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**DISCOVERY CHANNEL CELEBRATES STEVE JOBS' ENDURING INFLUENCE ON MODERN CULTURE IN *iGENIUS: HOW STEVE JOBS CHANGED THE WORLD*, MAKING ITS WORLD PREMIERE THIS SUNDAY, OCTOBER 16 AT 8PM ET/PT**

*-- Hosted by Adam Savage and Jamie Hyneman, One-Hour Documentary  
Features Interviews with Luminaries From Tech, Media and Entertainment --*

Steve Jobs was a creative and technological visionary who quite simply changed society as we know it. As co-founder and CEO of Apple Computer, Jobs ushered in personal computing to the masses, which in turn led to new innovations which completely changed our way of life – from how we do our work, to the way we watch movies, listen to music and interact socially. On Sunday, October 16, from 8-9PM ET/PT, Discovery Channel will feature **iGENIUS: HOW STEVE JOBS CHANGED THE WORLD**, a one-hour documentary that celebrates these innovations.

Hosted by Adam Savage and Jamie Hyneman, who celebrate the spirit of innovation through intellectual curiosity on Discovery Channel's MYTHBUSTERS, the special will feature interviews with people whose lives and livelihoods were forever changed by Jobs, including:

- Those at the front lines of personal computing's birth, and former Apple employees and executives, including: **Lee Felsenstein**, founding member of the Homebrew Computer Club, **Daniel Kottke**, a friend who traveled to India with Jobs and who later become an early Apple employee, and **John Draper**, an engineer who gave Jobs his start
- Journalists, authors and critics who covered Jobs and his innovations, including NBC Correspondent **Tom Brokaw**, **Joe Nocera** (*New York Times*), cultural critic **Toure**, **Bill Werde** (*Billboard*) and **Andrew Serwer** (*Fortune*)
- Scientists and educators including theoretical physicist **Dr. Michio Kaku**
- Musicians, filmmakers and designers who saw their business completely change as a result of Job's technological advancements, including: **Stevie Wonder**, **Pete Wentz** and lesser-known artists who credit Jobs' innovations (such as iTunes) for their success

Says host Adam Savage, "Someone once said that to follow the path that others have laid before you is a very reasonable course of action, therefore all progress is made by unreasonable men." He continued, "Steve Jobs was an unreasonable man. He didn't simply give the public what they wanted, he defined entirely new ways of thinking about our lives in the digital space: productivity, creativity, music, communication, media and art. He has touched, directly and indirectly, all of our lives."

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Following its world premiere on Discovery Channel U.S., **iGENIUS: HOW STEVE JOBS CHANGED THE WORLD** will premiere across Discovery's international portfolio of networks in more than 210 countries and territories around the world.

**iGENIUS: HOW STEVE JOBS CHANGED THE WORLD** is produced for Discovery Channel by NBC's Peacock Productions. For Discovery Channel, Brooke Runnette is Executive Producer; for Peacock Productions, Colleen Halpin is Executive Producer. Knute Walker, Benjamin Ringe and Aretha Marshall are also Executive Producers for Peacock Productions; Sharon Scott is Executive in Charge of Production.

**About Discovery Channel**

Discovery Channel is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which is distributed to 100.8 million U.S. homes, can be seen in 210 countries and territories, offering a signature mix of compelling, high-end production values and vivid cinematography across genres including, science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit [www.discovery.com](http://www.discovery.com).

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