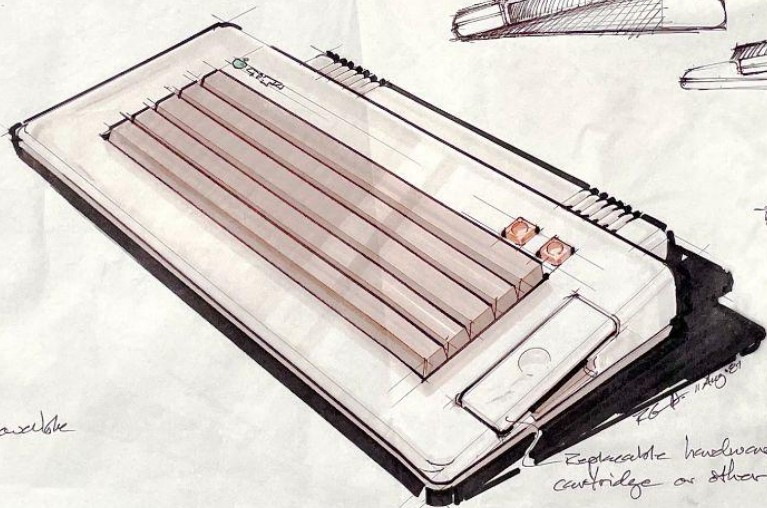
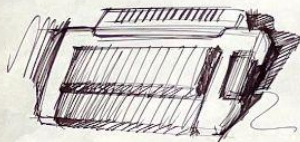
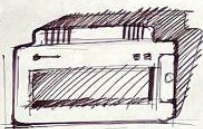
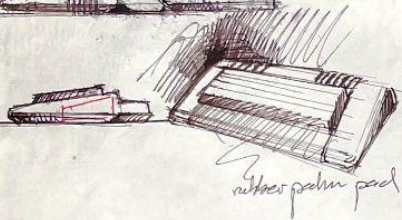


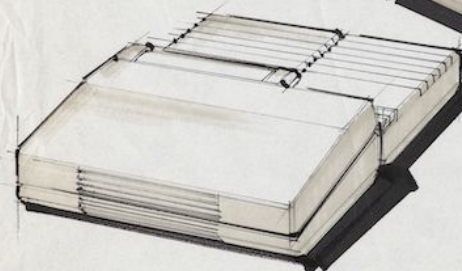
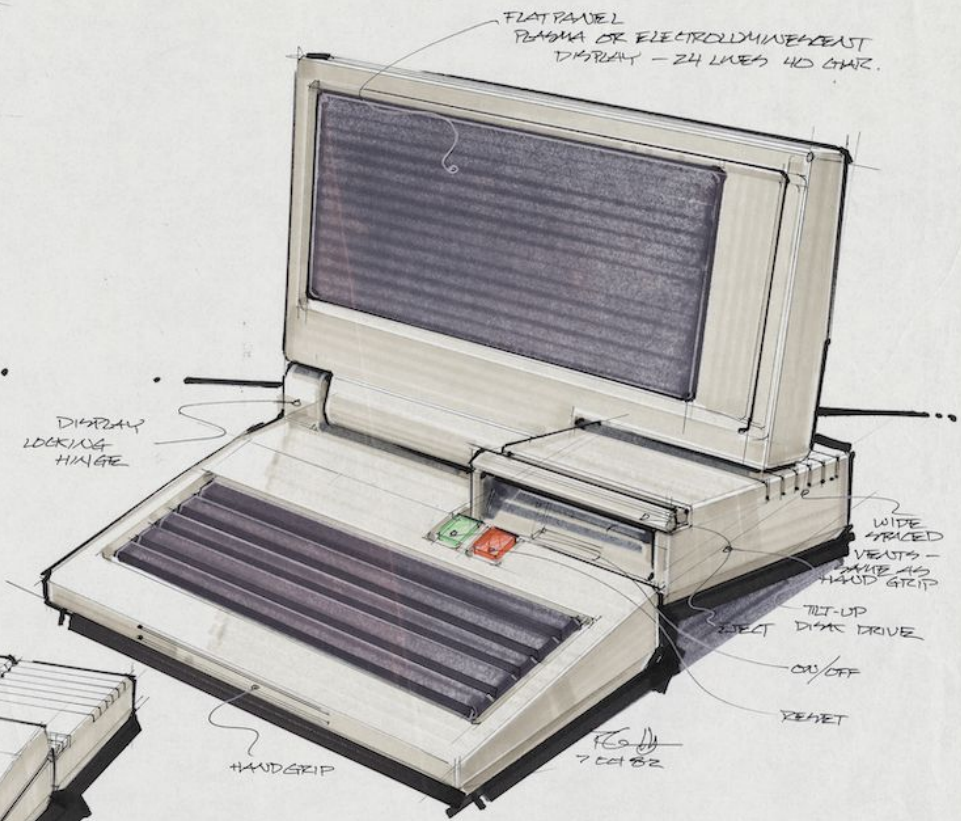
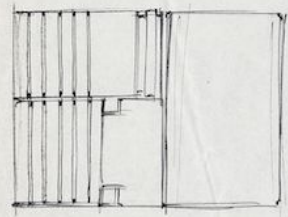






