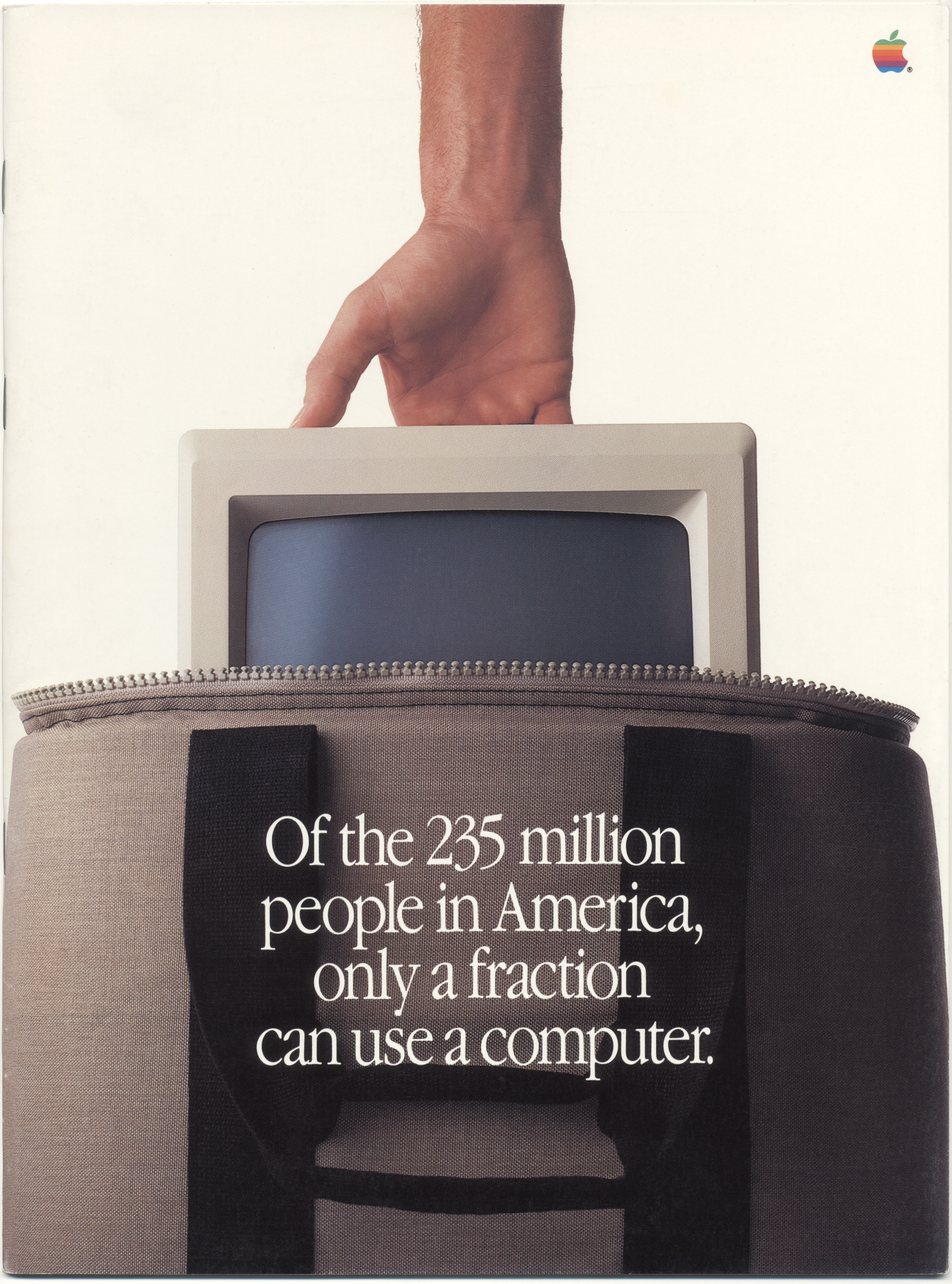

Of the 235 million
people in America,
only a fraction
can use a computer.

Now there's Macintosh. For the rest of us.

Not very long ago, not very many people used computers, for a very good reason.

Not very many people knew how.

And not very many people wanted to learn.

After all, it meant listening to your stomach growl through computer seminars. Falling asleep over computer manuals. And staying awake nights to memorize commands so complicated you'd have to be a computer to understand them.

Then, on a particularly bright day in Cupertino, California, some particularly bright engineers had a particularly bright idea: since computers are so smart, wouldn't it make more sense to teach computers about people, instead of teaching people about computers?

So it was that those very engineers worked long days and nights—and a few legal holidays—teaching tiny silicon chips all about people. How they make mistakes and change their minds. How they refer to file folders and save old phone numbers. How they labor for their livelihoods and doodle in their spare time.

For the first time in recorded computer history, hardware engineers actually spoke to software engineers in moderate tones of voice, and both were united by a common goal: to build the most powerful, most transportable, most flexible, most versatile computer not-very-much-money could buy.

When the engineers were finally finished, they introduced us to a personal computer so personable it can practically shake hands.

And so easy to use, most people already know how.

We didn't call the computer the QZ190 or the ZipChip 5000.

We called it Macintosh.™

And now we'd like to introduce it to you.

If you can point, you can use a Macintosh.

You do it at baseball games. At the counter in grocery stores. And every time you let your fingers do the walking.

By now you should be pretty good at pointing.

And having mastered the oldest known method of making yourself understood, you've also mastered using the most sophisticated personal computer yet developed.

Macintosh. Designed on the simple premise that a computer is a lot more useful if it's easy to use.

So, first of all, we made the screen layout resemble your desktop, with pictures of objects you'll have no trouble recognizing. Like file folders. Pads of paper. Even a trash can.

Then, we developed a natural way for you to pick up, hold, and move those objects around.

We put a pointer on the screen, and attached the pointer to a small rolling box called a "mouse." The mouse fits in your hand, and as you move the mouse around on your desktop, the pointer moves on the screen.

