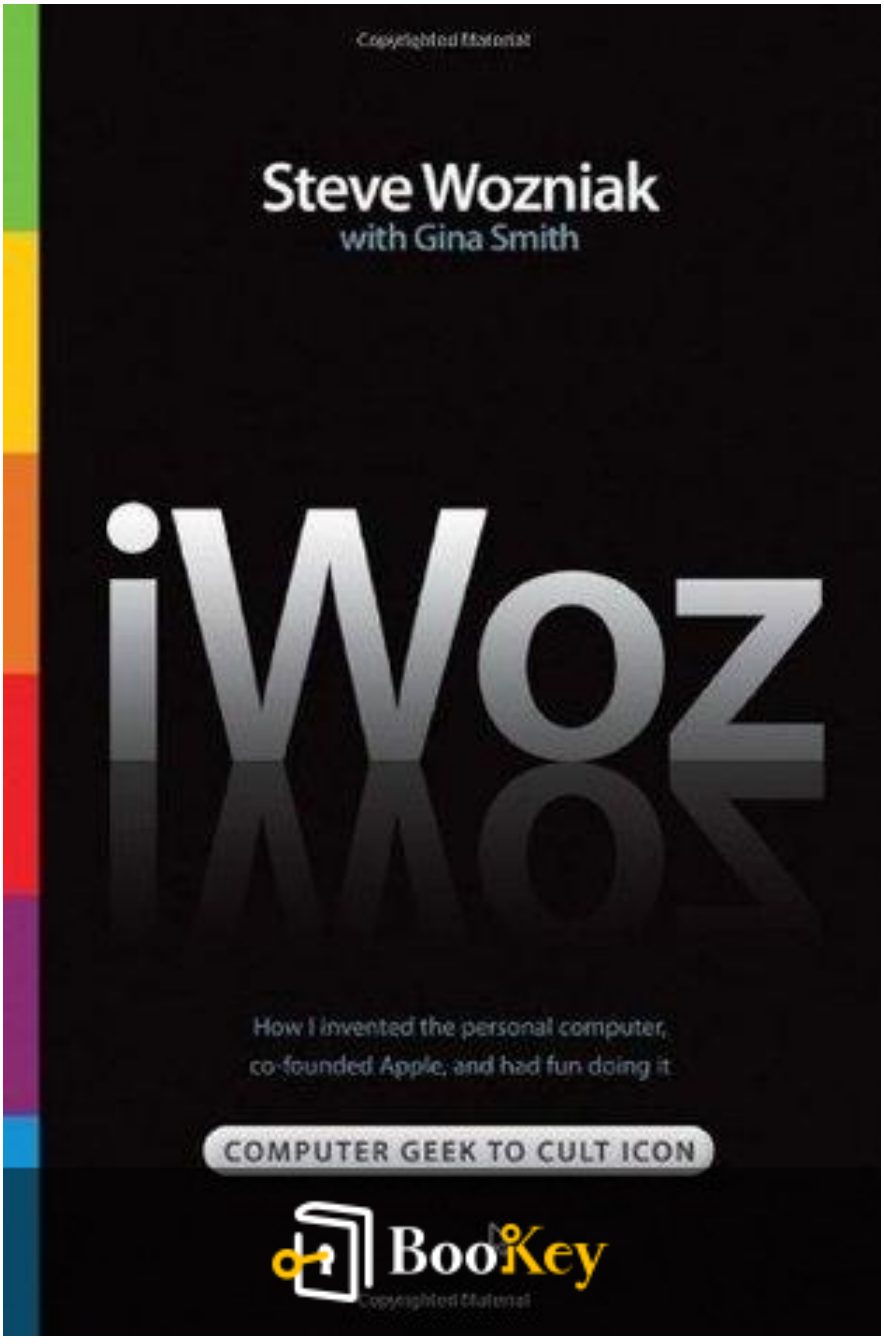
Iwoz PDF (Limited Copy)

Steve Wozniak



Iwoz Summary

Iwoz Audiobook

Inside the Mind of a Tech Visionary

Written by Books1

About the book

In "iWoz: From Computer Geek to Cult Icon," Steve Wozniak, the brilliant co-founder of Apple, invites readers into the extraordinary world of innovation, creativity, and personal discovery that defined his life and the burgeoning technology era of the late 20th century. Through a blend of candid anecdotes and insightful reflections, Wozniak reveals the mind behind the iconic Apple I and II computers, sharing not just his technical genius but also his deep commitment to simplicity and user-friendly design. As he recounts his journey from a young tinkerer fascinated by electronics to a pioneering entrepreneur who changed the face of computing, Wozniak inspires future generations to embrace their passions, think differently, and pursue their dreams—reminding us all of the magic that can happen when curiosity meets creativity. Dive into this heartfelt memoir and discover the spirit of innovation that continues to shape our digital lives today.

About the author

Steve Wozniak, often affectionately known as "Woz," is a pioneering American engineer, inventor, and entrepreneur best known for co-founding Apple Inc. alongside Steve Jobs and Ronald Wayne in 1976. Born on August 11, 1950, Wozniak demonstrated an early passion for electronics and computer design, showcasing his innovative spirit from a young age. His groundbreaking creation, the Apple I and later the Apple II, revolutionized the personal computer industry and played a key role in the early development of the tech sector. Beyond his technical genius, Wozniak's charismatic personality and dedication to education have made him a beloved figure in Silicon Valley and beyond, inspiring countless innovators and tech enthusiasts with his vision of the future.

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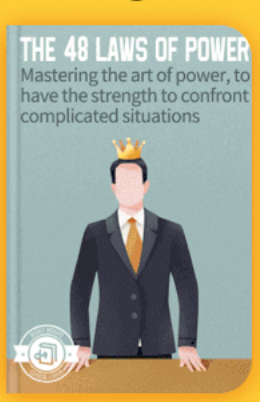

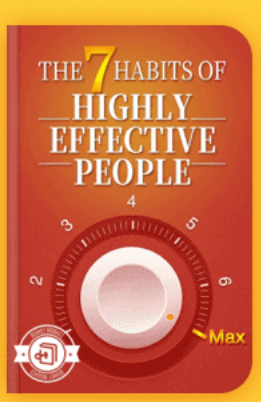

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Chapter 1 Summary: Our Gang: The Electronics Kids

In the initial chapters of this narrative, the author, Steve Wozniak, shares profound insights into his childhood, heavily influenced by his father, Jerry Wozniak, an engineer at Lockheed. This relationship shaped Steve's values and interests from a young age, particularly in electronics and ethics.

Growing up during the late 1950s and early 1960s, amidst the Cold War and the burgeoning space race, Steve had limited knowledge about his father's secretive job in the missile program, which his father attributed to being a "man of his word." This emphasis on honesty became a cornerstone of Steve's character, leading him to avoid lies in all forms, except for playful pranks that he viewed as harmless entertainment.

Steve reflects on his early exposure to electronics, which began when his father would take him to work at Electronic Data Systems. There, Steve was mesmerized by the intricate world of electronics and engineering. His father, an excellent communicator and teacher, introduced Steve to basic concepts of electronics, beginning with atoms and electrons. These lessons were foundational, allowing Steve to grasp complex topics well ahead of his peers—even learning about transistors and logic gates by the sixth grade. Jerry Wozniak instilled a deep appreciation for engineering in his son, emphasizing its importance in furthering society and improving lives.

