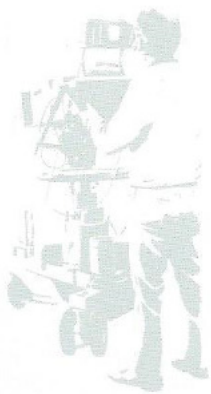




The Power of Apple™ Macintosh™



The best way to evaluate a personal computer is to put it to the test



There seems to be a consensus among computer and software companies, that what Apple™ pioneered with the Macintosh™ personal computer in 1984, is the way all personal computers should work.

Now many of those companies are scrambling to add a Macintosh style graphical user interface to their systems. But Apple Macintosh is much more than windows, icons, menus and a mouse.

What makes the Macintosh unique among personal computers goes back to our fundamental design premise: that a personal computer should be a *personal* computer – designed specifically so that people can work with it and learn from it.

Macintosh encourages, reinforces, inspires, satisfies. And, perhaps more importantly, it allows you to concentrate on what you need to do – not on how to get your computer to do it.

Because when all's said and done, the last thing you want a computer to test is your patience.



The

Edit
Undo ⌘Z
Cut ⌘H
Copy ⌘C
Paste ⌘V
Clear
Invert
Fill
Trace Edges ⌘E
Flip Horizontal
Flip Vertical
Rotate ⌘T
Revert To Snapshot ⌘R

Edit
Undo ⌘Z
Cut ⌘H
Copy ⌘C
Paste ⌘V
Clear
Select all ⌘A
Show Clipboard

Edit
Undo ⌘Z
Cut ⌘H
Copy ⌘C
Paste ⌘V
Clear
Select all ⌘A
Find... ⌘F
Find Next... ⌘G
Change... ⌘9
Spelling... ⌘L
Show clipboard
Preferences...
Edit story ⌘E

One good thing leads to another.

With one quick glance at any new Macintosh application, you have a pretty good idea of how to start using it. You also develop a basic idea of how all Macintosh applications function, because they all work in the same way.

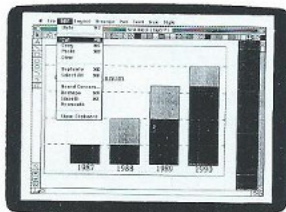
So no matter what you're doing – writing a report, checking your daily calendar, balancing a budget, developing a curriculum, or designing a

building – you can be sure that the Macintosh program you're using will work like the other Macintosh programs you use. Which means you'll spend less time learning how a program works and more time discovering what it can do for you.

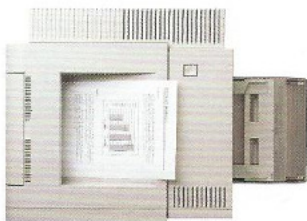
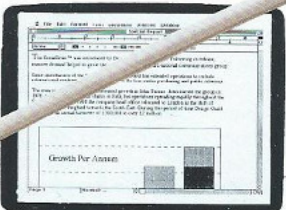
You also don't have to worry about the inconsistencies of multiple operating systems or different user interfaces. With Macintosh applications, the menus are consistent. In other words, the Cut, Copy, Paste, and all-important Undo commands are where you expect them to be – every time.

And the menu commands are equally predictable. Commands such as Open, Print, Save, Move to Front, Find, Underline, Check Spelling, Calculate, and Quit do exactly what you'd expect them to.

It's this level of consistency that other systems cannot match. And that's why Macintosh has consistently been rated as the computer that's not only easy for people to use, but also the one they *prefer* to use.



1. The Macintosh...
 2. The Macintosh...
 3. The Macintosh...



The starting point for Apple Macintosh.

One of the fundamental capabilities of the Macintosh is its ability to merge information from different sources. At the most basic level, this involves a concept most of us learnt in primary school: cutting or copying something and then pasting it somewhere else.

It's a remarkably commonsense approach to working with information on personal computers too. And it is implemented in the same way in every program you'll use on a Macintosh.

All you have to do is select a portion of text or graphics with a simple point and click of the mouse, use the "Copy" command from the pull-down menu available in all Macintosh programs, and then "Paste" the item into a new document.

Once you've accomplished that, you can see the results of your work in printed form simply by selecting the "Print" command.

Road Test.

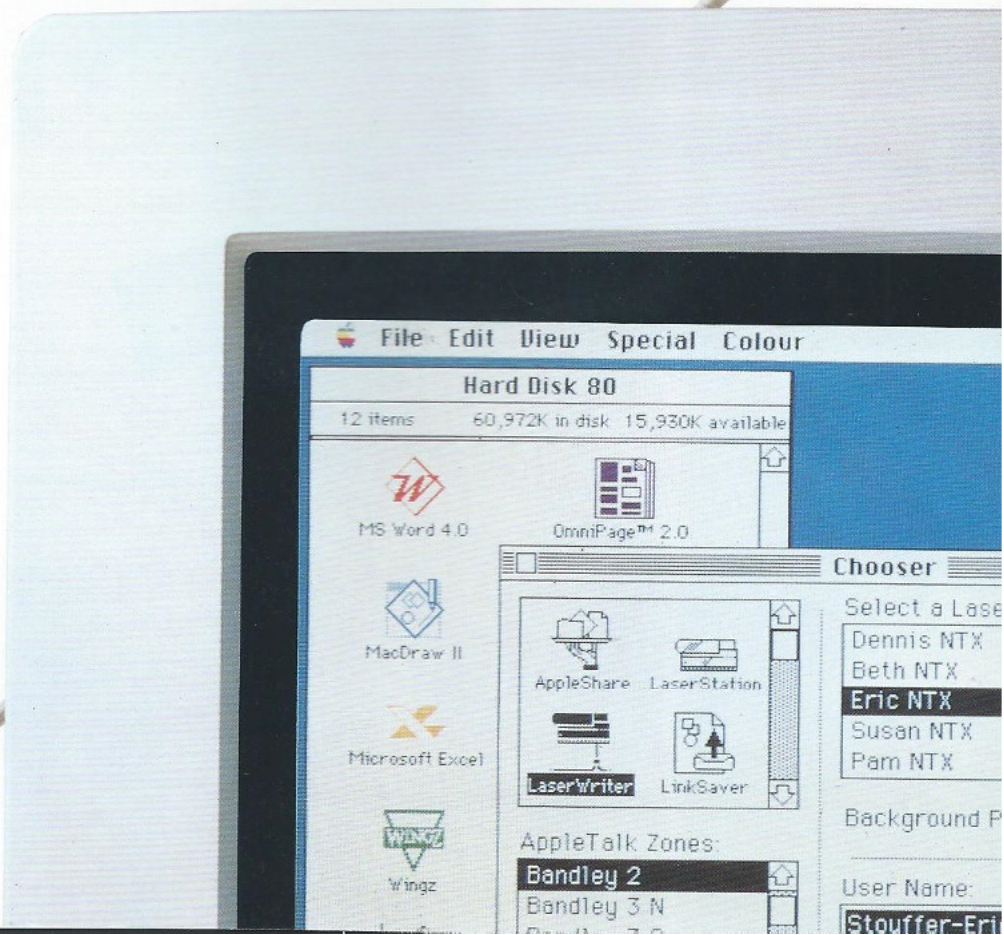
Apple Macintosh works the way you work.

