

# Steve Jobs

The Response



"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. ... Stay hungry. Stay foolish."



**Steve Jobs**  
1955-2011

“I read a study that measured the efficiency of locomotion for various species on the planet. The condor used the least energy to move a kilometer. Humans came in with a rather unimpressive showing about a third of the way down the list....That didn't look so good, but then someone at Scientific American had the insight to test the efficiency of locomotion for a man on a bicycle and a man on a bicycle blew the condor away.

That's what a computer is to me: the computer is the most remarkable tool that we've ever come up with. It's the equivalent of a bicycle for our minds.”



"Steve Jobs was an extraordinary visionary, our very dear friend and the guiding light of the Pixar family. He saw the potential of what Pixar could be before the rest of us, and beyond what anyone ever imagined. Steve took a chance on us and believed in our crazy dream of making computer animated films; the one thing he always said was to simply 'make it great.' He is why Pixar turned out the way we did and his strength, integrity and love of life has made us all better people. He will forever be a part of Pixar's DNA. Our hearts go out to his wife Laurene and their children during this incredibly difficult time."

**John Lasseter**  
Chief Creative Officer

**Ed Catmull**  
President

P I X A R



Google Search

I'm Feeling Lucky

Steve Jobs, 1955 - 2011

*I am very, very sad to hear the news about Steve. He was a great man with incredible achievements and amazing brilliance. He always seemed to be able to say in very few words what you actually should have been thinking before you thought it. His focus on the user experience above all else has always been an inspiration to me. He was very kind to reach out to me as I became CEO of Google and spend time offering his advice and knowledge even though he was not at all well. My thoughts and Google's are with his family and the whole Apple family. -Larry Page*

---

*From the earliest days of Google, whenever Larry and I sought inspiration for vision and leadership, we needed to look no farther than Cupertino. Steve, your passion for excellence is felt by anyone who has ever touched an Apple product (including the macbook I am writing this on right now). And I have witnessed it in person the few times we have met.*

*On behalf of all of us at Google and more broadly in technology, you will be missed very much. My condolences to family, friends, and colleagues at Apple*  
-Sergey Brin



Michelle and I are saddened to learn of the passing of Steve Jobs. Steve was among the greatest of American innovators – brave enough to think differently, bold enough to believe he could change the world, and talented enough to do it.

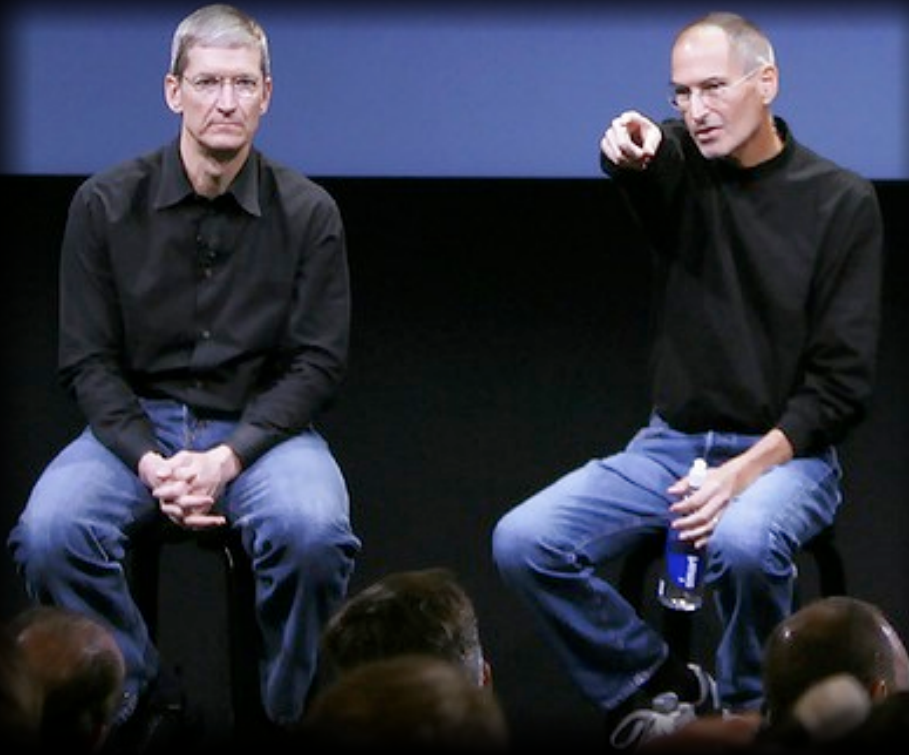
By building one of the planet's most successful companies from his garage, he exemplified the spirit of American ingenuity. By making computers personal and putting the internet in our pockets, he made the information revolution not only accessible, but intuitive and fun. And by turning his talents to storytelling, he has brought joy to millions of children and grownups alike. Steve was fond of saying that he lived every day like it was his last. Because he did, he transformed our lives, redefined entire industries, and achieved one of the rarest feats in human history: he changed the way each of us sees the world.