To tell Macintosh what you want to do, simply move the mouse until you're pointing to the object or function you want. Then click the button on top of the mouse, and you're instantly working with that object. Open a file folder. Review the papers inside. Read a memo. Use the calculator. And so on.

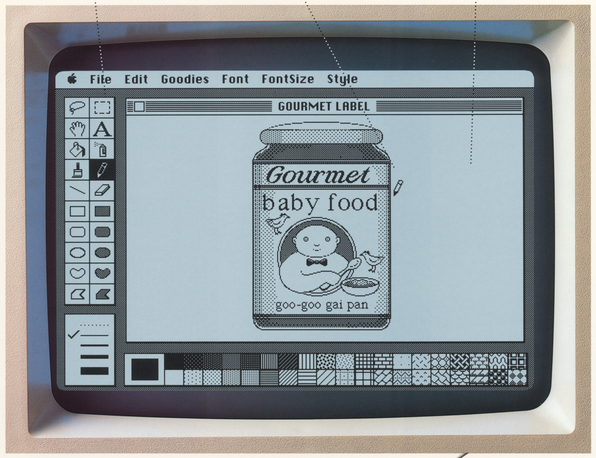
And whether you're working with numbers, words, or even pictures, Macintosh works the same basic way. So once you've learned to use one Macintosh program, you've pretty much learned to use them all.

If Macintosh seems extraordinarily simple, it's because conventional computers are extraordinarily complicated.

Palettes display available tools, line widths, and patterns.

The pointer becomes whatever tool you choose to work with—a pencil, in this case.

You're not limited to the work area you see here. You can move up and down, left and right.



Point. Click.

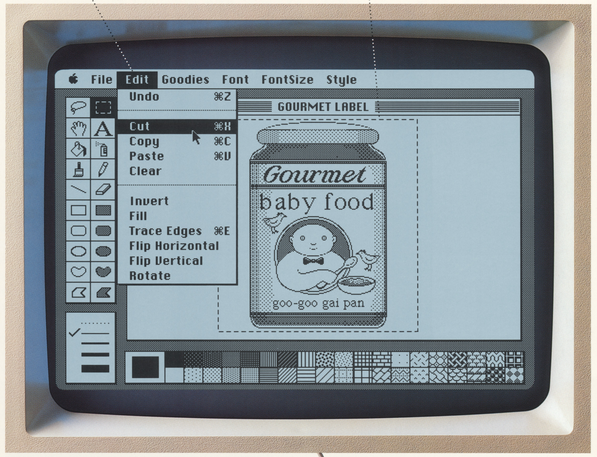
Telling Macintosh what you want to do is as simple as point and click.

You move the pointer on the screen by moving the mouse on your desktop. When you get to the item you want, click once, and you've selected that item to work with.

In this case, you're using MacPaint, a graphics program for Macintosh, to prepare an illustration for a memo you've written. The pointer appears as the pencil you've selected to put some finishing touches on the drawing.

Pull-down menus display all your options.

When you want to cut or copy something from a document, just select it.



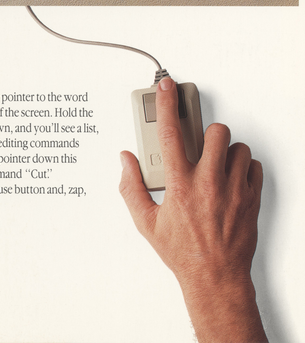
Cut.

Once you've completed your illustration, you can cut it out and paste it into your memo.

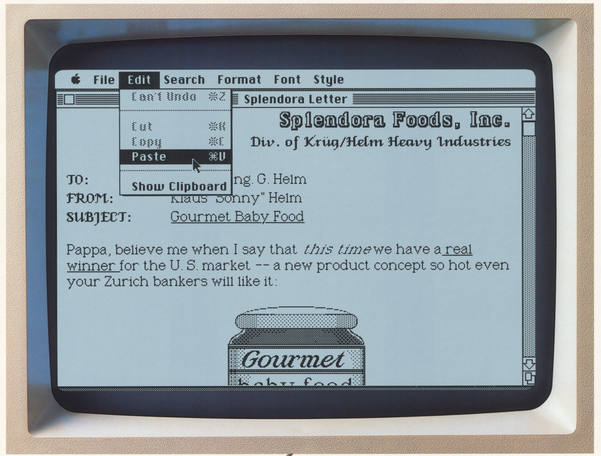
To do this, simply use the mouse to draw a rectangle around the illustration. That tells Macintosh what you want to cut.

Then move the pointer to the word "Edit" at the top of the screen. Hold the mouse button down, and you'll see a list, or "menu," of the editing commands available. Pull the pointer down this menu to the command "Cut."

Release the mouse button and, zap, it's done.



Macintosh makes room for your illustration in the text.



Paste.

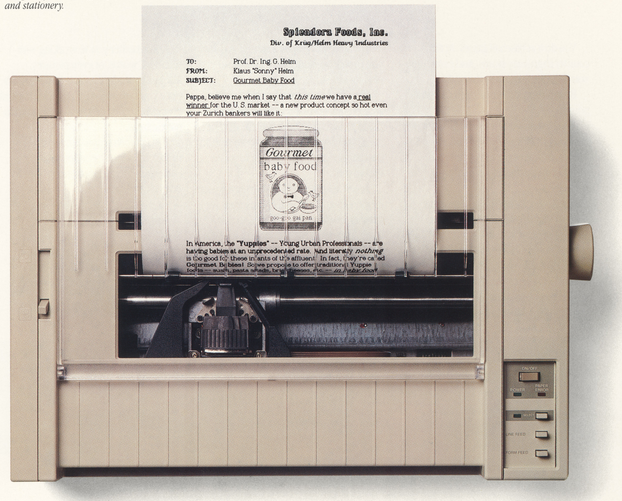
And now, to finish the memo, open up MacWrite, the word-processing program you used to create your memo. Then, move the pointer to where you want your illustration, and click.