It's reasonable to assume that most people who need a personal computer today – from students and teachers through to secretaries and business people to engineers and architects – work at a desk. So what better objects to build a "user interface" around than the tools people work with every day?

On the Macintosh desktop are document icons that represent files you've created; folder icons for storing documents; printer icons for choosing output devices; disk icons that you can name however best describes the disks' contents; and a waste basket icon that...well, we'll let that one speak for itself.

The ability to manipulate icons directly makes it easy for you to duplicate a file (simply move the document icon from one disk icon to another), copy a disk (move one disk icon onto another), and move files and applications from folder to folder. Macintosh users accessing a shared file server on a network follow the same simple approach.

And that, in a nutshell, is what makes Apple Macintosh personal computers easy for people to learn and use.



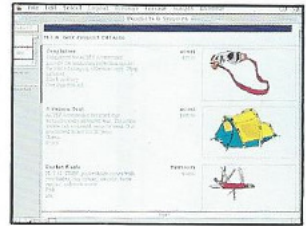
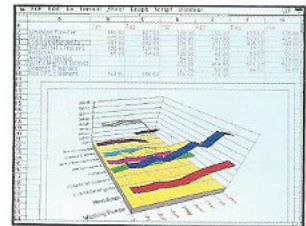
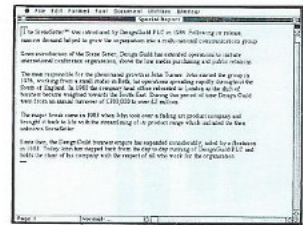
Anything you can do, you can do better.

Today, there are applications available for Macintosh computers in virtually every area you can think of – from word processing, spreadsheet and education curriculum programs to accounting, database and computer-aided design programs.

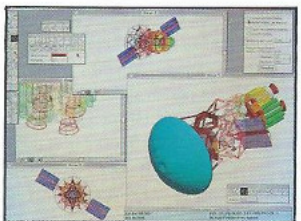
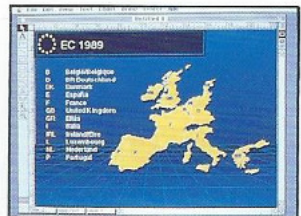
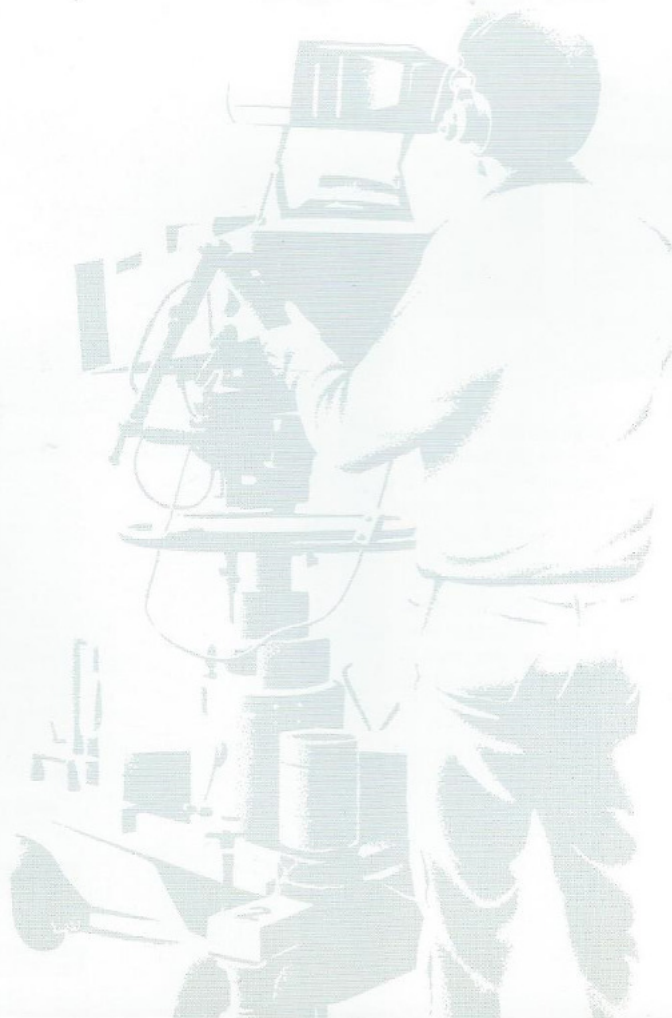
What sets Macintosh software apart is the unique way in which programs from different suppliers work together. Which means that you can easily move information back and forth between the programs you use.

And thanks to MultiFinder™ system software, you can keep several applications open at the same time, and switch from one to another with a single mouse click. For example, you can be working in an accounting program, quickly switch to a spreadsheet program to create a chart, and then switch to a word processing program and paste the chart into a report. MultiFinder also allows you to perform multiple tasks concurrently: for example, you can create a presentation and, at the same time, print a long document and down-load a file from a host system.

Perhaps the best part about Macintosh applications, however, is their immediate availability. Today, there are thousands of Macintosh applications for you to choose from. And as you can see here, Macintosh gives you some of the most advanced software available, helping you not only to do more – but to do it better.



The Screen Test.

