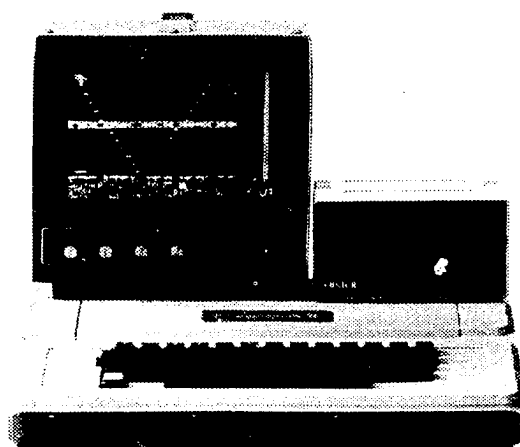


There is no power on earth  
like an idea  
whose time has come.



*Apple II: April 1977*

# And keeps coming.

Remember way back when, when the idea of owning your own computer seemed about as likely as owning your own lunar landing module?

Back then, the very word "computer" conjured visions of men in white coats tending multimillion dollar temples of centralized control.

Well, way back when was just ten years ago.

1977.

When an idea took form that turned out to be bigger than any individual or company or country.

The idea that if you put the awesome power of the computer into the hands of ordinary people, extraordinary things would happen.

It's an idea that founded a company called Apple and an industry called personal computing.

It changed forever the way we think, learn, work and communicate.

Because it's an idea that gives each and every one of us, from classroom to boardroom, more power than ever before to be the very best we can be.

And today, in Los Angeles, we celebrate the tenth anniversary of that idea at the AppleWorld Conference.

It's a meeting of over 3,000 minds who are extending that idea all over the world, into disciplines as diverse as corporate finance and special education.

It gives us a chance to show them how far we've come in our first decade.

But even more importantly, it gives them a chance to tell us just how much farther we have to go.

## THE WHOLE IDEA.

The Apple II personal computer began it all in 1977.

Over the years, it's grown ever more powerful and ever more affordable.

The Apple II evolved into the Apple IIe and the Apple IIc. Soon, it became the first family of personal computers in education at every grade from kindergarten through high school. In fact, today there are more Apple II's in schools than all other makes combined.

Then, in 1984, the Macintosh™ personal computer began it all again.

Because with it, we introduced a core technology that will influence computer design well into the next century.

In computerese, we created the first computer with a "transparent user interface."

In humanese, that means we created the first computer with an automatic transmission.

Its screen is analogous to something most people already know how to use—a desk—with file folders, documents, a calculator, even a trash can. Using a device called a mouse, you can work with these as intuitively as you would the real items. And without learning the traditional computer commands and digital housekeeping rules required by conventional personal computers.

Because Macintosh is totally graphics oriented, it can do things no ordinary computer can. Like "what you see is what you get" word processing in hundreds of type sizes and styles.

Spreadsheets that translate instantly into charts and graphs. Not to mention art-

work of every kind. All of which lead to another big idea called Apple Desktop Publishing—the biggest revolution in printed communication since Gutenberg.

And, unlike ordinary computer programs, all Macintosh programs work the same way. With pull-down menus and point-and-click simplicity. So once you've learned one, you've mastered the basics for them all.

The whole idea is to get the computer out of the way of the job you want it to do. And, since the introduction of the LaserWriter printer and the more powerful Macintosh Plus, this particular idea's time has arrived in a big way. Especially in big business.

After disappointing productivity gains with ordinary computers, Fortune 500 companies are realizing spectacular results with Macintosh technology.

For example, one aerospace study cited a 22% overall productivity gain across departments when they put Macintosh in.

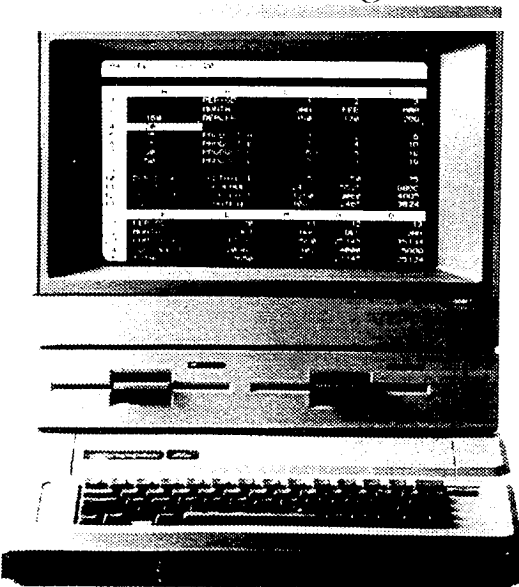
Another independent multi-industry study reported an absolute productivity gain of 24%.