The world has lost a visionary. And there may be no greater tribute to Steve's success than the fact that much of the world learned of his passing on a device he invented. Michelle and I send our thoughts and prayers to Steve's wife Laurene, his family, and all those who loved him. -Barack Obama



We met Steve Jobs about 3 months after we started Adobe. He called us and said: 'I hear you guys are doing great things – can we meet?' He came over to our tiny office in Mountain View and saw the early stages of PostScript. He got the concept immediately and we started about 5 months of negotiations over our first contract. Apple invested \$2.5 million into Adobe and gave us an advance on royalties. This allowed us to help Apple build the first LaserWriter. Without Steve's vision and incredible willingness to take risk, Adobe would not be what it is today. We owe an enormous debt to Steve and his vision.

We have always had great admiration and respect for Steve. The world is a better place because of him, and his absence will leave a huge hole in the world of technology. We will miss him greatly. -John Warnock and Chuck Geschke



Team,

I have some very sad news to share with all of you. Steve passed away earlier today.

Apple has lost a visionary and creative genius, and the world has lost an amazing human being. Those of us who have been fortunate enough to know and work with Steve have lost a dear friend and an inspiring mentor. Steve leaves behind a company that only he could have built, and his spirit will forever be the foundation of Apple.

We are planning a celebration of Steve's extraordinary life for Apple employees that will take place soon. If you would like to share your thoughts, memories and condolences in the interim, you can simply email [rememberingsteve@apple.com](mailto:rememberingsteve@apple.com). No words can adequately express our sadness at Steve's death or our gratitude for the opportunity to work with him. We will honor his memory by dedicating ourselves to continuing the work he loved so much.

Tim



*Samsung Electronics is  
saddened  
to hear of Chairman Steve Jobs'  
passing and would like to  
extend our deepest condolences.*

*Chairman Steve Jobs  
introduced numerous revolution  
ary changes to the information  
technology industry and was a  
great entrepreneur.*

*His innovative spirit and remar  
kable accomplishments will fore  
ver be remembered by  
people around the world.*

*We would like to again express  
our sincerest condolences to Mr.  
Jobs' family and his colleagues.*

*-Choi Gee-sung*



I'm truly saddened to learn of Steve Jobs' death. Melinda and I extend our sincere condolences to his family and friends, and to everyone Steve has touched through his work.

Steve and I first met nearly 30 years ago, and have been colleagues, competitors and friends over the course of more than half our lives.

The world rarely sees someone who has had the profound impact Steve has had, the effects of which will be felt for many generations to come.

