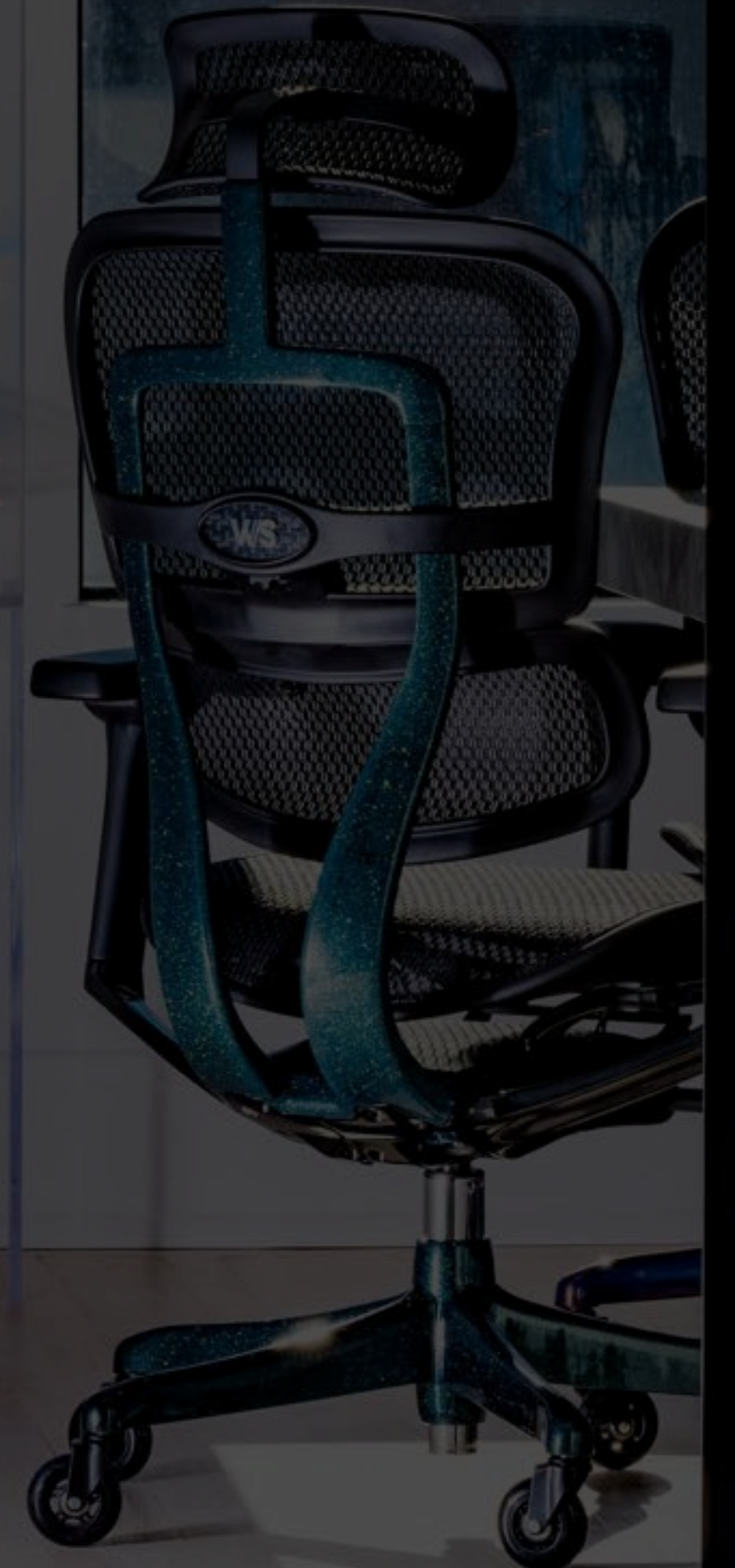
