

The World According To Macintosh



HAPPY BIRTHDAY TO THE MAC, TEN YEARS YOUNG AND READY TO PARTY.
HOWARD OAKLEY BREAKS OUT THE CHAMPAGNE.

1984: THE year of Big Brother, the year of the first Mac. The first time you saw it, you knew it was special. While IBM's PCs were ugly and angular, the Mac was small and rounded, its screen built-in. But it was how you used it and how it looked on screen that was astounding. No text on a green screen monster this, responding only to keyed in commands. Instead there was the mouse, used to navigate you around a graphical

desktop, through the Finder's icons, menus and windows. If you had been using DOS, or even CP/M, and had grown used to typing in commands like PIP and CHKDSK, the first time you copied a file from, or to, one of those neat 3.5in floppies just by picking it up and moving it, was amazing.

Inevitably, there were hardly any applications around – MacWrite and MacPaint were about it, and they arrived late and buggy. But compared to what had

existed – early versions of IBM's Displaywrite, for example – they were truly revolutionary. At last, it was possible to sit down and work your way through an illustrated document without typing a single command, or using weird key commands. And what you saw was very close to what you got from the Imagewriter dot-matrix printer, in different fonts, and with pictures where you wanted them.

Launched into a world where most desktop computers could not use graphics and were driven by function keys and commands with all the charm of Vinnie Jones, the upstart Mac was so radically different that reactions were mixed to say the least. Apple had been struggling to produce a successor to the enormously popular Apple II, which had long dominated all bar the corporate sector in the US. The stop-gap Apple III had been an outstanding failure in almost every respect, and Macintosh's better-funded relative, Lisa, was too expensive to appeal to much of the market.

But Steve Jobs, co-founder of Apple with Steve Wozniak, had been pursuing a personal vision which resulted in the 1984 launch of the Macintosh. At first, the Mac had been a small and feeble rival project to the ambitious and prodigiously expensive development of the Lisa. Whilst the Mac eventually succeeded, the Lisa ended its life as the Macintosh XL, later to become the bulk of many land-fill sites.

Jobs and other key Apple personnel had seen glimpses of the future in the work being undertaken at the Xerox Palo Alto Research Center (PARC), where interactive graphical user interfaces (GUIs, pronounced 'gooeyes') were being developed. Although Xerox's work was offered commercially, in their Dandelion systems for example, it was clearly not being developed into the mass market products which Jobs felt were feasible.

Jobs had wanted to run the division responsible for developing the Lisa, but he was shut out and driven to the five-person Macintosh team hidden away in an annexe. There, he mutated the Lisa concept – a graphical computer which was easy to use – into that of the Mac, which was intended to be the computer 'for the rest of us'. This was a personal mission for him, and proved to be one on which Apple's future would depend.

After a stuttering start, the early Macs consolidated their position as the only affordable and usable computer with a graphical interface. Their initial woeful lack of memory, hard disks, applications and almost everything else that was essential,



were gradually eased. The bugs in the System software were fixed, and maturity brought additional features like the Switcher, which enabled you to keep more than one application in memory at once, although it was still a far cry from Multifinder or System 7.

By then end of 1984, the Fat Mac had ensured Apple's survival, as well as being the first really practical Macintosh model. As the XL faded sadly into history, the addition of the first LaserWriter printer coupled with Aldus PageMaker resulted in the coining of the term 'desktop publishing'. The first compelling business reason for owning a Mac had appeared.

The first Mac owners were enthusiasts. They braved much pain in their pursuit of the Mac ideal - shuffling handfuls of disks through the single disk drive, dreaming of a 20Mb hard drive; repeatedly restarting the machine and salvaging damaged files when it crashed yet again; searching for suppliers of those unique Mac cables; endlessly waiting for products like Lotus 1-2-3, which, well, just never came. Little by little, the Mac reached professionals, students, the design world, publishing, even the corporates (although for years they were largely confined to maverick departments, such as design and publishing). Early applications tended to exploit graphics capabilities rather than following the mould of spreadsheets and accounts as on the IBM PC.

Mac developers grew reputations as radically individual as the machine, although they too faced unprecedented difficulties. At first, the only way to develop for the Mac was on the Lisa, but later Apple and third party suppliers started to offer rudimentary tools for the Mac itself. Documentation was very limited, and some built healthy businesses on programs which enabled developers to look through the ROM, to discover new facilities which were there for them to use.

As IBM PCs became more deeply embedded in the accounts departments of major corporates, Mac users assumed the role of a revolutionary opposition, wooing those in the PC-based 'establishment' to join them as if it were a political or even religious act.