For those of us lucky enough to get to work with him, it's been an insanely great honor. I will miss Steve immensely. -Bill Gates



STEVE JOBS  
1955-2011

# TECH TITAN PASSES

APPLE CO-FOUNDER AND SILICON VALLEY PIONEER DIED WEDNESDAY FOLLOWING A RECURRENCE OF PANCREATIC CANCER ONE MONTH AFTER HE STEPPED DOWN FROM THE COMPANY HE HELPED CREATE AND REBUILD

BY BRUCE NEWMAN  
Bay Area News Group

Steve Jobs, who sparked a revolution in the technology industry and then presided over it as Silicon Valley's radiant Sun King, died Wednesday. The incandescent center of a tech universe around which all the other planets revolved, Jobs had a genius for stylish design and a boyish sense of what was "cool." He was 56 when he died, ahead of his time to the very end.

According to a spokesman for Apple — the company Jobs co-founded when he was just 21, and turned into one of the world's great industrial design houses and foremost technology companies — he suffered from a recurrence of the pancreatic cancer

for which he had undergone surgery in 2004. Jobs had taken his third leave of absence from the company in January of this year, and made the final capitulation to his failing health on Aug. 24, when he resigned as Apple's CEO. After 35 years as the soul of Silicon Valley's new machine, that may have been a fate worse than death.

Surrounded by his wife and children, Jobs died only a few miles from the family garage in Los Altos where he and fellow college dropout Steve Wozniak assembled the first Apple computer in 1976. Jobs transformed the computer from an intimidating piece of business machinery — its blinking lights often caged behind a glass wall — to a device people considered "personal," and then indispensable.

"Apple wasn't so much a corporation as a happening, like Woodstock," said Regis McKenna, who did Apple's early marketing campaigns, and accompanied Jobs when he bought his first suit at Wilkes Bashford. What made Apple's iToys objects of desire was Jobs' ability to make them personal.

"The first Apple computers were called hobby computers, then went from 'hobby' to 'home,' which gave it a little more personality," McKenna recalled. "And it was Steve who finally said, 'Let's come down to a name that allows us to identify this as one person, one computer.' That's where the term 'personal computer' came from."

Jobs was the undisputed "i" behind the iMac, the iPod, the iPhone and the iPad, and