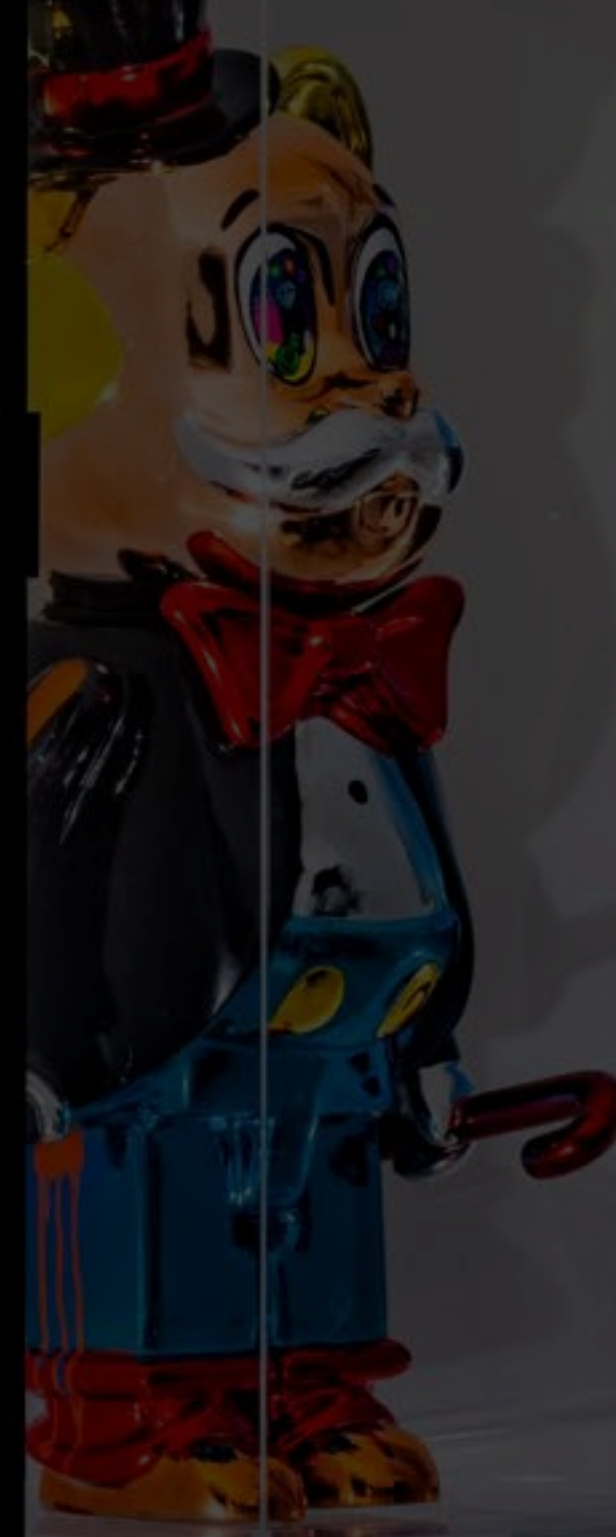


