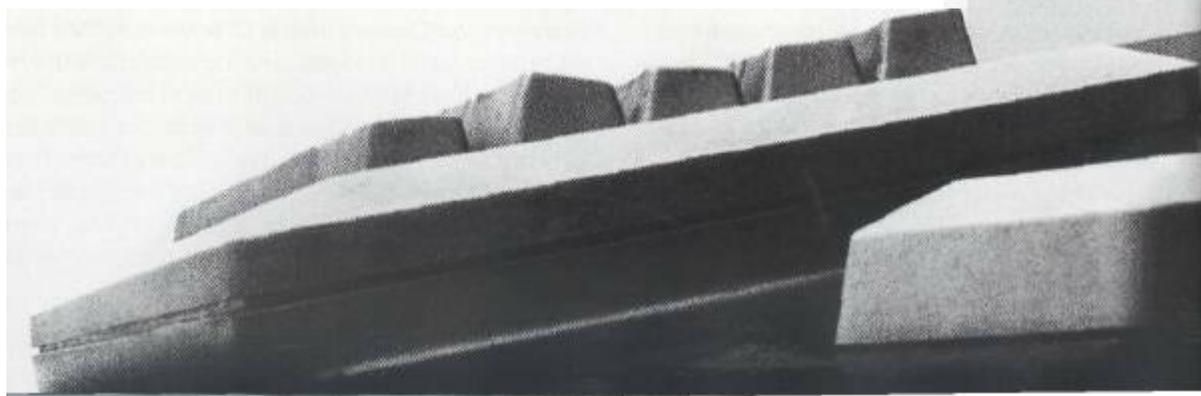


In 1984, Steve Jobs
gave the world
a little beige box.
25 years later,
Apple is still
thinking different.

It's the 25th anniversary of the Apple Macintosh, but Steve Jobs' eyes are dry. At the company headquarters in Silicon Valley, where he was presenting a set of new laptops to the press last October, I mentioned the birthday to him. Jobs recoiled at any suggestion of nostalgia. "I don't think about that," he said. "When I got back here in 1997, I was looking for more room, and I found an archive of old Macs and other stuff. I said, 'Get it away!' and I shipped all that shit off to Stanford. If you look backward in this business, you'll be crushed. You have to look forward." Here's what's amazing about the Mac as it turns 25, a number that in computer years is just about a googolplex: *It can* look forward. The Mac's original competition—the green-phosphorus-screened stuff made by RadioShack, DEC, and then-big kahuna IBM—now inhabit landfills, both physically and psychically. Yet the Macintosh is not only thriving, it's doing better than at any time in its history. Much of the attention directed at Apple over the past few years has focused on new products like the iPod and the iPhone. Click wheels and touchscreens have distracted us from the news that»



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ALL GROWN UP

BY STEVEN LEVY

