

What makes Macintosh tick. And, someday, talk.

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

The garden variety 16-bit 8088 microprocessor:



Macintosh's 32-bit MC68000 microprocessor:



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—all of which makes that 32-bit power far more useful by making Macintosh far easier to use than current generation computers.

And, thanks to its size, if you can't bring the problem to a Macintosh, you can always bring a Macintosh to



Standard 5-1/4" floppy disk.

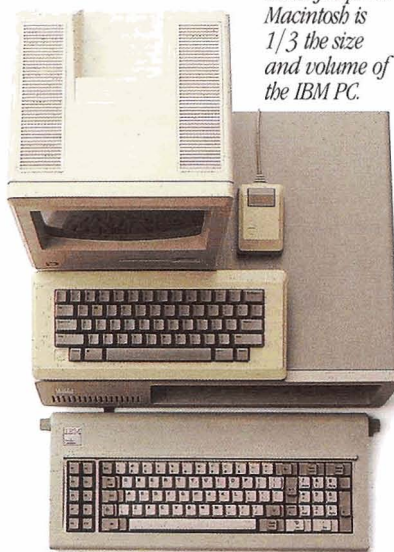


Macintosh's 400K 3-1/2" disk.



the problem. (Macintosh actually weighs 9 pounds less than the most popular "portable.")

Small footprint. Macintosh is 1/3 the size and volume of the IBM PC.



Another miracle of miniaturization is Macintosh's built-in 3 1/2" microfloppy drive. Its 3 1/2" disks store more than conventional 5 1/4" floppies—400K. 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 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 in to a local area network. (With AppleBus, you can interconnect up to 16 different Apple® computers and peripherals.)

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's 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.

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

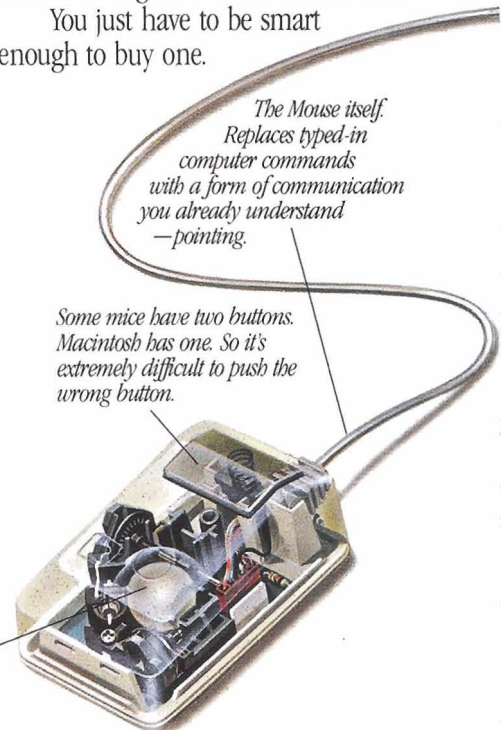
The real genius is that you don't have to be a genius to use a Macintosh.

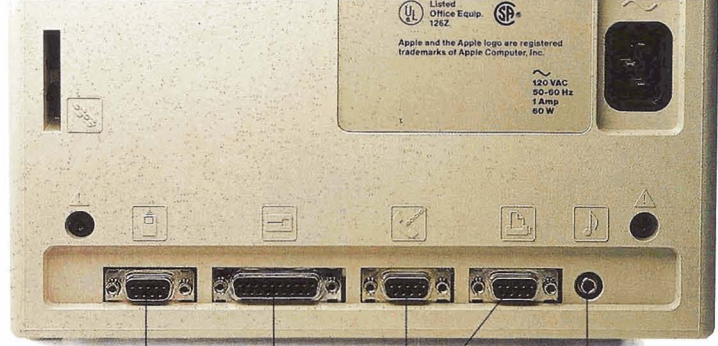
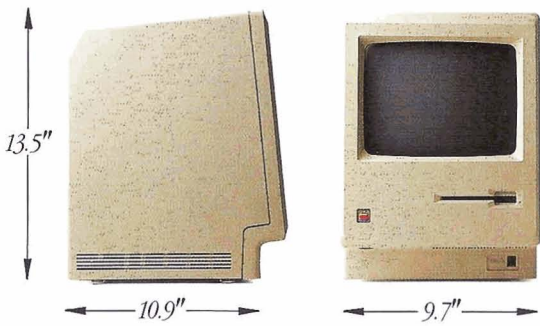
You just have to be smart enough to buy one.

The Mouse itself. 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.