In the meantime, your illustration has been stored in Macintosh's memory.

To paste the illustration into your memo, move the pointer once again to the Edit menu at the top of the screen and hold the mouse button down.

This time, you pull the pointer down until "Paste" is highlighted. Release the mouse button and, once again, zap.

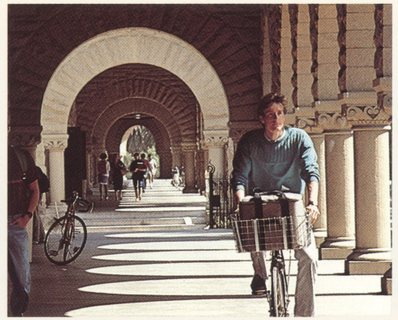
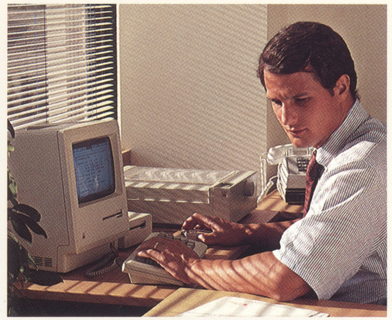
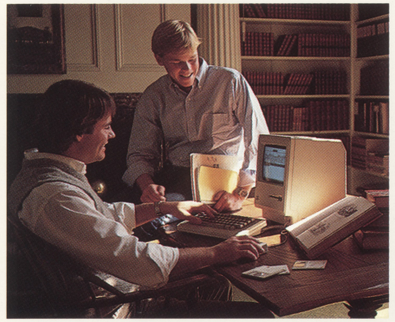
With Macintosh, you can create and print your own office forms and stationery.

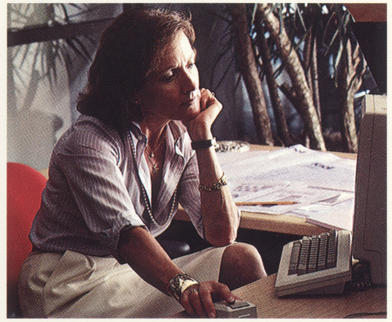


And Print.

You tell Macintosh to print the same way you tell it to do everything else. Simply use the mouse to select "Print" from a pull-down menu. Click. And your work is in print.

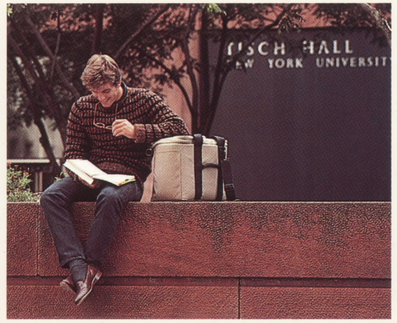
All your work. And nothing but your work. Because with Macintosh's Imagewriter printer, you can print everything you can put on a Macintosh screen. Exactly the way it looks on the screen.









If you have a desk, you need a Macintosh.

Macintosh was designed for anyone who handles, collects, distributes, interprets, organizes, files, comprehends, generates, duplicates, or otherwise works with information.

Any information.

Whether it's words, numbers, or pictures.

We've narrowed it down to anyone who sits at a desk.

If, for example, you own your own company, owning your own Macintosh could mean the difference between getting home before dark and getting home before Christmas. With hundreds of business programs available from Apple and leading software companies, you can spend more time running your business—and less time chasing after it.

Even if you work for a company big enough to have its own mainframe or minicomputer, Macintosh can fit right in. With additional hardware, it can talk to IBM® mainframes in their very own 3278 protocols. It's also fluent in DEC® VT100™ and VT52,™ and plain old TTY.

If your company has a subsidiary abroad, your colleagues there can use all the same tools. Because Macintosh is available in several international versions with local conventions such as alphabets, currencies, and dates.

And, if your desk is in a dormitory, Macintosh isn't just a tool, but a learning tool. For doing everything from problem sets in Astrophysics 538 to term papers in Art Appreciation 101. Not to mention perfecting skills in programming languages like Macintosh Pascal and Macintosh BASIC. Which explains why colleges and universities across the country are ordering Macintoshes by the campus-full.

In other words, wherever there's a desk, there's a need for a Macintosh.

And the less you can see of your desktop, the more you could use one.

An ordinary personal computer makes

Every few years a computer is introduced that establishes a new standard for the industry. In 1977, the Apple® II. In 1981, the IBM PC. And in 1984, Macintosh.

Over the past few years, the technology has advanced so rapidly that the distance between Macintosh and other personal computers is dramatic. See for yourself.

We're comparing four typical computer functions, screen to screen, to show you the difference between doing them on an IBM PC and doing them on a Macintosh.

Take word processing, for example.

Any computer worth its weight in silicon does an adequate job of shuffling words. If, of course, you've memorized the "control QA" command to make it happen. And the IBM PC is no exception.

Word processing before Macintosh.

File listings before Macintosh.

The difference between Macintosh and the IBM PC becomes obvious the minute you turn both of them on.

See how IBM greets you. With a lone command prompt. You type in the proper file name (which you've memorized) to get to the program you want. If you've forgotten the file name, you type another command (which you've also had to memorize) to get a list of available files. Multiple steps are then required to get at the particular file you want to work with.

Macintosh's Finder.

Macintosh, on the other hand, shows you pictures of everything you've saved (charts, graphs, illustrations, and documents) pretty much the same way you'd see them stacked on your desktop.

Point to what you want. Click. And it's yours.

Spreadsheets before Macintosh.

Even comparing a program as commonplace as the electronic spreadsheet clearly shows that Macintosh is anything but commonplace.

Microsoft's Multiplan,® for instance, takes full advantage of Macintosh's ease of use, replacing clumsy cursor keys with a quick point and click of the mouse.