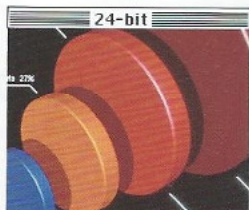
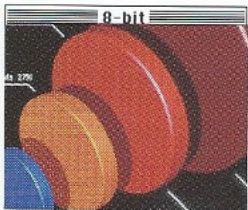


What you see is what you get. *Really.*

When Apple introduced Macintosh to the world of personal computing, we established a way of relating what appeared on the screen to what you would see on the printed page. That relationship was called "what you see is what you get" (hence the now-familiar acronym WYSIWYG).

WYSIWYG gives you the ability to see just how something will look when you print it – including the size and style of the type, the look of the graphics, and the placement of all the elements on the page. Whether it's a report with financial graphics, a medical questionnaire with multiple text fields, or a presentation with tables and charts, you can work with a true visual representation of what the document will look like when it is printed.

What makes WYSIWYG on a Macintosh especially useful is the number of ways you can get what you see – in black and white or in colour, on everything from plain paper and overhead transparencies through 35mm slides to live video display (either in real time or recorded directly onto videotape).

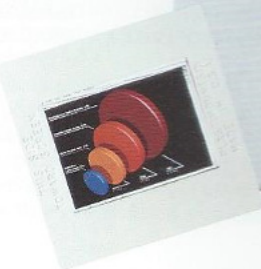
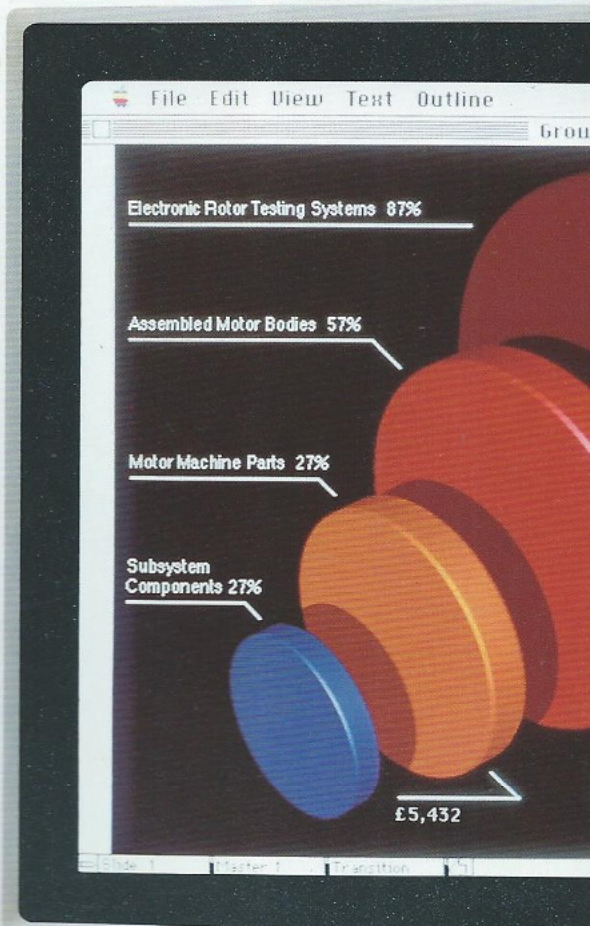
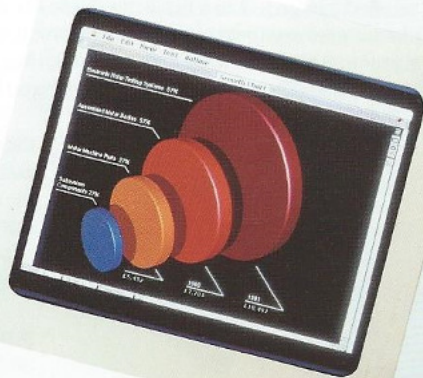


The picture of perfection.

Certain Apple Macintosh computers offer you the ability to work with a spectrum of more than 16 million colours. How many colours you can display at once depends on which video card you choose.

An 8-bit video card can display 256 colours at a time, adequate for presentations or animations, basic colour publishing, creation of charts from spreadsheets and similar applications.

A 24-bit video card can display true photographic-quality images (up to 16.8 million colours). This capability makes it possible to reproduce any colour variation imaginable – including subtle skin tones or the shades required to capture true three-dimensional detail – in everything from image processing to design renderings or shadings for charts and graphs.





The balance of power.

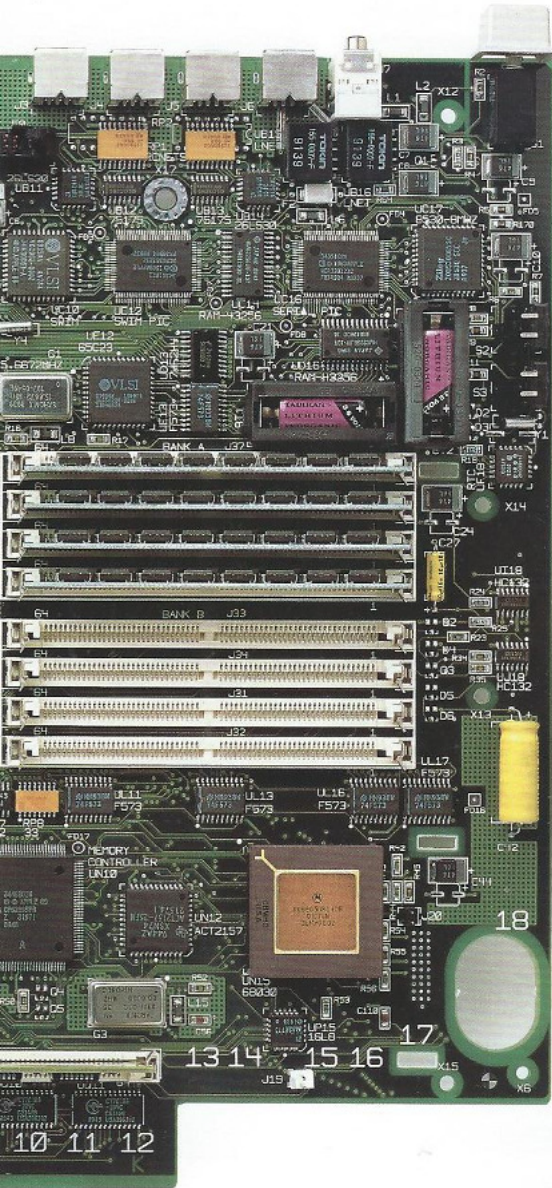
If you've seen one big green logic board, you've seen them all, surely? Well, maybe not. Granted, most computers are built of an amalgamation of transistors and resistors and ICs and ASICs and SIMMs and RAMs and ROMs and a myriad of other things.