TECH TITAN, page A4

## PAGE A2

■ SPONTANEOUS MEMORIALS CROP UP AT APPLE STORES IN THE BAY AREA

■ JOBS BROUGHT A HUMAN TOUCH TO TECHNOLOGY, HAD ROCK-STAR QUALITY THAT MAKES DEATH FELT BY MILLIONS

## PAGE A3

■ APPLE CO-FOUNDER HAD AS MUCH IMPACT ON POP CULTURE AS ON THE TECHNOLOGICAL LANDSCAPE

■ TRIBUTES LIGHT UP IPHONES, TWITTER

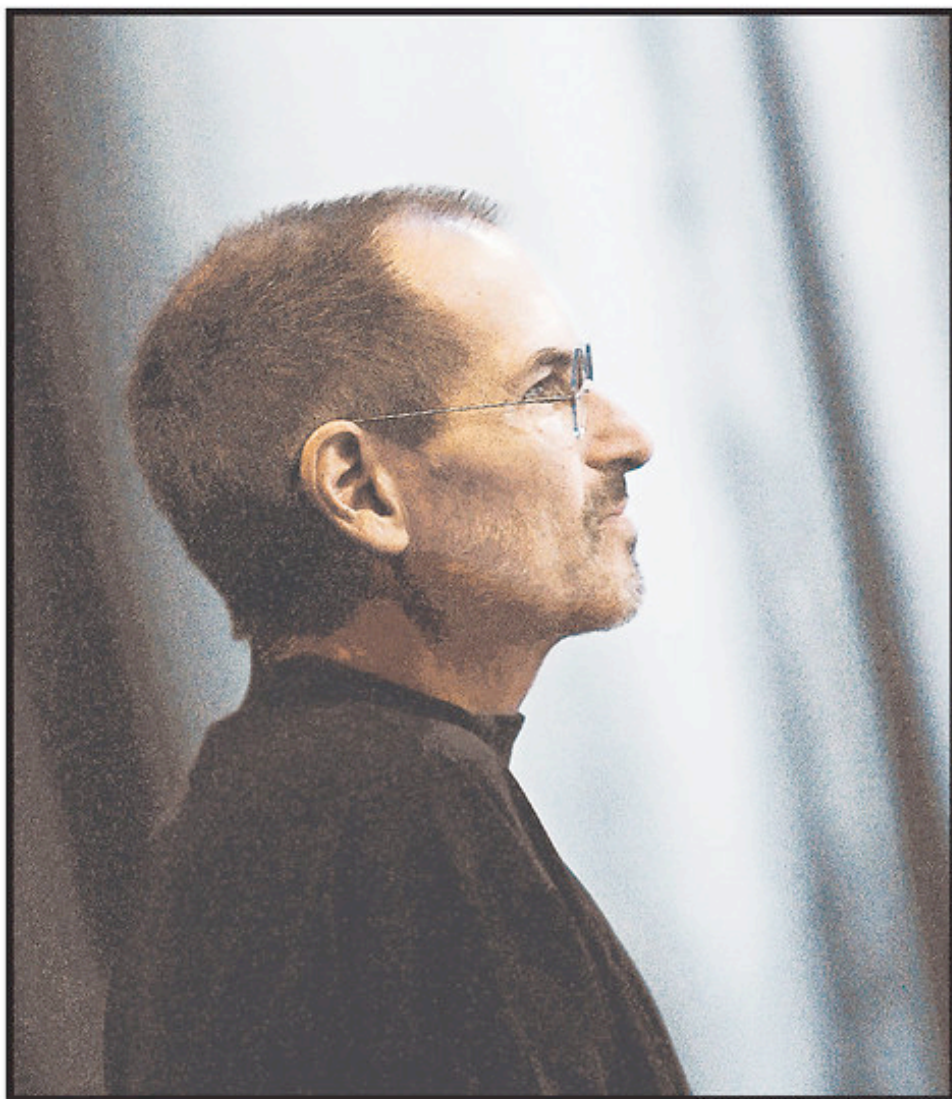


Steve Jobs was a great friend as well as a trusted advisor. His legacy will extend far beyond the products he created or the businesses he built. It will be the millions of people he inspired, the lives he changed, and the culture he defined. Steve was such an “original,” with a thoroughly creative, imaginative mind that defined an era. Despite all he accomplished, it feels like he was just getting started. With his passing the world has lost a rare original, Disney has lost a member of our family, and I have lost a great friend. Our thoughts and prayers are with his wife Laurene and his children during this difficult time. -Bob Iger



STEVE JOBS 1955-2011

## AMERICAN PIONEER



DAVID PAUL MORRIS/GETTY PHOTO 2008

Apple co-founder Steve Jobs spoke of his desire to make "a dent in the universe," viewing technology as a tool to improve life.

By DAVID SARNO AND CHRISTOPHER GOFFARD | Tribune Newspapers

Steve Jobs, the charismatic technology pioneer who co-founded Apple Inc. and transformed one industry after another, from computers and smartphones to music and movies, died Wednesday. He was 56.

Apple announced the death of Jobs — whose legacy included the Apple II, Macintosh, iMac, iPod, iPhone and iPad.

"We are deeply saddened to announce that Steve Jobs passed away today," Apple said. "Steve's brilliance, passion and energy were the source of countless

innovations that enrich and improve all of our lives. The world is immeasurably better because of Steve."

He was surrounded by his wife and immediate family when he died in Palo Alto, Calif., Reuters said. He had resigned as chief executive of Apple in

August after struggling with illness for nearly a decade, including a bout with pancreatic cancer in 2003 and a liver transplant six years later.

Few public companies were as entwined with their leaders as Apple was with Jobs, who co-founded the computer-maker in his parents' Silicon Valley garage in 1976, and decades later — in a comeback as stunning as it seemed improbable — plucked it from near-bankruptcy and turned it into the world's most valuable technology company.