Containing in of soft/crushable vinyl & soft with have foam



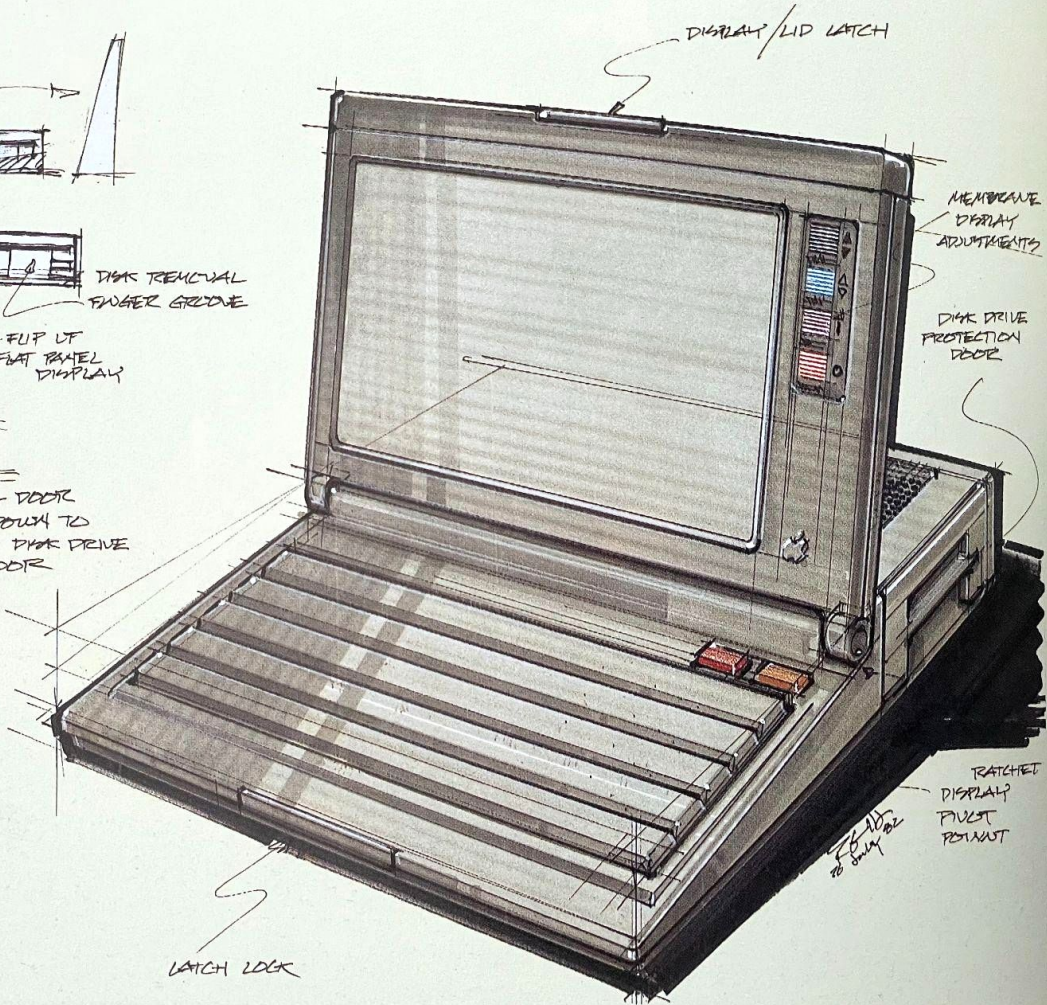
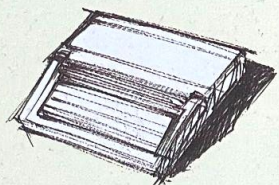
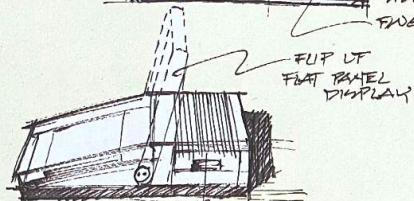
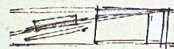
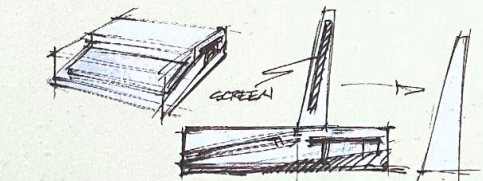




Quarterly Projections



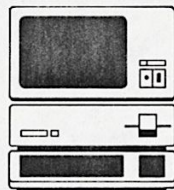
Compass
Computer





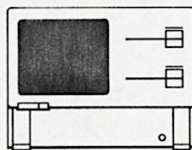
48K All plus
disk w/controller
monitor, 9" B/W
software

