

iPad advertisement, 2011: “If you asked”

An Apple advertisement for the iPad, November 2011. You can [find the original here on the Apple website](#).

Voiceover If you ask a parent, they might call it intuitive.

If you ask a musician, they might call it inspiring.

To a doctor, it's groundbreaking.

To a CEO, it's powerful.

To a teacher, it's the future.

If you ask a child, she might call it magic.

And if you asked us, we'd say it's just getting started.

iPad Introduction, 2010 (8 mins)

An Apple advertisement for the iPad.

A full transcript can be found on the [RealTimeTranscription.com](#) website. Like the [Protranscript.com website](#), it offers companies accurate transcriptions of videos they own. Both sides have some example videos with transcripts.

Jony Ive, Senior VP, Design: You know, it's true, when something exceeds your ability to understand how it works, it sort of becomes magical. And that's exactly what the iPad is.

It's hard to see how something so simple, so thin and so light could possibly be so capable.

Phil Schiller, Senior VP, Worldwide Product Marketing: The iPhone was a revolution, and we learned so much from it and developed so many amazing technologies and all the applications, the multi-touch user interface. It was truly an incredible breakthrough product. We wanted to take all of that and apply that to a whole new class of product. The iPad is the best web surfing experience, the best e-mail experience, the best photo and movie watching experience. It's going to change the way we do the things we do every day.

Jony Ive, Senior VP, Design: The face of the product is pretty much defined by a single piece of multitouch glass, and that's it. There is no pointing device. There isn't even a single orientation; there's no up, there's no down, there's no right or wrong way of holding it. I don't have to change myself to fit the product; it fits me.

Scott Forstall, Senior VP, iPhone Software: We looked at the device and we decided, let's redesign it all. Let's redesign, reimagine and rebuild every single app from the ground up, specifically for the iPad. And with this large a display you get apps that aren't just a little bit better than their smaller counterparts. You get apps that are order of magnitude more powerful! iPad is the best way to browse the web. For the same reasons that it just feels right to hold a book or a magazine or a newspaper in your hands as you read them, it just feels right to hold the Internet in your hands as you search it. And with a screen this large, you can just see more of the web as you're surfing it. Take the New York Times. You can see all the top stories. They are all just right there. If you see something, you just reach out and tap it. It's

completely natural. You don't even think about it. You just do.

iPad is a world class e-mail client that's incredibly fun but very productive. You can go through huge quantities of e-mail really quickly, and it's fun because you're doing it all with your hands. When you want to compose a new message, the keyboard automatically slides up from the bottom. And this keyboard is practically the same size as a laptop's keyboard. If you want to focus on a single message, just rotate to portrait and everything else gets out of the way so you can concentrate on the content you care about.

iPad is absolutely the best way to view and share your photos. You see every one of your albums there, as just a stack of photos, and you can just pinch open to peek in a stack, or just pinch it open and look at all your photos. If you want to share with a friend, you can just flip over the iPad, and the iPad automatically flips the photo to the correct orientation.

This is an unbelievable device for watching video. The user interface we built for this is just fun. When you see something, you touch it with your finger and it starts playing. There is no delay. The quality of this video is amazing. You can double tap, fill the whole screen. We also built an incredible map application on here. It's really fast. And we created a calendar application like nothing you've ever seen on a computer before. Another app we're really excited about is called iBooks. When you couple books with a hi-res color display, reading an e-book is just such a pleasure. Not only can you read books on it, but the UI actually flips over to reveal a bookstore behind it. And with a tap of your finger, you can purchase and download a book and immediately start reading it. So now we have three phenomenal stores on the iPad: The iTunes store, the App Store, and now the iBook store. We built the iPad to run virtually every one of the more than 140,000 apps available in the App Store as well as the ones you've already downloaded on your iPhone. So the apps

you use every day and all the games you love playing are right on your iPad right out of the box. Plus, with the release of the iPad SDK, developers will be building apps specifically for the iPad. So there's going to be a whole new gold rush for app developers.

Bob Mansfield, Senior VP, Hardware: The iPad is the most advanced piece of technology that I've ever worked on at Apple.

The innovation of the product really starts with multitouch itself. This multitouch is the largest that we've ever built in a product. And it's on multitouch of this size that you really feel the power and performance that multitouch can offer.

By putting well over 1,000 sensors in this multitouch design, the level of multitouch accuracy that the customer will experience is unprecedented. When you take the product out of the box and hit the power button, the display immediately comes to life. And I think our customers' experience with that will be, Wow, this is a really vibrant display. The back lighting system is LED, and LED is what gives you the crispness and color quality in the display itself. Beyond that we use IPS technology. IPS is a premium display technology that gives you not only a great experience looking directly at the device, but also off angle, when you're sharing the device with someone else.

