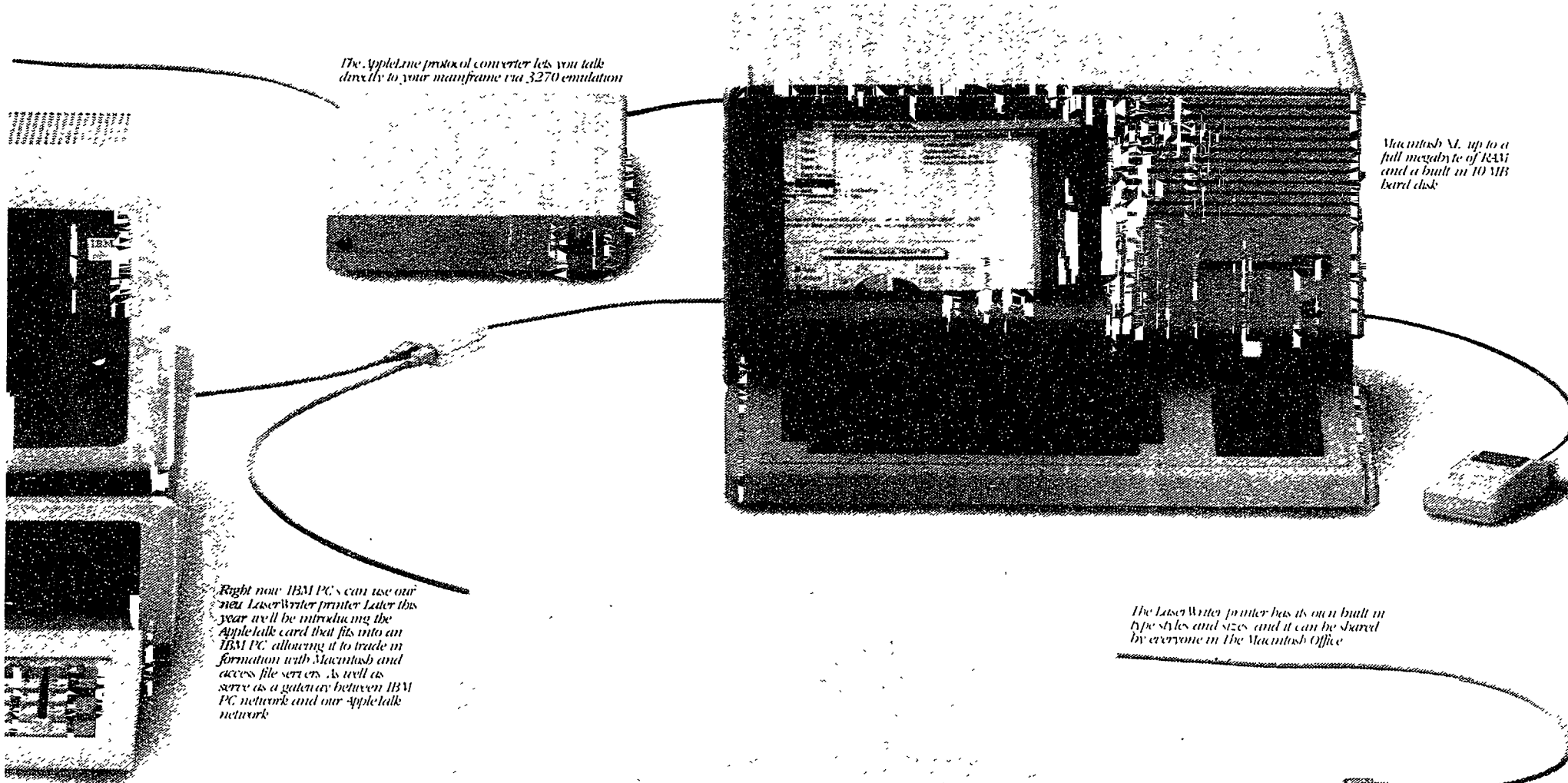


Introducing The Macintosh Office. All you have to add is people.

