

*In memory of*

## Steve Jobs

1955-2011



*'You're got to find what you love,'*

“Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life. Because almost everything - all external expectations, all pride, all fear of embarrassment or failure - these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart.” Jobs said to an audience of Stanford graduates in 2005, after being diagnosed with a rare cancer and a year before the introduction of Apple's iPhones.

Ironically, apples have, so far, had a significant effect on the world,

- 1- The apple of knowledge eaten by Eve/Adam, throwing the mankind out of heaven of pure enjoyment into the world of responsibility, innovation, etc, love and freedom.
- 2- The apple fallen on Newton's head, sparking the ideas of fundamental laws of classical physics that ruled, for centuries, our understanding of the universe.
- 3- The half bitten apple that affected the way many people connect, share and care for each other. Such a shock wave that re-shaped the human relationships cannot be governed by any physical laws, even if they used to rule the universe.

iTune, iPod, iPhone, iPad, iGadget, and iCloud are trademarks of genius minds. Apple, one of the world's leading technological companies, has largely contributed in producing essential parts of every day's lives of millions all around the world by facilitating the way online internet and social networks become readily available in hand at any time.

My own experience with Apple dates back to the late 80's and the purchase of the first Macintosh systems by University of Tehran, while the students, with a history of using punch-cards main frames, mono-color monitors of PDP systems, and the early 64 KBytes personal computers, were struggling to further explore command based DOS computers. The Mac systems were relatively small cases with bright monitors, and most of all, equipped with a fully graphical-interface operating system and a single-button mouse. Microsoft was just trying to develop its own premature graphical system with Windows 1 and 2, operating from DOS with the claimed capability of running simultaneous programs. It was clearly a naïve replica of Macintosh brilliant novelty in graphical interface for operating systems; the replica that made a fortune for Microsoft in coming years.

Jobs advised the Stanford university graduates to never lose faith, and he never did. He is certainly a clear example of the saying: “A descent man shall never die”.

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