Even the strongest of Apple's critics were forced to admit that the Mac was changing the face of computing.

Timescape

A HISTORY OF THE MAC (AND THE REST OF THE WORLD).
COMPILED BY TONY SMITH AND PAUL FISHER.

1976



Steve Jobs

Apple history

Co-founded Apple in 1976 with Steve Wozniak, who designed the Apple I computer. After seeing computers with mice, icons and windows at Xerox's Palo Alto Research Center he decided Apple should build one too, called Lisa. Brought in John Sculley, head of PepsiCo, to be managing director. He was replaced by John Sculley and resigned in 1985.

Main contribution to the Mac

Insisted it should have no more than 128K Ram and no network.

Where is he now?

Chairman of NeXT, a company he founded to build computers with mice, icons and windows. These days it only sells the windows and icons.

Why Lisa?

If you believe the gossip, because that was the name of his love child. If not, it was named after The Mona Lisa.

Alter Ego

Steve Jobs

January

21 year old Steve Jobs is working on computer games at Atari. He meets Steve Wozniak at the local HomeBrew Computer Club. Together they build neat gizmos like a blue box that enables people to make phone calls for free.

April

They decide to market a computer designed by Woz as a kit to hobbyists. Jobs sells VW van and Woz sells programmable calculator to finance production. They form Apple Computer on April Fool's Day.

May

Jobs sets up 'factory' in his parents' garage.



August

Mike Markkula, a marketing guru from Hewlett-Packard drops by the Jobs' garage. Loves what he sees, immediately puts \$91,000 of his own money into the fledgling company and becomes chief executive.



England has hottest summer on record - serious drought leads to water rationing.

The Telegraph Colour Library

Windows

Ten Windows applications that appeared on the Mac first

1. Microsoft Excel
2. Microsoft Word
3. Microsoft Mail
4. Microsoft PowerPoint
5. Microsoft Flight Simulator
6. Microsoft Project
7. Microsoft Office
8. Aldus PageMaker
9. Adobe Photoshop
10. QuickTime for Windows

January

Hoorah! The first ever Mac, equipped with 128K Ram, is launched. In the first hours of launch \$7.5 million dollars worth of Macs are sold. In 74 days, 50,000 units are shipped on the back of that 1984 ad. The Mac is shown on *Tomorrow's World* and surprisingly survives the programme's endorsement. A 512K

model is launched a few months later. Personal computing will never be the same again.



© BBC

March

Jobs visits Xerox PARC. Amazed at what he sees. Computers with icons, mice and other amazing features. Even more amazed that Xerox is reluctant to market its ideas.



April

The Apple II computer is launched. Apple becomes a publicly listed company.

May

Mrs Thatcher becomes UK's first woman prime minister.



Press Association



January

Apple Lisa launched. Features many things that will appear in the first Macintosh. Costs \$10,000 in US. Steve Jobs persuades John Sculley to join Apple from Pepsi for a salary of \$1 million plus a joining fee of \$1 million.

April

Argentina invades the Falklands.

May

Sales climb to \$583 million. Steve Jobs heads Macintosh group at Apple. Starts developing Mac in direct competition with Lisa group. Jobs say Lisa is too big and too expensive.



London Features

July

The Sex Pistols go to number one during Jubilee week.



Steve Wozniak

Apple history

Wizard who designed Apple's early computers. Left Apple in 1981 after a plane crash.

Main contribution to the Mac

The Mac's floppy disk controller is still known as the Integrated Wozniak Machine.

Where is he now?

Teaching and lecturing in California.

Nickname

Woz - what else?

Alter Ego

Scotty from *Star Trek*

December

Three years of growth and Apple Computer Inc. has a net income of \$61 million.

Top Of The Pops

Top Ten Mac records

1. Rumours - Fleetwood Mac
2. London Calling - The INIT Clash
3. Eliminator - ZZ Top
4. Sweet Child O' Mine - Excel Rose
5. QuickTime of My Life - Stevie Wonder
6. I Look and Feel Good - James Brown
7. Hey, Hey, My, My (Into the Mac) - Neil Young
8. MessagePad in a Bottle - The Police
9. I got the PowerPC - SNAP!
10. We Don't AppleTalk Anymore - Cliff Richard



1985

January

Sir Clive Sinclair launches his extraordinary C5 electric tricycle.



February

IBM launches the first portable personal computer. No one likes it.



April

Steve Jobs is removed from the chairmanship of Apple. Two months later, Apple cuts 20% of its workforce and closes three factories. It then announces a \$17 billion loss.

August

The first ever MacWorld show is held in Boston. 15,000 people attend in one day.