Let's say you want to change the width of a column in your spreadsheet. With the IBM PC, that's a four-key command sequence. On Macintosh, you

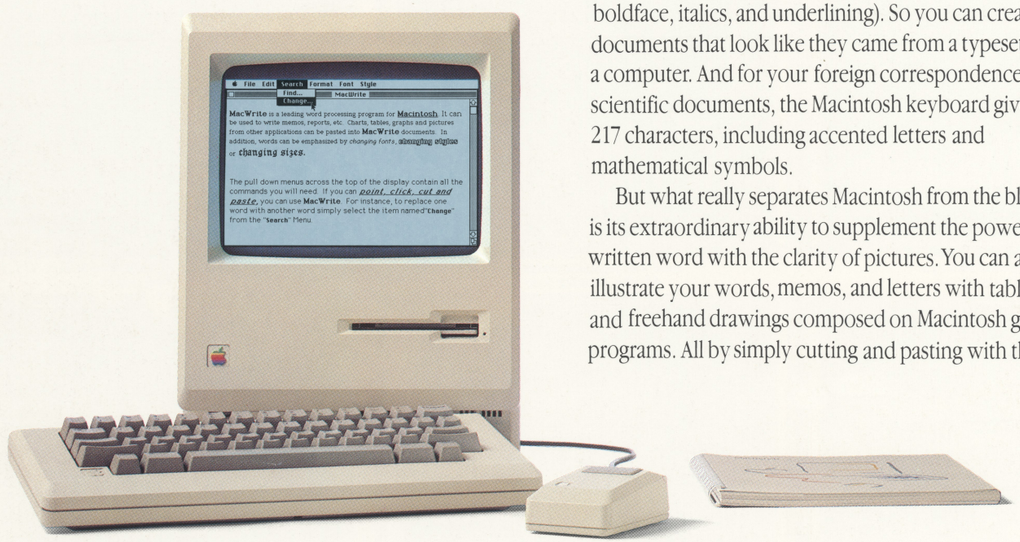
Macintosh even easier to understand.

Macintosh, on the other hand, is quite an exception.

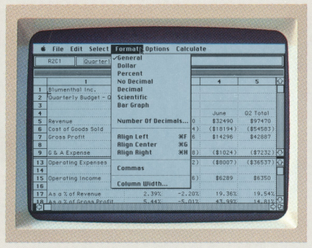
Using MacWrite, a word-processing program, anything and everything you could ever want to do with words can be done with a point and click of the mouse.

MacWrite not only shuffles words, it can shuffle them in several different type styles and sizes (not to mention boldface, italics, and underlining). So you can create documents that look like they came from a typesetter, not a computer. And for your foreign correspondence or scientific documents, the Macintosh keyboard gives you 217 characters, including accented letters and mathematical symbols.

But what really separates Macintosh from the blue suits is its extraordinary ability to supplement the power of the written word with the clarity of pictures. You can actually illustrate your words, memos, and letters with tables, charts, and freehand drawings composed on Macintosh graphics programs. All by simply cutting and pasting with the mouse.



MacWrite.



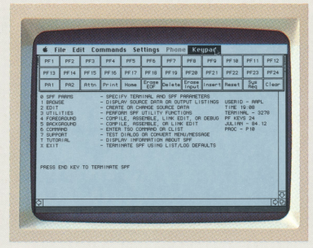
Microsoft's Multiplan for Macintosh.

simply use the pointer to widen the column, and click.

Naturally, Multiplan also works with other Macintosh programs. Like Microsoft® Chart. So you can quickly transform a spreadsheet full of numbers into a single, comprehensible graph.

Terminal emulation before Macintosh.

There is one thing, though, that the IBM PC manages to do as well as Macintosh: IBM 3270 terminal emulation. With a communications program like MacTerminal and additional hardware, Macintosh can emulate a variety of terminals, including IBM and DEC. So you can transfer data between Macintosh and your corporate mainframe or minicomputer. And tap into information services such as CompuServe,® Dow Jones News/Retrieval,® The Source,℠ and The Official Airline Guide.™ You can



MacTerminal.

also transfer data between Macintosh and other personal computers.

And once you've received data via MacTerminal, you can move it into other Macintosh programs. A quick cut and paste with the mouse, for example, moves financial data from your corporate mainframe into your spreadsheet program for analysis or into your business graphics program for creating presentation graphics.

Product comparisons were made using a standard configuration Macintosh and a standard configuration IBM PC (5150 two-drive unit with 256 kilobytes of RAM and 5151 monochrome display) on October 5, 1984.

Here's where ordinary personal computers draw a blank.

You've just seen some of the logic, the technology, and the engineering genius that separates Macintosh from conventional computers.

Now, we'd like to show you some of the magic.

First, there's MacPaint. A program that transforms Macintosh into a combination artist's easel and illustrator's sketch pad.

With MacPaint, for the first time a personal computer can produce virtually any image the human hand can create. Because the mouse allows the human hand to create it.

MacPaint gives you total freedom to doodle. To crosshatch. To spray paint. To fill in. To erase.

And if you're not a born artist, MacPaint comes with a gaggle of goodies to help you create illustrations. Including a variety of shapes and patterns. And multiple type styles to create captions and labels.

MacPaint

You can also get the picture with MacDraw. A program that turns Macintosh into an electronic drafting table.

For business reports and presentations, MacDraw gives you the tools to create everything from symbols to layouts to maps. There's a palette of lines and shapes—including rectangles, circles, and arcs. Patterns for filling in shapes. Standard and custom rulers. A grid for aligning objects. Text in different type styles.

And with MacDraw, it's easy to change or enhance a drawing at any time. A click of the mouse adds, deletes, duplicates, moves, or combines shapes.

What MacPaint and MacDraw do to help you visualize your most creative imaginings, MacProject does to help you visualize the unforeseen.

Just enter all the tasks and resources involved in a project—whether it's opening a new office or producing a brochure. MacProject does the rest, calculating dates, assigning deadlines, and pulling it all together in a flow chart.

If there's even a slight change in any phase or cost of the project, MacProject will automatically recalculate every step. And give you the new picture. Instantly.