1530
645
150
150
Total \$2475



128K All!
including information
analyst package and
12" B/W monitor

4690
Total \$4690



256K LISA
w/software

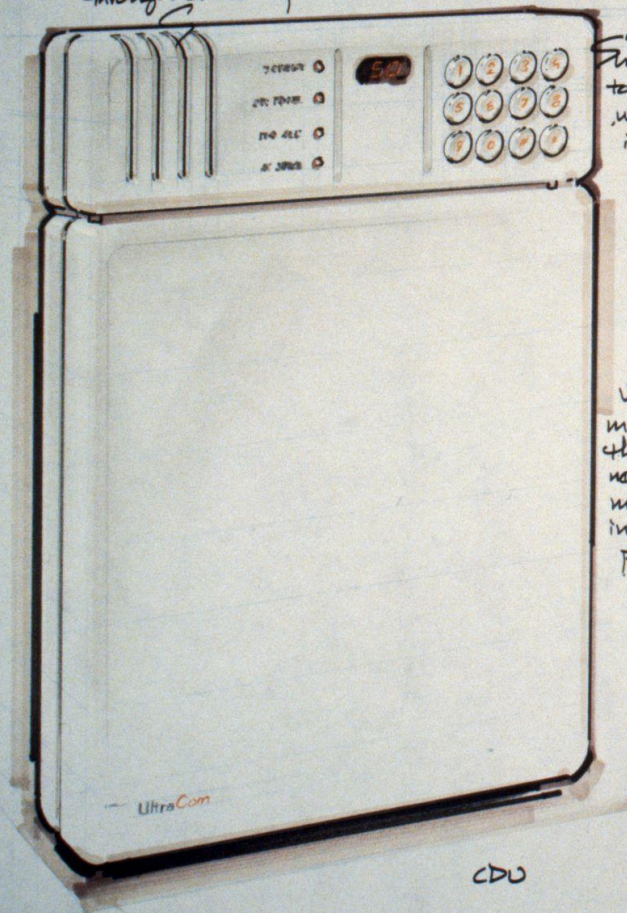
Total 6000+



64K/128K Macintosh
w/software

Total \$1000 to \$1500 - 2000

narrower vent/grooves
within wide, shallow
troughs - to be carried
through entire system



operation of functions
have been separated
to a sub unit, which
will, more easily translate
itself into the remote
key pad & sensor

this design also
allows for the
control head to
be tilted for
desk & table use

Vertical orientation
may be more desirable
than horizontal which
more closely resembles
most vertical
inter-com control
panels



Control subunit may
be made of another
color material for
greater function separation
and technical appearance

allows CDU to
float above wall or
dangle top surfaces

Side view of wall
mounted unit

CDU

Wer sich ein überzeugendes Bild von ihrem technischen



HiFi-Systeme von Wega sind in dieser Gesellschaft zeitlos ästhetische Originale.

Die Gestaltung des Wega color 3050 zum Beispiel ist so individuell wie zweckmäßig. Folgerichtig die klare Gliederung in die drei Funktionen Sehen, Hören, Bedienen. In wohnraumgerechten Abmessungen.

Oder das unverwechselbare Wega-Design des zukunftsorientierten Modul-Systems. Auch die neue Leistungsklasse 42 setzt sachlich und eigenständig Akzente in eine persönliche Wohnumgebung, ohne aufdringlich zu wirken.

Was die fortschrittliche Form und das funktionelle Design versprechen, halten technische Besonderheiten, die man an anderen Geräten erst in Jahren zu gute kommen werden.

Wega color 3050 in Hellgrün, Anthrazit, Metall- oder Schwarz.

Technik, mit der Sie schöner leben.
Wega Farbfernseher und HiFi-Systeme.



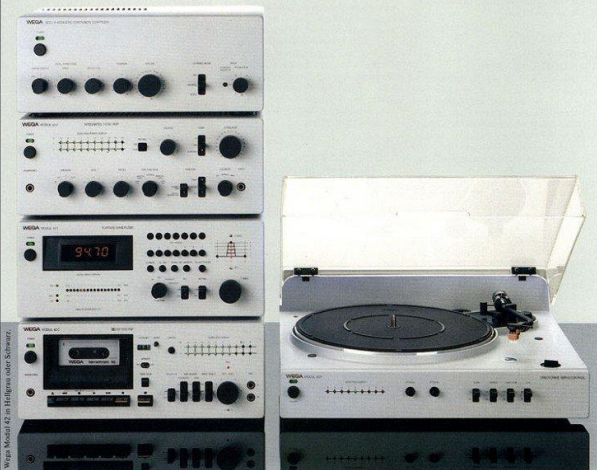
Wega sitzt an der Quelle internationaler Technologien und forscht selbst weiter, um komplizierte Bauteile für noch mehr Seh- und Hörgenuss sinnvoll und praktikabel einsetzen zu können.

Ein eindrucksvolles Ergebnis zeigen die Fähigkeiten der 66 cm High Bright Inline-Farbbildröhre des

Wega color 3050, die als eine der besten der Welt gilt. Leuchtend das Weiß, intensiv die Farbspitzen, gestochen scharf das Bild, neu die automatische Kontrastanpassung:

Je nach den Lichtverhältnissen im Raum liefert das Gerät mehr Helligkeit und Kontrast oder weniger.

Der von Wega eingeführte Super-Parallel-



Wega Modul 42 in Hellgrün oder Schwarz.

ton, verstärkt durch eine HiFi-Endstufe, macht Farbfernsehen jetzt auch akustisch perfekt.

Was die überlegenen Leistungen des Wega

HiFi-Systems Modul 42 angeht, kamen Fachtester in der Zeitschrift „Schöner Wohnen“ zu einem klaren Ergebnis:

„Wega kann sich jedem Verdacht entziehen, auf

Kosten der technischen Qualität gutes Design zu produzieren.“ (10/78).

In Deutschland gibt es mehr UKW-Sender als irgendwo anders auf der Welt.

Deshalb arbeitet im UKW-Empfangsteil des 3-Bereichs-Tuners Modul 42 T ein Oberflächenwellen-Filter.

Ein Bauteil aus der Radar-Technologie, das

Wega weltweit als erster für eine verbesserte HiFi-Wiedergabe einsetzt. Es verhindert selbst in kritischen Empfangsgebieten mit hoher Senderdichte stören des Prasseln, Zirpen, Zwitschern.

Typisch für das durchdachte Konzept und den exklusiven Standard der Modul-Klasse ist, daß im Verstärker Modul 42 V ein Vorverstärker eingesetzt wird. Damit kann die hohe Klangqualität dynamischer Tonabnehmersysteme (Moving Coil) ausgenutzt werden, ohne daß ein kostspieliger Zusatzverstärker nötig ist.

Denn auch der vollautomatische Plattenspieler Modul 42 P ist serienmäßig mit zwei Tonabnehmer-Systemen ausgestattet: mit einem Magnetsystem von hoher Präzision und einem dynamischen Tonabnehmer.