It doesn't matter if you don't know what each of those things do. Few people really need to. It helps to think of it as magic.

And it helps to know that in the Apple Macintosh, all those things add up to responsive computing power, perfect for running graphics-based applications. Whereas other systems can only deal reasonably with Macintosh-like applications at the high end of their product line, even a minimally configured Macintosh is still fully a Macintosh.

For Apple engineers, designing how the computer works is only part of their assignment. There's also the matter of how the computer works with people. That's why our engineers care as much about the details of our human interface as they do about the details of our SCSI interface.

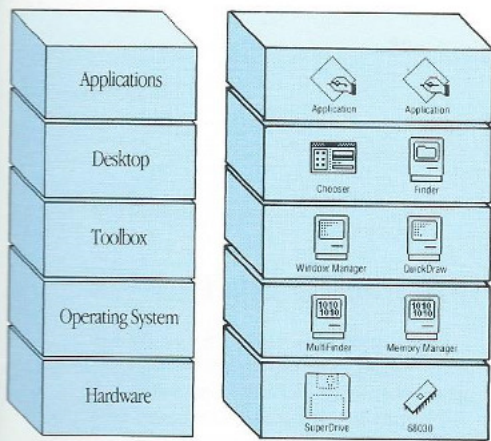
At Apple, we prefer to measure the power of a personal computer by the performance of the people who use it. And at last count, more than 3 million people had discovered what it takes for them to have the power to succeed: Apple Macintosh.



The Perform

System	CPU	Speed	RAM	Expansion	AppleTalk	SCSI
Macintosh Classic	68000	8MHz	1 to 4Mb	None	Built-in	Yes
Macintosh SE/30	68030/68882	16MHz	2 to 8Mb	One Slot	Built-in	Yes
Macintosh LC	68020	16MHz	2 to 10Mb	One Slot	Built-in	Yes
Macintosh IIsi	68030	20MHz	2 to 17Mb	One slot	Built-in	Yes
Macintosh IIfx	68030/68882	25MHz	5 to 8Mb	Three slots	Built-in	Yes
Macintosh IIfx	68030/68882	40MHz	4 to 8Mb	Six slots	Built-in	Yes
Macintosh Portable	68000 (CMOS)	16MHz	2 to 9Mb	One slot	Built-in	Yes





What makes a Macintosh a Macintosh?

What differentiates the Apple Macintosh from other personal computers? People have pointed to its consistent approach to computing, to its broad range of application software, and even to the fact that it's fun to use. But the same thing that makes Macintosh personal is also what makes it powerful: the fact that the hardware and software were designed from the start to work smoothly together – not added on later to a decade-old, command-line-driven operating system.

Since its conception, Macintosh has adhered to a set of design principles: consistency, intuitiveness, configurability, extensibility, and integration. We talk about these design principles – and the way they work together – using a reference model called the Open Architecture System Integration Strategy.

It is through this model that the inherent advantages of Macintosh hardware and software can best be described. The layers in the model contain "component" pieces that we continue to enhance to offer more advanced capabilities – such as the transition from QuickDraw™ to Colour QuickDraw, or from the single-task Finder™ to the multitask capabilities of MultiFinder – without disrupting the way people use their Macintosh computers.

Performance Test.

An Apple Macintosh for you and what you do.

Today, you can select an Apple Macintosh personal computer that meets your needs precisely – whatever your personal computing requirements are. From the affordable Macintosh Classic™, to the powerful Macintosh IIx.

The classic Macintosh range includes the economical and versatile Macintosh Classic and the powerful Macintosh SE/30. Both provide the ease of use associated with Macintosh together with an integral monitor and AppleTalk™ networking built-in. The Macintosh SE/30 can even run A/UX,™

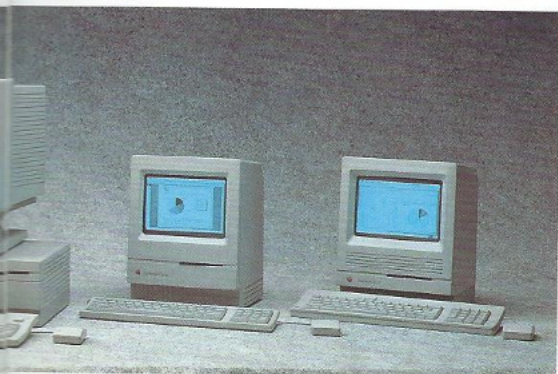
our implementation of the AT&T UNIX® operating system.

The compact Macintosh LC now provides a colour capability at the lowest possible cost, providing those who previously couldn't afford this option with a real choice. In addition, the Macintosh LC features a voice input facility that allows the annotation of documents, presentations and spreadsheets.

The Macintosh II range of personal computers provide the individual with high performance personal computing, combined with expansion capabilities that allow the tailoring of a system to precise needs. This range currently includes the Macintosh IIsx, Macintosh IIci and the

Macintosh IIx. Whichever you choose, you can also select the amount of RAM you want, the size and type of monitor (colour or monochrome), storage capacity of the hard disk – even the kind of communications card that best fits your needs. In addition, all Macintosh II personal computers can also run A/UX, providing the capabilities of the UNIX operating system, without sacrificing the ease of use associated with Macintosh.

Finally, we also offer a Macintosh Portable. It provides all the features expected of an Apple Macintosh in an all-in-one design. The Macintosh Portable can operate away from mains power for up to twelve hours, providing a real solution for people on the move.



Why an Apple Macintosh networks so well.

Every Macintosh computer has the built-in networking capabilities provided by the AppleTalk network system. This allows Macintosh computers to be used in any environment from a small departmental work-group to a high-performance, company-wide internet. AppleTalk offers two advantages that make it unique among network systems: it's easy to use, and you can easily build a flexible, powerful networking environment around it.

AppleTalk is a complete network system that offers you the flexibility to choose the type of network that best suits your application and performance needs. It can run over everything from low-cost LocalTalk™ cabling to high-performance Token-Ring and Ethernet. And it will deliver the highest level of performance that the selected network can support.

Perhaps more significant than its connection capabilities, however, is the fact that AppleTalk makes these different networks – running at different speeds – compatible with one another. For example, all three of the networks described here can be linked together, enabling users on any of them to exchange information, as well as to share printing and file service resources. And all you have to do to select the network resources you want to use is point and click.