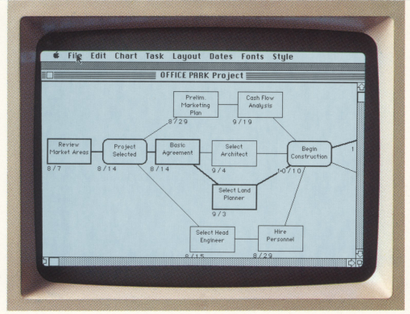
You can also create task or resource timelines and do a project cash-flow analysis.

Which means you can generate status reports that reflect the realities of the job. Not the limitations of pencil and paper.

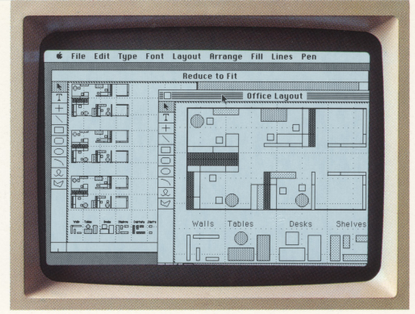
In fact, the only limit to what Macintosh can do is the imaginations of the people creating applications for it.

Not just at Apple, either. Leading software developers, including Lotus Development Corporation, Microsoft, and Software Publishing, are creating hundreds of new Macintosh programs.

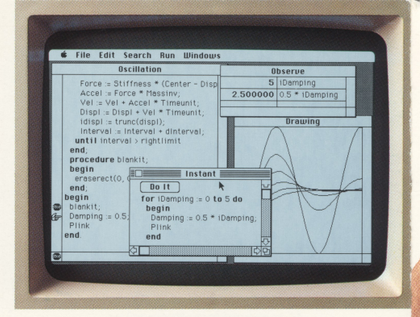
If Macintosh has an extraordinary future ahead of it, it's because of the extraordinary people behind it.



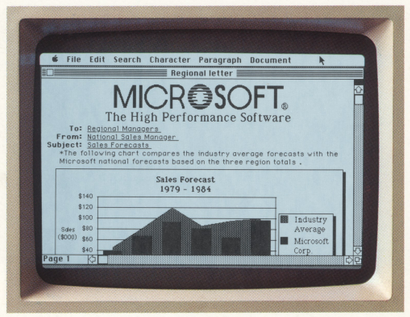
MacProject



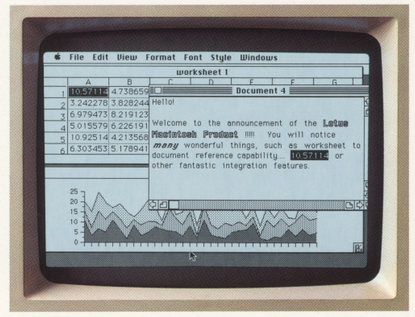
MacDraw



Macintosh Pascal

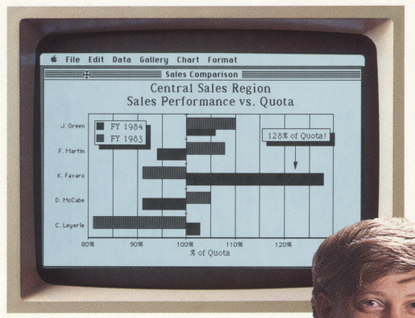


Microsoft Word



Lotus® Macintosh product (available in early 1985)

Telos Filevision™



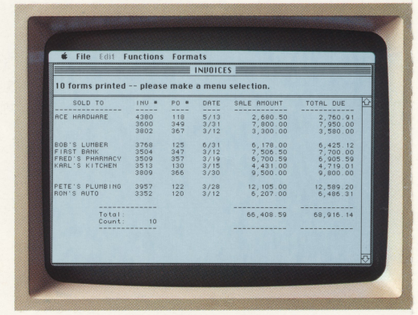
Microsoft Chart

"Macintosh is much more natural, intuitive, and in line with how people think and work....It's going to change the way people think about personal computers. Macintosh sets a whole new standard, and we want our products to take advantage of this."

Mitch Kapor, Chairman of the Board
Lotus Development Corporation

"To create a new standard takes something that's not just a little bit different. It takes something that's really new and captures people's imaginations. Macintosh meets that standard."

Bill Gates, Chairman of the Board and CEO Microsoft Corporation



PFS: Report

"If you were to put machine X on the table and a Macintosh on the table beside it, and then put PFS software on both machines...like a taste test...we think Macintosh's benefits would be pretty obvious."

Fred Gibbons, President Software Publishing Corporation

And here's where Macintosh draws a crowd.

Hundreds of software developers are writing Macintosh programs faster than we can tell you about them.

So you can now use Macintosh to point, click, cut, and paste your way through almost any job you need a personal computer to do. Without interrupting the next three weeks of your life to learn how.

Because every Macintosh application takes advantage of the same familiar, easy-to-use tool. Your index finger.

And since every Macintosh application works much the same way—with the mouse, graphics, and menus—once you've mastered one application, it's even easier to learn the next. And the next.

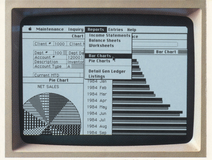
Word processing. Spreadsheets. Data communications. Business graphics. Project management. Data-base management. Not to mention specialized software for lawyers, accountants, farmers, brokers, composers, and just about every other profession that's legal.

And all those programs share a lot more than exceptional ease of use: they share information. So you can effortlessly turn the incomprehensible data in your spreadsheet into a comprehensible graph. Add status to a report with a project chart. Shed some light on electrical specifications with a technical drawing. Or copy budget information from your corporate mainframe, put the numbers through analysis, and then send them back to your mainframe—or anywhere else you'd like.

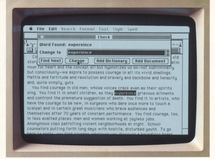
That's why we think it's safe to say that never in the history of personal computing have so many independent software developers worked so hard to make so many programs so compatible.

With human beings.