Please turn to Page 12

## Cellini was no fall guy, U.S. says

Extortion trial begins in earnest after jury chosen

By ANNIE SWEENEY  
Tribune reporter

After listening to a federal prosecutor for nearly 40 minutes lay out how Springfield power broker William Cellini allegedly plotted to extort campaign cash from a Hollywood producer, veteran attorney Dan Webb stood up and put a decidedly different spin on the story.

Cellini was only trying to help an old friend, Webb insisted Wednesday to the jury. And in the end, he did, Webb maintained.

"This story does have a happy ending," Webb said with emphasis as Cellini's long-awaited trial started in earnest after selection of 12 jurors and four alternates.

The longtime Statehouse insider is charged with trying to shake down producer Thomas Rosenberg in 2004 for a \$1.5 million contribution to the campaign of then-Gov. Rod Blagojevich.

Cellini was no innocent victim of circumstances, Assistant U.S. Attorney Gregory Deis contended in his opening remarks to jurors.

"The defendant didn't slip, fall and find himself in the middle of an extortion," he said. "He was in. Eyes wide open."

Cellini's federal trial on fraud and attempted extortion charges marks the last of the corruption cases arising from the scandal that toppled Blagojevich and many of his top aides.

Please turn to Page 9

## Companies take hard line on state aid

Sears Holdings Corp., Ford Motor Co. and the parent company of the Chicago Mercantile Exchange and Chicago Board of Trade are doggedly pursuing incentives from the state of Illinois, with Sears and CME Group suggesting that they might relocate if they aren't successful.

Business

## Palin will not make bid for



# The Steve Jobs I Knew

*By Walt Mossberg*

That Steve Jobs was a genius, a giant influence on multiple industries and billions of lives, has been written many times since he retired as Apple's chief executive in August. He was a historical figure on the scale of a Thomas Edison or Henry Ford, and set the mold for many other corporate leaders in many other industries.

He did what a CEO should. He hired and inspired great people; managed for the long term, not the quarter or the short-term stock price; made big bets and took big risks. He insisted on the highest product quality and on building things to delight and empower actual users, not intermediaries like corporate IT directors. As he liked to say, he lived at the intersection of technology and liberal arts.

And he could sell. Man, he could sell.

But there was a more personal side of Steve Jobs, of course, and I was fortunate enough to see a bit of it, because I spent hours in

conversation with him, over the 14 years he ran Apple. Here are a few stories that illustrate the man as I knew him.

### **The Phone Calls**

I never knew Steve when he was first at Apple. I wasn't covering technology then. And I only met him once between his stints at the company. Within days of his return in 1997 he began calling my house, on Sunday nights, for four or five straight weekends. As a veteran reporter, I knew he wanted to flatter me, to get me on the side of a teetering company whose products I had once recommended, but had recently advised readers to avoid.

Yet there was more to the calls than that. They turned into marathon, 90-minute, wide-ranging, off-the-record discussions that revealed to me the stunning breadth of the man. One minute he'd be talking about sweeping ideas for the digital revolution. The next about why Apple's current products were awful, and how a color, or angle, or curve, or icon was embarrassing.

After the second such call, my wife became annoyed at the intrusion he was making in our weekend. I wasn't.

Later, he'd sometimes call to complain about some reviews, or parts of reviews—though, in truth, I felt very comfortable recommending most of his products for the average, non-techie consumers. (That may have been because they were his target, too.)

I knew he would be complaining because he'd start every call by saying "Hi, Walt. I'm not calling to complain about today's column, but I have some comments, if that's OK."

### **The Optimist**

I have no way of knowing how Steve talked to his team during Apple's darkest days in 1997 and 1998, when the company was on the brink and he was forced to turn to archrival Microsoft for a rescue. He certainly had a nasty, mercurial side to him, and I expect that, then and later, it emerged inside and outside the company.

But I can honestly say that, in my many conversations with him, the dominant tone he struck was optimism and certainty, both for Apple and for the digital revolution as a whole. Even when he was telling me about his struggles to get the music industry to let him sell digital songs, or griping about competitors, at least in my presence, his tone was always marked by patience and a long-term view. This may have been for my benefit, knowing that I was a journalist, but it was striking.