The Multiple-C

How to best complement an Apple Macintosh.

Apple Macintosh computers can be used with a wide range of complementary devices that function as natural extensions of their capabilities. For example, you can add the AppleCD SC™, an external drive that reads CD-ROM discs. (Each CD-ROM disc can hold more than 550 megabytes – approximately 270,000 typewritten pages – of information.) You can also add the Apple™ Scanner,

with which you can digitise text and graphics for use in a variety of Macintosh applications. High-resolution colour scanners are also available.

In the area of printing, we offer the 300-dot-per-inch quality of the Apple LaserWriter™ family (both QuickDraw™ and PostScript® versions). In addition, there are printers that can output up to 600 dots-per-inch, colour printers, slide-making systems that can produce 35mm slides quickly and easily, and imagesetting systems that can generate paper and film output at up to 2,500 dots-per-inch.

Modular Apple Macintosh computers can be configured with a wide range of monitors available from Apple and other suppliers – everything from the 13-inch AppleColor™ High-Resolution RGB Monitor to monitors that can be used in portrait or landscape mode and even 35-inch colour monitors that can be used for demonstrations and presentations. You can even use multiple monitors on the same Macintosh at the same time.



All the right connections.

With a variety of hardware and software products available from Apple and other suppliers, Macintosh computers can share information with other computers – in the consistent, intuitive way that Macintosh users have come to expect.

In network environments, AppleShare™ File Server software turns a Macintosh computer into a file server, where data, documents, and applications can be stored and retrieved by other Macintosh computers on the network – through familiar point-and-click, copy-and-paste operations.

Even an MS-DOS® computer can access these resources when it is configured with an Apple LocalTalk PC Card and AppleShare PC software.

In addition, Apple and other suppliers offer a range of hardware and software products that allow Macintosh computers to be smoothly integrated into IBM, Digital and other environments. For companies and universities that want to write

their own programs, a variety of application development tools are also available.

For example, you can use HyperCard™, our information management toolkit, to develop programs that make it easy to access and retrieve data from host systems in a way that is familiar to virtually all Macintosh users.

(Brace yourself, we're about to bring out the acronyms again.)

MacAPPC™ gives programmers the necessary software to write applications that support distributed communications services between Macintosh and LU 6.2-based systems connected to an SNA network. MacDFT™ software can be used for single-session Control Unit Terminal (CUT) emulation or up to five-session Distributed Function Terminal (DFT) 3270 emulation.

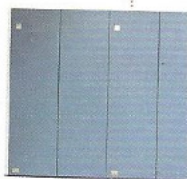
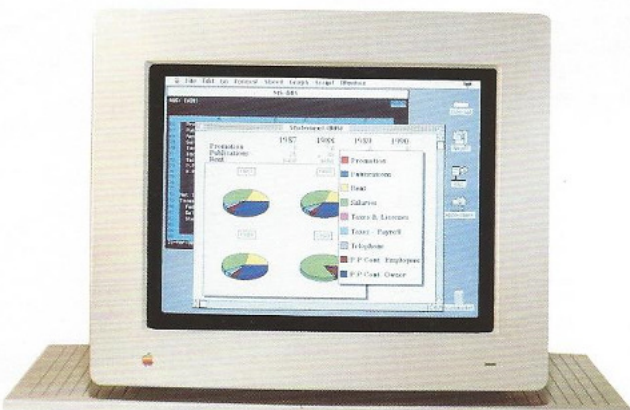
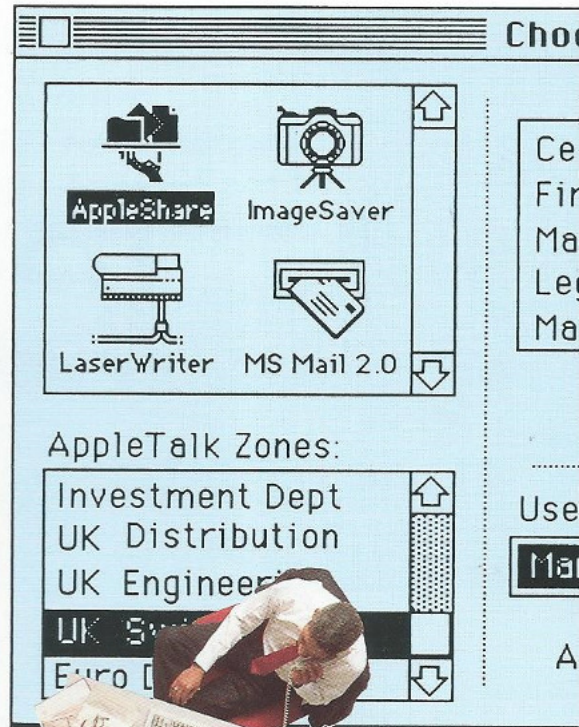
The Apple Data Access Language, which is based on the client/server model, gives developers the ability to build applications that provide



choice Test.

transparent access to multivendor SQL database management systems in the IBM and Digital environments.

MacWorkStation™ allows programmers to modify host applications so that when they are operated from a Macintosh, the applications present a graphical interface to the user. And for developers who need to use lower-level communications functions, we offer application and system programming interfaces for AppleTalk, 3270, APPC, X.25, and TCP/IP.





How "compatible" is Apple Macintosh?

For people who use MS-DOS systems, the concept of compatibility has been defined by the PC industry: to be "compatible", a system has to be able to run MS-DOS.

And, like all true compatibles, Apple Macintosh can.

Today you can use virtually any MS-DOS application (such as Lotus® 1-2-3, dBASE IV™ or WordPerfect®) on a Macintosh by using SoftPC® from Insignia Solutions. What you see, in a window on the Macintosh screen, is just what you're used to seeing on an MS-DOS machine. Right down to the familiar ">" prompt. Simply type in DOS commands, and you can do everything you're used to doing on a traditional MS-DOS-compatible system. You can even "cut and paste" information from an MS-DOS application directly into a Macintosh application.

Most people, of course, don't need to run MS-DOS programs on a Macintosh. What they do require, however, is a simple way to exchange information between people who use MS-DOS and those who use Macintosh. And that level of compatibility is built into many Macintosh applications: they're designed to work directly with files created on MS-DOS computers. So Apple Macintosh users never feel out of place in mixed companies.