THINK | DIFFERENT
concept//trailer



There's lots of ways to be, as a person. And some people express their deep appreciation in different ways. But one of the ways that I believe people express their appreciation to the rest of humanity is to make something wonderful and put it out there.

And you never meet the people. You never shake their hands. You never hear their story or tell yours. But somehow, in the act of making something with a great deal of care and love, something's transmitted there. And it's a way of expressing to the rest of our species our deep appreciation. So we need to be true to who we are and remember what's really important to us.

—Steve, 2007



W/S PRESENTS

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our customers want to know who is Apple
and what is it that we stand for

honors those people who have changed the
world

Think different.

W/S



[Music]
Here's To The Crazy Ones





The Misfits The Rebels



The Rebels



Jake Paul
So sickkkkkk

The Troublemakers





TROUBLEMAKER
STORIES





The Ones Who See Things *Differently*





They're Not Fond of Rules

and they have no respect for the *status quo*

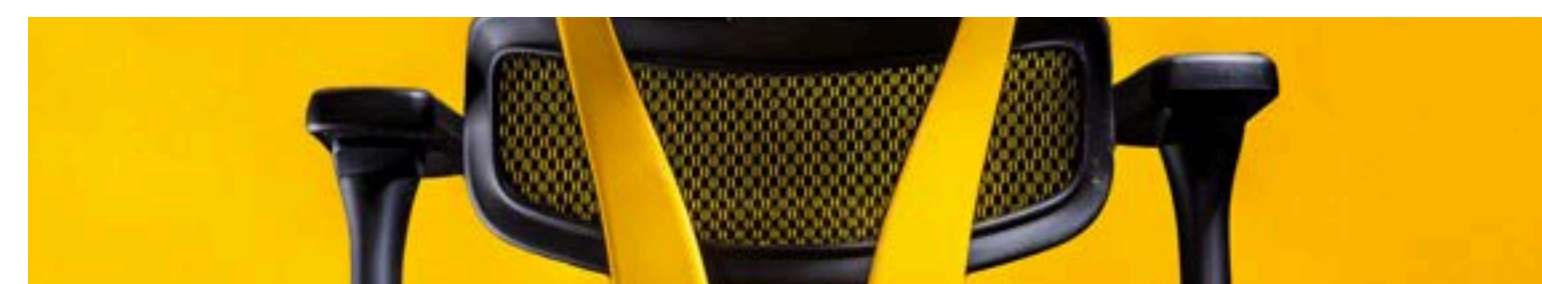
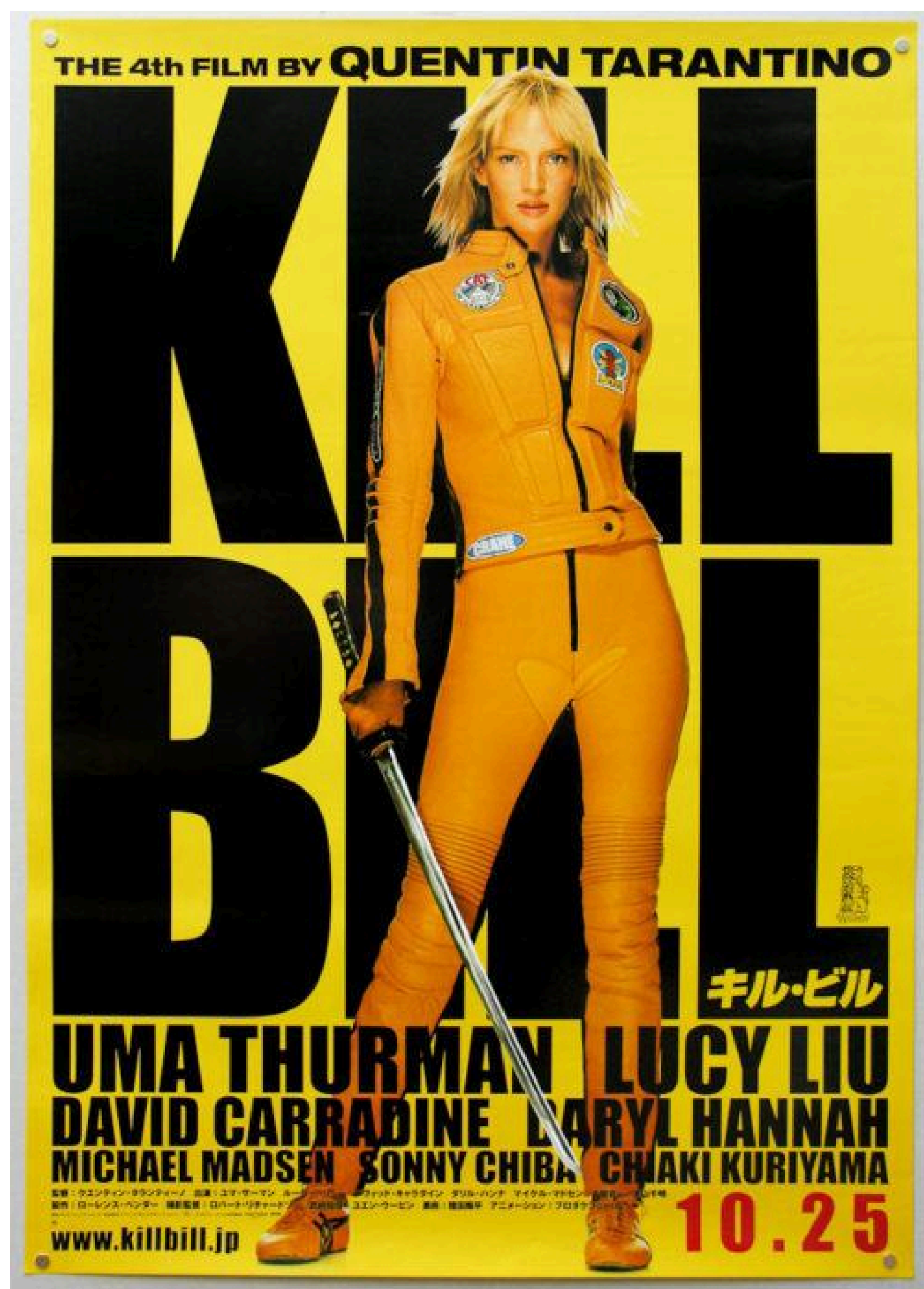


They're Not Fond Of Rules

and they have no respect for the status quo







and they have no respect for the ***status quo***





Hooking up with you
would be an empty experience.