At times in our conversations, when I would criticize the decisions of record labels or phone carriers, he'd surprise me by forcefully

disagreeing, explaining how the world looked from their point of view, how hard their jobs were in a time of digital disruption, and how they would come around.

This quality was on display when Apple opened its first retail store. It happened to be in the Washington, D.C., suburbs, near my home. He conducted a press tour for journalists, as proud of the store as a father is of his first child. I commented that, surely, there'd only be a few stores, and asked what Apple knew about retailing. He looked at me like I was crazy, said there'd be many, many stores, and that the company had spent a year tweaking the layout of the stores, using a mockup at a secret location. I teased him by asking if he, personally, despite his hard duties as CEO, had approved tiny details like the translucency of the glass and the color of the wood. He said he had, of course.

### **The Product Unveilings**

Sometimes, not always, he'd invite me in to see certain big products before he unveiled them to the world. He may have done the same with other journalists. We'd meet in a giant boardroom, with just a few of his aides present, and he'd insist—even in private—on covering the new gadgets with cloths and then uncovering them like the showman he was, a gleam in his eye and passion in his voice. We'd then often sit down for a long, long discussion of the present, the future, and industry gossip.

I still remember the day he showed me the first iPod. I was amazed that a computer company would branch off into music players, but he explained, without giving any specifics away, that he saw Apple as a digital products company, not a computer company. It was the same with the iPhone, the iTunes music store, and later the iPad, which he asked me to his home to see, because he was too ill at the time to go to the office.

### **Ice Water in Hell**

For our fifth All Things Digital Conference, both Steve and his longtime rival, the brilliant Bill Gates, surprisingly agreed to a joint appearance, their first extended onstage joint interview ever. But it almost got derailed.

Earlier in the day, before Gates arrived, I did a solo onstage interview with Jobs, and asked him what it was like to be a major Windows developer, since Apple's iTunes program was by then installed on hundreds of millions of Windows PCs.

He quipped: "It's like giving a glass of ice water to someone in Hell."

When Gates later arrived and heard about the comment, he was, naturally, enraged. In a pre-interview meeting, Gates said to Jobs "so I guess I'm the representative from hell."

Jobs merely handed Gates a cold bottle of water. The tension was broken, and the interview was a triumph, with both men acting like statesmen. When it was over, the audience rose in a standing ovation, some of them in tears.

### **The Walk**

After his liver transplant, while he was recuperating at home in Palo Alto, Steve invited me to catch up. It turned into a three-hour visit, punctuated by a walk to a nearby park that he insisted we take, despite my nervousness about his frail condition.

He explained that he walked each day, and that each day he set a farther goal for himself, and that, today, the neighborhood park was his goal. As we were walking and talking, he suddenly stopped, not looking well. I begged him to return to the house, noting that I didn't know CPR and could visualize the headline: "Helpless reporter lets Steve Jobs die on the sidewalk."

But he laughed, and refused, and, after a pause, kept heading for the park. We sat on a bench there, talking about life, our families, and our respective illnesses. (I had had a heart attack some years earlier.) He lectured me about staying healthy. And then we walked back.

Steve Jobs didn't die that day, to my everlasting relief. But now he really is gone, much too young, and it is the world's loss.



Today the world lost one of its greatest innovators and visionaries with the passing of Steve Jobs. His achievements are unmatched in our time. We admired his spirit, his creativity and his passion. He not only changed the technology industry, he changed the world and made it better.

While we will all feel this enormous loss, I am confident that this industry will take to heart the lessons Steve taught us about innovation. Steve led this industry like a beacon for the past decade. As a competitor, he helped ensure all of us pushed even harder, and I am confident his legacy will continue to energize the industry for many years to come.