September

Steve Jobs calls it a day. He leaves Apple and sets up NeXT.



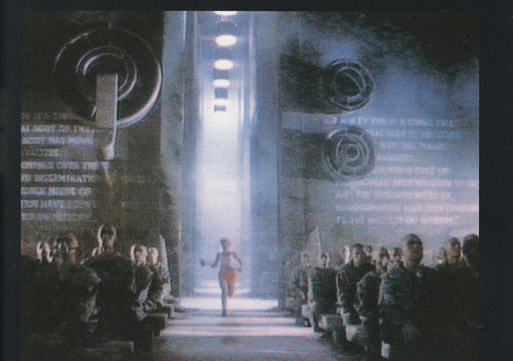
July

Live Aid attracts 1.5 billion viewers and concert goes.



July

Diego 'Hand of God' Maradona leads Argentina to victory in the World Cup.



Hundreds of shaven-headed drones trudge into a vast grey cathedral of propaganda. As Big Brother, his face magnified a thousandfold upon a huge video screen, broadcasts the party message, the workers shuffle into formation, ready to hear the next pronouncement.

Suddenly, a woman bursts into the hall, pursued by armed security troops. She wears bright red shorts and an Apple T-shirt and swings a sledgehammer above her head. She lets go – it arcs slowly through the thick air then hits the screen shattering it into a thousand pieces.

As it explodes into white light a voiceover intones: "On 24 January Apple will introduce Macintosh. 1984 won't be like 1984." Apple had to convince the public that it had built a machine that would change the world. It's 1984 ad did just that to become one of the most memorable in advertising history.

With a launch scheduled for 1984 it was obvious that the commercial should take as its theme the nightmare world portrayed in George Orwell's famous novel. Ridley Scott, famous for *Alien* and *Blade Runner* was chosen by ad agency Chiat Day, to direct the 60 second film. The commercial was shot at Shepperton Studios near London with a cast of over 200 people. The result was described by a Chiat Day executive as the most fabulous commercial the agency had ever done. It was certainly the most successful and it went on to win over 34 international advertising awards.

February

John Sculley becomes Apple's chairman. The Mac Plus and LaserWriter are launched. LaserWriter Plus launched.



April

Aldus PageMaker launched and desktop publishing invented. In September, Microsoft launches Excel on the Mac. At last there's a real reason for business users to buy a Mac. Mac sales start to recover.



1987

February

The Macintosh II series computer, with colour capability, is launched. So is the SE. Apple's renaissance has begun as designers begin to turn on to the Mac in droves.



Eddie Shah installs 130 Macs into his Stockport Messenger local press empire.

June

Eight months late, System 7 is finally released. Not to much acclaim, however. By the end of the year, QuickTime has brought movies to the Macintosh, and the Quadra and PowerBook lines have been launched.

July

Old enemies Apple and IBM announce joint technology agreement and form two companies, Taligent and Kaleida.



February

Operation Desert Storm begins. Within weeks, Iraq has surrendered.



The Telegraph Colour Library

John Sculley

Apple history

Joined Apple in 1983 after selling cola for 16 years. Replaced Steve Jobs two years later and steered the company through the DTP boom and beyond. Pioneered Newton. Built a relationship with old Apple enemy IBM. Resigned last October.



Main contribution to the Mac

Decided it was a machine exclusively for professional designers and publishers, then, er, decided it probably wasn't.

Where is he now?

In charge of a tiny company building mobile communications systems.

So he's responsible for the MessagePad?

Yes, this Message Pod watered his idiom.

Alter Ego

Steve Jobs

August

Saddam Hussein invades Kuwait.

November

Margaret Thatcher is no longer leader of the Conservatives.



The Telegraph Colour Library

October

New range of personal low cost Macs are launched – the IIs, Classic and LC. Cheap laser printers are launched too. At last Apple is catering for users who aren't designers or publishers.

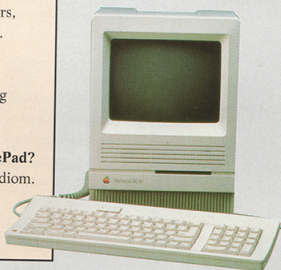
December

Xerox attempts to revoke Apple's copyright on the Mac's 'look and feel' – it says Steve Jobs got the idea from its Star machine. Apple is meanwhile involved in similar legal tussles with Hewlett-Packard and Microsoft.



January

The SE/30 is launched, offering speed in a compact shape. The Macintosh Portable is also launched but the only thing portable about it is the manual.