You Can **Quote** Them



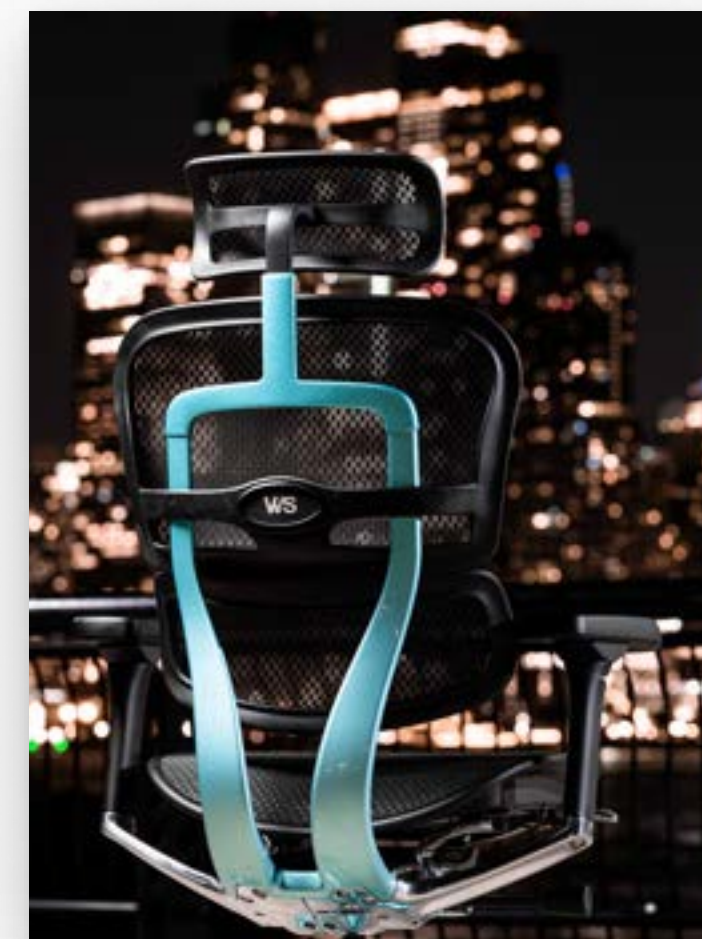
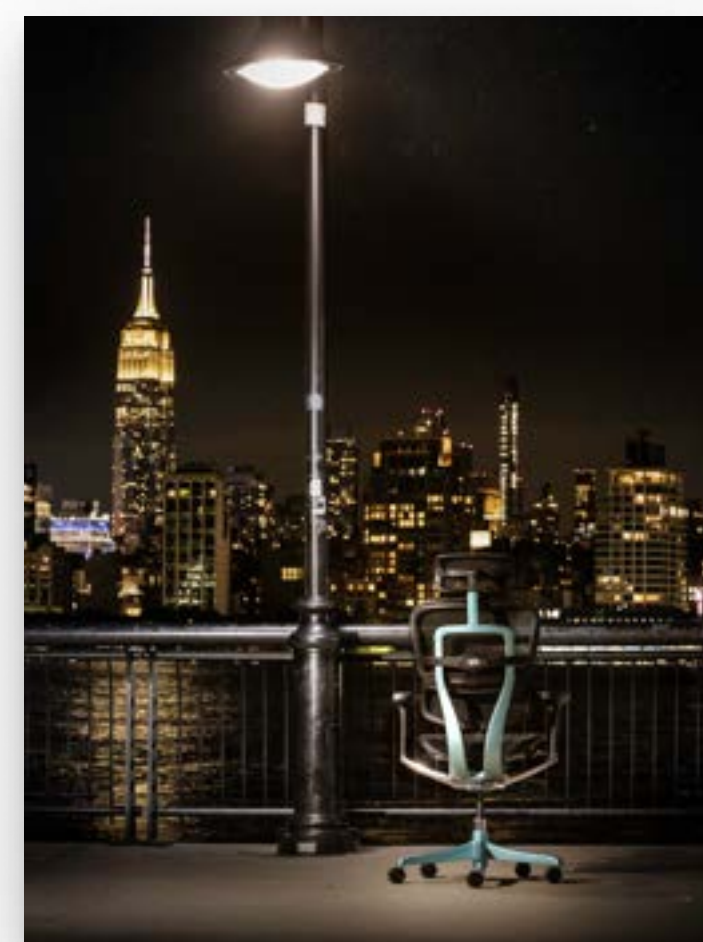
Disagree With Them



