

5A | A flatpack text



Steve Jobs is one of America's most successful entrepreneurs, despite the fact that for many years he has been the Chief Executive who

received the smallest pay cheque in the world – just \$1 a year!

So who is this low-paid man? Well, he's someone who

has frequently led the way in both computing and entertainment.

In fact, it was Jobs, together with co-founder Steve Wozniak, who

kick-started the personal computer revolution in the 1970s with the release of the revolutionary Apple II computer.

The Apple II was one of the first home computers which

really took off.

He was also largely responsible for the way we interact with computers using a mouse. Even in the early days, design was a factor that

was taken very seriously at Apple.

The Apple Macintosh which

was first introduced in 1984 was beautiful.

It was the first home machine that

had any elegance to its look and the first to use a purely graphical interface.

In fact, Apple computers are still the machines which

art and design professionals choose for their work.

More recently Steve Jobs has been involved in the successful launch of the iMac, which

is yet another successful good-looking computer.

However, the product that Jobs is best known for is that little white box that

sits in your pocket – the iPod™ music player.

With an eye to the future Jobs must hope that the iPhone and a long line of other iCreations will continue being the things that

everyone wants.

And if his machines don't take over – maybe his films will! Jobs has had a long connection with Pixar, the animation studio which

makes blockbuster films such as *Finding Nemo* and *Toy Story*.