The narrative reveals that although electronics fascinated Steve, there was a human element intertwined with his technical interests. He recalls a time when his mother, an enthusiastic supporter of Richard Nixon, involved him in a light-hearted prank that ended up with him being misidentified in the media. This experience taught him about the importance of truth and scrutiny in journalism and politics, further cementing his belief in honesty.

Steve's childhood environment in Sunnyvale, California, known as the cradle of Silicon Valley, also played a significant role in shaping his identity. The area, dotted with orchards and a budding electronics scene, provided Steve with unique opportunities to explore his creativity, as he and his friends would often tinker with radios and electronic parts salvaged from their fathers' workplaces.

One of his notable projects as a child was creating a house-to-house intercom system with his friends using scavenged phone wire and components. This venture showcased not only his technical skills but also his desire to create practical, functional devices that could enrich communication among his peers. The thrill of creating something that worked and facilitated connections—whether for innocent nighttime gatherings or pranks—laid the groundwork for Steve's later innovations in technology.

In this blend of technical curiosity, ethical teachings from his father, and

whimsical childhood experiences, Wozniak establishes the foundation for both his personal and professional journey. He articulates a profound belief in the power of engineering as a means to improve the human experience, a philosophy that would continue to guide him throughout his life and career.

Chapter 2 Summary: The Logic Game

This narrative reflects on the author's childhood experiences, particularly their deep admiration for the *Tom Swift Jr.* series of adventure novels. The protagonist, Tom Swift Jr., is portrayed as a brilliant teenage scientist and engineer who solves crises with his inventions, inspiring the author to pursue similar goals of making a positive impact through technology. The stories included elements such as aliens, spies, and advanced materials, resonating with the author's enthusiasm for science and engineering.

As a child, the author was captivated by reading, often sneaking late-night sessions with his favorite books despite a curfew. This passion for discovery was reinforced by hands-on projects with their father, starting with a crystal radio kit at age six, leading to feelings of achievement and confidence when completing complex tasks that set them apart from peers.

The relationship with the father focused heavily on electronics and engineering. The author reminisces about building electronic projects with their dad, expanding their knowledge and skills. In fifth grade, interest in ham radio sparked a new dimension of learning, encouraging community engagement and sparking aspirations for further exploration in communications technology. Classes with Mr. Giles introduced the author to ham radio, leading to a shared accomplishment with their father as both earned licenses, marking a significant milestone in their journey.

The author goes on to elaborate on their early education experience, where they thrived in science, often impressing teachers and peers with innovative projects. Reaction to the science fair successes fostered a stronger self-identity as a "Science Whiz." Notable projects included experiments on electrical conductivity and a large model representing atomic structures, both of which built practical skills and reinforced their passion for science.

By the sixth grade, the author began constructing fundamental digital circuits, including a tic-tac-toe machine that introduced the logic concepts of programming. Although the project encountered challenges, such as electrical failures, the experience cemented the understanding that knowledge and learning outweighed external validation. Promoting a growth mindset, the author emphasized the importance of 'earned' knowledge over the accolades.

Advancing to eighth grade, the author developed the Adder/Subtractor machine, a pivotal project that functioned as an early computer. This machine could add and subtract numbers, demonstrating a practical application of logic. Although initial recognition at the science fair did not meet expectations, subsequent acknowledgment from the Air Force underscored the project's significance and the author's technical achievements.

Reflection on this journey highlights the importance of patience, gradual learning, and the supportive role of family in nurturing technical skills. The author recognizes that incremental progress, not just outcomes, is essential in engineering and encourages this philosophy as a guiding principle for future generations. The narrative culminates in a vision of pursuing challenges one step at a time, fostering a methodical approach to engineering and innovation.

In essence, this developmental chronicle celebrates a trajectory rooted in curiosity, imagination, and the joy of creation — parallels distinctly drawn to figures like Tom Swift Jr. and a lifelong pursuit of understanding technology's potential to better the world.

Chapter 3 Summary: Learning by Accident

The narrative begins with the author reflecting on their early school years, characterized by shyness but an abundance of friends and athletic achievements. They led a group of enthusiasts known as the Electronics Kids, excelling in sports and academics, gaining recognition as the smartest student and student body vice president by fifth grade. However, the transition to sixth grade marked a social downturn for the author, as they became increasingly invisible among their peers, overshadowed by a culture of flirting and casual conversations they felt disconnected from. This newfound social isolation deeply affected their enjoyment of school and self-esteem.

In seventh and eighth grades, the author's social life deteriorated further. Once popular, they found themselves at the bottom of the social hierarchy in a landscape where advances in personal dynamics and socialization became pivotal. Advanced in math and science, their skills were no longer recognized by peers who were more engaged in partying and socializing. As they grappled with their shyness and the rejection of their interests, they turned to electronics, a passion that still earned praise from adults and teachers, even as their social life floundered.

The author reflects on their coping mechanisms, which included clever pranks that provided both humor and a way to connect with others, albeit

indirectly. These pranks became a hallmark of their teenage experience, although they often faced consequences. An infamous episode involved crafting a prank bomb, which led to a significant misunderstanding and resulted in the author spending a night in juvenile hall. While the incident was framed as a serious threat, the author found camaraderie with the other youths there, revealing a glimpse of their often misunderstood nature.

As the narrative continues, the author describes joining the Homebrew Computer Club in the mid-1970s, where they felt a sense of belonging with like-minded individuals passionate about building a computer accessible to all. This club fostered the author's growing interest in computers, leading them to overcome their shyness to present their own electronics projects, which garnered interest and conversations among peers. The author also emphasizes the importance of communication through impressive technical accomplishments, which became a primary mode of social interaction.

High school introduced a pivotal figure in the author’s life: Mr. McCollum, an inspirational electronics teacher. Mr. McCollum's military background and hands-on approach in the classroom, along with his comprehensive curriculum, reignited the author's passion for electronics and engineering. Under Mr. McCollum’s mentorship, the author gained access to advanced electronic equipment and practical learning experiences, which further solidified their skills and interest in programming.

During this period, the author discovered programming at Sylvania, where they learned to create computer programs, including one aimed at solving the Knight's Tour puzzle—a challenging chess problem involving moves by the knight piece on a chessboard. Through experimentation, they learned that raw speed in computing couldn't solve every challenge; the intricacy of algorithms and thoughtful programming approaches were often more critical, marking a significant learning moment in their journey.

Amid these experiences, the author developed a critical perspective on education and intelligence, pondering the differences between objective reasoning found in math and science versus the subjectivity present in subjects like English and history. They embarked on reflective walks back from school, contemplating how logical thinking was a more significant measure of intelligence than mere acceptance of consensus or norms.

The author recounts their accidental discovery of The Small Computer Handbook, which demystified the inner workings of real computers and inspired them to design minicomputers on paper. Despite never being able to physically build these computers due to financial constraints, the author immersed themselves in the private challenge of designing complex electronics, honing their skills in a solitary pursuit that highlighted their ingenuity even in the absence of resources.

In summary, these chapters articulate the author's journey from a

once-confident and social child to a shy teenager grappling with isolation and acceptance. Yet through their passion for electronics and the influence of inspiring educators, they forged a path of self-discovery, intellectual curiosity, and personal growth that would later culminate in their involvement in groundbreaking advancements in technology.