The inside story—a rotating ball and optical sensors translate movements of the mouse to Macintosh's screen pointer with pin-point accuracy.





Mouse connector. External disk drive connector. Polyphonic sound port.

RS232, RS422 AppleBus serial communications ports for printers, modems and other peripherals.

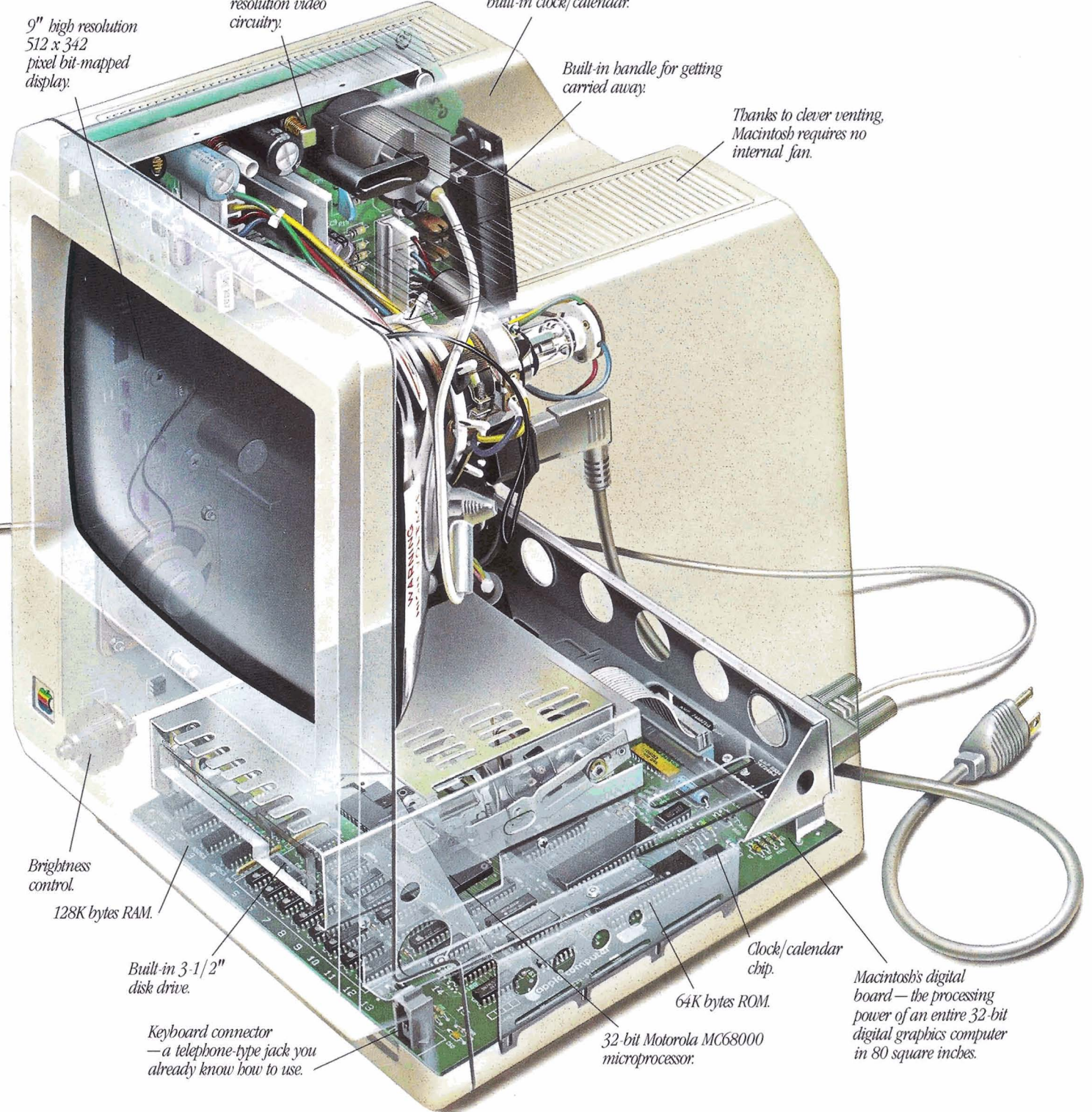
Ultra compact, switching-type power supply and high resolution video circuitry.

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

Built-in handle for getting carried away.

Thanks to clever venting, Macintosh requires no internal fan.

9" high resolution 512 x 342 pixel bit-mapped display.



Brightness control.

128K bytes RAM.

Built-in 3-1/2" disk drive.

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

64K bytes ROM.

32-bit Motorola MC68000 microprocessor.

Clock/calendar chip.

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