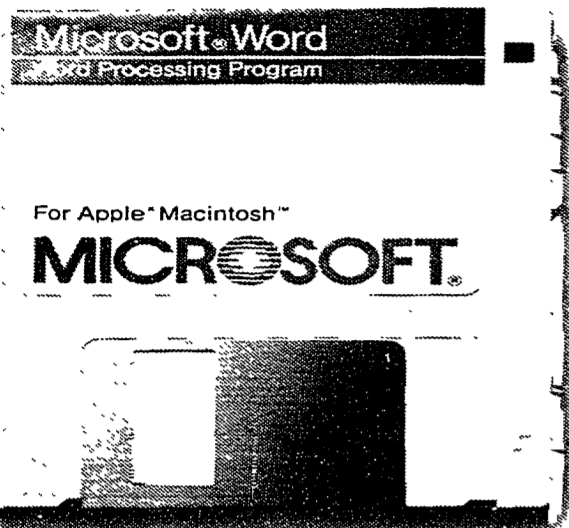
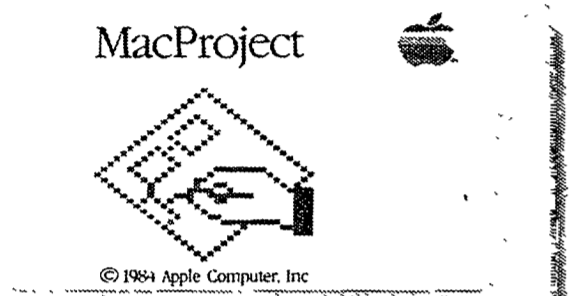


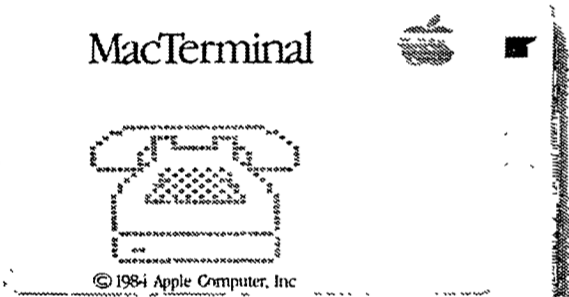
These are some of the hardest workers in The Macintosh Office.



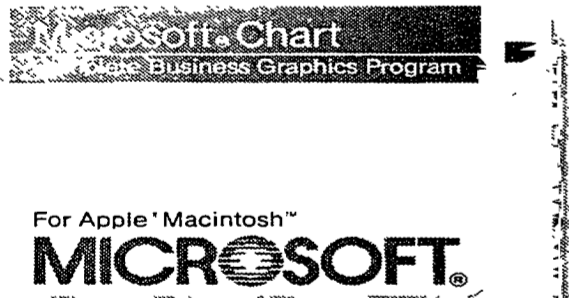
Microsoft® Word Memos personalized form letters, sales reports or any professional document



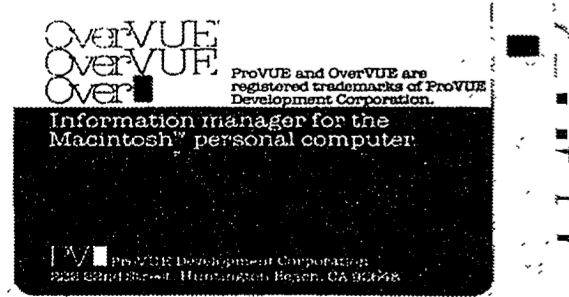
MacProject™ Create complex "critical path" flow charts for production schedules, timelines and managing projects



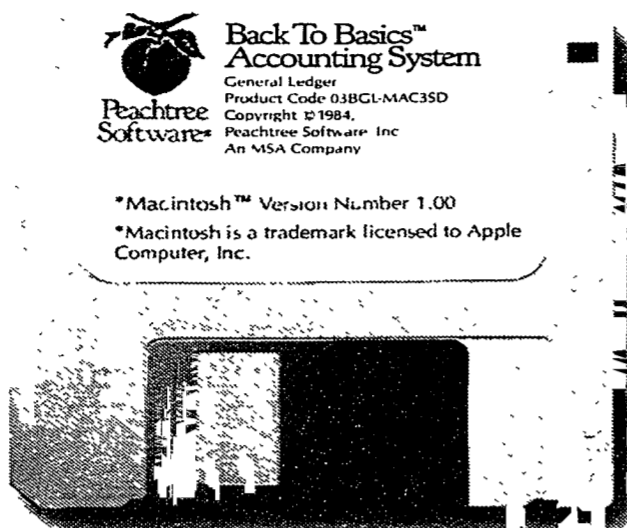
MacTerminal™ Talk to mainframes via 3270 emulation, as well as information services and other computers