Animation Toolkit I, Ann Arbor Softworks
ANIMATION

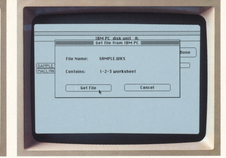

Quest Client Writeup, Applied Logic Systems
ACCOUNTING

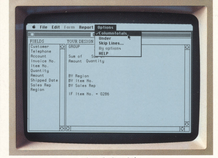

Home Accountant, Arrays/Continental
PERSONAL FINANCE

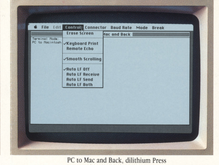

Mac Spell Right, Assimilation Process
SPELLING CORRECTOR

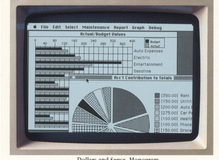

Millionaire, Blue Chip Software
STOCK MARKET SIMULATION

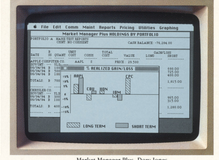

Keystroke Data Base, Brock
DATA BASE


MacLink, Dataviz
COMMUNICATIONS


IsiBase, Desktop Software
DATA BASE

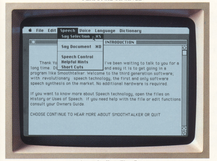

PC to Mac and Back, dilithium Press
COMMUNICATIONS


Dollars and Sense, Monogram
PERSONAL FINANCE

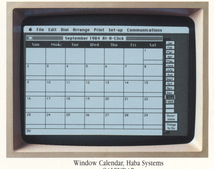

Market Manager Plus, Dow Jones
PORTFOLIO MANAGEMENT

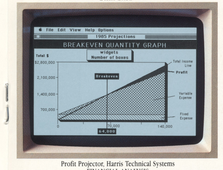

Spreadsheet Link, Dow Jones
COMMUNICATIONS

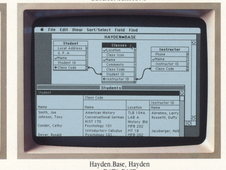

Straight Talk, Dow Jones
COMMUNICATIONS


Smoothtalker, First Byte
VOICE SYNTHESIS


Factfinder, Forethought
DATA BASE

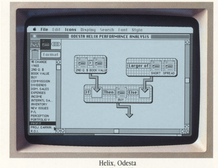

Window Calendar, Haba Systems
CALENDAR


Profit Projector, Harris Technical Systems
FINANCIAL ANALYSIS

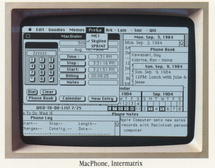

Hayden Base, Hayden
DATA BASE

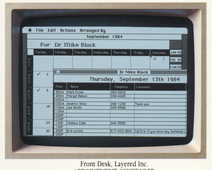

Sargon III, Hayden
CHESS GAME

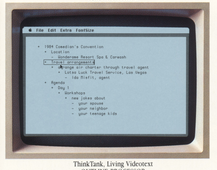

Please, Hayes
DATA BASE

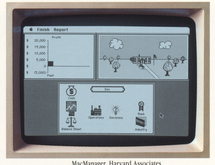

Helix, Odesta
DATA BASE


Sales Edge, Human Edge
BUSINESS STRATEGY

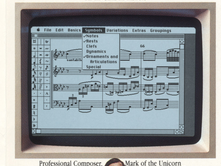

MacPhone, Intermatrix
COMMUNICATIONS


Front Desk, Layered Inc.
APPOINTMENT SCHEDULER


ThinkTank, Living Videotext
OUTLINE PROCESSOR

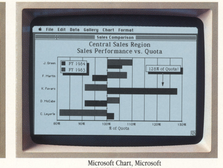

MacManager, Harvard Associates
BUSINESS SIMULATION

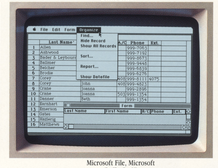

Main Street Filer, Main Street Software
DATA BASE

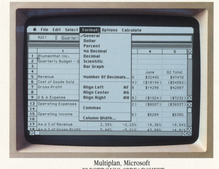

Professional Composer, Mark of the Unicorn
MUSIC


MegaFiler, Megahaus
DATA BASE

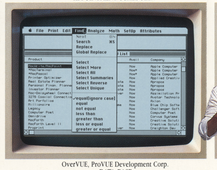

MacModem, Microcom
COMMUNICATIONS


Microsoft Chart, Microsoft
BUSINESS GRAPHICS


Microsoft File, Microsoft
DATA BASE

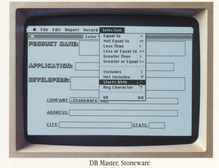

Multiplan, Microsoft
ELECTRONIC SPREADSHEET

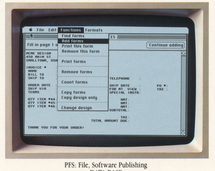

Microsoft Word, Microsoft
WORD PROCESSING

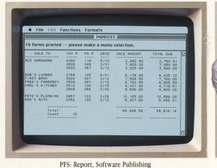

OverVUE, ProVUE Development Corp.
DATA BASE

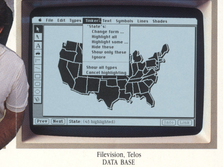
Back to Basics, Peachtree
ACCOUNTING

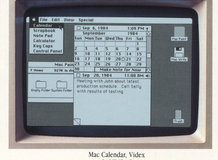

TK!Solver, Software Arts
EQUATION PROCESSOR


DB Master, Stoneware
DATA BASE


PFS: File, Software Publishing
DATA BASE


PFS: Report, Software Publishing
REPORT GENERATOR


Filevision, Telos
DATA BASE


Mac Calendar, Videx
CALENDAR


DataTalker II, Wintertaler
COMMUNICATIONS


Independent Macintosh Software Developers

What to give the personal computer that has everything.