Chapter 4: The "Ethical" TV Jammer

Summary of the Chapters

In the tale of Rich Zenkere, the class clown of Homestead High's Class of 1968, we embark on a journey through youthful exploration and vital decisions shaping the lives of the main characters. Rich, his friend Scott Sampson, and the narrator, driven by shared interests in engineering, decide to explore college options together, setting their sights on prestigious institutions such as Caltech and the University of Colorado at Boulder.

The adventure begins when they board a plane to Boulder, marking the narrator's first journey outside California. Their arrival coincides with a heavy snowfall that captivates the narrator—having never experienced significant snowfall before. This magical winter landscape instills a sense of wonder that colors their exploration of the university, even though they arrive during Thanksgiving weekend, when formal tours aren’t available. They traverse the serene, snow-covered campus, and the narrator falls in love with the university's beauty and its engineering programs.

Despite the thrill, there’s a looming issue: the cost. The narrator's father expresses concern over the high out-of-state tuition, which is only resolved after negotiations that allow the narrator to spend a year at Colorado before

transitioning to a nearby community college and then to the University of California at Berkeley.

Upon enrolling at the University of Colorado, the narrator is met with a mix of excitement and uncertainty, particularly when classes at De Anza Community College fill up, jeopardizing his academic trajectory. Fueled by this anxiety, he makes a pivotal decision to pursue his initial dream and everything falls into place for him at Colorado. Life in the dorm introduces him to diverse friendships and experiences, forming a strong bond with his roommate Mike and encountering Rich and his crew again. They share entertaining moments playing cards and navigating campus life, while Rich's lighthearted approach maintains a sense of camaraderie that captivates the narrator.

Among the many projects the narrator embarks on, notable is the creation of a device dubbed the "TV Jammer." Inspired by a summer with his engineer friend's father, the narrator ingeniously crafts a small device capable of disrupting TV signals. He orchestrates playful pranks on unsuspecting students watching TV in the dorm. These pranks evolve into a captivating social experiment, where students attribute their inability to fix the TV to various superstitions and physical actions—never suspecting a prankster lies behind it all.

However, in academia, his ingenious pursuit of fun leads to unforeseen

consequences. When he starts writing complex computer programs to print vast quantities of mathematical sequences, he inadvertently runs up exorbitant costs beyond his professor’s budget. Unwittingly, he's accused of computer abuse after generating more output than the department can afford. This confrontation leads to a realization of the seriousness of his actions and

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Chapter 5 Summary: Cream Soda Days

In this section of the narrative, the author recounts pivotal moments from their late adolescence, particularly their awakening to the realities of government deception, personal beliefs about peace, and their early experiences with technology and friendship.

At around nineteen, the author reads the Pentagon Papers, which reveal the misleading narratives propagated by the U.S. government regarding the Vietnam War. The administration's fabrications—such as the contested Gulf of Tonkin incident—lead the author to question the integrity of a government they had always believed was honest and protective. This newfound skepticism strains their relationship with their father, who adhered to a more conventional view of authority. The realization that the government could treat citizens as adversaries and manipulate public opinion inflicts profound emotional distress on the author, awakening a desire to prioritize happiness and welfare, both personally and for others.

The draft during the Vietnam War introduces another layer of anxiety as the author navigates deferments and the looming possibility of conscription. After mistakenly being classified as draft-eligible (1A), the author decides to take drastic action rather than fight in the war. The introduction of a draft lottery brings a momentary reprieve, with a fortunate high number suggesting safety. However, another twist occurs when the draft board

unexpectedly grants student deferment, revoking the assurance of not being drafted. This twisting of rules reinforces the author's growing belief that government operates in self-serving ways, squandering trust that had been instilled by their father.

As opposition to the establishment grows, the author expresses a wish to embody the ideals of the counterculture movement, attempting to align with the hippie ethos of peace and harmony, even as a disconnect exists due to their reluctance to engage in drug use. Their experiences with like-minded peers are often hindered by this difference, leading to a feeling of alienation.

Social interactions continue to evolve with the introduction of significant friendships. An encounter with a woman interested in Scientology highlights the author’s contentment in self-sufficiency and an optimistic worldview, predicated on internal happiness rather than external validation or consumerism. After a year at De Anza College, the author decides to pursue hands-on experience in technology instead of traditional education.

This leads to the creation of the "Cream Soda Computer," a small-scale computing device built in collaboration with friend Bill Fernandez. The author’s journey into computer design reflects a significant personal achievement, marked by experimentation, creativity, and the thrill of construction. The computer’s limited capabilities symbolize the beginning of a larger journey into the tech world, paving the way for the author’s future

endeavors.

The narrative thread tightens with the introduction of Steve Jobs, a peer who shares similar interests in electronics and pranksterism. The two bond over their shared experiences, musical preferences, and a whimsical prank involving a flamboyant graduation sign. This incident underscores themes of friendship and youthful recklessness as their journey unfolds amidst the backdrop of societal shifts during the late 1960s and early 1970s.

In essence, these chapters capture a transformative period in the author's life, marked by a clash between youthful ideals and disillusionment, as well as the forging of impactful friendships that would lay the groundwork for future collaborations in the tech industry.

Chapter 6 Summary: Escapades with Steve

In this chapter, the protagonist recounts a thrilling yet perilous experience with phone phreaking, a practice of exploring and exploiting flaws in telephone systems, which he had been engaged in with his friend Steve. After an intense incident involving a close escape from the police, who mistook their illegal phone device, the Blue Box, for a synthesizer, their mood swings from fear to elation when they realize they've fooled the officers. This event solidifies a recurring life lesson: people often believe in the most bizarre tales.

After the police drop them off, they wait for Captain Crunch, a character integral to their escapades, to retrieve them, leading them back to Berkeley in a rickety van. The night takes a grim turn when the protagonist falls asleep while driving home, resulting in a crash that totals his beloved Pinto. Initially, he laments the loss of his ability to embark on spontaneous adventures, unaware that this incident will redirect his life, ultimately steering him away from schooling and toward the creation of Apple.

During his remaining time at Berkeley, he continues to explore the depths of phone phreaking with his Blue Box, a device originally created to make free calls. Inspired by Captain Crunch’s design, he modifies the Blue Box with a button that dials a quirky joke line in Los Angeles, which provides him consistent joy with its off-key rendition of “Happy Days Are Here Again.”

This chapter illustrates his duality—a phone phreak seeking thrills while adhering to an ethical code of only using his device for exploration and not theft.

Additionally, he engages in elaborate operatic hoaxes, including an audacious attempt to reach the Pope under the guise of Henry Kissinger. This escapade highlights his growing talent for impersonation, yet he remains grounded in his original mission to understand the telephone system, often paying for personal calls.

As he and Steve begin selling Blue Boxes to fellow students, they navigate the risks of their illegal venture. Their business model evolves from building and selling individual units to creating a more efficient assembly line to reduce production costs, while they experience a mix of excitement and trepidation with each transaction. An encounter with some potential buyers takes a dangerous turn when they are robbed at gunpoint. Surprisingly, one thief returns later to express interest in buying a Blue Box, leading to an uneasy exchange filled with fear, uncertainty, and a blend of dark humor.