Microsoft® Chart 42 different charts and graphs for presentations, sales reports and transparencies



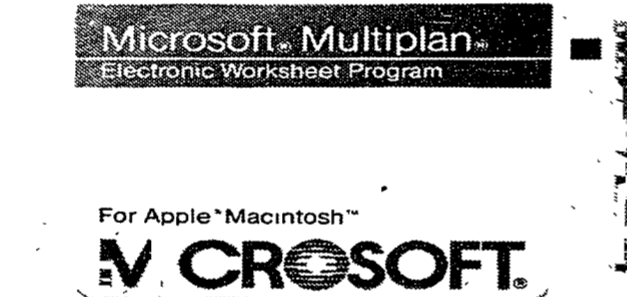
OverVUE™ Analyze sales, track inventory, update customer file and monitor accounts receivable



Back to Basics™ Manage your books with a full-featured general ledger system for small business



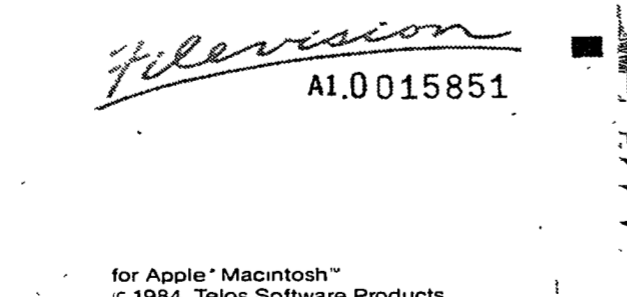
Odesta Helix™ A relational database and decision support system for tracking information, resources and ideas



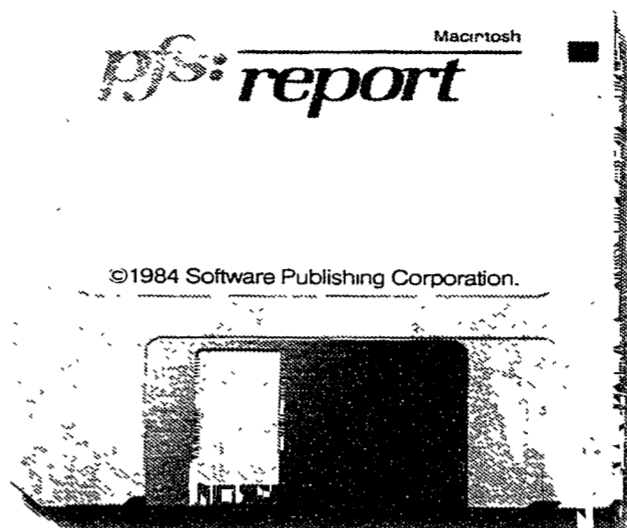
Microsoft® Multiplan™ Electronic spreadsheet for budget forecasting, business plans and "what if" analysis



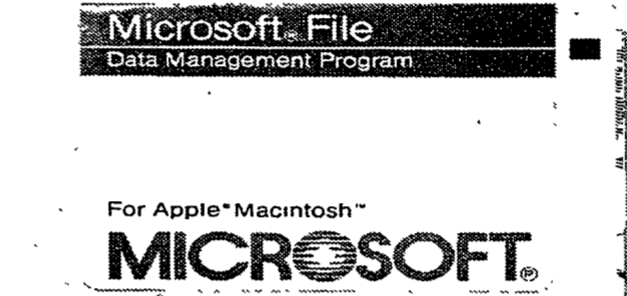
Dow Jones Straight Talk™ Get up to the minute information for informed decisions on stocks, bonds and commodities



