

# U.S. banks discover new way to make money.

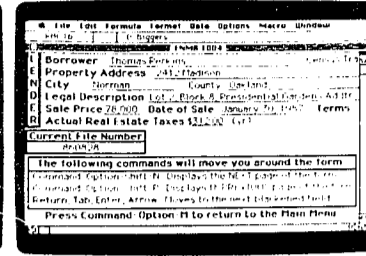
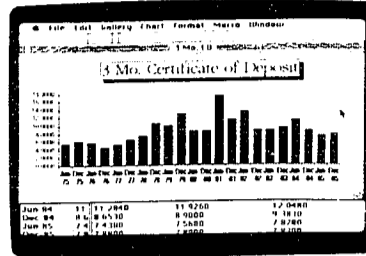
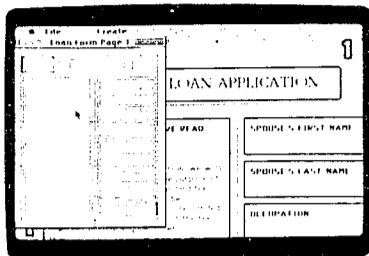
Traditionally, banks have a reputation for being rather conservative.

Yet several of the most respected names in the financial world are doing what was once considered rather radical:

Making a major investment in Macintosh™ personal computers.

Divisions of prestigious banks all over the country—such as Seafirst Bank in Seattle—are discovering that Macintosh can really be a money-making machine.

Because it can do jobs that used to cost



With programs like ReadySetGo (left), you can professionally desktop publish whatever documents apply to your business—from loan applications to newsletters. Spreadsheets like Microsoft Excel (center) can analyze any type of financial data. While specialized databases like Real Data Appraisal Office (right) can keep track of transactions.

banks a fortune. Like printing everything from teller handbooks to loan committee presentations with Apple® Desktop Publishing—at a fraction of the former cost.

Because it can connect so easily and inexpensively with their IBM mainframes and

other personal computers. Whether they're in the same office or across the state or around the world.

Because it can run the most advanced business software available. And because—for any organization that requires large numbers of non-computer literate people to use a computer—Macintosh is like, well, money in the bank.

Productivity increases from ordinary personal computers come at a high cost in training and support.

Macintosh, on the other hand, increases productivity while substantially reducing training costs across departments.

Unlike ordinary computer programs, all Macintosh programs work exactly the same way, with pull-down menus and point-and-click simplicity. Once you've learned one Macintosh application, you've learned the basics for all of them.

So instead of spending all their time becoming and remaining computer literate, employees can concentrate more on the jobs they were hired to do.

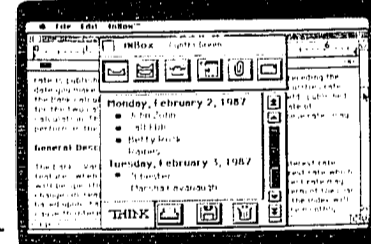
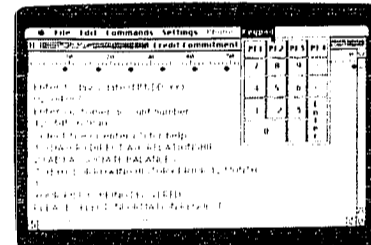
In fact, a recent independent study of one major financial institution reported an absolute productivity gain of 24% with Macintosh personal computers.

And banks aren't the only businesses profiting from Macintosh productivity.

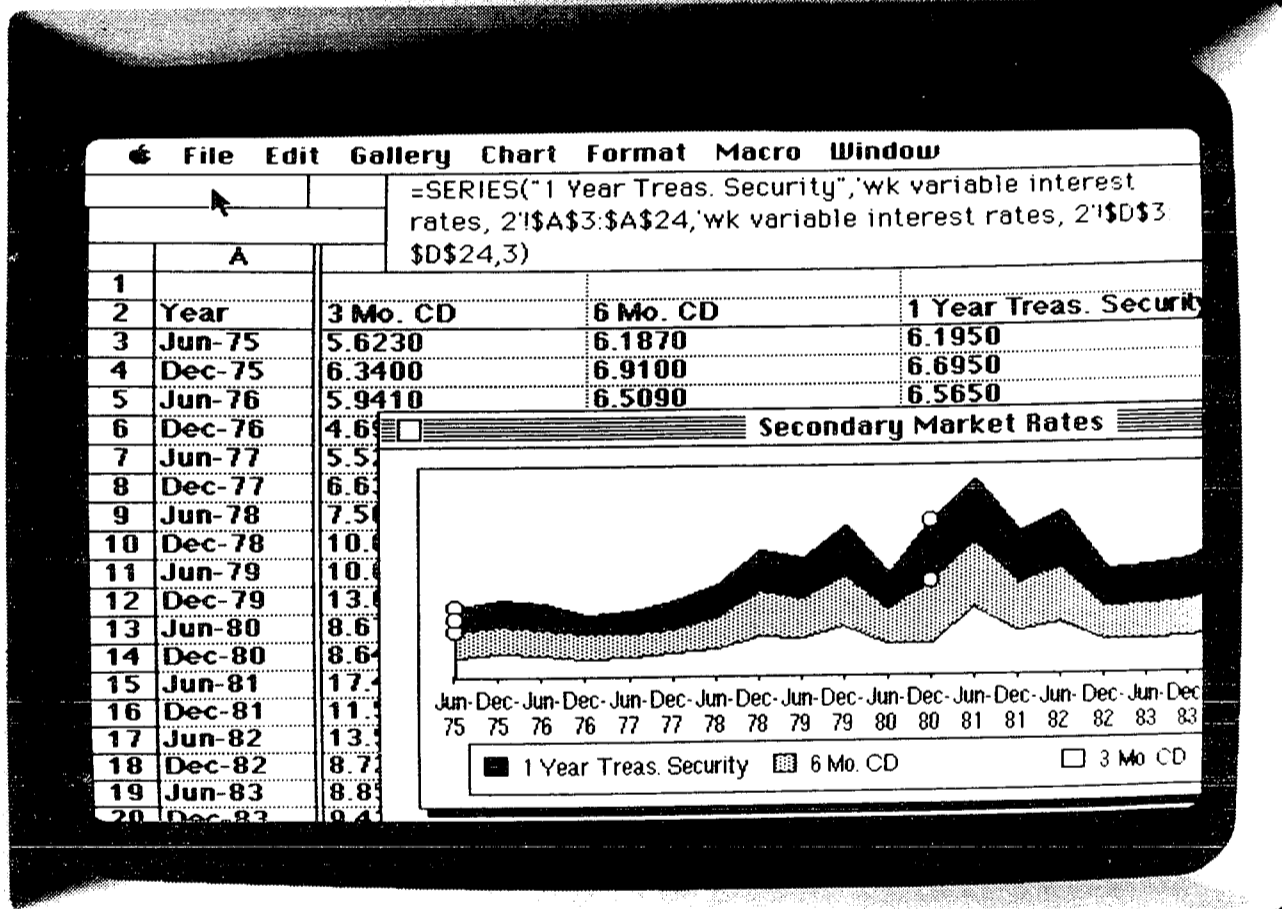
It's giving people in major accounting firms, insurance and publishing companies, the aerospace industry, even state and local government the power to be their best.

Which, after all, is the real secret to making money.

The power to be your best.™



With communications software like MacTerminal™ and InBox, you can converse with everything from mainframes to human beings, in their own languages.



Macintosh Plus