The chapter encapsulates the protagonist's journey from naïve phone pranks to dangerous encounters, demonstrating the whims and consequences of their subcultural explorations in the early days of technology and entrepreneurship. This path is pivotal as it lays the groundwork for future innovations that would shape the technology industry.

Chapter 8 Summary: My Big Idea

The text recounts a pivotal moment in the history of personal computing as experienced by Steve Wozniak, co-founder of Apple Inc. It highlights the beginnings of the computer revolution, which Wozniak traces back to March 1975 and the formation of the Homebrew Computer Club in Menlo Park. This assembly attracted technology enthusiasts, engineers, and visionaries who aimed to democratize computer access, making it affordable for everyone rather than just large corporations. Members believed that cost-effective computers could empower individuals and transform society, an ambition that established them as early pioneers in the tech landscape.

Wozniak's journey into this realm began with a casual call from his friend Allen Baum, who excitedly invited him to the inaugural Homebrew meeting. Although initially hesitant and insecure about his knowledge of computers, Wozniak attended, where discussions about the Altair computer—an early microprocessor-based system—unfolded. Surrounded by a knowledgeable crowd, he felt out of place but left inspired by the potential of microprocessors.

His inventive spirit ignited during the meeting as he began to visualize a new kind of personal computer. Wozniak was motivated by an urge to create a machine that would function simply—something that involved a keyboard for input and a TV for output, contrasting with the complicated front panels

of existing models. That night, he sketched what would become the Apple I, sparked by his earlier experiences designing smaller computing systems and drawing from his existing knowledge about video terminals.

As he fleshed out the design, Wozniak realized he needed specific components. Initially considering the Motorola 6800 microprocessor, he later switched to the more accessible and affordable 6502 chip from MOS Technologies, which he purchased at the WESCON fair. The 6502 was not only cheaper but also compatible with his existing design plans.

Wozniak diligently gathered parts and worked on constructing the Apple I in the cubicles of Hewlett-Packard, where he was employed. He meticulously organized chip placements to ensure efficient wiring and used sockets to facilitate easy repairs. His extensive background in calculators informed his design, leading him to implement a bootable program stored in read-only memory (ROM) that would simplify the operation of the computer.

After wiring the components, he encountered and resolved various technical setbacks, relishing the challenge of debugging. The climax of his efforts came on June 29, 1975, when he successfully typed characters on a keyboard and witnessed them displayed on his own screen for the first time. This moment marked a significant milestone in technology, setting the stage for the impending rise of personal computers and the eventual dominance of Apple in the market.

In summary, these chapters narrate Wozniak's journey from the initial inspiration at the Homebrew Computer Club to the design and realization of the Apple I. They embody the spirit of innovation and collaboration that characterized the early days of computing, foreshadowing the monumental changes that personal computers would bring to society.

Chapter 11: The Apple I

In these chapters, we follow Steve Wozniak's journey in developing the Apple I computer and the beginnings of his partnership with Steve Jobs. Wozniak, a shy and modest engineer, found his voice in sharing his groundbreaking computer designs at the Homebrew Computer Club meetings. While he hesitated to boast about his work in a crowd, he was passionate about demonstrating his invention—the Apple I—to anyone willing to engage. This computer distinguished itself from contemporaries by utilizing only thirty chips, making it both affordable and accessible for users looking to connect it to their home TVs instead of expensive terminal equipment.

Throughout his presentations, Wozniak was inspired by the burgeoning potential of programming. Notably, he sought to implement the BASIC programming language, which had recently gained traction due to its popularity for early personal computing. At the time, Bill Gates had begun gaining recognition for developing a BASIC interpreter for another computer, the Altair. His ambition was to create the first BASIC for the 6502 microprocessor that powered the Apple I, which he hoped would bring him fame.

Wozniak also experimented with different types of memory for the Apple I. He initially used static RAM (SRAM) but soon learned about dynamic RAM

(DRAM), which was emerging as a cost-effective memory solution. This transition would not only reduce the number of chips needed for memory but also reflect his long-standing goal to simplify hardware design. He cleverly integrated the DRAM, finding a source for the chips that had not yet reached the market, enhancing his computer's capabilities while still making it

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Chapter 12 Summary: Our Very Own Company

In the early days of Apple Computer, co-founders Steve Wozniak and Steve Jobs found themselves in need of funds to develop their new venture—a line of ready-made printed circuit boards. Wozniak sold his HP 65 calculator for $500; though he was only partially paid, he was optimistic about acquiring the soon-to-be-released HP 67 at a discount. Meanwhile, Jobs sold his VW van for a few hundred dollars, fully prepared to navigate his surroundings by bicycle if necessary. With limited resources, they were motivated to get started on their business.

While driving back from an airport, Jobs suggested the name "Apple Computer," inspired by Wozniak's visit to an apple orchard, which he amusingly referred to as a commune. Jobs initially worried about potential trademark issues with Apple Records, the Beatles' label, but ultimately, Apple became the name that defined their partnership.

Their next step was to consult with a friend of Jobs' from Atari, who agreed to help design the initial printed circuit board layout for $600. Additionally, they met Ron Wayne, another Atari associate, who would become a crucial figure in the early days of Apple. Wayne impressed them with his knowledge of legal matters and documentation, crafting their partnership agreement where Jobs and Wozniak took 45% each, and Wayne took the remaining 10%.

Before the agreement was officially signed, Wozniak faced a moral dilemma. As he was employed at HP, he realized that anything designed during his tenure technically belonged to the company. After discussing his idea for a low-cost, BASIC-programmable computer with his HP superiors, they ultimately dismissed it, citing concerns over quality control and feasibility. Disheartened but free to pursue his passion, Wozniak joined Jobs and Wayne in the new partnership.

With the circuit board design completed, Steve received shocking news—after a demonstration at a local event called Homebrew, a computer store owner, Paul Terrell, had placed an order for 100 computers at $500 each, giving Apple its first major success and an influx of $50,000. This unexpected boost brought their vision into clearer focus, but Wozniak and Jobs needed funding for components to fulfill the order. With the help of investors like Allen Baum, they secured loans and credit to gather necessary parts, and soon began the assembly of the Apple I computers.

As production ramped up, they realized they could sell fully assembled computers, which was a novel concept at the time. However, they had to ensure that their product was delivered with necessary accessories, as Terrell had only expected the main board. They established a sale price of $666.66—a choice made by Wozniak for its aesthetic symmetry, oblivious to its cultural implications.

Amid all this activity, Wozniak's development of a BASIC interpreter for the Apple I became a labor-intensive highlight. Much of the coding was done by hand, owing to his limited resources, which ultimately helped solidify his reputation in the tech community. Despite initial hurdles with the software's compatibility, he successfully adapted popular games for their new computer, showcasing its capabilities.

The business began to thrive beyond their expectations, with profits growing as they sold the boards directly to Terrell. They enjoyed this collaboration without the weight of corporate pressures or salaries, relishing the unwavering excitement of being part of the burgeoning computer revolution.

Meanwhile, Ron Wayne felt out of sync with the startup’s vibe and chose to cash out early for $800—deciding that his preference for established corporate structures did not mesh well with the unpredictable nature of a new company. By this stage, Wozniak and Jobs were fully immersed in their adventure, driven by passion and the thrill of invention in a rapidly evolving industry.