May

Windows 3.0 is launched



The Telegraph Colour Library

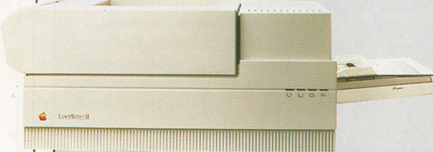
November

The Berlin Wall is officially demolished.

1980

January

LaserWriter II printers launched. The Mac IIx, with its 68030 processor, brings unprecedented speed to the Mac.



Matinée Macintosh

Ten Mac films

1. Little Photoshop of Horrors
2. Bill and Ted's Excel Adventure
3. Mad Max
4. Meet the Applegates
5. The Mac In A White Suit
6. Die Hard Disk
7. Taking of Pelham 128K
8. Thoroughly Modem Millie
9. Stop! Or My Mac Will shoot
10. It's a Mac, Mac, Mac, Mac World

Ten DOS films

1. Les Miserables
2. A Nightmare on Gates Street
3. When Dinosaurs Ruled the Earth
4. The Wrong Man
5. From Here To Eternity
6. The Black Hole
7. Apocalypse Now
8. The Goonies
9. The Hard Way
10. Hamburger Hill (are you sure?)



November

Powerbook Duos bring portability and desktop convenience.



The Telegraph Colour Library

November

Bill Clinton defeats George Bush in the race to become US President. John Sculley is tipped to join administration, but in the end he doesn't.

May

Manchester United wins the football league for the first time in 26 years.

June

Britain's fastest selling Macintosh magazine, *The Mac*, is launched.



July

John Sculley resigns as chief executive of Apple.

August

The Newton MessagePad is released.

October

John Sculley resigns from Apple. Mike Spindler takes over.



November

David Gower retires from Test cricket.

Watch this space.

Future Perfect

What do the next ten years offer, asks Howard Oakley.

ALTHOUGH TODAY'S Mac is much more accessible than the first 128K machine, Steve Jobs' vision of the computer 'for the rest of us' is still not fully realised. Even the latest Duos are unwieldy compared to the new technology embodied in the MessagePad. The Mac of the future will combine the best of both.

The first area to see substantial change is that of input devices and control. Although speech recognition will be standard (and of much better performance than is currently available), it will always have limitations in many environments such as an open-plan office with a great deal of background noise.

Similarly, the mouse is unlikely to vanish altogether. Instead there will be a 'virtual mouse' in which hand movements and gestures within a local electromagnetic field will control the Mac. Such systems are already being used in labs, eliminating the mechanical restrictions of the mouse, but retaining its excellent level of control.

It's also tempting to suggest that keyboards will be unusual. However, in Western languages at least, written communication remains essential for many purposes, and keyboards are the most efficient means of entering large quantities of text. Neither is it likely that more fanciful systems, such as those driven by brain waves, will have reached maturity in the next ten years, although they will come much closer. The pen, thanks to Newton, will be an alternative means of entering text and graphics.

Output systems are also going to change considerably. The trend will be towards A4 and larger, flat (and thin) high-resolution-colour liquid crystal displays, which can be stood up on a desk rather as you might place a framed family photograph. Expect resolutions to reach the 120 dots per inch mark, and quality to surpass the excellence of today's PowerBook 180c.

Hard copy will be much less important – most information will be transmitted electronically and viewed on screen. The few lasers printers left will be very compact and offer 600dpi colour at low cost.

Most difficult to foresee are trends in the human interface. Greater integration of communications, more use of direct manipulation and the universal use of semi-intelligent



Graff Fowler

Here's one we prepared earlier – the Mac of the future will be far more capable than current models, with many new technologies as standard.

'agents' are all likely, although the basics of windows, icons and menus will probably not be surpassed. Agents and intuitive scripting systems will combine to make the customisation of applications much easier – the sort of integration that would now require several days or weeks of a professional programmer's time should be open to all users.

Lessons learned in the Newton and subsequent projects will result in 'component' Macs, in which the main system box is smaller than the MessagePad, and contains a built-in colour screen. This will be used on its own when travelling, but can then be connected to the flat colour screen, virtual mouse, keyboard and storage as, as desired.

Integrated communications are also inevitable, so that wireless telephone, fax and electronic mail connections will be the norm for those travelling with the central computer module.

Given the much greater processor power, and all these wonderful facilities, traditional applications will grow new capabilities. And semi-intelligent 'agents' will be able to second-guess what you want to do next, preparing your Macintosh for it. They will also enable you to indicate goals which they will then help you achieve. For instance, you might say that you want to update some figures, reformat the table in which they appear, put that into a letter, and mail it electronically to your colleagues. Rather than having to work through this step by step, or write a script, you will sketch out a flow chart, and then leave the agent to get on with the work. A true personal assistant.