And according to a leading computer industry research group, over time Macintosh costs companies 28% less than the IBM PC doing comparable work. Due mainly to reduced training time and support costs.

Which only proves that people tend to get more done when you give them computers they can actually use.

## THE POWER TO LEARN.

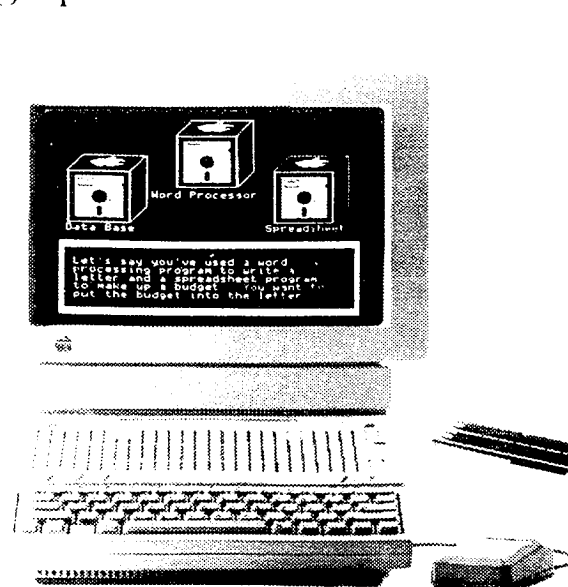
Macintosh technology has done more than revolutionize the way business



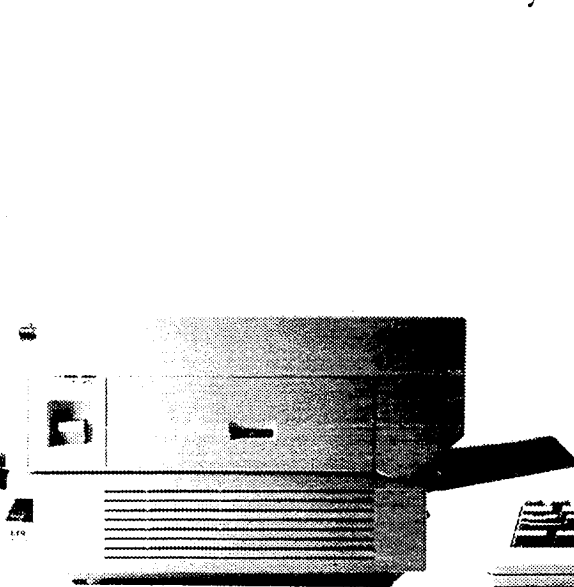
Apple IIe: January 1983



Macintosh: January 1984



Apple IIc: April 1984



LaserWriter: January 1985



Macintosh Plus: July 1985

does business. It's also revolutionized our original revolution—the Apple II.

Last year, at the AppleWorld Conference in San Francisco, we shared our vision of the next generation Apple II with educators from around the world, and asked for their input.

We were proud to introduce the result in September 1986—the Apple IIgs™ personal computer.

It can generate TV-quality video in 4,096 colors, with a 15-voice sound synthesizer capable of reproducing everything from a symphony orchestra to a human voice.

Like Macintosh, it comes standard with a mouse and can use Macintosh-like programs. But at the same time, it can also run the entire library of over 10,000 existing Apple II programs.

Because of these impressive talents, the IIgs has been enthusiastically received by teachers, administrators and third party developers. It's also inspired a new wave of creativity in Apple II software—including a joint educational project with the National Geographic Society and LucasFilm Ltd.

The IIgs reaffirms Apple's commitment to education, and to the continuing evolution of the Apple II family.

#### THE POWER TO COMMUNICATE.

Every Apple product—Macintosh or Apple II—gives the individual the power to create new ideas and communicate them powerfully.

At AppleWorld, we'll be demonstrating a new class of computer software and hardware designed to give that power to whole work groups, even entire companies.

It's an idea we call Apple Desktop Communications.

It begins with AppleTalk—the first powerful computer network that's as easy to learn and use as Macintosh itself. An AppleTalk connection is built into every Macintosh (as well as every Apple IIgs).

With products like our new AppleShare™ file server, it allows a small workgroup to share files, communicate electronically and work jointly to complete projects faster than humanly possible.