Wega baut Farbfernseher, mit denen Sie auch gut hören, und HiFi-Systeme, die sich auch sehen lassen können.

Andere müssen sich inzwischen gefallen lassen, an Wega gemessen zu werden.

Erleben Sie bei Ihrem Fachhändler den Unterschied.

WEGA
D-7012 Fellbach bei Stuttgart

Product Development

a Designer's Viewpoint



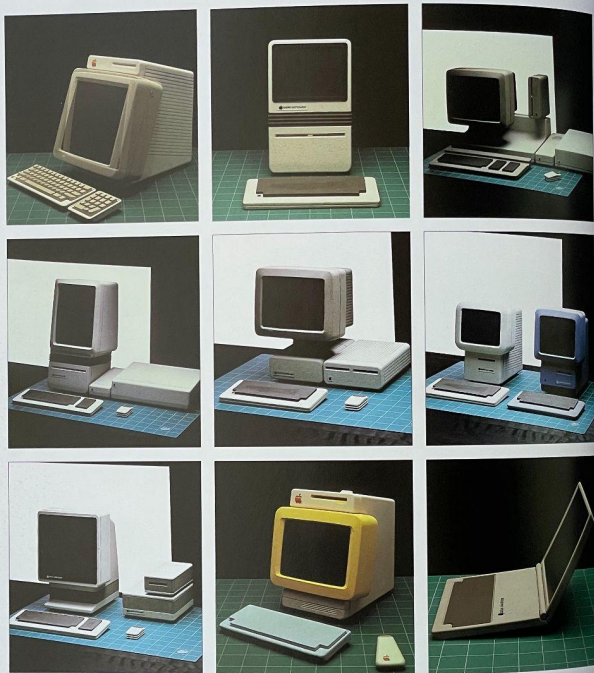
"I want our design not just to be the best in the personal computer industry, but to be the best in the world."

Steve Jobs, Design Council Meeting, March, '82

17 March, 1983

Apple Product Design Guild





16 17 18
11 19 20 21
22 23 24

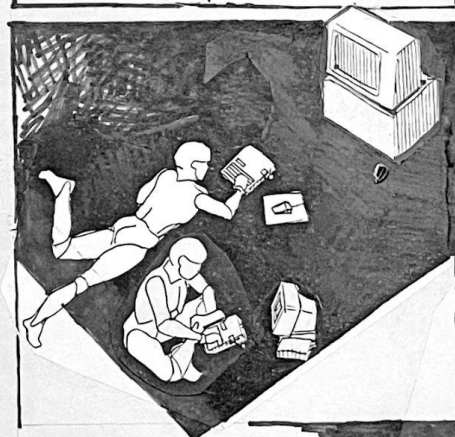
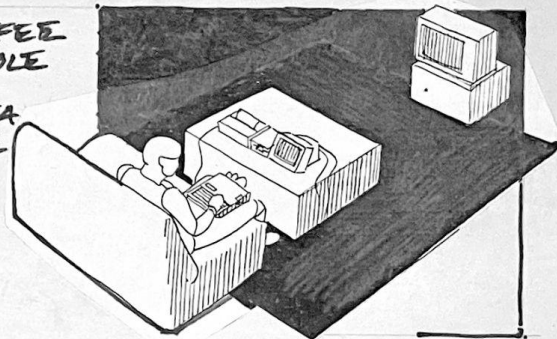
Hartmut Esslinger/Esslinger Design Early Snow/White Concepts. **11** Revised "Digital Design" concept for Doc, the next-generation Lisa computer showing the ribbing display (September 1982). **17** and **18** Revised concept for Doc, Happy and Sincerely (code-named Dallas) also known as "The Mega Look" (September 1982). **19** Early concept for Workbench, a next-generation office computer concept (code-named Sheld), also known as "The American Look" (July-August 1982). **20** and **21** Early "Digital Design" concepts for Doc, Happy and Sincerely (October 1982). **22** Early concept for Doc, Happy and Sincerely (code-named Module) also known as "The Hamburger Look" (June-July 1982). **23** Revised "Digital Design" concept for Happy, the next-generation Macintosh computer (November 1982). **24** "Digital Design" concept for a notebook-sized computer code-named PaperBook (November-December 1982).