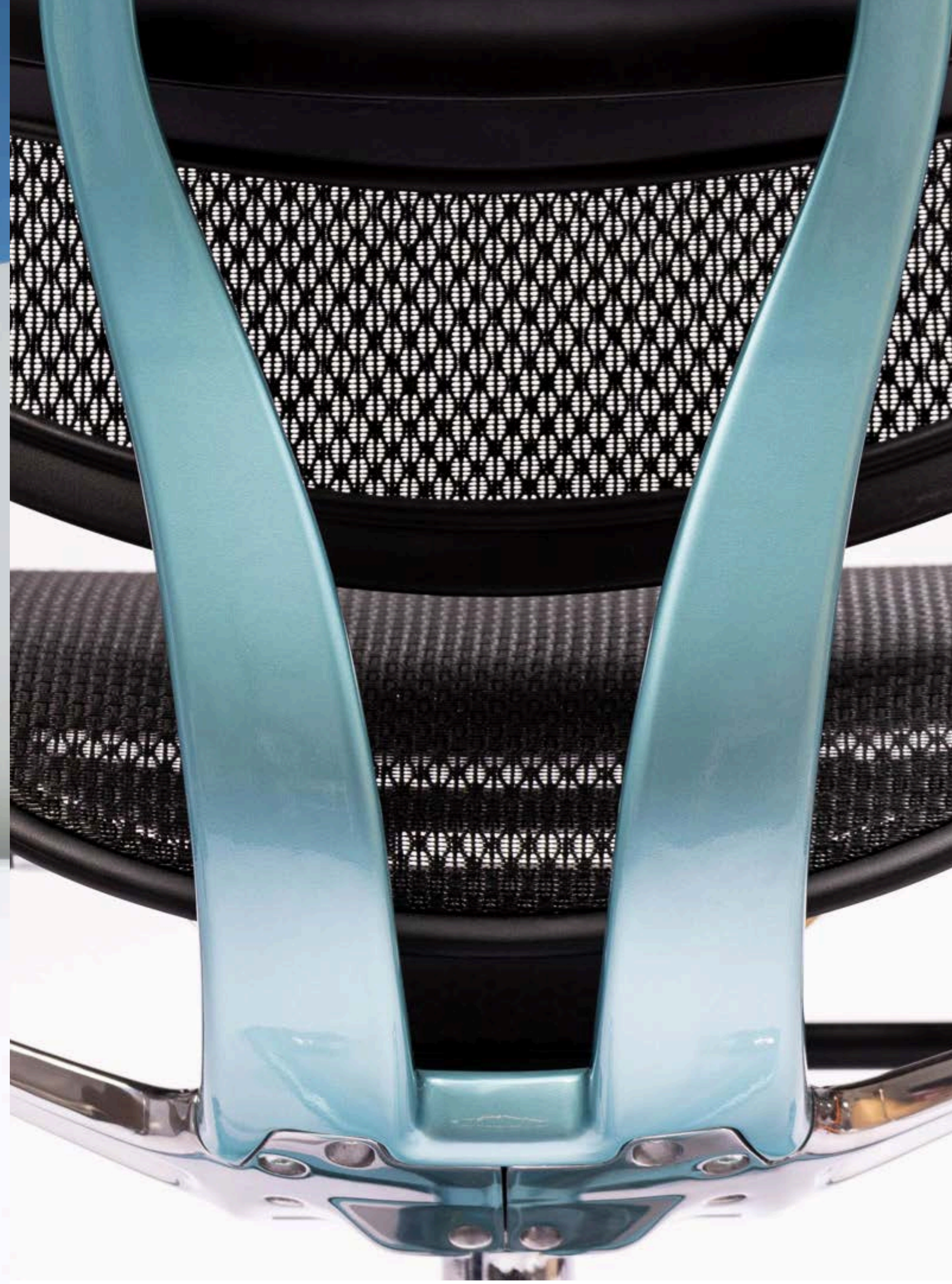
“Everything is computer”



“LOVE LOVE my chair
Really so coooooool”