Chapter 13 Summary: The Apple II

Chapter Summary: The Rise of Apple and the Apple II

In early 1976, Apple had sold a modest 150 computers. While they made some sales through the Byte Shop and other small retailers, they were overshadowed by the success of competitors, particularly Processor Technology, which was selling over a thousand units a month of its SOL-20 computer. This popularity stemmed partly from its keyboard support, a feature inspired by the demonstration of the Apple I at Homebrew Computer Club meetings, which Lee Felsenstein led. Encouraged by this trend, Steve Wozniak and Steve Jobs were confident that their next model, the Apple II, would exceed the sales of the SOL-20.

As Wozniak began developing the Apple II, he aimed for a complete redesign with significant enhancements over the Apple I, primarily focusing on color graphics and improved memory efficiency. This involved integrating all memory into a single bank, allowing faster access and requiring fewer chips—making the Apple II not only faster but also cheaper and easier to use than its predecessor. Additionally, the Apple II was designed to be a user-friendly personal computer ready to use out of the box, unlike previous systems that required significant technical know-how.

By August 1976, just before attending the PC-76 show in Atlantic City, Wozniak had completed the Apple II prototype. Both he and Jobs felt a mix of excitement and insecurity amidst a crowd of established competitors, but they were confident in the superiority of their machines. While Wozniak focused on finalizing programming and hardware integration, Jobs and a colleague handled sales.

During the show, a projection TV technician tested the Apple II prototype and affirmed it as the best computer he had seen, an unsolicited endorsement for a product that had yet to be officially launched. Wozniak's breakthrough moment came when he successfully ported the Atari game “Breakout” to the Apple II. This allowed him to demonstrate the significant potential of software over hardware, marking the beginning of the software gaming revolution.

However, tensions arose when Jobs and Wozniak disagreed over the number of expansion slots the Apple II should have. Wozniak argued for eight slots, anticipating future needs, while Jobs pushed for a leaner design with only two. Ultimately, Wozniak’s vision prevailed, resulting in a versatile Apple II design that would accommodate future innovations.

Despite Wozniak's success with Apple, he felt constrained at HP, which failed to recognize his contributions. Simultaneously, with the Apple II nearing completion, the need for funding became crucial. They began

pitching the Apple II to potential investors, aiming to attract significant financial support. Initial meetings included a presentation to Chuck Peddle at Commodore, who advised them to present to higher-ups, though this resulted in rejection when they sought a $250,000 investment.

Desperate for support, Jobs and Wozniak connected with Mike Markkula, a seasoned investor from Intel. Markkula not only expressed enthusiasm for their vision of a home computer but also offered them invaluable guidance. He urged them to abandon their jobs for Apple, prompting a significant moment of indecision for Wozniak, who initially resisted leaving HP.

After numerous discussions with friends and advisors, Wozniak reconceived his stance, ultimately committing to focus on Apple as his full-time endeavor. This pivotal decision marked the transition from hobbyists to businesspeople, and with Markkula's backing, Apple settled into a small office to prepare for an official launch at the upcoming West Coast Computer Faire.

In the lead-up to the Faire, technical hurdles arose, particularly in producing the innovative plastic case for the Apple II. After a stressful build-up, the prototypes were finally ready shortly before the event, allowing them to showcase their groundbreaking product.

Amidst preparation, Wozniak decided to pull an elaborate prank designed to

poke fun at a rival, MITS, by creating fake promotional materials for a nonexistent product, the Zaltair. This humorous stunt gained traction at the Faire, igniting laughter among friends once the deception was exposed. Ultimately, the success of the Apple II was not only founded on its innovative technology but also on the creative, playful spirit of its creators, which would shape its identity and future.

Through trials, triumphs, and teamwork, the groundwork was laid for what would become one of the most influential products in the tech industry, leading Apple toward its eventual IPO—a historic event likened to the Ford IPO, signifying the ascent of personal computing.

Key Points	Details
Initial Sales	In early 1976, Apple sold 150 computers, overshadowed by competitors like Processor Technology.
Development Goals	Wozniak aimed for a complete redesign with emphasis on color graphics and memory efficiency for the Apple II.
Prototype Completion	The Apple II prototype was completed by August 1976, just before the PC-76 show.
Showcase Success	The prototype received praise at PC-76, showcasing its potential, particularly with video game ports.
Design Disagreement	Jobs and Wozniak disagreed on the number of expansion slots, with Wozniak's eight slots idea prevailing.
Funding Challenges	Initial pitches for investment met rejections, leading to a critical connection with investor Mike Markkula.

Key Points	Details
Career Decisions	Wozniak was initially hesitant to leave HP but eventually committed to Apple full-time after discussions.
Pre-launch Preparations	Production faced hurdles particularly with the plastic case, but prototypes were ready for the West Coast Computer Faire.
Humorous Stunt	Wozniak staged a prank featuring a fictitious product to poke fun at a rival, creating a playful atmosphere.
Legacy	Apple II’s development laid the foundation for Apple's success leading to its influential IPO and the rise of personal computing.

Chapter 14 Summary: The Biggest IPO Since Ford

In early 1977, Apple Computer Corporation was officially established, and co-founder Mike Markkula initiated discussions with patent lawyers in Beverly Hills. They advised that all ROM chips containing code required a copyright notice, leading to Apple embarking on a patenting journey. Collaborating with patent lawyer Ed Taylor, Apple secured a robust patent encompassing innovative design elements—such as color usage and DRAM timing—forecasted to be critical for future legal battles against imitators, particularly for the Apple II, which would become a landmark in the personal computer revolution.

With the launch of the Apple II at the West Coast Computer Faire, Apple faced competition from other personal computers such as the Radio Shack TRS-80 and Commodore PET. However, the Apple II distinguished itself with significant features like color display, compatibility with standard home televisions, built-in sound, and a proper keyboard. Its design allowed for extensive expansion—up to 48K bytes of memory—contrasted sharply with the TRS-80 and PET, which were limited to 4K-8K and lacked color or the scope for future growth.

The Apple II proved to be a game-changer for both computing and gaming. Developers found it easy to create arcade-style games due to comprehensive documentation and accessible tools provided by Apple. Within months, a

thriving industry of small startups emerged, creating and distributing games on cassette tapes, with no rampant piracy characterizing the market; ethical standards remained high during this infancy phase of software development.

The storied Apple II also boasted numerous expansion options, having eight slots for additional hardware, enabling a variety of add-ons from printers to plotters. This versatility fostered creativity among board designers, inspired by the excellent support documentation and development tools Apple provided. Consequently, a flood of Apple II software and hardware advertisements began to populate computer magazines, elevating Apple's recognition without the need for traditional marketing strategies.

Despite initial reliance on cassette tapes, the pressure for a more efficient data storage solution promoted the idea of a floppy disk drive. Under a tight deadline before the Consumer Electronics Show (CES) in Las Vegas, the author took on the challenge of creating a floppy disk interface for the Apple II, having never previously worked with floppy technology. With only two weeks to finish, hard work alongside Randy Wiggington led to a prototype of quicker data-loading capabilities.

The development involved designing a new controller board optimized for the new 5.25-inch floppy drives, streamlining it by eliminating unnecessary chips from the existing designs. The ingenious design utilized precise timing and innovative coding to output data efficiently—still a complicated feat for

a young engineer. Despite moments of doubt and exhaustion, the resultant technology proved successful and catapulted Apple’s profile further at CES.

