# Decoding the 'i' Prefix in Apple's Product Names: A Look into Its Origins



On May 13, 2024, discussions on social media platforms, particularly Reddit, shed light on the meaning behind the 'i' prefix in Apple’s product names such as iPhone, iPad, and iMac. These revelations trace back to a 1998 keynote by Apple co-founder Steve Jobs, where he explained that the 'i' represents concepts like "internet, individual, instruct, inform, and inspire."

Apple's journey began on April 1, 1976, established by Steve Jobs, Steve Wozniak, and Ronald Wayne, and has since emerged as one of the leading technology companies globally. The 'i' naming convention started with the launch of iMac in August 1998. Despite Steve Jobs' initial preference for the name 'MacMan,' he finally settled on 'iMac,' persuaded by advertising creative Ken Segall.

This discovery intrigued many users, offering a deeper understanding of Apple’s branding strategy, which has famously included other products like the iPod, iPhone, and iPad introduced in subsequent years under Jobs' leadership after his return to the company in 1997.