His spirit will carry on, and it will inspire all of us to achieve more. We would like to express the sympathy of all 27,000 Lenovo employees worldwide to his family and friends, and we joining the world in mourning his passing and celebrating his life. -Yuanqing Yuan

sfexaminer.com

The City's  
**FREE**  
daily newspaper

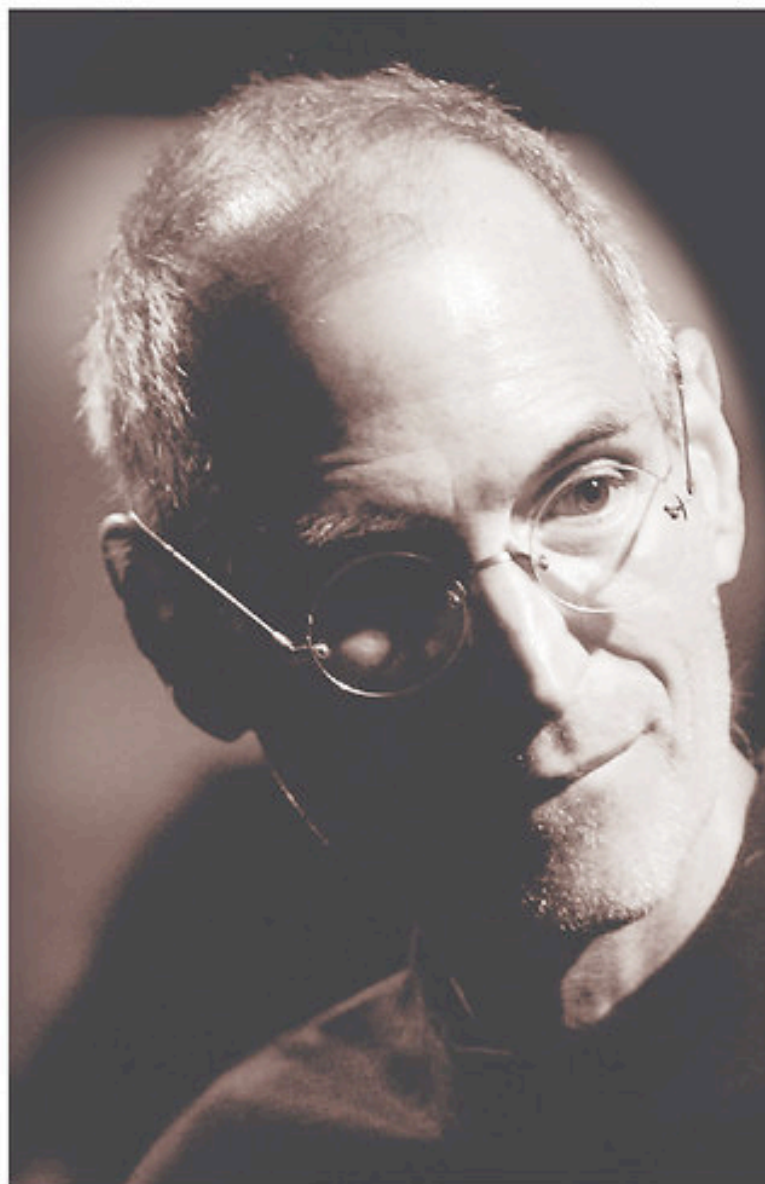

THURSDAY,  
OCTOBER 6, 2011

Since 1863  
**The Examiner**  
SAN FRANCISCO

62° 53°



Partly cloudy, chance  
of showers. PAGE 44

Thought  
differently.

Steve Jobs, 1955-2011

Amazing *ColumbusDay* Values **\$699<sup>99</sup>** sectionals

OR JUST  
\$23 A MONTH  
FOR 3 YEARS!\*



**JENNIFER**  
CONVERTIBLES

\*Subject to credit approval. See store for details. No minimum purchase. Only tax & delivery required at time of sale. Bonded Leather 17% (actual). Mechanical plug may not be covered or available in year one. Delivery charge additional. Savings may not be based on actual sales. Not all products available in all stores. Call 1-800-JENNIFER for SF area locations.



Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do. - Apple Inc.

You'll be missed, Steve