Randy and the author set up their CES booth on little sleep, just managing to rebuild the core functions of the floppy interface in time to showcase it. The reception was overwhelmingly positive, particularly when compared to competitors’ offerings, marking a significant milestone for Apple.

The true powerhouse, however, was VisiCalc, developed by Bob Frankston and Dan Bricklin, a revolutionary spreadsheet program that complemented the Apple II perfectly. As it required the substantial RAM and graphical capabilities only the Apple II offered, its arrival transformed the target market from gaming hobbyists to business professionals, igniting explosive growth in Apple’s sales. By 1980, Apple was a behemoth, selling a million computers and generating substantial media attention.

As Apple's success continued to rise, they encountered challenges from competitors, notably Franklin, which blatantly copied the Apple II's design. The author confronted Franklin’s president but ultimately they took legal action against the company for infringement. Though the case took time, Apple prevailed and received modest compensation, allowing them to maintain their technological edge amidst increasing imitation.

This journey not only underscored the importance of innovation, patents,

and rapid adaptation to consumer needs but also highlighted how key partnerships, community ethics, and creativity collectively propelled Apple to a position of industry leadership, shaping the trajectory of personal computing for years to come.

Key Details	Description
Year Established	1977
Patent Discussions	Mike Markkula initiated talks with patent lawyers, leading to a comprehensive patent for Apple.
Key Product	Apple II, launched at West Coast Computer Faire, became a hallmark of the personal computer revolution.
Distinguishing Features	Color display, compatibility with TVs, built-in sound, and extensive expansion options (up to 48K bytes of memory).
Impact on Industry	Encouraged software development, enabling the rise of small startups creating games without rampant piracy.
Expansion Options	Apple II had eight slots for hardware expansion, fostering creativity among developers.
Data Storage Innovation	Development of a floppy disk interface under a tight deadline, significantly improving data loading.
Successful CES Show	Positive reception for floppy disk drive, showcasing Apple’s innovative capabilities.
Key Software	VisiCalc, a revolutionary spreadsheet program that targeted business professionals, greatly increasing sales.
Legal Challenges	Frontal competition from Franklin who copied the Apple II design led to legal action and eventual success for Apple.

Key Details	Description
Overall Impact	Highlighting the importance of innovation, patents, community ethics, and partnerships in Apple's rise to industry leadership.

Chapter 15: The Woz Plan

In the late 1980s, just before Apple went public, a significant opportunity emerged when an investor expressed interest in purchasing shares at $5 each. This opportunity was appealing to co-founder Steve Wozniak, as it could enable him and his partner, Alice, to buy their first home after living modestly in an apartment. However, Wozniak, who had always viewed the atmosphere at Apple as a community, chose a different path. Instead of selling shares to outside investors, he created the “Woz Plan,” allowing employees, particularly engineers and marketing staff, to purchase shares at a lower price. This decision was rooted in a desire to reward those who had contributed to Apple's growth, particularly given the wealth that was likely to follow the company’s IPO.

Wozniak’s generosity enabled many employees to improve their financial situations significantly, allowing them to buy homes and secure a better future. Notably, he also gifted shares to some of the early employees who had not received stock options, reflecting his belief that everyone who contributed to the company deserved recognition. However, there was initial resistance from legal counsel regarding this unconventional stock distribution.

Despite personal challenges, including a difficult marriage that ultimately led to his divorce from Alice, Wozniak found solace in his new home in the

Santa Cruz Mountains. While he cherished the physical space they created together, differences in lifestyle led to the couple's separation, which was hard for him despite his commitment to the relationship.

In 1980, Apple’s transformative journey hit a crucial milestone when it successfully went public, achieving unprecedented acclaim as one of the most successful IPOs in history. Amid this euphoria, Apple was also preparing to launch the Apple III, a business-targeted machine designed to challenge IBM's nascent personal computer. Unfortunately, the Apple III was fraught with reliability issues and was developed through a convoluted committee-based approach, which diluted the engineering excellence Apple was known for. This led to severe missteps, such as the machine’s inability to run on existing Apple II software effectively, damaging its market reception.

During this crucial period, the Apple II continued to thrive, selling millions and keeping the company afloat despite the costly misadventures associated with the Apple III. Wozniak noted a disconnect between the company’s focus on the Apple III and the ongoing success of the Apple II, leading to frustrations about the direction of the company. His experiences with the Apple III development cycle revealed the complexities and challenges of managing a growing technology company as it dealt with competition, internal dynamics, and product strategy.

During this time, notable leadership changes occurred within Apple as the company grew, culminating in a significant event termed “Bloody Monday,” where key personnel, including president Mike Scott, were dismissed for making decisive but unpopular moves without following proper procedures. These changes highlighted the complexities of navigating corporate culture

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Chapter 16 Summary: Crash Landing

In the narrative, the protagonist reflects on the transformative experiences that followed his marriage to Alice, her subsequent divorce from him, and his encounters with new opportunities and relationships. The story begins with Alice encouraging him to buy the Mayfair Theater in San Jose, which she believed could be a good investment through her friend Sherry. Compelled by his desire to support Alice's interests, he purchases the theater. To spend more time with her as she becomes deeply involved with her Eastern Star activities—an organization connected to the Freemasons—he decides to join the Masons himself, despite feeling like an outsider among members who lived very different lives from his own.

As he navigates this new world while managing the theater, he finds joy in his efforts to revitalize it, making improvements and fostering a sense of community among its small staff. However, the marriage ultimately collapses, leaving him alone with his theater.

Not long after the divorce, he begins dating Candi Clark, a woman he had met through his theater. Their whirlwind romance leads to their engagement, and he devises a unique plan for her wedding ring, choosing one with a hidden diamond. They take a memorable flight in his recently purchased V-tail Beechcraft airplane to visit Candi's uncle for the ring's design. Despite being a novice pilot, he successfully completes multiple flights, though one

flight ends in disaster when he crashes the plane in Scotts Valley, resulting in serious injuries and anterograde amnesia—a condition that prevents the formation of new memories.

After waking from a five-week haze in the hospital, he is thrust into uncertainty, grappling with forgotten aspects of his identity and reality, including the details of his plane crash. His friends and colleagues express their concern, but his mind struggles to process the event. A particularly surreal moment occurs after a conversation with a colleague, prompting him to confront the reality of his crash and amend his previously hazy understanding of the events.

Released from the hospital and faced with a fresh start, he decides to return to college, hoping to finally complete his neglected degree, while temporarily living a double life as a student under the playful alias "Rocky Raccoon Clark." During this time, he immerses himself in studies that delve into psychology and memory, driven by a desire to understand his own unusual condition. He also marries Candi in a grand celebration, marking the beginning of a new chapter in his life amid the challenges that lie ahead.

The narrative captures the complexity of personal reinvention, the vulnerability of facing new realities after trauma, and the quest for understanding oneself through the lens of memory.

Chapter 17 Summary: Have I Mentioned I Have the Voice of an Angel?

In 1981, after surviving a plane crash and deciding to finish his degree at Berkeley, the author experienced an unexpected epiphany during a summer statistics class. While driving and listening to the unique sounds of progressive country music on KFAT, a station that had significantly influenced him during the Apple era, he was struck by the depth and meaning of the songs, reminiscent of Bob Dylan’s lyrics. This musical awakening coincided with watching the documentary "Woodstock," which highlighted a generation's quest for alternative lifestyles through celebrated cultural events. Inspired, the author envisioned organizing a modern Woodstock-like concert that would shape his generation.

