

Death of Steve Jobs Has Lasting Effect on Tech-Savvy Teens

Steve Jobs: 1955-2011

By: Alex Kerai

The year of 1976 began with technological revolution. It was the launch of Apple, a company founded by two young men: Steve Jobs and Steve Wozniak. The two men then created the Apple I computer – built in Steve Jobs's garage – and launched their company. Once Wozniak left Apple due to creative differences with Jobs, Jobs began to expand Apple, hiring executives to help him run it. With that came the new CEO and the launch of the Macintosh which made Apple commercially successful and viable with a memorable commercial that aired during the Super Bowl. Later on, when Apple started to deteriorate in sales and its leader's behavior came into question, Steve Jobs was fired in 1985 from the company he helped to build.

When Steve Jobs turned 30, he was a billionaire. He had also just released the Macintosh computer through his very successful company Apple. That year, he was also fired from Apple. As Jobs said during a commencement speech at Stanford in 2005, "The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life." In that creative time, he founded NeXT Computer which sold very high priced computers (around \$9,999 each) and developed magnificent software which would go on to power such things as the iTunes Store and Mobile Me. Steve Jobs also managed to acquire a small animation studio from George Lucas, who had used that studio for effects on Star Wars. The animation studio was very unsuccessful at first. It couldn't animate well and started to become a black-hole for Jobs's money. Yet he continued to invest. In 1995 it finally succeeded and brought to life one of the most successful movies and franchises of all time, and it catapulted to Oscar Gold. That movie was Toy Story, and by 2010, the third installment of the series was released, and it grossed over \$1 billion, becoming the most successful animated movie ever made. Pixar became a legend and dependable hit-machine.

Steve Jobs did end up returning to Apple. It was in 1996 that Apple bought NeXT and in 1997 that Jobs was reinstated as CEO of the company he helped make. Apple was falling behind. It was losing in the computer market to Windows and it needed a way to get back on top. Jobs created an ad campaign, the Think Different campaign which re-sparked interest in Apple which was later fueled iPod in 2001. Apple then came out with a string of successes engineered by Steve which included Mac OS X (modeled after NeXT software), Apple Stores, the iPhone, the iPad, iTunes, iCloud, and numerous software updates. Apple came back from the brink of bankruptcy to retake the computer market and redefine it. It was with that that Apple became the second most valuable company in the United States behind Exxon Mobile.

Steve Jobs once said to the graduating class of Stanford University, "Stay Hungry, Stay Foolish." That was his advice that he lived by each day. He became a multi-billionaire from Apple, but he also suffered from pancreatic cancer. I learned of his passing on my iPod and it immediately shattered my world. Then as the world learned of his passing, makeshift memorials sprang up with iPad candles, or apples with the word 'bye' carved out of it. Online, images were posted of his face fitting perfectly into that bite mark of his trademark apple and trending topics were *iSad*. He was a visionary who affected many more people than anyone could have ever

imagined. He redefined the music, computer, tablet computer, portable music device, animation and many other industries. His work touched millions, probably *billions* of people around the world; and as many of those people left notes online at Apple's website for him, they recalled their fondest memories of using his products. Steve, I can't imagine my world without Apple, thanks for the memories. Rest in Peace.

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