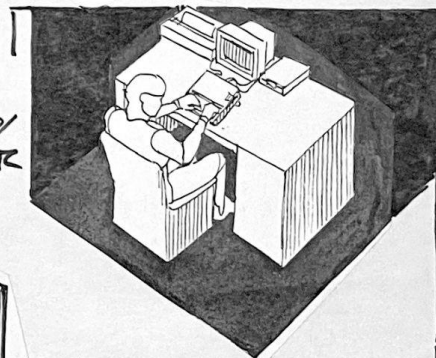
IN BED

COFFEE
TABLE
&
SOFA
USE



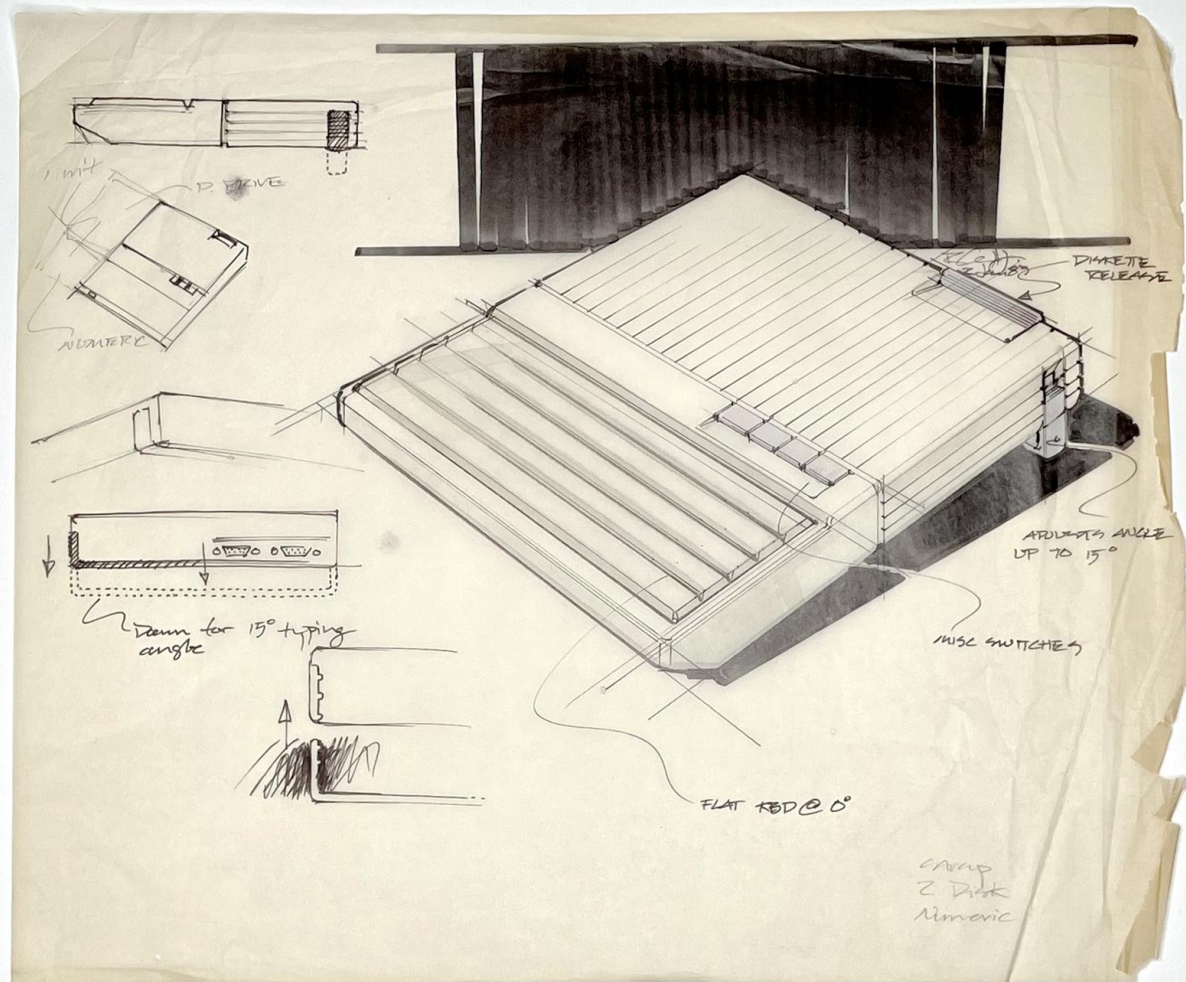
IN USE ON THE
FLOOR w/
TV OR MONITOR

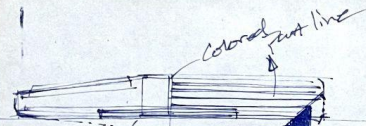
DESK
TOP
USE w/
PRINTER



COUNTER TOP
USE -
w/MOUSE







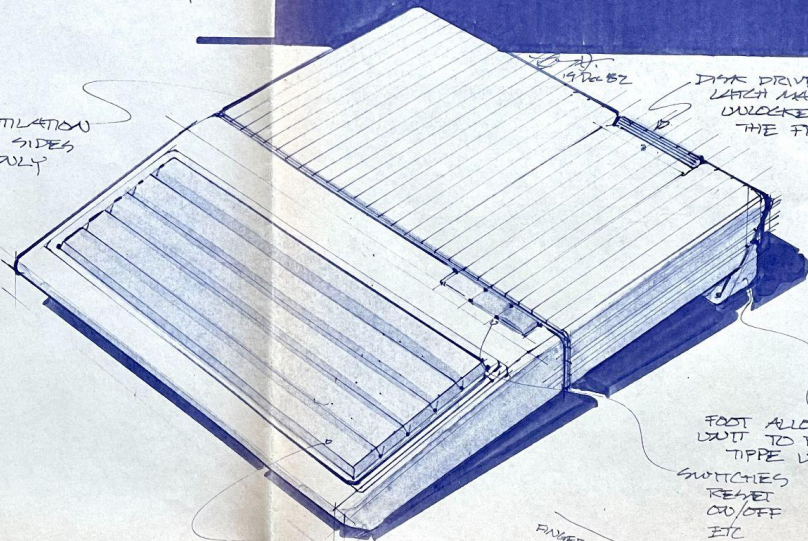
HANDLE GRIP
BOTH SIDES