Apple Macintosh: An objective opinion.

In March of 1990, Diagnostic Research, Inc. surveyed users of Macintosh computers and users of PCs that run MS-DOS or Windows to learn what MIS managers and other business professionals had to say about the computers they use.

Among users and MIS managers, Macintosh consistently rated higher than MS-DOS and Windows systems in the areas of customer satisfaction, business performance, productivity and connectivity, and lower in administrative and training costs.

Then, in July 1990, Ingram Laboratories tested Macintosh against other PCs running MS-DOS and Microsoft Windows-based systems. In comparison with other similarly configured and priced systems, Macintosh provided greater performance when running the most popular applications.

Testing 1-2-3.

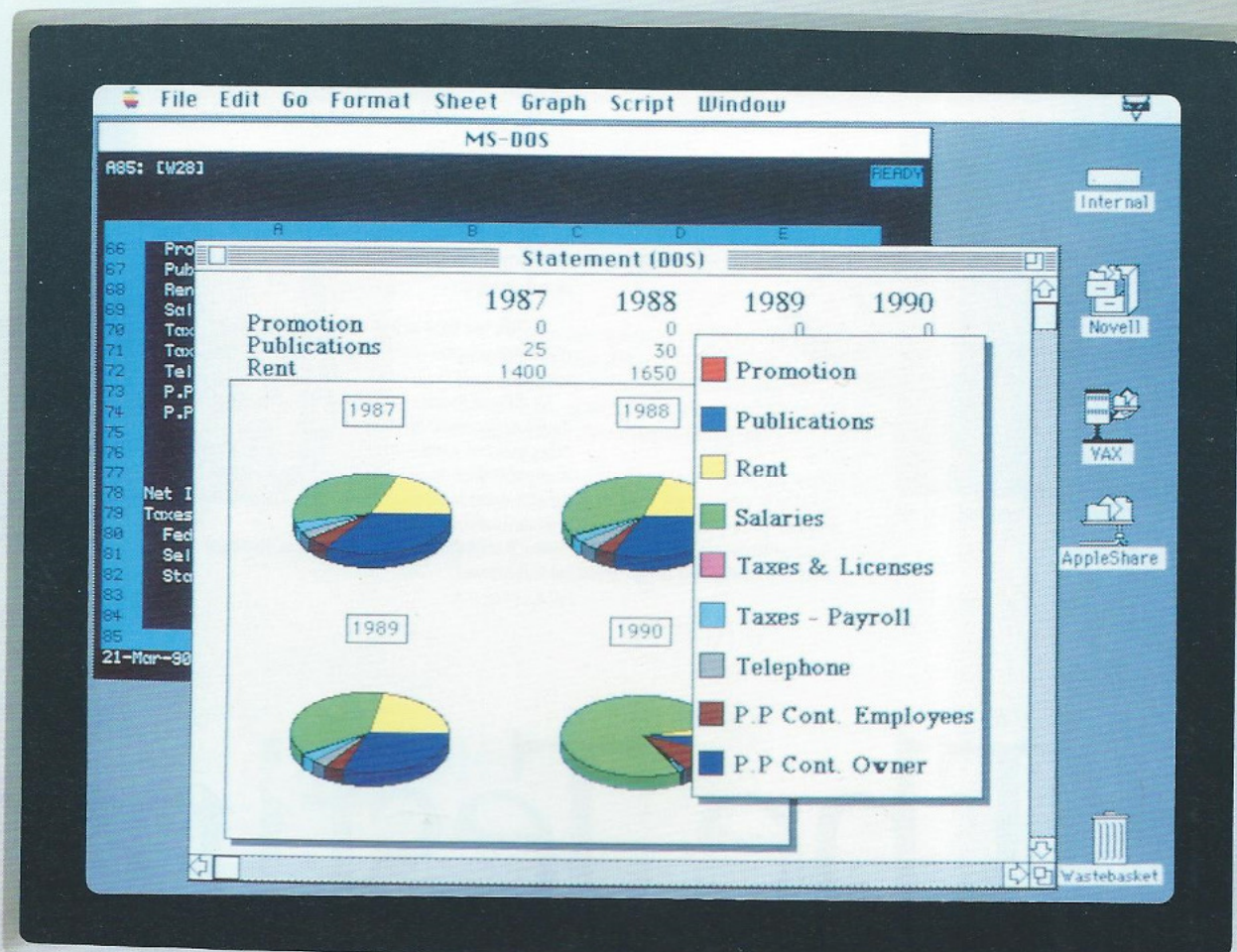
The drive to succeed.

Macintosh computers with the Apple SuperDrive™ floppy disk drive can read from and write to 3.5 inch floppy disks in several formats, including standard Apple Macintosh (400K, 800K, and 1.44 megabyte) disks, MS-DOS and OS/2™ (720K and 1.44 megabyte) disks, and ProDOS™ (Apple II™ format) disks.

With an innovative utility called DOS Mounter, available for use with the SuperDrive, you can display the contents of a 3.5-inch MS-DOS disk using the standard Macintosh interface: data files appear on the screen as document icons, subdirectories appear as folders, and so on.

You can navigate through the contents of the disk using familiar point-and-click operations. And you can rename files, copy groups of files or rearrange the contents of a subdirectory – more easily than you ever could using standard DOS commands. You can also access the files from the MS-DOS disk directly from within Macintosh applications; for example, you can open an MS-DOS WordPerfect file from MacWrite™ II.





Happy Talk.

There are several options available that allow you to share MS-DOS files with Macintosh users on a network.

If you're currently using MS-DOS systems in a network, you're probably already familiar with the first: Novell's NetWare®, the number-one-selling network file server system for PCs. NetWare supports the AppleTalk Filing Protocol, which is a technical way of saying that getting a Macintosh and a PC to share information is as easy as connecting a LaserWriter printer – you just plug it in.

Of course, if you're not currently networking the PCs you have, we'd like to suggest that you start with the AppleShare File Server, the Apple standard for networking Macintosh computers.

AppleShare software works in basically the same way as other Macintosh applications do – with the same windows, icons, and point-and-click operation.

When you add AppleShare PC software and a LocalTalk PC Card to each of your MS-DOS PCs, both they and connected Macintosh computers can access the information stored on the file server. Which means, for example, that a Lotus 1-2-3 file stored on the server can be directly opened by a

Macintosh running Microsoft Excel. Conversely, an Excel file saved in WKS format can be opened from 1-2-3.

