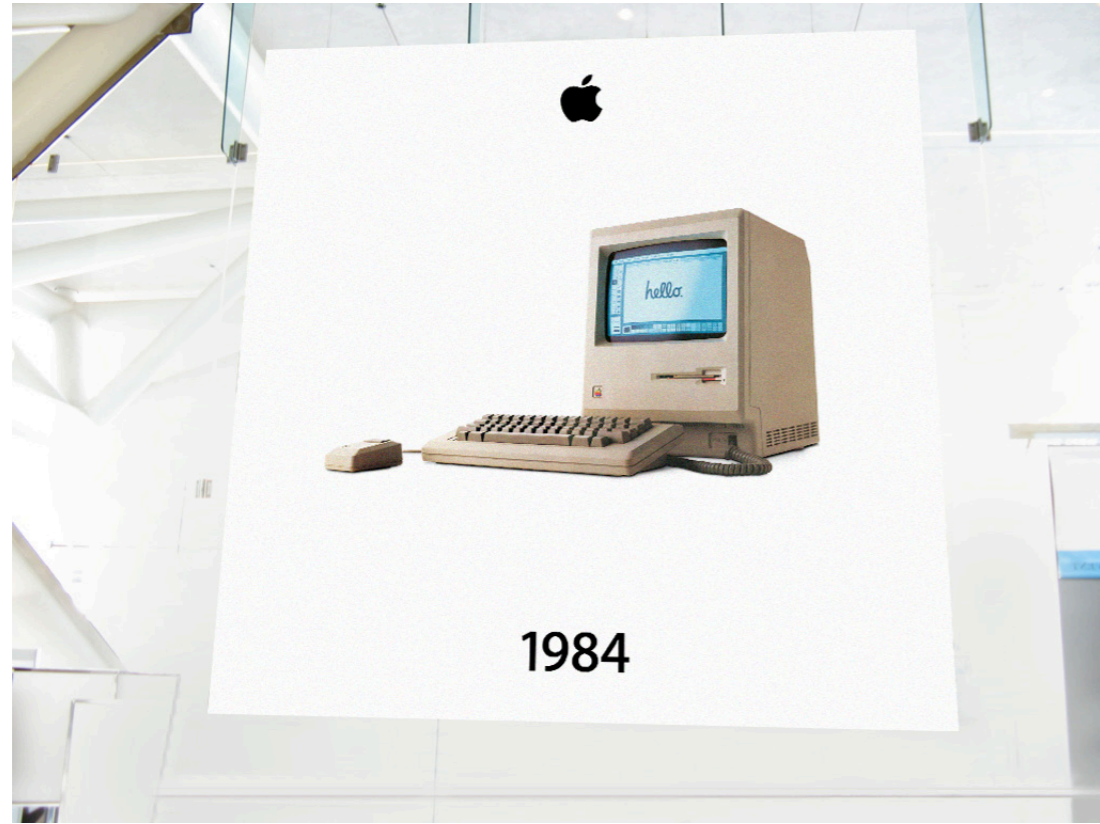


hello.

The iPhone is an opportunity to solidify Apple's amazing and unparalleled computing innovations in the history books. To firmly root the Apple brand - and all it represents - into the lives of people of all ages everywhere.

History must be told. And re-told. And told again. Or it becomes lost. In 1984, a little computer called the Macintosh came out and revolutionized the computing experience as we knew it. And, now in 2007, the iPhone is going to make it's own revolution. The problem is that a 15-year-old kid might not know that. Or that the 37-year-old kid might not particularly care.

Use the launch of the iPhone as a vehicle for communicating and telling the history of Apple. Advertise the history. Communicate Apple's innovations. Sell the continued legacy of innovations that extend 30 years and start it all again with a simple "hello".





1984



2007

In 1984, Apple Computer started the personal computer revolution - allowing everyday people access to the tremendous potential and power of computers.

Now, in 2007, Apple Computer has started another revolution - changing the way people use and think about the phone.

We, at Apple, are very proud of our history of relentless innovation and are very happy to help make all of our lives just a little bit better.

hello.



[apple.com/iphone](http://apple.com/iphone)



APPLE - IPHONE LAUNCH - HISTORICAL CONCEPT - RETAIL STORE WINDOW BANNERS  
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