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NBC's Brian Williams interviews Apple co-founder Steve Jobs about the many tech innovations he has brought to America.

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Core Values: Apple Founder Steve Jobs

CAMPBELL BROWN, anchor:

Finally tonight, he is the man who gave us the iPod, and before that, personal computers. So is he resting on his laurels or coming up with the next big thing? Brian Williams now with his conversation with Steve Jobs.

BRIAN WILLIAMS reporting:

If Steve Jobs is synonymous with Apple, then this new glass cube rising up out of the midtown Manhattan streets is a monument to Steve Jobs.

Is this your Model T? Is this your space program?

Mr. STEVE JOBS: This is the best store we've ever built. And I think it's the state of the art that we know how to do. Like the cube is extremely state of the art use of glass. You know, there's no--there's hardly any metal holding it up. It's glass pins holding up glass.

WILLIAMS: It's not just that this is all his stuff, his company. It's the fact that Steve Jobs helped to bring us many of the icons of American life today from tiny trash cans to clicking and dragging, the now common place language of computers, the hand to mouse movements we no longer think about is a language he helped teach America.

Mr. JOBS: The technology keeps moving and lets us do more and more. We want to bring customers with that and not just leave them using stuff that they could do five years ago but not the stuff that's been invented since then.

WILLIAMS: You know the downside of innovation, the rap on it is the minute you buy an iPod, you got to get the newest iPod.

Mr. JOBS: And you keep on innovating, keep on making better stuff, and if you always want the latest and greatest, then you have to buy a new iPod at least once a year.

WILLIAMS: That makes this the new center of the universe for those who swear by Apple.

Unidentified Man: For some people it just satisfies them at such an almost spiritual level that they become fanatics like the rest of these guys.
WILLIAMS: Steve Jobs is a lot of things, iconoclast, salesman, idea man, lover of technology, but that list apparently does not include reflective.
I'm going to ask you to be introspective for a moment. Where do you fit in the American family of thinkers and inventors?
Mr. JOBS: You know, I don't--I don't really think that way.
WILLIAMS: Try it.
Mr. JOBS: Well, you know, I'm a private person. And I think if you do something and it turns out pretty good, then you should go do something else wonderful and not dwell on it for too long. Just figure out what's next.
WILLIAMS: For now, in a tough business and in a very tough town, this is what's next, that is until the next thing comes along.
BROWN: Brian Williams with Steve Jobs.