allows unit to
be tilted up to 12°

VENTILATION
OUT SIDES
ONLY



DISK DRIVE
DOOR



DISK DRIVE DOOR
LATCH MAY BE
UNLOCKED FROM
THE FRONT

FOOT ALLOWS
UNIT TO BE
TIPPE UP TO
SWITCHES
READY
ON/OFF
ETC 15°

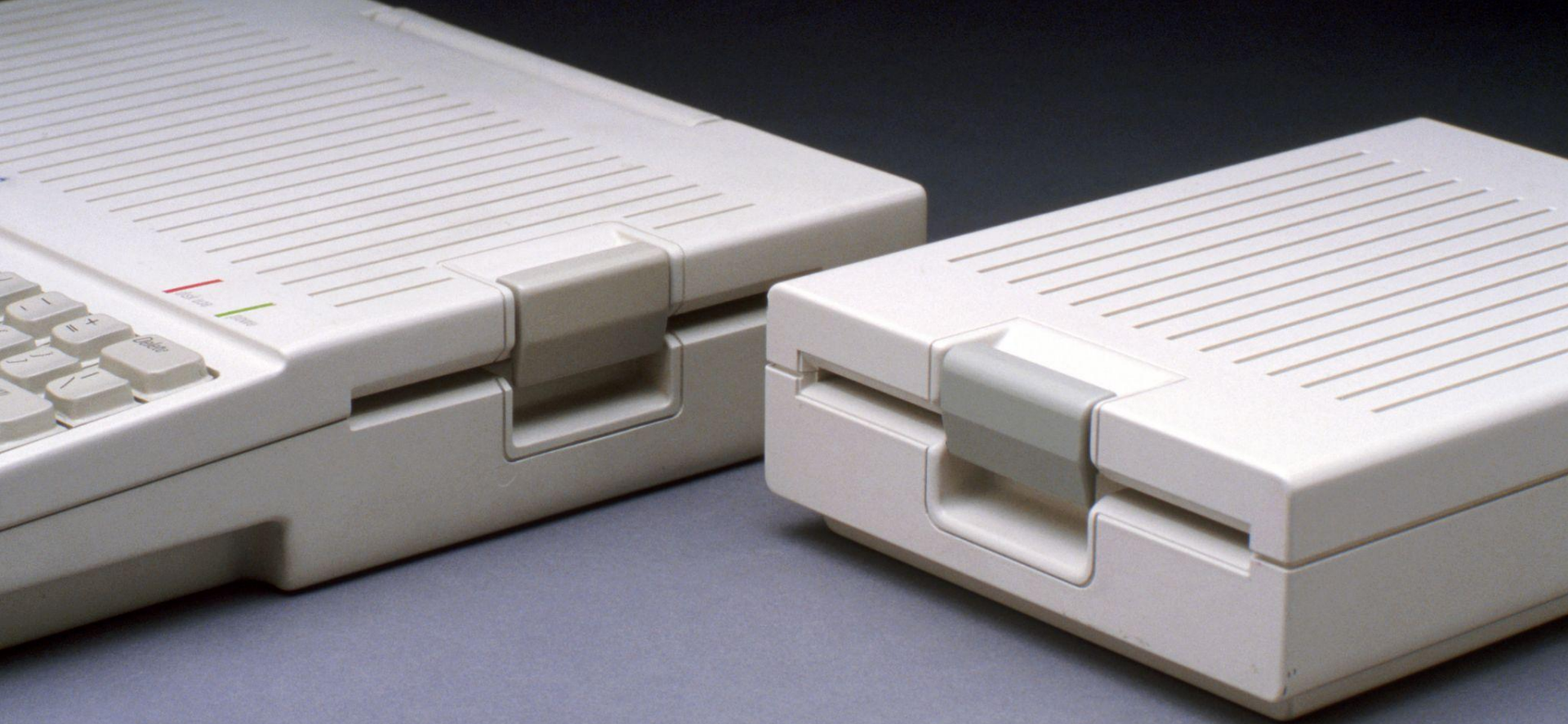
RAISER

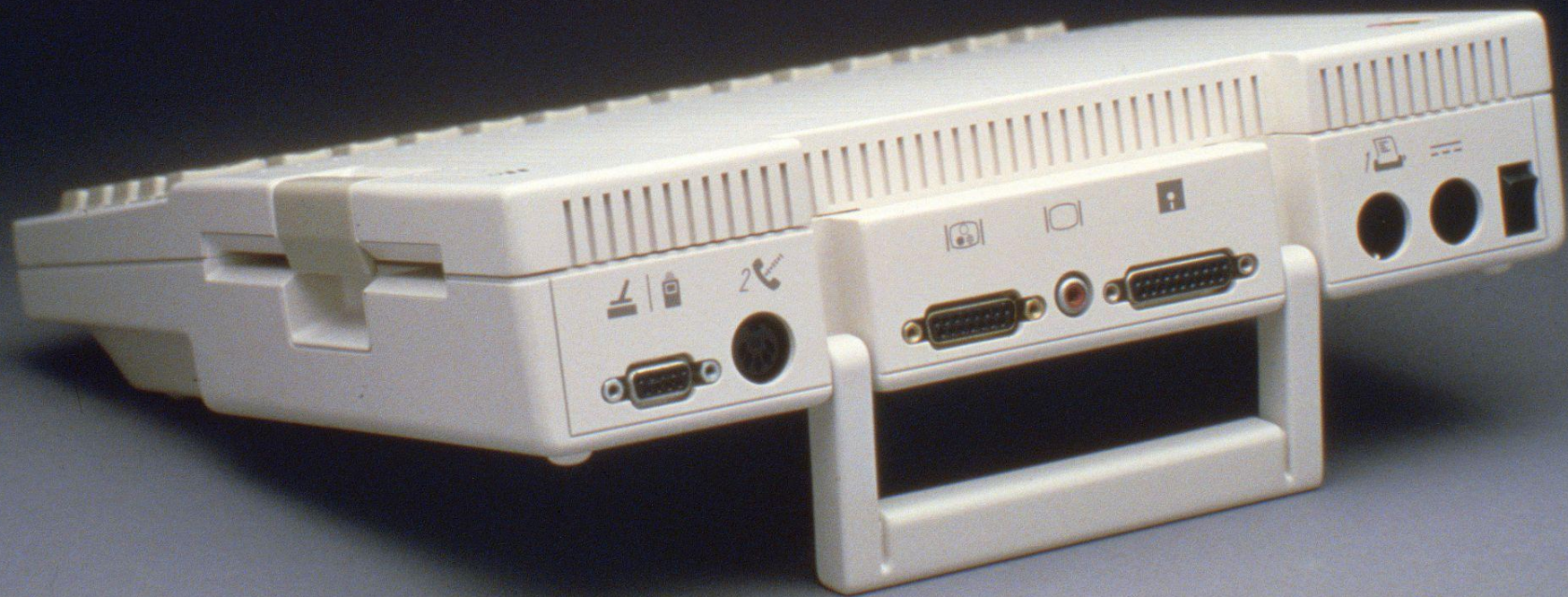
DISCRETE
RELEASE
(SECTION)