Glorify Them



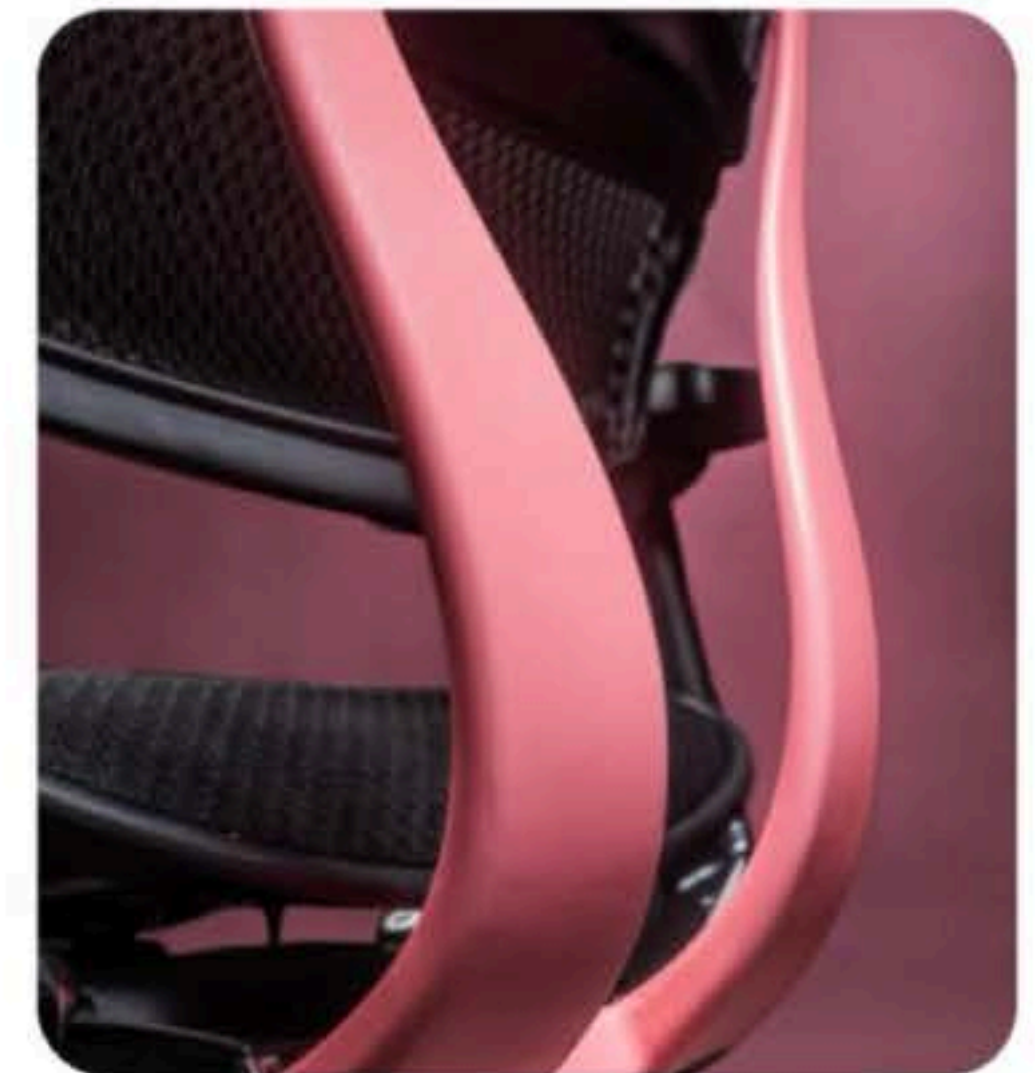