With his newfound wealth, worth around $100 million by age 30, he contemplated the logistics of a large-scale concert, realizing he lacked the necessary experience. Seeking assistance, he reached out to Jim Valentine, a friend who owned a nightclub and had experience in organizing events. Jim connected him with Pete Ellis, an experienced concert organizer who estimated that $2 million would be required just to start. The author, confident in his vision, wrote the first check, which ignited a whirlwind of planning despite his academic commitments and recent marriage to Candi.

As preparations began for the first US Festival scheduled for Labor Day

weekend of 1982, the author faced new challenges. After recently reading "Barefoot in Babylon," which chronicled the struggles of creating Woodstock, he felt anxiety about the potential pitfalls that lay ahead. Unlike the relative ease he had experienced with Apple, orchestrating the festival proved to be an arduous task involving numerous logistical hurdles, from securing venues to dealing with artists' cancellations.

Eventually, a site near San Bernardino was selected, a vast area ideal for accommodating the anticipated crowd. Community officials, recognizing the potential economic benefits, were supportive of the concert. Plans expanded beyond music to include technology showcases and carnival attractions, all requiring significant investments that swelled to around $10 million.

Despite the scale of the undertaking, challenges mounted as the artist lineup changed, and the author struggled with managing thousands of logistics involving sound systems, stage designs, and regulatory approvals. Notably, he consulted legendary concert promoter Bill Graham, who advised a pivot away from the initially envisioned progressive country focus to align with popular rock acts demanded by the audience, stressing the importance of staying current.

As the festival date approached, the author was preoccupied, overwhelmed with responsibilities, and also preparing for the birth of his child. Just before the concert, Candi went into labor, leading to the unexpected arrival of their

son, Jesse, mere hours before the event.

Amidst this personal turmoil, the festival unfolded successfully, drawing an immense crowd despite not generating the profit hoped for—largely from ticket fraud. Still, the joy brought to attendees made the ordeal worthwhile. The US Festival stood out as a landmark event that uniquely combined music with technology, including a groundbreaking satellite link-up with audiences in the Soviet Union during the Cold War.

Despite facing significant financial losses in subsequent festivals, the author continued to explore the intersection of music and technological diplomacy as he endeavored to foster goodwill between American and Soviet citizens, underscoring the unifying power of cultural events. The experience proved to be transformative not only in the realm of entertainment but also in personal, diplomatic, and societal contexts, impacting his life and growing commitment to peace initiatives. Ultimately, despite financial setbacks, he viewed the festival as a phenomenal success for its ability to forge connections and create happiness, marking it as a pivotal highlight of his life.

Chapter 18 Summary: Leaving Apple, Moving to Cloud ine

After graduating from Berkeley and attending several U.S. festivals, I returned to Apple as an engineer, eager to focus on designing circuits rather than management. However, my profile in the tech media and various philanthropic endeavors, such as supporting the San Jose Ballet and a local computer museum, kept pulling me into a world of constant distraction. I found that while I could ignite engineering and develop ideas for architectures—like significantly speeding up processors—much of the hands-on work fell to other engineers. Ultimately, despite my affection for Apple and working in the Apple II division post-Apple III project, I felt my role wasn't as critical.

During this period at Apple, a remarkable project was underway: the Apple II C, a compact version of the Apple II, which I considered one of the most beautifully designed computers ever. Among the engineers involved was Joe Ennis, an exceptionally passionate and innovative thinker whose ideas for the Apple II included imagining it as a complete telephone switchboard, indicating his forward-thinking perspective on technology.

As I was immersed in my high-end audio-visual setup at home—with remotes aplenty for various devices—it hit me that the growing number of remote controls was becoming unmanageable. I envisioned a universal

remote that could control all devices with a single button: a programmable remote that could simplify user experience rather than complicate it. I realized this concept could easily be built using microprocessor technology, prompting me to pursue it.

This led to conversations with Joe Ennis about leaving Apple to create a company focused on developing this universal remote control. My excitement about starting something new outweighed my loyalty to the larger Apple company. The landscape at Apple was changing, and I felt I could better serve my vision outside the organization. Soon, in February 1985, I left my engineering role, securing a release from Apple after presenting my idea, which the company considered non-competitive.

With my decision made, Joe and I began discussions about forming our company. We settled on the name CL 9 after discovering "Cloud 9" was already taken. We secured an office space in Los Gatos, not far from where I lived, and felt a rush of excitement akin to the early days at Apple. Our initial focus included selecting the right components and design features for our new remote, and we began collaborating with industry consultants to simplify receiving infrared signals, a crucial element of the remote's design.

As we moved forward, we sought the right aesthetics for our product. Initially working with Frog Design—famous for their work with the Macintosh—we faced challenges when Steve Jobs reacted negatively to our

prototype, causing Frog to cease their collaboration with us. Undeterred, we continued exploring other design avenues.

Choosing microprocessors was another key decision; I ultimately opted for dual processors to handle various tasks effectively. The 8-bit processor was powerful and suited my past experiences, while a smaller 4-bit processor was practical for simpler, auxiliary functions. Our design process was immensely satisfying as we crafted a product that combined innovative features with user-friendliness.

As we progressed, I received an unexpected call from a former venture capitalist wanting to invest in my new endeavor. His interest sparked additional investments, leading to significant financial backing for CL 9. Meanwhile, I also brought on board colleagues, such as Sam Bernstein as president, to help manage our growing operations.

CL 9 flourished for a few years, gaining recognition for our innovative remote control, but my personal life demanded attention as my marriage began to suffer amid the stresses of business and parenting. In search of clarity, I took a trip to Hawaii hoping to focus on programming but ended up unproductive, often distracted by the surroundings. This experience allowed me to realize my limits as a designer and led to hiring a programmer for upcoming challenges.

By this point in my life, I felt a strong pull towards philanthropy. My goal was never to accumulate great wealth but to use my resources for good. I started supporting local initiatives, such as the Children's Discovery Museum and the San Jose Ballet, and contributed to expansions at local arts facilities. My involvement in these projects brought me fulfillment, and in an unexpected honor, I was thrilled to learn that a street in San Jose would be named after me, a truly proud moment that symbolized my commitment to supporting my community.

