

Thoughts on the passing of Steve Jobs



“Jobs did not invent any of this: what he saw was utility of it all for the common man and hired the best damn designer in the world at Apple in Jonathan Ive.”

Having personally experienced the Personal Computer Journey these 35 fleeting years, my recollections are fervently on Steve Wozniak as the genius behind the original Apple Computer and on Steve Jobs as the visionary salesman.

The lighter color of the Apple computer had a lot to do with its early success compared to my beloved black TRaSh-80 by Radio Shack. Apple sported a so-called ‘hires’ graphics mode. Apple’s close identification with graphics and desktop publishing gave impetus to desktop publishing and printing with postscript printers; otherwise, we would still be banging away on the ol’ dot matrix.

Apple early-on successfully targeted the schools and the educational market. The Apple II gain respectability in the business world with a powerful little spreadsheet program, Visi-Calc (precursor to Lotus 123 and Excel), created by Dan Bricklin and refined by Bob Frankston. In fact, were it not for the spreadsheet, the sleeping giant IBM might never have awakened and the PC revolution would never have taken off the way it did with open architecture.

Apple was Apple with closed architecture, except for one short venture with, I think, Nu-bus. The only clones I remember were Orange Micro, the Franklins, and a couple of knock offs. Apple and Jobs had several failures: the Lisa, the Apple IIc (although some would argue to the contrary), the Newton, and the Cube. But Apple was always able to resurrect itself and vestiges of former technologies evolved in later iterations:

the Newton to the iPod, iTouch, iPad, and Nano; the Cube to the iMac dome and the Mac mini.

Jobs the visionary

There were many pioneers who must be given deserved credit for the rise of the personal and professional business computer, even dare I say, the people involved with the US government’s space program and the DoD’s ARPANET (precursor to the Internet). Jobs did not invent any of this: what he saw was utility of it all for the common man and hired the best damn designer in the world at Apple in Jonathan Ive.

Needless to say, the so-called second coming of Jobs was nothing like the first. Apple trailed the PC market badly and needed a small boost from that big bad Goliath, Microsoft. In so doing, Apple became an iCompany that happened to also sell computers almost as an afterthought. After all, who really needs a computer on a desktop anyway? Aren’t computers suppose to be an extension of our minds? And that’s is exactly what Jobs had done with his vision and inspiration.

The only problem is that our modern technology, as in every other generation, is fraught with its own set of techno-social problems: texting while driving, sexting, googling an answer rather than analyzing a problem, etc. Now is not the time to blame Jobs, but somewhere in the iCloud I can hear other technologists yearning for the good old days when papyrus gave way to ink and paper and the only learned men were the scribes.. ☐

Continued

Evernote - remembering stuff for ANY platform

Continued from page 7



find more easily; medical information for various maladies that I’ve experienced and wanted to save for future reference; - I’m hoping some of this triggers ideas for our readers, and you give Evernote a try.

Want more? They’ve recently included Skitch (a sketching notebook page) to use on your Notebook. (www.skitch.com) - for FREE!

I was a bit concerned about security of my data, especially when I had a problem initially. The people at Evernote assured me that only I (through using my password), or they could see my files, and that they were too busy to look

through any data. Nevertheless, I do not have any personal information (no password files, names or addresses) saved in plaintext in my Evernote files. (If I wanted to put something secure there, I would encrypt it first, but that has not come up. Instead, I use Dropbox to save encrypted files that I share with my wife’s computer - but that’s another story!)

Have I convinced you to try it? I’m sold on it! Check out

http://www.evernote.com/about/getting_started/

for a lead-through for more information. ☐