Macintosh comes well outfitted. The system includes the computer itself, with its built-in display and disk drive. A detached keyboard. The mouse. A tutorial disk and audio cassette ("A Guided Tour of Macintosh"). MacWrite for word processing. MacPaint for graphics.

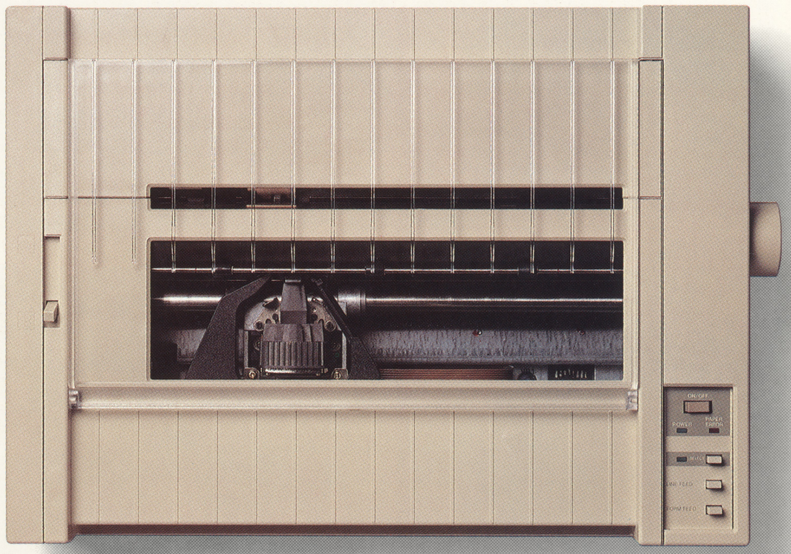
And one—count it—*one* system manual.

Everything you need to start doing everything you need to do.

And should your needs expand, so can Macintosh. As easily as putting a plug in a socket.

Symbols on the back of Macintosh tell you exactly what goes where. So you don't need a degree in engineering to add accessories.

You just need the right connections.



Printers

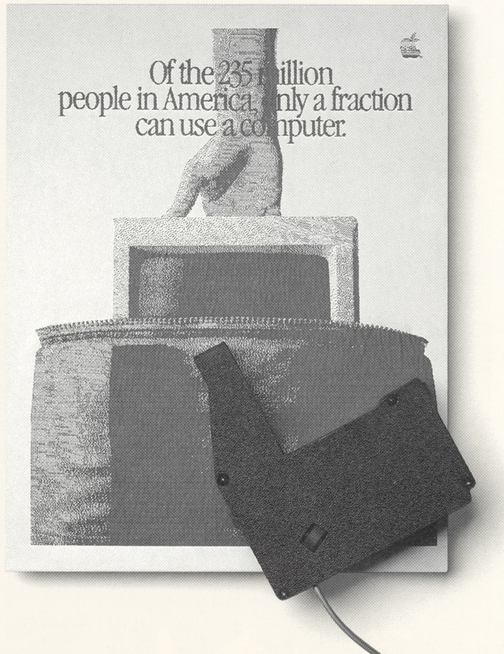
You can attach dot-matrix, letter-quality, and soon, laser printers to Macintosh. The Apple Imagewriter, a dot-matrix printer, reproduces everything you see on the Macintosh screen: multiple type styles and sizes, pictures, proportional text, mixed text and graphics. For formal reports and business correspondence where words alone suffice, the Apple Daisy Wheel Printer gives letter-quality results.

Security Kit

Being transportable is one of Macintosh's many advantages. Provided it doesn't go anywhere without you. This specially designed Security Kit makes sure it doesn't. Metal plates snap into the main unit and keyboard. The kit's strong steel cable can then be looped through the plates to lock the computer to your desk.

Scanner

By attaching a scanner to your Macintosh system, you can turn a photograph, sketch, or any other document into a MacPaint document. And then modify it, or cut and paste it into other Macintosh programs. (Shown is the ThunderScan™ from Thunderware.)



Apple Numeric Keypad

Patterned after the accountant's 10-key calculator, the Numeric Keypad makes fast work of spreadsheet, accounting, and other number-intensive projects. It plugs directly into the Macintosh keyboard.

Soft Carrying Case

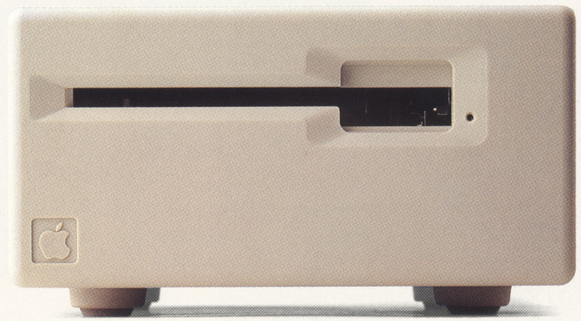
Weighing in at less than 20 pounds, Macintosh is easily carried from here to there. But handles always help. This durable, water-resistant case is thickly padded, providing a safe haven for the Macintosh main unit, keyboard, mouse, manual, and disks.

Apple Modem

Put the world at your fingertips. With a communications program like MacTerminal, a standard telephone, and the Apple Modem, your Macintosh can communicate with other computers and plug into electronic information services. The Apple Modem comes in 300-baud and 1200/300-baud models.

Macintosh External Disk Drive

By adding a second high-capacity (400 kilobytes) 3½-inch disk drive like the one already built into your Macintosh, you can access documents and programs without swapping disks. And quickly make backup copies of your information.

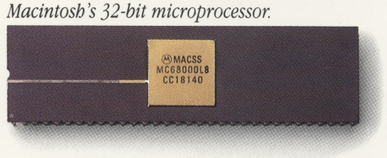


What makes Macintosh tick. And talk.

Macintosh has a lot in common with that most uncommon computer, the Lisa® personal computer.

Its brain is the same blindingly fast 32-bit MC68000 microprocessor—far more powerful than the 16-bit microprocessor found in ordinary personal computers.

16-bit 8088 microprocessor.