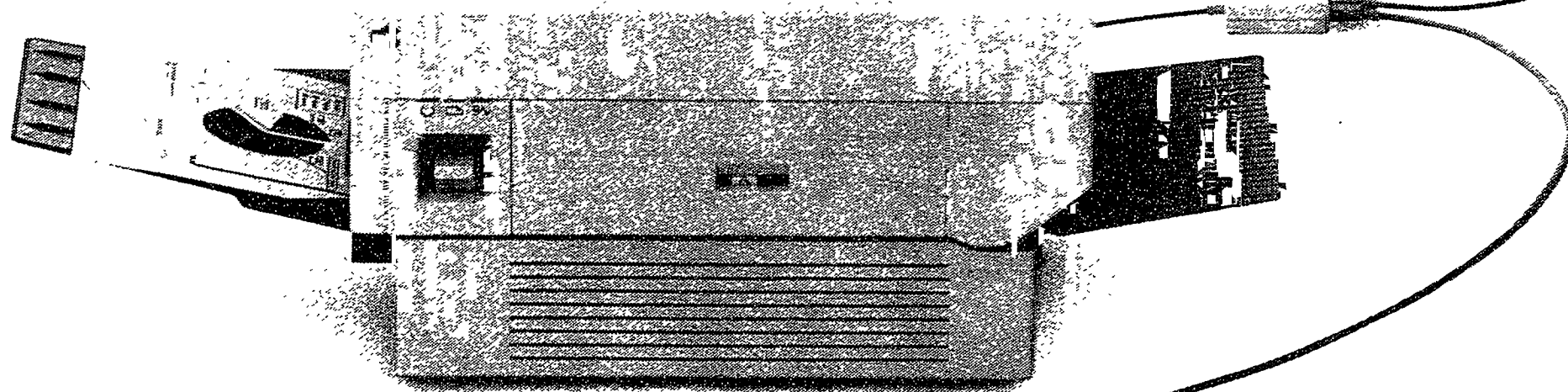


The AppleLink protocol converter lets you talk directly to your mainframe via 3270 emulation

Macintosh XL, up to a full megabyte of RAM and a built-in 10 MB hard disk

Right now, IBM PCs can use our new LaserWriter printer. Later this year, we'll be introducing the AppleTalk card that fits into an IBM PC, allowing it to trade information with Macintosh and access file servers, as well as serve as a gateway between IBM PC network and our AppleTalk network

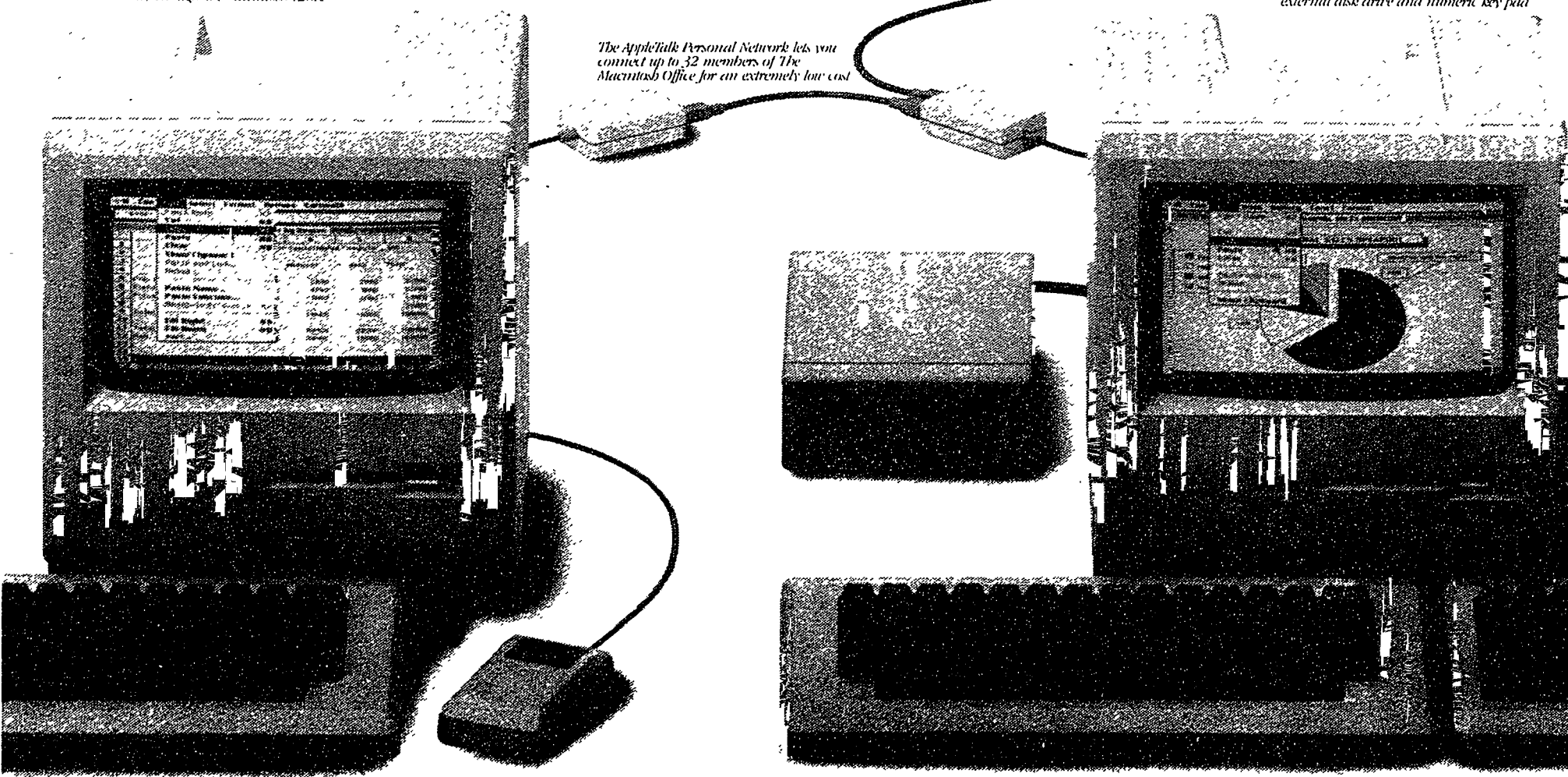
The LaserWriter printer has its own built-in type styles and sizes, and it can be shared by everyone in the Macintosh Office



