

Apple Computer Design Evolution

with Base Prices



Apple I – \$667
1976



Apple II – \$1298
1977



Apple III – \$7800
1980



Apple Lisa – \$9995
1983



Macintosh – \$1995
1984



Apple IIGS – \$999
1986



Macintosh II – \$5500
1987



PowerMac 5200 – \$1900
1995



iMac G3 – \$1299
1998



iMac G4 – \$1299
2002



iMac G5 – \$1299
2004



iMac Unibody – \$1199
2009