

# sh. For the rest of us.

Macintosh into a combination architect's drafting table, artist's easel and illustrator's sketch pad. So that, unlike any other personal computer, it can produce virtually any image the human hand can create. Because the mouse allows the human hand to create it.

But programs like MacWrite and MacPaint demonstrate more than just the difference between Macintosh and ordinary personal computers. They demonstrate the

difference an attitude can make.

An attitude that the only thing limiting what a computer can do is the imagination of the people creating it.

Not just the engineers who design it. But software developers like Lotus Development Corporation, currently developing a Macintosh version of their 1-2-3™ program.

And Software Publishing Corp., with their newest pfs™: filing program.

And Microsoft, with productivity tools like Multiplan, Chart, File and Word.

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

What makes Macintosh tick. And someday, talk.

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

Its brain is the same blindingly-fast 32-bit MC68000 microprocessor — far more powerful than the 16-bit 8088 found in current generation computers.

Its heart is the same Lisa Technology of windows, icons, pull-down menus and mouse commands.

And thanks to its size, if you can't bring the problem to a Macintosh, you can always bring a Macintosh to the problem. (Macintosh actually weighs 9 pounds less than the most popular "portable.")

Another miracle of miniaturization is Macintosh's built-in 3 1/2" drive. Its 3 1/2" disks (400K) store more than the conventional 5 1/4" floppies. So while

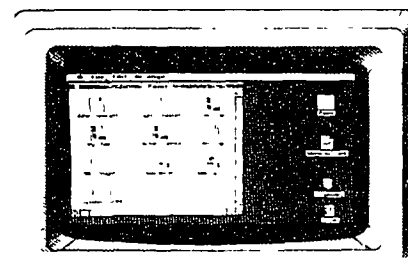
they're big enough to hold a desk full of work, they're small enough to fit in a shirt pocket.

And speaking of talking, Macintosh has a built-in polyphonic sound generator capable of producing high-quality speech or music.

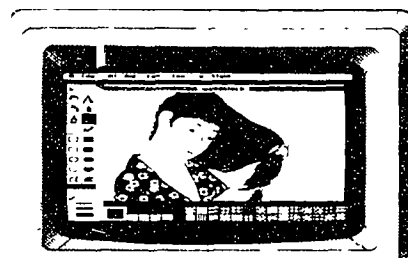
On the back of the machine, you'll find built-in RS232 and RS422 AppleBus serial communication ports. Which means you can

more time running your business, and less time chasing after it.

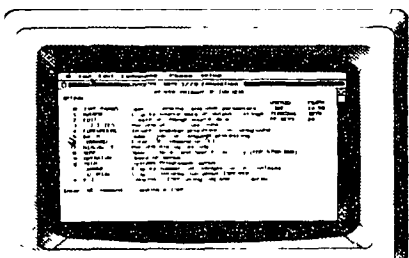
If your company has a subsidiary abroad, your colleagues there can use all the same tools. Because Macintosh will be available in international versions with local conventions (alphabets, currencies, dates, etc.). In other words, wherever there's a desk, there's



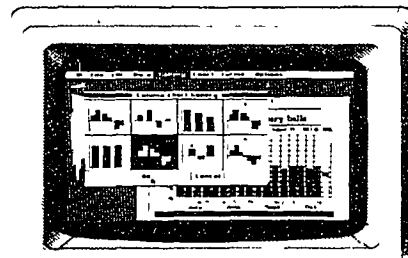
Macintosh's Finder



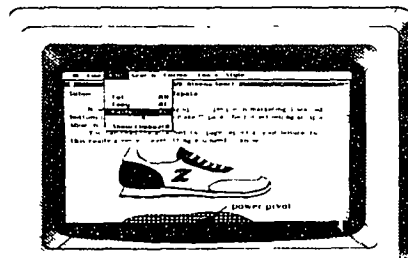
MacPaint produces virtually any image the human hand can create



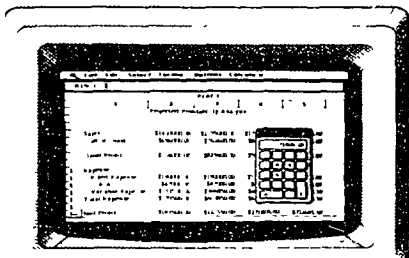
MacTerminal in IBM 3278 emulation



Microsoft's Chart for Macintosh



Macintosh lets you create illustrations



Microsoft's Multiplan for Macintosh

connect printers, modems and other peripherals without adding \$150 cards.

And since Macintosh is part of the Apple 32 SuperMicro system, it can work as part of an integrated office system of Macintoshes, Lisas and Apple 32 printers, and other peripherals. It can also communicate directly with your company's mainframe. Through MacTerminal software, it is fluent in TTY, VT52 and VT100, and (with some additional hardware) IBM 3278 protocols.

If you have a desk, you need a Macintosh.

Macintosh was designed for anyone who handles, collects, distributes, interprets, organizes, or otherwise futzes with information.

We've narrowed it down to anyone who sits at a desk. If, for example, your desk is in a dormitory, Macintosh isn't just a tool, but a learning tool.

If you own your own business, owning your own Macintosh could mean the difference between getting home before dark, and getting home before Christmas. With programs like MacWrite, MacProject, MacTerminal, MacDraw, MacPaint, data base managers, business graphics and other personal productivity tools, you can spend

a need for a Macintosh. And the less you can see of your desktop, the more you could use one.

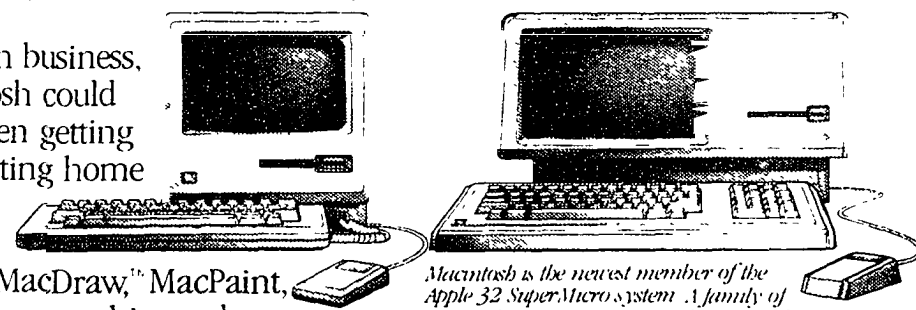
One last pointer.

Now that you've seen some of the logic, the technology, the engineering genius and the software wizardry that separates Macintosh from conventional computers, we'd like to point you in the direction of your nearest authorized Apple dealer.

Over 1500 of them are eagerly waiting to put a mouse in your hand. As one point-and-click makes perfectly clear, the real genius of Macintosh isn't its 32-bit Lisa Technology, or its 3 1/2" floppy disks, or its serial ports, or its software, 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.



Macintosh is the newest member of the Apple 32 SuperMicro system. A family of easy to learn, easy to use and compatible computers

Soon there'll be just two kinds of people. Those who use computers. And those who use Apples. 