Our entry-level workstation in The Macintosh Office is, naturally enough, the Macintosh 128K

The cornerstone of The Macintosh Office is our 512K Macintosh, equipped here with an external disk drive and numeric keypad

The AppleTalk Personal Network lets you connect up to 32 members of The Macintosh Office for an extremely low cost



No, not computer systems people to help you design it. Or computer experts to show you how to use it. But the kind of people who already make up most of your office.

Managers and professionals. People who spend most of their time selling products, services or, most importantly, ideas.

Because, unlike traditional office computer solutions, we didn't design The Macintosh™ Office around a mainframe. We designed it around an idea.

The idea that people, not mainframes, are the most important information centers in an office. And that most things in business are really accomplished by teams of 5 to 25 people who need to share information with each other. What we call the *workgroup*.

That's why we put Macintosh at the heart of The Macintosh Office. Its powerful, 32-bit technology reduces the time it takes to become productive with a computer from well over a work week, to just under a lunch hour.

For the first time, the people who could really use a computer—managers and professionals—had a computer they could really use. In their choice of sizes: Macintosh 128K, Macintosh 512K and Macintosh XL.



Our LaserWriter printer produces publication quality text and graphics

Then we designed a network solution for workgroups of 5 to 25. Instead of buildings of 500 to 2,500.

We call it the AppleTalk™ Personal Network. It's as easy to hook together as an extension cord. And almost as cheap. Less than \$50* a desk, versus up to \$1,200 for a typical network system.

Since the number one product of business is still paper, we found a way to make every sheet count. A breakthrough in printed communications called the LaserWriter printer. It produces publication-quality text and graphics. Making your presentations, reports and overheads more persuasive.

We've even found a way for The Macintosh Office to share offices with IBM.* An AppleTalk card that slips into an IBM PC, allowing it to trade information with Macintosh and access file servers.

Third party developers are also working on The Macintosh Office. Next month, they'll be offering shared storage devices that let your workgroup share information. And they're writing a whole new generation of business software to go along with the 350 programs Macintosh already runs. Like Microsoft™ Word, ThinkTank™ 512 and the soon-to-be-released Jazz™ from Lotus™.

Now, there's only one more thing we'd like to add to this ad: call 800-446-3000.

We'll tell you how to get everything you need to turn your office into a Macintosh Office.

People not included.



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