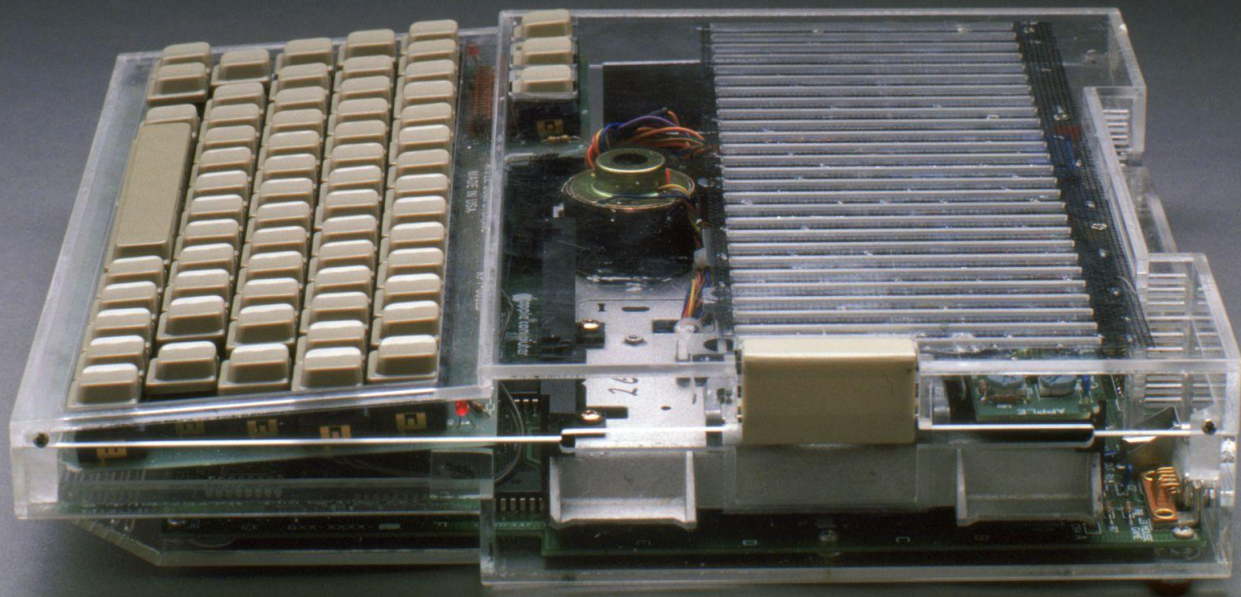
LOW PROFILE
RETRACTOR

APPLE COMPUTER











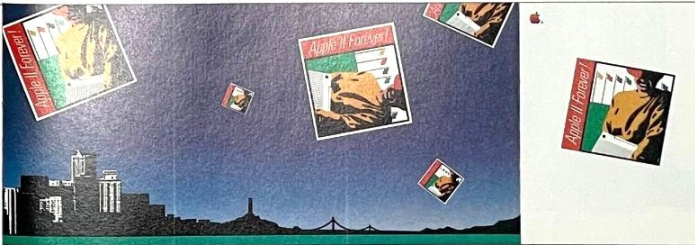
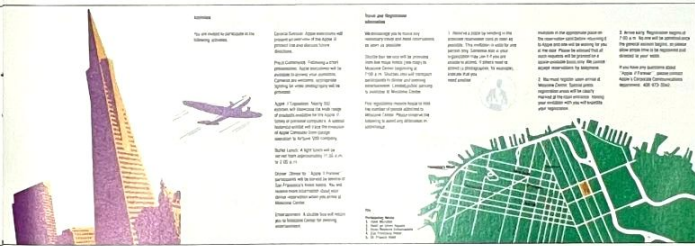
The shareholders meeting on January 24, 1984 had been used as the vehicle to stage an event for the launch of Macintosh. With no ready-made launching pad to introduce the Apple IIc, management decided to lease Moscone Center in San Francisco for April 24th and create an event from scratch. The Apple IIc, with its expandability and huge software base was selling very well. The new addition to the Apple II line was not meant to replace the IIc, only to expand the market. The compact design, with ability to use the Apple II software would attract the impulse buyer, style-conscious family and the highly-traveled types that would want to take a computer with them. Naturally, the development of the IIc had been done in utmost secrecy. Even rumors might hurt sales of the popular IIc.

From the go-ahead signal to the target date of the event, "Apple II Forever!", the Creative Services Group under James Ferris and Tom Sutter had less than two months to get ready. The project required a theme design, invitation, collateral print and identification devices, posters, historical exhibit, stage sets and 109 counters and booths for third-party developers. Graphics for these had to meet the needs of the companies but maintain a uniformity of style. Paul Daddino of Daddino/Marsh was commissioned to prepare these.