Such transparent information sharing between systems is making it possible for people who use Macintosh computers and those who use MS-DOS PCs to work together better.





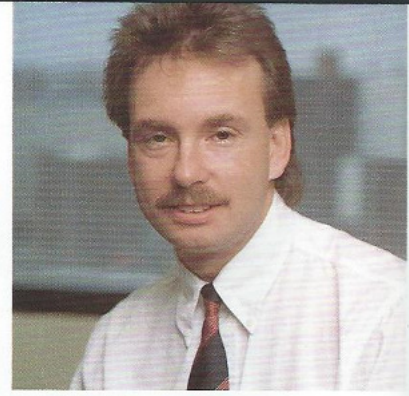
Iain McKenzie, Director of Marketing Operations,
Northern Telecom

Northern Telecom manufactures a wide range of telecommunications products. Its goal is leadership in the worldwide telecommunication market place into the new century.

"We use the Macintosh to access all of our computer systems, including wide area networks overseas.

"We've found more breadth and depth of functionality in the Macintosh than in just about any other product in the marketplace, plus it is easier to support than many others, because the user needs no technical expertise to turn it on and make it work for them.

"It's a super piece of equipment, and I use it on a daily basis".



Iain McKenzie



The Testimoni

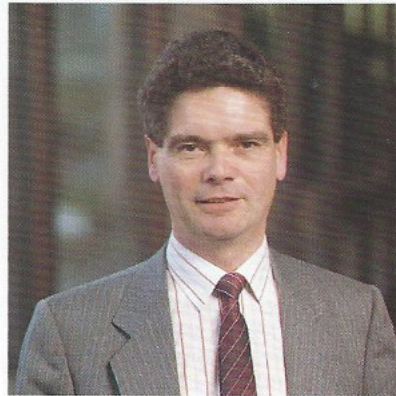
Mike Smith, Deputy TVEI Coordinator,
Norfolk LEA

The Norfolk LEA has been developing school-based management systems to support its TVEI programme since 1986. The project covers 115 secondary schools and colleges.

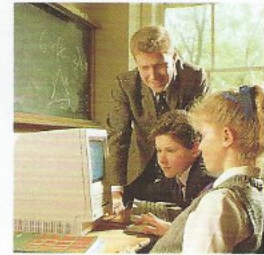
"At the outset, we were looking for powerful generic software, minimal training requirements and high manufacturer support. The choice of Apple Macintosh was, and continues to be, a success story.

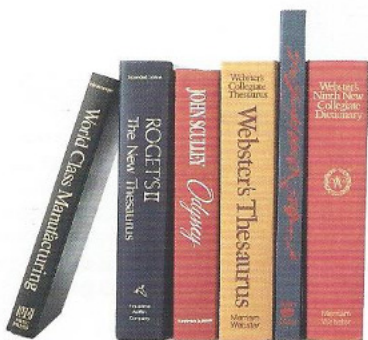
"Users' enthusiasm has been sustained by Macintosh ease of use, immediate productivity benefits and transparent technology. While initially the Macintosh was supporting our project administration, there are now few initiatives where the Macintosh is not a critical player.

"Macintosh is now entering classrooms in increasing numbers, and all 403 Norfolk primary schools use it to handle LMS. The Macintosh factor has proved significant in developing a cohesive education service in the county".



Mike Smith





Dr. D.F. Hartley, Director, University of Cambridge Computing Service

The University of Cambridge has been involved with Apple Macintosh since 1985. Today, Macintosh is used at Cambridge by academics and students across the full range of disciplines.

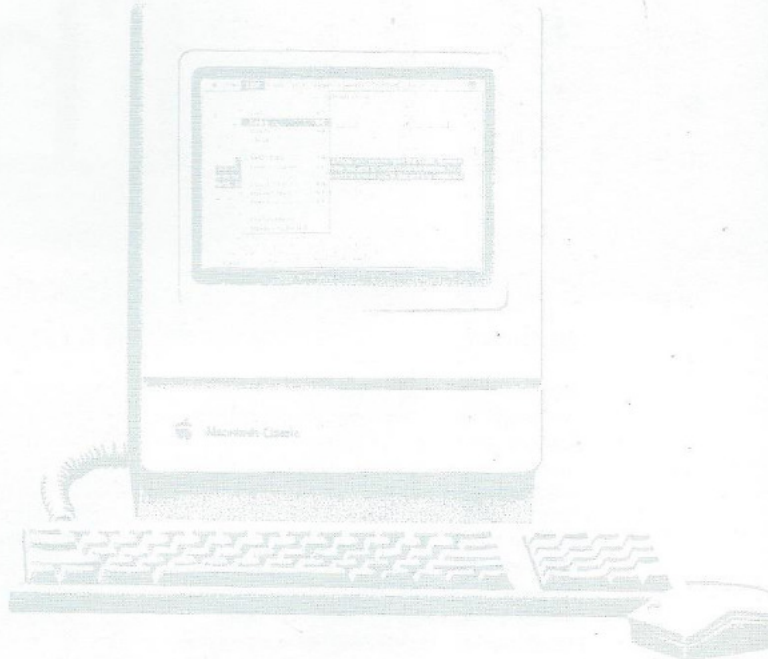
"The exceptional quality of the product overcame our natural resistance to making a commitment. We've never looked back, and the Macintosh has taken a significant slice of the market among the most discerning academic users.

"The latest entry-level products realise the need to get to grass-roots users - the ultimate goal is for all students to see a personal computer as a natural personal possession. There are encouraging signs that Apple has made this goal a firm object in their education policy".



Dr. D.F. Hartley

als.



Mark Leslie

Mark Leslie, Partner of Leslie Fox Albin Partnership

Leslie Fox Albin is one of Britain's most innovative architectural practices. It has been operating a totally computerised, 'drawing-board-free' design office for the past five years.

"The Macintosh has had an extraordinary effect on our productivity, both qualitatively and quantitatively, allowing us to operate with a much smaller, tighter knit, higher grade staff.

"It helps us administer, clear time for design, do designs, sell our designs, win and carry out major jobs we wouldn't have been able to attempt without it.

"And the total cost to us over 5 years has been the equivalent of a single architectural technician".

