



**Apple: Think different.**

### Listening Questions 1:

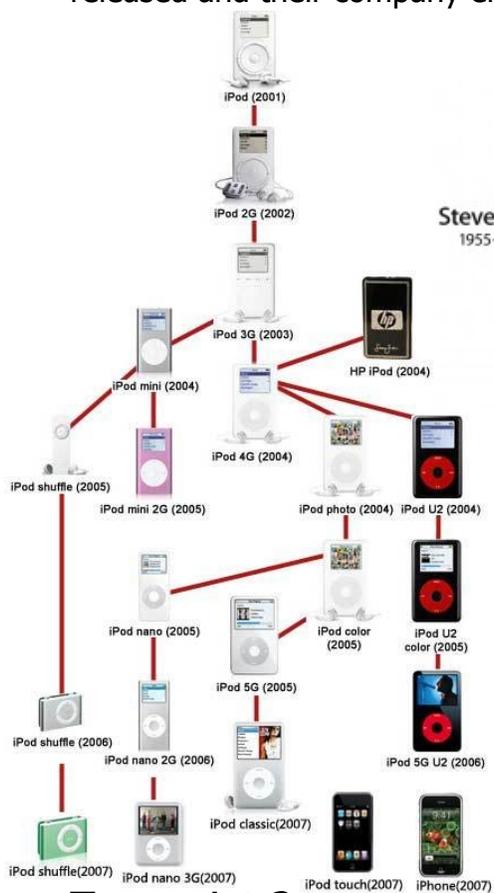
1. Who created the first Apple computer?
2. What company did Steve Jobs work for before starting Apple?
3. When did Apple have some success?
4. What was released in 1980?

### Listening Questions 2:

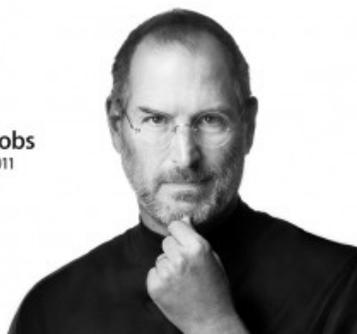
1. When did Steve Jobs leave Apple?
2. What product was released shortly after Jobs returned to Apple?
3. What was Apple's revenue in 2012?
4. What products did Tim Cook release after becoming the CEO?

# Transcript 1:

The Apple computer was born on April 1, 1976. Steven Wozniak, a high school drop-out who worked for Hewlett-Packard, was trying to design a computer and created what would become the Apple I. His high school friend, Steven Jobs, who had dropped-out of college after only 6 months, worked for Atari and together they formed a new company to market the computer. The company was Apple and it finally had some success in 1977 with the Apple II. By 1980, the Apple III was released and their company employed several thousand workers.



Steve Jobs  
1955-2011



The Apple I



The iPhone 5

Tim Cook  
CEO, Apple



# Transcript 2:

Through the 1980s and 90s Apple had many ups and downs. Steve Jobs left the company in 1985, but returned in 1997. Shortly after Jobs returned to Apple, the iMac computer was released. The iMac was a success, but it was the launch of the iPod in 2001 that really changed the company. In 2003 the iTunes music store opened and Apple was on its way to becoming the incredibly successful company it is today. Recent products like the iPhone and iPad have helped boost Apple profits and in 2012 they had revenue of \$156 billion. Sadly, Steve Jobs passed away in 2011 at the age of 56. Tim Cook took over as the new CEO of Apple and has overseen the release of several new products including the iPhone 5 and iPad mini.