Clement Mok art directed the event and designed the invitation. The art was by Michael Schwab. Because of the time crunch, the original art was augmented with pick-ups and modifications of existing Schwab art relevant to the San Francisco motif.

Secrecy was still in effect. The Apple IIc was not mentioned in the invitation, only a promise that "Apple executives will present an overview of the Apple IIc product line and discuss future directions." But the excitement inherent in the design of the invitation and the fact that the limited number of visitors—by invitation only—not only included Apple dealers and third-party software and hardware developers, but analysts, consultants and press, indicated that something of importance was happening.

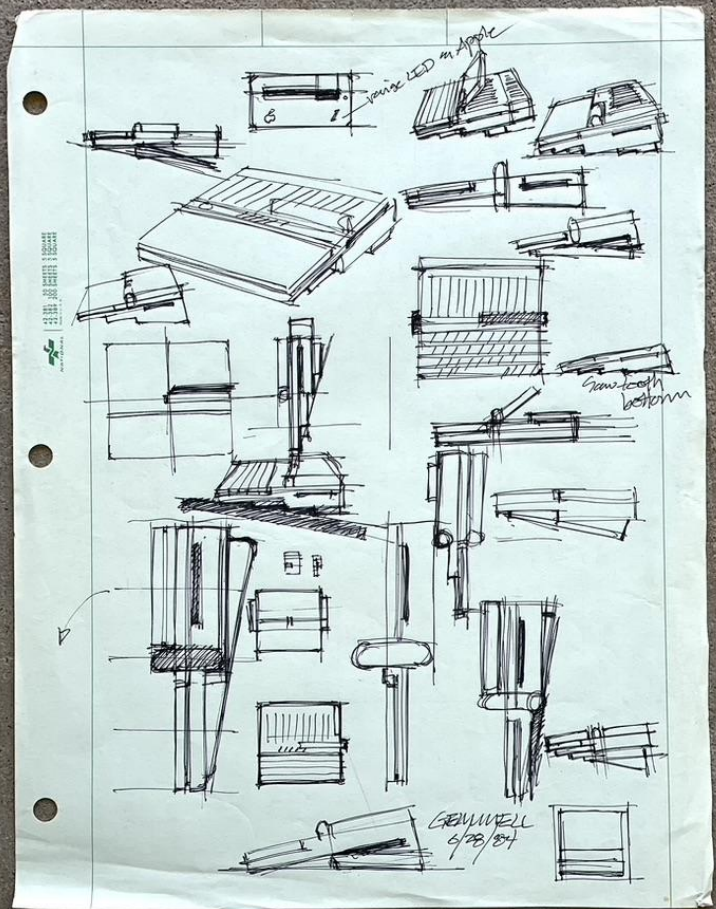
Virtually all of the dealers came, and the TV and newspaper coverage was heavy. In one day, Apple introduced a new product, took 50,000 orders and sent every Apple dealer home with a new Apple IIc.

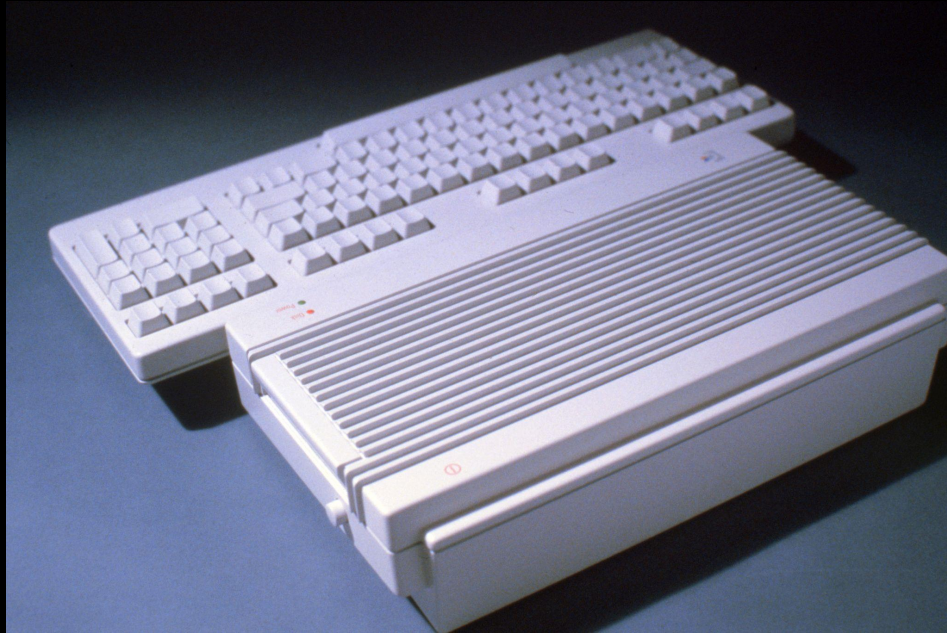












Apple //c

Forever!



Apple IIc

Backstory

Who, me?

Apple staffing - not scientific

So close to Steve, but not

Into the deep end

Apple /// hangover

Wandering in the “concept” forest

Apple IIe

Apple __?__

What is this piece of...

Journey

Grid computer

Mini Apple II

Portable Apple II?

ELF

Snow White Project

Our Dwarf

Here come the Germans

Frog wars

Iterate, Iterate Iterate

Fastest Monitor project ever

Aftermath

The Intro event

50k Units pre-ordered

Accessories

IIc Next

Creative Pivot

Steve’s gone

Amiga - Cutting edge vs. Cuddly

Next Cube