And if you've already made a substantial investment in MS-DOS computers, a small investment in our new AppleTalk PC Card can give you quite a power boost. Because it can put IBM or compatible PCs on the AppleTalk network, allowing them to exchange files with Macintosh computers. Where they can be analyzed more deeply and presented more brilliantly with Apple Desktop Publishing.

#### COMPUTING TO THE NEXT POWER.

Today at AppleWorld we will introduce the next two steps in the evolution of Macintosh technology:

The Macintosh SE.

And the Macintosh II.

The Macintosh SE is actually the sequel to our best seller, the Macintosh Plus.

But since SE stands for "System Expansion," it can grow even further.

It's available with a choice of one internal 800K floppy disk drive plus a built-in 20-megabyte hard disk, or two internal 800K floppy drives. So it can store tremendous amounts of information on one square foot of desk space.

And, like no Macintosh before it, the SE comes with an internal expansion slot. So you can add devices that let you use information from IBM computers. Or communications boards for tying into company networks. Or a co-processor card for faster number crunching. Or video cards for connecting large-screen monitors.

The Macintosh SE is now available at authorized Apple dealers all over the country.

Which brings us to the Macintosh II—the Open Macintosh—coming this spring to a desktop near you.

All by itself, it's the fastest, most powerful Macintosh ever. Its heart is the advanced 32-bit Motorola 68020 microprocessor.

It's the first personal computer to feature a 68881 floating point co-processor for incredibly high speed calculating power.

And you can expand its standard one megabyte of memory up to eight.

So it can run the most sophisticated Macintosh software faster than ever before—

like advanced engineering and business applications—and support both MS-DOS and AT&T UNIX operating systems.

But the Macintosh II is open for just about anything.

Because under the hood you'll find six expansion slots.

So you can add an enhanced video graphics card that lets you use 256 colors from a palette of over 16 million. Or devices that let you run programs written for IBM computers. Or cards that have yet to be invented.

And the Macintosh II is the first totally modular Macintosh. You can choose from 20, 40 or 80-megabyte internal hard disks. Keyboards with or without function keys. A 12" monochrome or 13" color Apple monitor, or third party large-screen monitors.

#### HOW FAR CAN ONE IDEA GO?

Not long ago, conventional wisdom held that Apple had embarked on a lonely and dangerous course by investing so much in Macintosh technology.

Today, as the rest of the computer industry bumps up against the ceiling of ordinary personal computer technology, Apple's just beginning to realize the potential of our original idea.

While our competition's whizziest 32-bit machines can only run the same software slightly faster, Apple computers are setting new standards of speed and performance with totally new kinds of software.

In fact, any computer guru will tell you that the most inventive minds in software development are all concentrating on Apple.

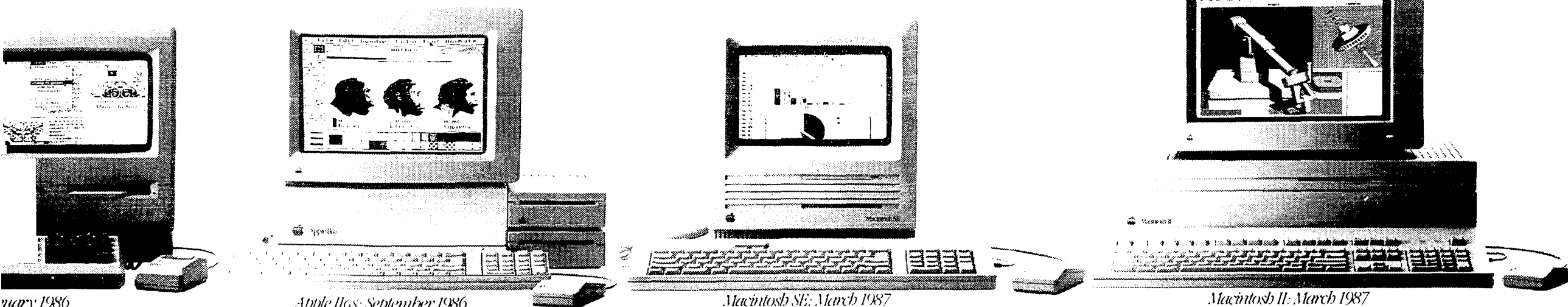
For one very simple reason:

Our revolutionary idea isn't a silicon chip or a clever twist on technology. It's a vision of how computers can help people accomplish anything they set their minds to do.

And when you think how much it's changed our world in the past decade, just imagine how far it can take us in the next.



The power to be your best.™



January 1986

Apple IIgs: September 1986

Macintosh SE: March 1987

Macintosh II: March 1987

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