The reason why this product responds so well and you really feel the performance of it is because of the custom silicon that we designed for this product. That silicon is called A4, and it's really built by our hardware team in concert with our software team. What that gives you is a level of performance that you can't achieve any other way. It also gives you the efficiency to achieve a battery that lasts all day long. Apple's the one place that you can really do this. We build battery technology, we build chip technology, we build

software, and we bring all those things together in a way that no one else can do it.

Phil Schiller, Senior VP, Worldwide Product Marketing: One of the most important features we designed in the iPad was an affordable price. Usually when you get the brand-new latest technology it starts at a high price, and over time it gets more affordable, works its way down. We wanted to do it differently. We wanted to take all this advanced technology of hardware and software, do everything we could to get it into the hands of as many people as possible right from the start. The iPad starts at just 499. That's really exciting.

Jony Ive, Senior VP, Design: The iPad on one hand is clearly way bigger than just a new product. This is a new category. But yet, millions and millions of people are going to be instantly familiar with it; they're going to know how to use it. In many ways this defines our vision, our sense of what's next.

iPad Advertisement, 2011: "Love"

An Apple advertisement for the iPad, November 2011. You can [find the original here on the Apple website](#).

Voiceover For some, it's a life long passion.

For others, it's something discovered yesterday.

We all have things that speak to us. They drive us to get up early, and stay up late.

Getting lost in the things we love has never felt quite like this

Steve Jobs: Stanford University, 2005

Steve Jobs at the 2005 Stanford University Commencement Address.

Today I want to tell you three stories from my life. That's it. No big deal. Just three stories. The first story is about connecting the dots.

I dropped out of Reed College after the first 6 months, but then stayed around as a drop-in for another 18 months or so before I really quit. So why did I drop out?

It started before I was born. My biological mother was a young, unwed college graduate student, and she decided to put me up for adoption. She felt very strongly that I should be adopted by college graduates, so everything was all set for me to be adopted at birth by a lawyer and his wife. Except that when I popped out they decided at the last minute that they really wanted a girl. So my parents, who were on a waiting list, got a call in the middle of the night asking: "We have an unexpected baby boy; do you want him?" They said: "Of course." My biological mother later found out that my mother had never graduated from college and that my father had never graduated from high school. She refused to sign the final adoption papers. She only relented a few months later when my parents promised that I would someday go to college.

And 17 years later I did go to college. But I naively chose a college that was almost as expensive as Stanford, and all of my working-class parents' savings were being spent on my college tuition. After six months, I couldn't see the value in it. I had no idea what I wanted to do with my life and no idea how college was going to help me figure it out. And here I was spending all of the money my parents had saved their entire life. So I decided to drop out and trust that it would all work out OK. It was pretty scary at the time, but looking back it was one of the best decisions I ever made. The minute I dropped out I could stop taking the required classes that didn't interest me, and begin dropping in on the ones that looked interesting.

It wasn't all romantic. I didn't have a dorm room, so I slept on the floor in friends' rooms, I returned coke bottles for the 5¢ deposits to buy food with, and I would walk the 7 miles across town every Sunday night to get one good meal a week at the Hare Krishna temple. I loved it. And much of what I stumbled into by following my curiosity and intuition turned out to be priceless later on. Let me give you one example:

Reed College at that time offered perhaps the best calligraphy instruction in the country. Throughout the campus every poster, every label on every drawer, was beautifully hand calligraphed. Because I had dropped out and didn't have to take the normal classes, I decided to take a calligraphy class to learn how to do this. I learned about serif and san serif typefaces, about varying the amount of space between different letter combinations, about what makes great typography great. It was beautiful, historical, artistically subtle in a way that science can't capture, and I found it fascinating.

None of this had even a hope of any practical application in my life. But ten years later, when we were designing the first Macintosh computer, it all came back to me. And we designed it all into the Mac. It was the first computer with beautiful typography. If I had never dropped in on that single course in

college, the Mac would have never had multiple typefaces or proportionally spaced fonts. And since Windows just copied the Mac, it's likely that no personal computer would have them. If I had never dropped out, I would have never dropped in on this calligraphy class, and personal computers might not have the wonderful typography that they do. Of course it was impossible to connect the dots looking forward when I was in college. But it was very, very clear looking backwards ten years later.

Again, you can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something – your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.