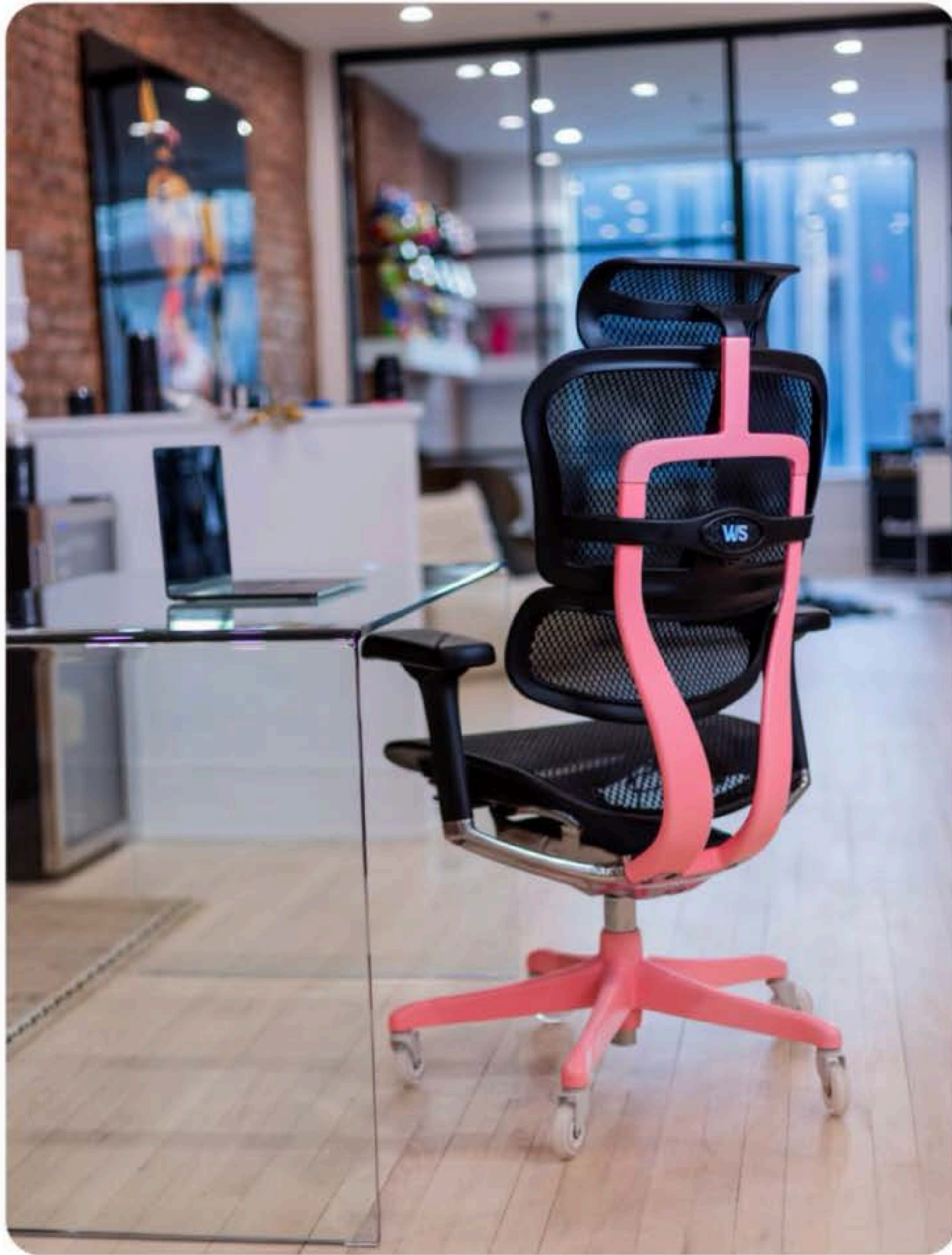


