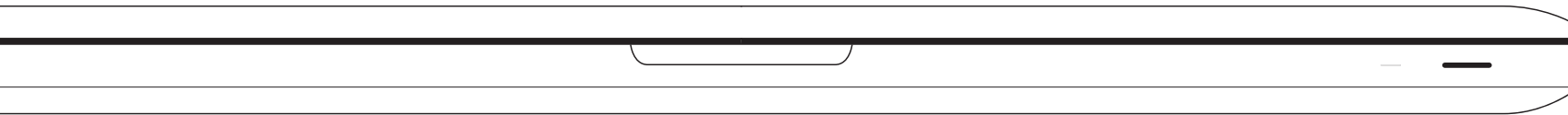


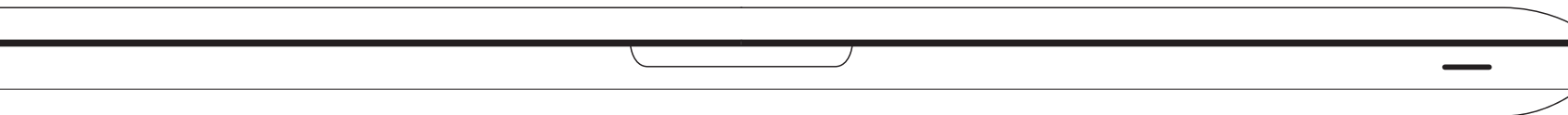
*Jonathan Ive in "Objectified" a documentary film by Gary Hustwit - 2009*

*Senior Vice President, Industrial Design, Apple*

"- An indicator has a value when it's indicating something.



But if it's not indicating something it shouldn't be there"



It's one of those funny things, you spend so much more time to make it less conspicuous and less obvious... it's quite obsessive isn't it?"