

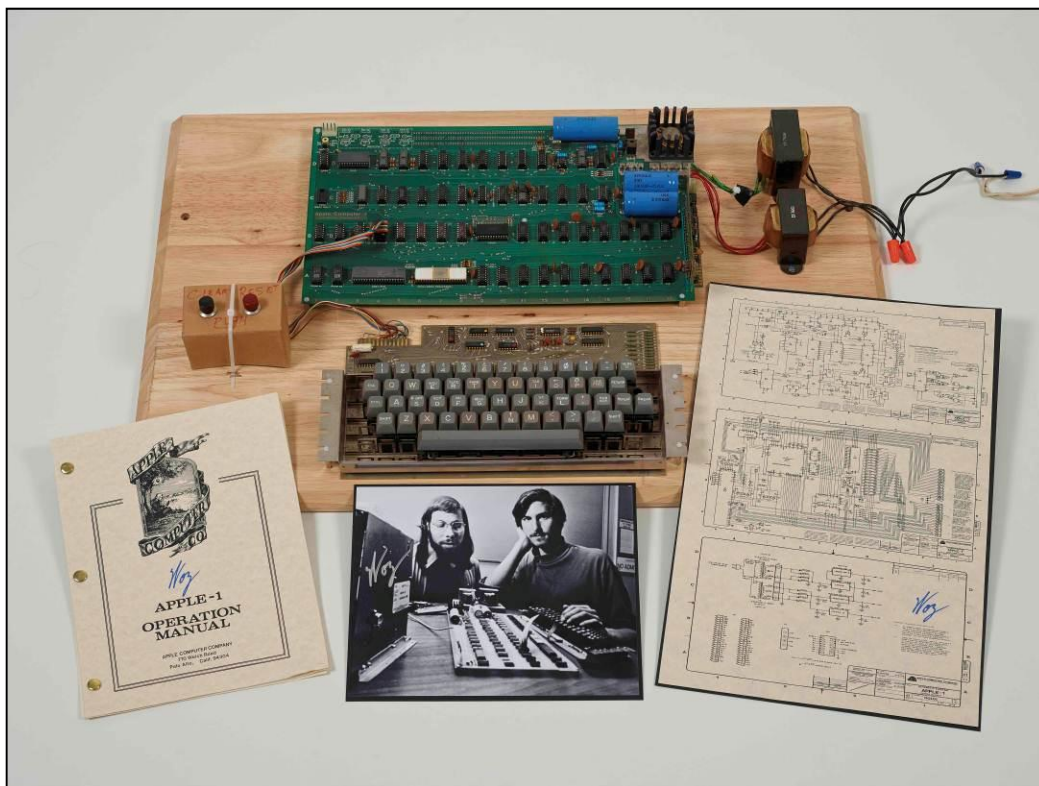
CHRISTIE'S

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FOR IMMEDIATE RELEASE

CHRISTIE'S PRESENTS FIRST BYTES: ICONIC TECHNOLOGY FROM THE TWENTIETH CENTURY

ONLINE-ONLY AUCTION FEATURING VINTAGE TECH PRODUCTS INCLUDING THE ORIGINAL APPLE COMPUTER, APPLE-1, OPEN FOR BIDS JUNE 24 - JULY 9

APPLE-1 ON EXHIBIT AT COMPUTER HISTORY MUSEUM IN SILICON VALLEY JUNE 24 - 27



New York – Christie's is pleased to announce *First Bytes: Iconic Technology From the Twentieth Century*, an online-only auction featuring vintage tech products. The sale will be open for bidding from June 24 through July 9, and will include the original Apple computer, now known as the Apple-1, which was designed and hand-built in 1976 by Steve Wozniak, who later signed his work.

Consignor of the Apple-1, Ted Perry, was first introduced to Apple computers in 1977 as a project director for San Juan Unified School District, who received the first Title IV-C microcomputer grant in K-12 education. He was tasked with the goal to select the computer company to best support the project, and eventually reached out to Steve Wozniak (Woz) who was very supportive of its use for education. The project was disseminated to over 3,000 school districts across the nation, and K-12 schools for the first time ever, had a computer (Apple II) that allowed them to provide their own curriculum to the students.

Ted Perry says “Apple cares about education, and as Woz supported education directly from the beginning by actively providing any and all information we needed for the project, I started collecting Apple products. As I found the Apple-1, I was delighted to add it to my collection.”

The estimate for the Apple-1 is \$300,000 - 500,000. Additional highlights from *First Bytes: Iconic Technology From the Twentieth Century* include the **20th Anniversary Macintosh Computer (1997)** - pictured below left, **Translucent Mac SE (circa 1987-1990)** - pictured below center, and **Prototype Macintosh Portable PC (1989)** - pictured below right.



As with all of Christie’s exclusive online-only auctions, all browsing and bidding for the works featured in the two-week sale is done completely online, with the click of a mouse. Registration and bidding are open to both new and established clients located anywhere in the world.



Exhibition of Apple-1:

Computer History Museum, 1401 N Shoreline Blvd., Mountain View, CA 94043

June 24-27

Free and open to the public

For more information on the sale and to bid, click here www.christies.com/firstbytes.

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About Christie’s

Christie’s, the world’s leading art business, had global auction and private sales in 2012 that totaled £3.92 billion/\$6.27 billion. Christie’s is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, Christie’s has since conducted the greatest and most celebrated auctions through the centuries providing a popular showcase for the unique and the beautiful. Christie’s offers over 450 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie’s also has a long and successful history conducting private sales for its clients in all categories, with emphasis on Post-War and Contemporary, Impressionist and Modern, Old Masters and Jewellery. Private sales totaled £631.3 million/\$1 billion in 2012, an increase of 26% on the same period last year.

Christie’s has a global presence with 53 offices in 32 countries and 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, and Hong Kong. More recently, Christie’s has led in growth markets such as Russia, China, India and the Middle East, with successful sales, exhibitions and initiatives in Moscow, Baku, Beijing, Mumbai, Delhi, Jeddah, Abu Dhabi, Doha and Dubai.

About Christie's Online

Since 2012, Christie's has been offering time-based on-line only auctions of fine art, jewelry, fashion, decorative arts, photographs, and memorabilia. All property auctioned on-line is treated with the same high-touch dedicated cataloguing, inspection, and review as any property offered by Christie's. Many of these on-line auctions have attracted visitors from over 100 countries. The online auctions last up to two weeks with incremental bidding and staggered end times for different lots. Potential winning bidders are shown an estimate of their all-in price that includes buyer's premium, taxes, and shipping costs. Once registered, bidders receive instant updates by email or phone when other bids exceed their own. All payment is by credit card, and bidding registration is open to all clients.

**Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and do not reflect costs, financing fees or application of buyer's or seller's credits.*

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