

Introducing Macintosh

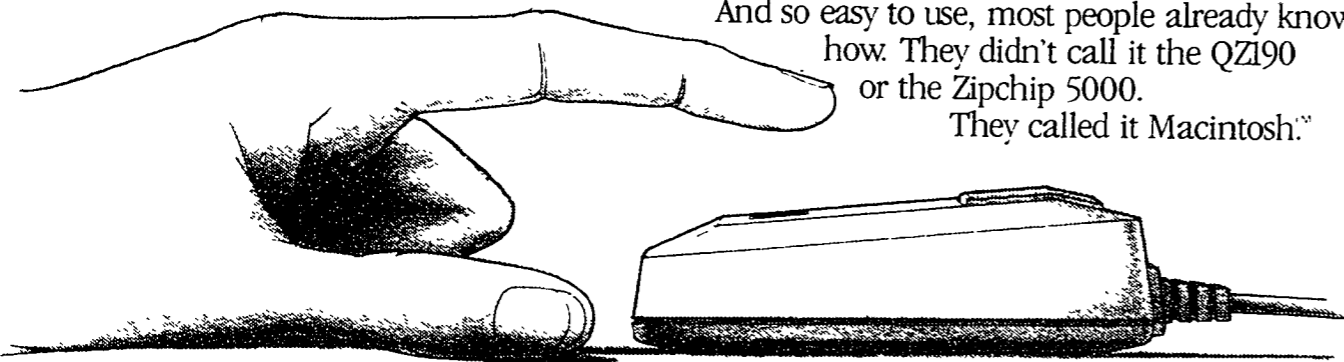
In the olden days, before 1984, not very many people used computers. For a very good reason.

Not very many people knew how. And not very many people wanted to learn.

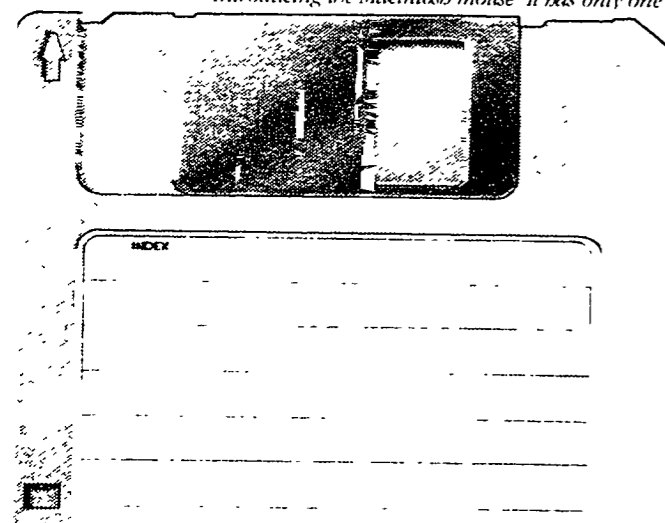
legal holidays teaching tiny silicon chips all about people.

And when the engineers were 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. They didn't call it the QZ190 or the Zipchip 5000.

They called it Macintosh.SM



Introducing the Macintosh mouse. It has only one button. So it's extremely difficult to push the wrong one.



Macintosh's 400K 3 1/2" disk. actual size. It's totally protected by a rigid plastic case.

After all, in those days, 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.

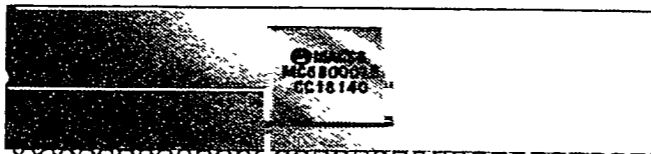
Then, on a particularly bright day in Cupertino, California, some particularly bright engineers had a particularly bright idea:

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 late nights and a few



Macintosh replaces complex computer commands with simple pictures of objects you'll have no trouble recognizing.



Macintosh's 32-bit MC68000 microprocessor. It's far more powerful than the garden variety 16-bit 8088 microprocessor.

If you can point,
you can use a Macintosh.

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

So we made the screen layout resemble a desktop, displaying pictures of objects you'll have no trouble recognizing. File folders. Note pads. Even a trash can.

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

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

To tell a Macintosh Personal Computer

what you want to do, you 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 instantly begin working with that object. Open a file folder. Review the papers inside. Read a memo. Use a calculator. And so on.

Point. Click. Cut. Paste. And print.

Whether you're working with words, numbers or even pictures, Macintosh always works the same way.

With the simple point-and-click of the mouse, you can clarify a memo by "cutting" an illustration from one software program, and "pasting" it into the text written on

another software program. Or chart the critical path to completion on a multiphase project. Or change the width of a column on a spreadsheet.

Since clumsy cursor keys and complicated command sequences are replaced by a simple point-and-click of the mouse, once you've learned to use one Macintosh program, you've learned to use them all.

If all of this makes Macintosh seem extraordinarily simple, it's probably because conventional computers are extraordinarily complicated.

An ordinary personal computer makes Macintosh even easier to understand.

In 1977, Apple set the first standard for the personal computer industry with the first generation Apple II.

And in 1984, Macintosh will set yet another industry standard, redefining the term "personal computer."

It's not just that Macintosh utilizes software programs like the ones you see at the top right hand side of the page. It's how Macintosh utilizes them.

Take word processing, for example. Any computer worth its weight in silicon does an adequate job of shuffling words. Provided, of course, you know all the keystroke "command sequences" to make it happen.

Using Macintosh's word processing program, MacWrite,SM you can shuffle words in many different type styles and sizes (not to mention boldface, italics and underlining). 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 ordinary personal computers is its extraordinary ability to mix text and graphics. You can actually illustrate your words, memos and letters with tables, charts and freehand illustrations composed on other graphics programs.

Programs like MacPaintSM transform

