

## **INTERESTING FACTS ABOUT APPLE INC. AND IT'S PRODUCTION**

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It's a well-known fact, that our world is becoming more digital as well as how it possible. It's so common to meet a child or an adult with any smartphone or tablet. But almost every second owner of digital devices has a dream or an aim to buy a high-tech and stylish "fruit" IT-product. Apple is regarded to be the world's largest technology company and, of course, it has some facts that are striking and entertaining at the same time.

First of all, the same element, that every Apple device has, is the fruit-based monochromatic emblem, but only the most inquisitive people know, that the very first Apple logo had quite another image with Isaac Newton, who was sitting under the tree and an apple, that was just under his head. That old logo was created by Ronald Wayne and used briefly in 1997, when modern logo was introduced only in 1998. Moreover not everybody knows, that the very first apple computer ever built cost 666, 66\$, and a lot of people were amazed unnatural nature of that number, but the founders just explained, that it was easier to input the repeating digits, so nothing special.

Also, if you want to jump with parachute, don't forget to take your iPhone. And you can not to be fare the fall of your device. Jarrod McKinney proved, not with the express purpose of course, that iPhone is able to work even after a downfall from the height of 4 kms. Predictably, that it will not look like as a presentable and high-cost phone, but you will have an opportunity to make and receive calls, use GPS. Incredible, isn't it?

Although, Apple corporation is competing with another giants of IT-world as Microsoft in leading positions and it's difficult to imagine, but in 2011 Apple Inc. grossed 65 \$ billion in revenue, while the last one earned 62 \$ billion. It was the flourishing of the company and after the leader's death its earnings become worse. In spite of it, the developing of the company continues and technologies are improving. So we all are expecting the new iPhone, which will have a display with solar battery, so it can resolve the main eternal problem of the device – low index of self-contained work. So perhaps in future people will charge his "fruit" sitting on the beach or staying on the bus station. Let's see!