Or Vilify Them





But The Only Thing You Can't Do
is **Ignore Them**





Because they **change** things



The Pillars of Creation are set off in a kaleidoscope of color in NASA's James Webb Space Telescope's near-infrared-light view. The pillars look like arches and spires rising out of a desert landscape, but are filled with semi-transparent gas and dust, and ever changing. This is a region where young stars are forming – or have barely burst from their dusty cocoons as they continue to form.



They push the human race **forward**

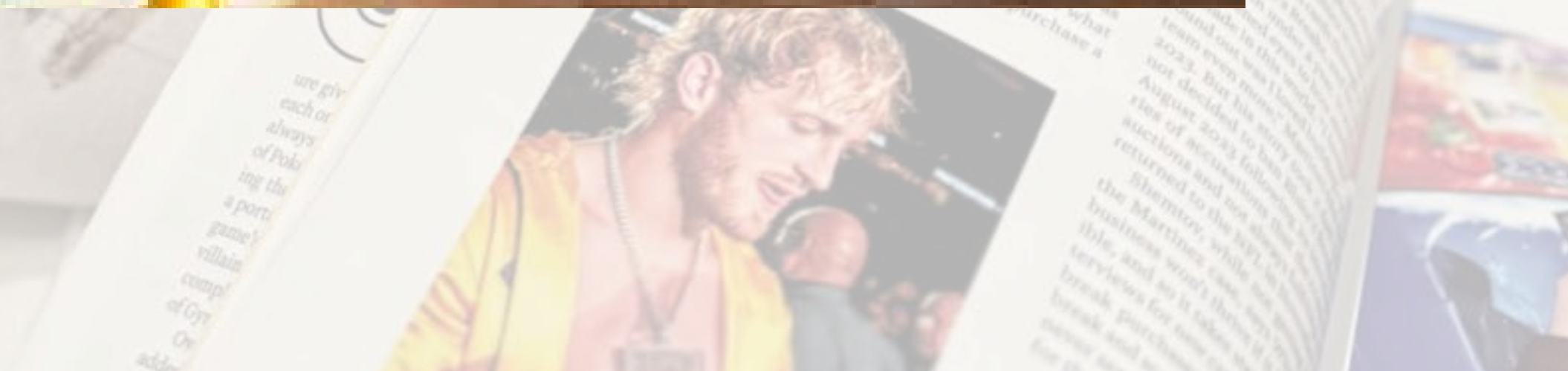




and while some may see them as *The Crazy Ones*



and while some may see them as ***The Crazy Ones***





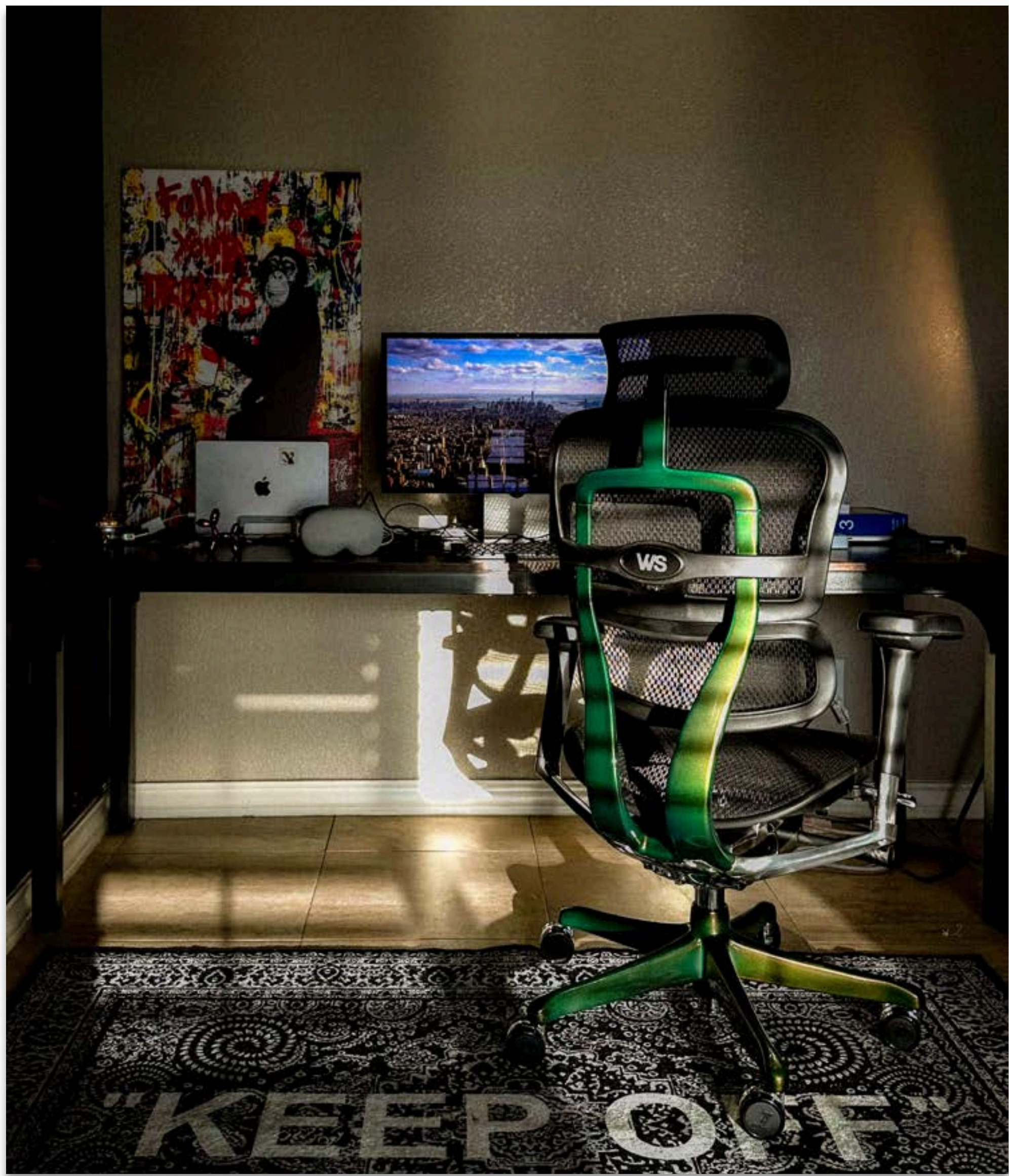
We See **Genius**



[now playing]



The White Lotus Season 3 - Soundtrack





Because The People Who Are
Crazy Enough To Think





That they can **change the world**





Think different.



Do .

Think different.

[Music]

WS Private

Catalog available upon request



