

# CHRISTIE'S

PRESS RELEASE | South Kensington | 28 August 2012

## FORMER APPLE EMPLOYEE'S APPLE-1 PERSONAL COMPUTER ON SALE AT CHRISTIE'S IN OCTOBER

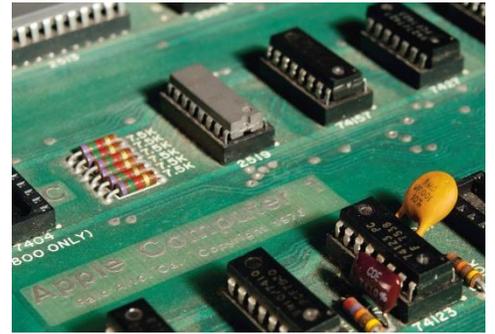


**South Kensington, London** – Christie's is pleased to present the opportunity for collectors to purchase a rare original Apple personal computer, now known as the Apple-1, serial number 22, directly from the estate of Joe Copson, a former Apple employee. Realised in 1976 by the Apple Computer Company, the Apple-1 machine was designed and each model hand-built by Steve Wozniak. His friend Steve Jobs suggested a number of improvements, and handled its sale and marketing. The pair famously invested all they could to finance the first Apple creation, with Jobs selling his only mode of transportation, his VW and Wozniak his HP-65 calculator to generate enough funds for the project. When offered at auction within Christie's sale of *TRAVEL, SCIENCE AND NATURAL HISTORY including the Polar Sale to commemorate the Scott Centenary, 1912-2012* on 9 October 2012, the Apple-1 is expected to fetch between £50,000 and £80,000.

**James Hyslop, Scientific Specialist, Christie's** commented, *"This is the computer that started Apple, now recognized as the most valuable company in the world; its significance in making computer technology accessible for all cannot be undervalued."*

Ground-breaking at the time of its invention and intended to make technology more accessible, the Apple-1 consisted of a pre-assembled motherboard, representing a major step forward in the world of computing when all other examples on the market were bought as self-assembly kits requiring engineering prior to use. Introduced in July 1976 at the Homebrew Computer Club in Palo Alto, California, the Apple-1 was sold without a casing, power supply, keyboard or monitor and buyers would have supplied their own. All one needed was a keyboard and an inexpensive television set to operate it. Priced at \$666.66, the first Apple-1s were sent to

purchasers direct from the garage of Steve Jobs' parents' house. It is not clear how many Apple-1s were sold, but by April 1977 the price was dropped to \$475, and it continued to be sold through August 1977, despite the introduction of the Apple II in April 1977 (a major advance with integrated keyboard, sound, a plastic case, and eight internal expansion slots). It was officially discontinued by October 1977, after approximately 200 units were produced. It is estimated that less than fifty are still in existence today.



In November 2010, an exceptional example of the Apple-1 sold at Christie's London for £133,250 / \$212,267 / €156,169. The computer was offered complete with original box, instruction manuals and a signed letter from Steve Jobs, co-founder of Apple. The other prominent co-founder of Apple, Steve Wozniak, attended the auction. It was sold by a private collector and acquired by Marco Boglione, a private Italian collector.

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**The complete eCatalogue will be available to view online from September 2012 at [www.christies.com/calendar](http://www.christies.com/calendar)**

**Public Exhibition:**

Saturday, 6 October: 11.00am – 5.00pm  
Sunday, 7 October: 11.00am – 5.00pm  
Monday, 8 October: 9.00am – 7.30pm

**Auction:**

TRAVEL, SCIENCE AND NATURAL HISTORY  
including the Polar Sale to commemorate the Scott Centenary, 1912-2012  
9 October 2012 at 10.30am

**Christie's South Kensington**

Open seven days a week, Christie's South Kensington is one of the busiest salerooms in the UK attracting over 200,000 visitors each year. With over 100 sales and offering more than 20,000 lots annually, estimates start from £300. Interiors sales dedicated to home furnishings are held three times a month alongside regular Sunday sales of single-owner collections. Specialised sales for the avid collector are scheduled throughout the year according to category, and include Film Posters, Pop Memorabilia, Antiquities, Jewellery, 20th Century British Art and Chinese Works of Art, among others. In 2011 Christie's South Kensington realised the highest ever total for the second successive year with sales of £115.9 million / \$186.6 million.

**About Christie's**

Christie's, the world's leading art business, had global auction and private sales in the first half of 2012 that totaled £2.2 billion/\$3.5 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 £413.4 million / \$661.5 million in the first half of 2012, an increase of 53% on the previous 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 the market with expanded initiatives in growth markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai and Dubai.

*\*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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High resolution images and further information available on request  
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