Macintosh's 32-bit microprocessor.

And at its heart is advanced Lisa Technology.

Lisa Technology encompasses a wide range of breakthroughs in computer technology. Including a mouse to tell your computer what you want to do, instead of complicated commands and function keys. Bit-mapped graphics for text and graphics of extraordinarily high resolution, both on the screen and on the printed page. A screen layout that resembles your desktop, with pictures of objects you'll recognize immediately. And cut-and-paste integration, so you can move information from one application to another with a click of the mouse.

Standard 5¼-inch floppy disk.

All in a fully transportable computer that weighs less than 20 pounds.

Another miracle of miniaturization is Macintosh's built-in disk drive. Its 3½-inch disks store 400 kilobytes of data, which is more than conventional 5¼-inch floppy disks. So while they're big enough to hold a desk full of work, they're small enough to fit into a shirt pocket.

Yet another built-in feature is a polyphonic sound generator capable of producing high-quality human speech or music.

On the back of the computer, you'll find built-in high-speed RS-232 and RS-422 AppleTalk/serial communications ports. Which means you can connect printers, modems, and other peripherals without adding $150 cards. It also means that Macintosh is ready to hook into a local area network. (With the AppleTalk Personal Network, you'll be able to connect up to 32 computers and peripherals.)

Macintosh's 400K 3½-inch disk.

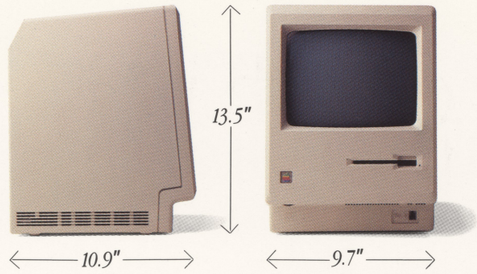
Should you wish to double Macintosh's storage with an external disk drive, you can do so without paying extra for a disk controller card—that connector is built-in, too.

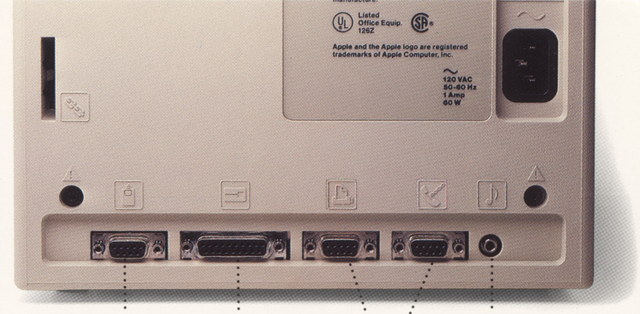
And, of course, there's a built-in connector for Macintosh's mouse, a feature that costs up to $300 on computers that can't even run mouse-controlled software.

But the real genius of Macintosh isn't its serial ports or its polyphonic sound generator.

The real genius is that you don't have to be a genius to use a Macintosh.

You just have to be smart enough to buy one.





Mouse connector.

External disk drive connector.

Polyphonic sound port.

RS-232 and RS-422 AppleTalk/serial communications ports for printers, modems, and other peripherals.

Ultra-compact, switching-type power supply and high-resolution video circuitry.

Battery for Macintosh's built-in clock/calendar.

9-inch high-resolution bit-mapped display (512 pixels x 342 pixels).

Built-in handle for getting carried away.

Thanks to clever venting, Macintosh requires no internal fan.

The mouse replaces typed-in computer commands with a form of communication you already understand—pointing.

Some mice have two buttons. Macintosh has one. So it's extremely difficult to push the wrong button.

Brightness control.

128 or 512 kilobytes RAM.

Built-in 3½-inch disk drive.

The inside story: a rotating ball and optical sensors translate movement of the mouse to Macintosh's screen pointer with pinpoint accuracy.

Keyboard connector —a telephone-type jack you already know how to use.

Clock/ calendar chip.

64 kilobytes ROM.

32-bit MC68000 microprocessor.

Macintosh's digital board—an entire 32-bit digital graphics computer in 80 square inches.

Now that you know what you need, what size would you like?

Macintosh 128K

If you're a manager, professional, or student, get your hands on this Macintosh.

It offers all the benefits you'd expect from Macintosh. A 32-bit microprocessor for power. Advanced Lisa Technology for radical ease of use. Business and personal productivity programs from leading software companies. All in one transportable system.

And as your business needs increase, the Macintosh 128K's memory can easily be expanded to 512 kilobytes.

All for a price that's nothing short of incredible.

Macintosh 512K

Consider it more Macintosh.

In the same compact Macintosh unit, it packs 512 kilobytes of internal memory. That's over half a million characters.

So you can work with larger financial models. Extensive word-processing documents. Bigger project schedules and charts. More detailed diagrams and illustrations. Almost any complex business task.

And you can do it faster.

All of which makes this Macintosh much bigger than it looks.

Lisa 2/10

With up to 1 million characters of internal memory and a built-in 10-megabyte hard-disk drive, Lisa 2/10 is our biggest Macintosh.

Macintosh programs run on Lisa 2/10, taking advantage of Lisa's larger memory, bigger screen, and hard disk. And giving you access to hundreds of business programs.

Lisa 2/10 can also run Lisa 7/7—seven integrated, easy-to-use applications in one package.

No other personal computer comes close to Lisa 2/10 in power and performance. Or offers as much for the price.

Get in touch.

You really can't appreciate how insanely great Macintosh or Lisa is until you bring your index finger to an authorized Apple dealer.

Over 2000 of them are eagerly waiting to prove that, if you can point, you can use a computer.

And should you be interested in low monthly payments, the Apple Credit Card* may be your answer. If you qualify, in most cases you can take Macintosh or Lisa home the very same day.

Which makes owning the world's most advanced personal computers just as easy as using them.

For the authorized Apple dealer nearest you, call (800) 538-9696. In Canada, call (800) 268-7796 or (800) 268-7637.

*The Apple Credit Card is only available in the United States.

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