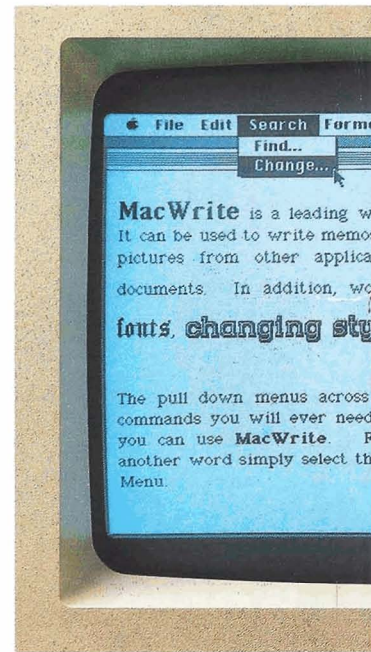


An ordinary personal computer makes Macintosh even easier to understand.



Word processing before Macintosh.



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

In 1981, IBM set the second standard with their PC.

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

To give you an idea just how far the technology has advanced over the past three years, we're going to compare, screen-to-screen, the way IBM's PC and Macintosh perform five typical personal computer functions.

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. And the IBM PC is

no exception.

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

Using Macintosh's word processing program, MacWrite, anything and everything you might 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 many 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. 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 mix text with graphics. You can actually illustrate your words, memos and letters with tables, charts and free-hand illustrations composed on other graphics programs. All by cutting and pasting with the mouse.

That capability alone makes Macintosh its very own form of communication. A new medium that allows you to supplement the power of the written word with the clarity of illustrations. In other words, if you can't make your point with a Macintosh, you may not have a point to make.

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

The two screens top right show you

precisely how each of them greets you. Notice the IBM presents you with a laundry list of files available for accessing. And multiple steps are required to "get at" the particular file you choose to work with.

Macintosh, on the other hand, shows you everything you've saved (charts, graphs, illustrations and documents), pretty much the same way you'd see them arranged on your desk. Choose one with the mouse, click, and you're ready to work.

Even comparing a program as

the additional cost to add the color card and separate color monitor required to make use of them.

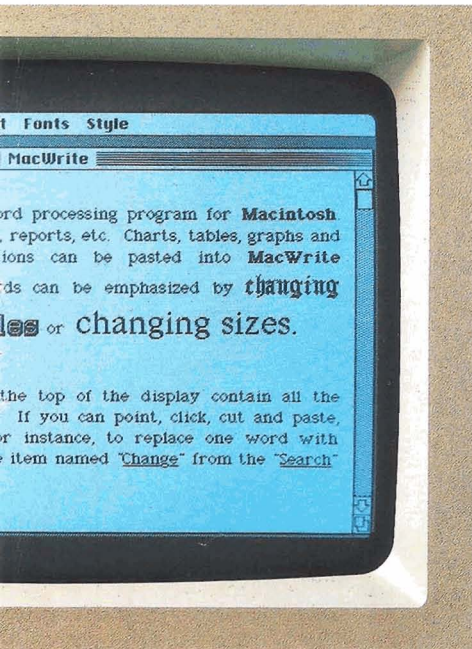
When you compare the actual unit you purchase initially with our Macintosh, the IBM PC not only comes up short a few bar and pie charts, it draws a complete blank.

Macintosh uses its graphics program, Microsoft's Chart, to turn numbers nobody understands into charts and graphs that everybody understands. With it, you can "cut" numbers you want charted from another Macintosh program and

"paste" them directly into Chart. Just choose the style of chart you want from a "pull-down" selection of pie and bar charts, line and scatter graphs. Then customize your graph with legends and labels in whatever type style your little chart requires.

There is one thing that the IBM PC manages to do as well as Macintosh: IBM 3278 terminal emulation, so you can communicate with heftier IBM's.

But with MacTerminal software, your Macintosh can also fully emulate all the popular DEC terminals.



MacWrite



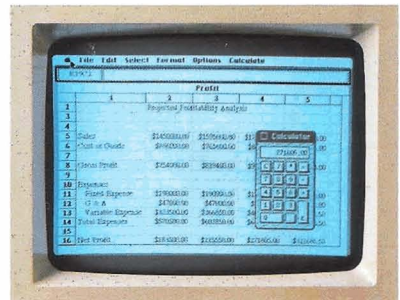
File listings before Macintosh.



Macintosh's Finder.



Spreadsheets before Macintosh.



Microsoft's Multiplan for Macintosh.

commonplace as the electronic spreadsheet clearly shows you that Macintosh is anything but commonplace.

Microsoft's Multiplan™ for Macintosh has been designed to take full advantage of Macintosh's built-in Lisa Technology —clumsy cursor keys are replaced by a point-and-click of the mouse.

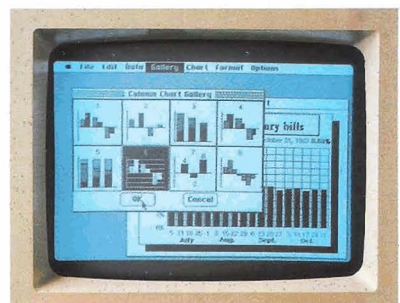
Let's say you want to change the width of a column in your spreadsheet. On the IBM PC, that's a 4-key command sequence. On Macintosh, you simply move the pointer and click.

Should you need to make a few quick computations before entering new spreadsheet figures, you can use the built-in desk calculator, for example.

When it comes to business graphics, in all fairness, IBM has color and bar charts to spare. Provided you can spare



Business graphics before Macintosh.



Microsoft's Chart for Macintosh.



Terminal emulation before Macintosh.



MacTerminal.

Comparisons made using standard configuration Macintosh and IBM PC (5150 2-disk unit, 256K bytes RAM, 5151 monitor), November 5, 1983.