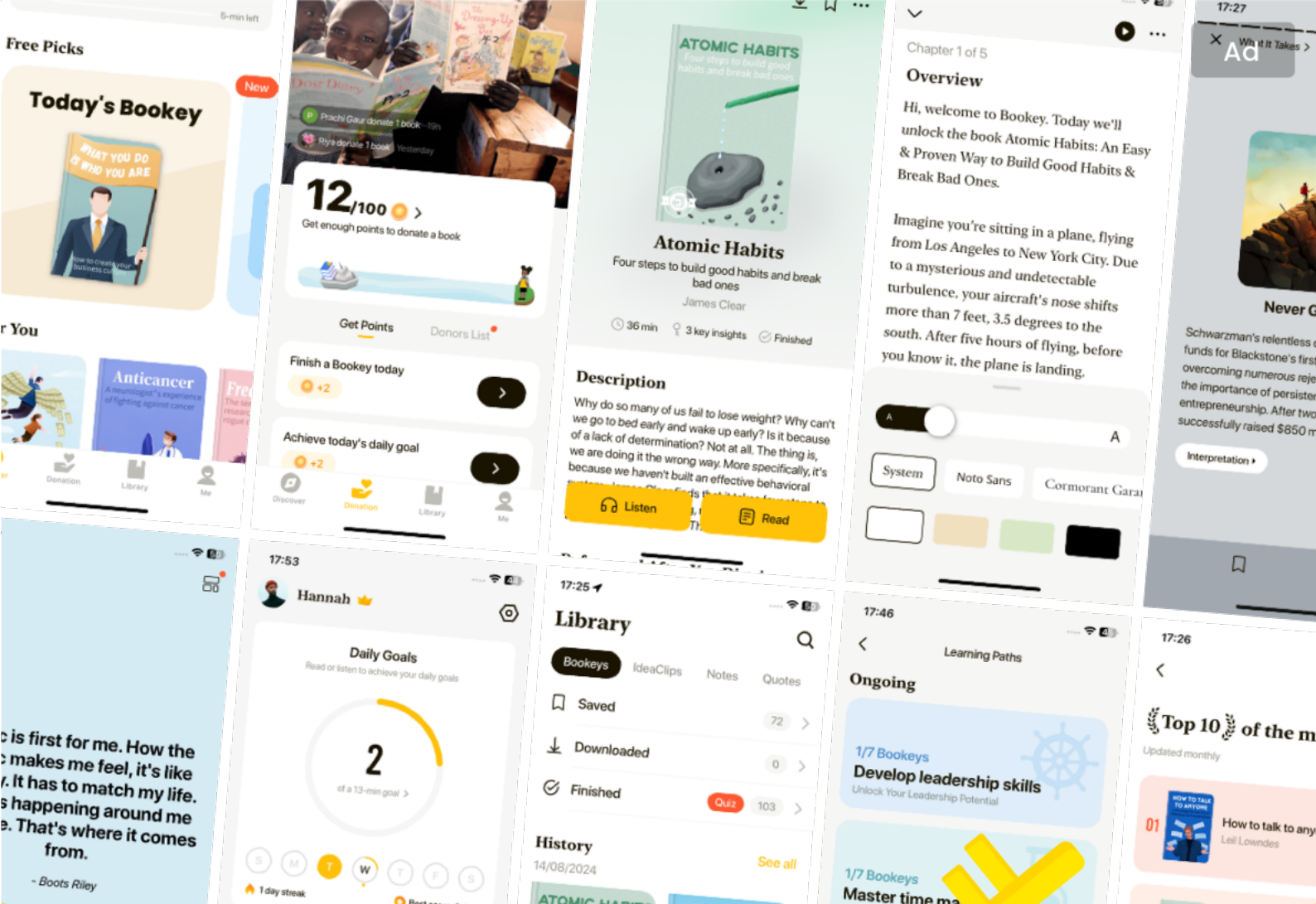
Chapter 19: The Mad Hatter

In this reflective chapter, the narrator delves into his youthful aspirations and the journey that led him to a life in education. He recalls an early desire to become a fifth-grade teacher, inspired by his own transformative experience with a supportive teacher, Miss Skrak. The narrative contextualizes the significance of education against the backdrop of societal challenges during the Cold War, where the narrator's father emphasized the potential of the younger generation to learn from past mistakes and help create a better society.

As the narrator progresses through high school and college, his initial dreams of teaching fade, but they resurface during a poignant moment at Berkeley when a crush, Holly, demonstrates child psychology techniques with a baby. This epiphany reignites his interest in child development, leading him to consciously engage with children throughout his life, fostering a desire to be a reliable and "good guy" for them.

The chapter also touches on the narrator's experiences as a parent, reflecting on the joy he found in raising his children while striving to be like his father—a model of open-mindedness and guidance rather than imposition of beliefs. He recounts treasured moments with his firstborn, Jesse, employing creative ways of exploration through playful "flying tours," showcasing his unique approach to parenting and communication.

As the narrative transitions to familial challenges, the strain in the narrator's marriage to Candi is mentioned, ultimately leading to their divorce. Adjusting to life as a single father, he immerses himself in his children's lives, particularly through philanthropic efforts aimed at enhancing



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Chapter 20 Summary: Rules to Live By

In this memoir, the author reflects on his life and career, particularly his associations with Apple and the misconceptions that surround him. At fifty-five, he decides it's time to clarify the truth about his journey, dispelling rumors that have persisted over time. He emphasizes that many widely held beliefs about his educational background and relationship with fellow Apple co-founder Steve Jobs are inaccurate. He explains that he never dropped out of college, was never thrown out of the University of Colorado, and did not collaborate with Jobs on the initial projects at Apple—he designed the first computers alone.

The author also shares his experience of feeling misrepresented by the media. A pivotal moment occurred when a Wall Street Journal article inaccurately reported his reasons for leaving Apple to start his remote control company, CL 9. Despite expressing no dissatisfaction with Apple, the article claimed he left because of poor morale, a narrative that stuck in history. His frustration with these misconceptions drives his desire to tell his own story and provide advice to aspiring inventors and engineers who might feel like outsiders.

He encourages young innovators to believe in themselves and not be discouraged by societal norms or the black-and-white thinking of others. Most people, he argues, struggle to understand groundbreaking ideas

because they are limited by existing beliefs. A successful inventor must navigate this gray-scale reality, embracing creativity and open-mindedness.

The essence of his advice centers on working alone rather than within structured corporate environments. He cites that true revolutionary inventions often arise from solitary effort rather than committees. Engineers, he suggests, are akin to artists in their pursuit of perfection and innovation, needing solitude to nurture their ideas fully.

Addressing the unpredictability of the future in the tech industry, he recalls his time at Apple during the 1970s and 1980s. He reflects on a transformative visit to Xerox PARC, where he first encountered the graphical user interface (GUI), revolutionary technology that shifted the way users interacted with computers. Realizing its potential, he contributed to Apple’s development of groundbreaking products like the Lisa and the Macintosh.

Though Apple faced significant turmoil in the mid-1990s, with reports of decline under CEO Gil Amelio, the company's turnaround came with the return of Jobs. The author highlights Jobs's charisma and marketing prowess, which were crucial in reviving customer loyalty and interest in Apple products. The iMac and iPod, though already in development, were successfully launched during this revitalization phase, underscoring the power of innovation aligned with strong leadership.

The author concludes with reflections on the importance of being part of revolutionary change. He feels fortunate to have witnessed and influenced the rise of personal computing and stresses that aspiring inventors should embrace their passion with determination. Success comes not just from ideas but from the relentless pursuit of excellence, even against the odds. He inspires future generations to harness their creative instincts, work diligently on their visions, and contribute to the world with their innovations.

Critical Thinking

Key Point: True revolutionary inventions often arise from solitary effort rather than committees.

Critical Interpretation: Imagine stepping aside from the noise of conventional thinking, allowing your mind to explore the depths of creativity that flourish in solitude. Just as Wozniak illustrates through his own journey, embracing the quiet moments allows the revolutionary ideas that dwell within you to surface. In a world that often clamors for consensus, the courage to stand alone can ignite your path to innovation. This key insight instills in you a profound belief: your unique perspective and unorthodox ideas are powerful tools, capable of shaping the future when nurtured patiently and without the constraints of societal expectations.