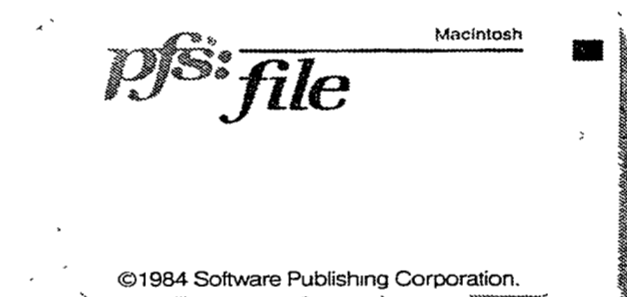
Filevision™ Visualize market trends, organize and track sales and present data in pictures



PFS® Report Prepare inventory reports, price lists, salary and payroll analyses and sales reports



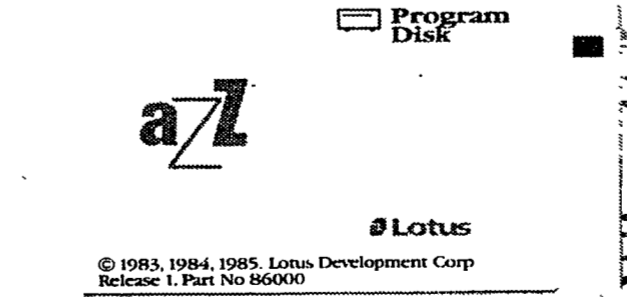
Microsoft® File Filing systems for mailing lists, payroll records, inventory and customer lists



PFS® File Store and retrieve mailing lists, client records, collections, schedules and inventories



ThinkTank™ 512 An idea processor to organize projects, manage details, outline ideas and support decisions



Lotus® Jazz™ Integrated word processing, business graphics, database management, data communications and worksheets

They're fast. They're dependable. And they seldom, if ever, complain.

We're talking, of course, about all the powerful business software that works in The Macintosh™ Office. Our family of integrated office products that, we believe, will revolutionize the way business does business.

And apparently, more than a few people agree with us.

Leading software developers have already written more than 350 programs for The Macintosh Office. And there are hundreds of others on the way.

Word processing programs with different timesteps and sizes that make reports and memos more memorable. Particularly when they're printed on our new LaserWriter printer, which produces publication-quality text and graphics.

Database management programs that incorporate graphics to make your data even more manageable.

Spreadsheets that help you forecast, budget and analyze. Without wearing your brain down to a nub.

Business graphics programs that turn rows and rows of numbers nobody understands, into charts and graphs everyone understands.

Data communications programs that put a world of information — like stock quotes, yesterday's sales and today's business news — right at your fingertip.

Along with programs no other office computer system can touch.

Like Microsoft® Word, Living Videotext's ThinkTank™ 512, Odesta Helix™ and the soon-to-be-released Jazz™ from Lotus.

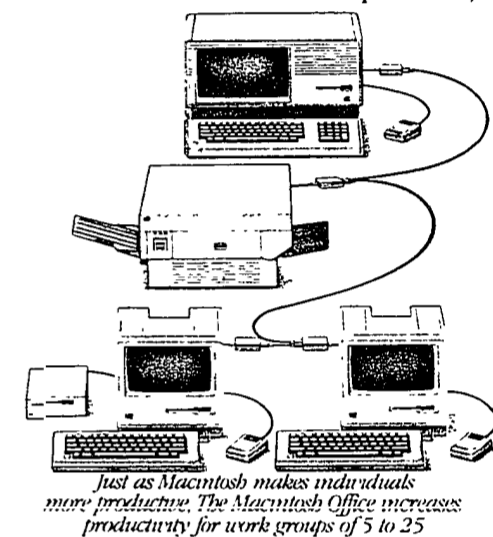
And MacProject, which creates sophisticated "critical path" charts that threaten to put common status reports on the endangered species list.

But more impressive than the sheer number of programs for The Macintosh Office is the sheer ease with which you can use them.

Thanks to Macintosh's windows, icons, pull-down menus and mouse technology, every Macintosh program works the same way. Learn one, and you've learned them all.

Which means you'll have a lot more time to do the one thing you've probably been too busy to do:

Your job.



Just as Macintosh makes individuals more productive, The Macintosh Office increases productivity for work groups of 5 to 25