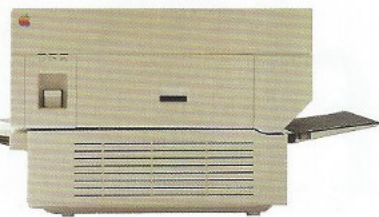


1984 The start of something big.

For those of you who may not be familiar with it, may we introduce the original Apple Macintosh – the computer that started a revolution in the industry. In 1984, Apple Macintosh popularised the use of a mouse, windows, icons, and menus – the so-called “user-friendly” interface.

Beneath that friendly exterior was a system that retains its character to this day. However, many of the ideas that made Macintosh so popular in 1984 have been improved on and enhanced over the last six years – from the introduction of high-capacity, multi-format floppy disk drives to the advent of high-quality colour and sound capabilities.

In fact, we'd go so far as to say that Apple Macintosh has changed the face of personal computing forever.



1985 A revolution in the making.

When we introduced the Apple LaserWriter printer, people were amazed: For a comparatively small amount of money, they could print near-typeset-quality documents right from the Macintosh computers on their desks.

The LaserWriter started a revolution in the personal computer world and helped to launch DeskTop Publishing. For the first time, people had the flexibility to use different typefaces, in virtually unlimited sizes, in their documents. The Apple LaserWriter was the ideal complement to an Apple Macintosh: a high-quality peripheral that enabled people to express and share their ideas in a totally new way.

1987 HyperCard is...well... it's *HyperCard*.

This is a tough thing to admit, but when we introduced HyperCard in 1987, we had some difficulty describing what it was and what people could do with it. It was a kind of product no one had ever seen before on a personal computer (or for that matter, on *any* computer).

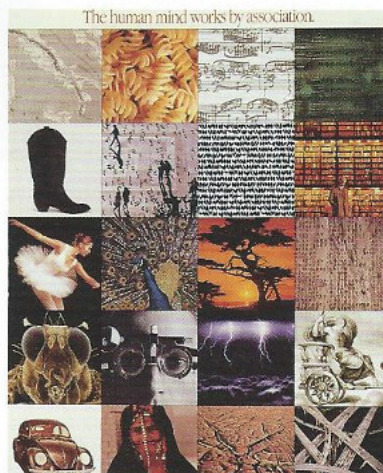
But then something happened: people started experimenting with it. And they found ways to use HyperCard that we never imagined.

Today, HyperCard is used for creating everything from educational programs to learning and training tools; from multimedia control centres for CD-ROM and laser discs to “friendly” front ends for company mainframe databases.

1989 Apple Macintosh graphics: The story so far.

When people are asked what they think of Apple Macintosh, their response almost invariably includes one key word: graphics.

But the story of Macintosh graphics extends far beyond what you see on the screen. Take, for example, QuickDraw (the set of instructions that give Macintosh applications their crisp, high-resolution look). QuickDraw has gone through several evolutionary enhancements, starting with high-quality monochrome bit-mapped capabilities and moving to 32-bit QuickDraw, which is capable of displaying up to 16.8 million colours.



32-Bit QuickDraw



1989 Who says you can't take it with you?

The Macintosh Portable combined all the features of a Macintosh – including point-and-click operation, graphics capabilities, the ability to run thousands of Macintosh applications and built-in networking capabilities – in an all-in-one, take-it-anywhere-you-go design. Today, people are using the Macintosh Portable to do all kinds of things – at their desks *and* on the road.



Time.



1990 The best of both worlds.

Perhaps the most revolutionary aspect of Apple Macintosh is the way it has allowed people to work. So it made sense for us to apply the Macintosh approach to what is one of the most difficult to use operating systems – UNIX.

Today, with A/UX, many Apple Macintosh personal computers have the ability to run UNIX and have it look exactly like the Macintosh operating system, complete with pull down menus, icons and windows. And the best part is that many leading Macintosh applications can be used under A/UX – without modification.

1990 also saw the delivery of three exciting new Apple Macintosh personal computers – the Macintosh Classic, the Macintosh LC and the Macintosh IIsx. Each of these machines delivered a solution for the cost conscious, delivering all the benefits of Apple Macintosh at prices that appealed to many more people.

The Macintosh Classic delivered a new entry point to Macintosh personal computing, without compromising the qualities associated with Macintosh. The Macintosh LC provided colour capabilities for those needing this feature at the lowest possible cost. And the Macintosh IIsx, delivered the power, flexibility and expansion capabilities of Macintosh II personal computing at a cost that appealed to many more people.

In fact, whilst these new machines reduced that cost of Macintosh computing, they also took advantage of new technology, including voice annotation of applications that support sound, such as spreadsheets, documents and presentations. And furthermore, all these new machines are braced ready for the introduction of future developments in Macintosh system software.

The shape of things to come.

Apple Macintosh has come a long way, and a lot of people have come to recognise how special Apple Macintosh personal computers are. But the future beckons. We're at work right now on innovations which will further advance personal computing – including a significant update of the Macintosh operating system.

You can expect system software enhancements like TrueType™ capability – enabling the sharp display of any font size on the screen; a Virtual Memory option – increasing available memory by using space on the hard disk; and 'Subscribe And Publish' capabilities – allowing commonly-used information to be updated automatically, for everyone on a network.

These are just some of the features we're developing – and not only will they be included with every new Apple Macintosh, they'll be available to update virtually every older Macintosh in the marketplace.

Beyond that, of course, other ideas are taking shape at Apple. Because Apple is committed to the future of truly personal computing.

Providing solutions for people's needs now, and developing to keep pace with those needs into the future.

Apple, personal computing that grows on you today and with you tomorrow.



Try out an Apple™ Macintosh™

Fortunately, getting an Apple Macintosh is as easy as using one. If you qualify, an Apple Credit Card can get you Apple products the very same day you apply. Written details are available upon request. Apple Computer are licensed credit brokers.

Or, if you want to conserve your working capital, then you have the option of leasing with Apple Commercial Credit.

There are more than 180 Apple Authorised Dealers around the country who will be happy to show you the entire range of Apple Macintosh personal computers and allow you to try out any of the systems. Your local dealer can help you identify your exact needs and suggest the right Apple Macintosh and software for you.

All of our dealers have had to reach the highest standard of competence before being awarded the authorised classification.

Every Authorised Dealer and AppleCentreSM has access to full service and technical support facilities to help you gain the greatest benefits from your Apple Macintosh.

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