

It's been a couple of years since Apple® Desktop Publishing provoked its first oohs and ahhs.

Proving once and for all that anyone with a Macintosh® personal computer and LaserWriter® printer can turn out publishing-quality documents. And save a bundle in the process.

But as you know, great ideas have a tendency to snowball.

So welcome. To a whole new generation of Apple Desktop Publishing.

Where it starts, of course, is with our latest lineup of Macintosh personal computers for business: the Macintosh Plus, SE and II.

The whole family was designed from the ground up to work in an understandable, graphical way. So to gain the power to publish, you don't have to add expensive options. All you need is the right program.

And in the Macintosh world, that's easy to come by.

Apple Desktop Publishing gives you the widest selection in software.

As well as the most advanced—since many of the current offerings have also evolved into a new generation.

In fact, the way Macintosh works, most every piece of business software can produce publishing-quality output. Without demanding a big investment in training time.

And thanks to our new MultiFinder™ operating system, all your programs can now run at the same time. Each in its own window. Meaning that you can move from one to the next, cutting and pasting as you please, without having to open and close your applications.

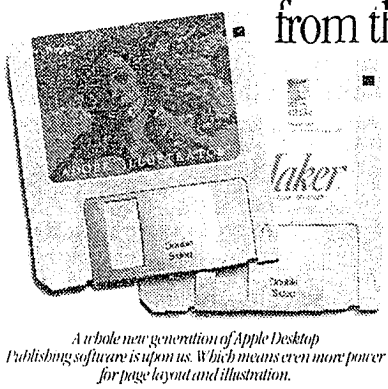
Even when you're using such sophisticated programs as Microsoft Word, for document processing.

Excel, for powerful spreadsheet analysis and graphics.

And PageMaker, for designing the perfect published page.

But not only can you move work between programs, you can also move it between computers.

Enter Apple Desktop Communications. AppleTalk® is a low-cost network



A whole new generation of Apple Desktop Publishing software is upon us. Which means even more power for page layout and illustration.

REPORT TO THE PRESIDENT
 Yaffe Corporation
 November 1987

The truth is, there isn't a president in this company. In fact, there isn't a company in this company. It's all something we made up.

But even in imaginary circumstances, our point is excruciatingly clear: Apple Desktop Publishing has entered its second generation—and its power extends far beyond the printed page. Look at this report, for example. Even though it contains elements from a number of different programs, pulling it together was a piece of cake.

After all, Macintosh runs the most sophisticated programs for business and Desktop Publishing. And in the Macintosh tradition, they all operate pretty much the same way—reducing training costs substantially.

Cutting and pasting from one program to another has never been easier. Since our new MultiFinder operating system lets you run different programs on the screen all at the same time. So, Mr. President, we're pleased to report that this year, the company will perform better than it ever has before.

At least on paper.

"These profits are entirely acceptable. These profits are merely bearable. Need we discuss these?"

"We need more factories, more warehouses, more furniture, more real estate, more employees and more time. And you can quote me on that."

—Bob Garner.

Macintosh offers the most advanced Desktop Publishing software. Like Adobe Illustrator, which is responsible for what you see here.

Palatable Ideas per Employee
 Yaffe Corporation

Year	0	20	40	60	80	100
1984						
1985						
1986						
1987 (Projected)						

- Apple Desktop Presentations used in every department.
- Macintosh greatly reduces training time.
- Shared LaserWriters maximize investment.

Amazing what happens when you take a graphically talented computer like Macintosh and drive it with the most sophisticated programs in business. It's called Apple Desktop Publishing, and it can give your documents and presentations a very good look. Especially by the people who receive them.

that can tie a whole workgroup together. So that every connected Macintosh can share the publishing talent of a single LaserWriter. Again, without adding an ounce of expensive equipment.

Install an AppleShare™ file server and you can pass valuable files from Macintosh to Macintosh (or vice versa). And utilize work created on MS-DOS computers equipped with an AppleTalk PC card and AppleShare PC software.

You can even tie directly into the company mainframe.

The result being, any one person can call upon the expertise of another, to put together the most convincing—and the most striking—documents.

Of course, the real beauty of a Macintosh personal computer is that

With our new MultiFinder operating system, you can run several programs on screen at the same time. Cutting and pasting between them is your heart's delight.

Office Resources
 Yaffe Corporation

PROPOSAL

The New Product Group has to start communicating, or we're asking for trouble. Here's my plan: AppleTalk is a network we can set up ourselves. Add the AppleShare file server and the group can share files (with complete privacy, of course). And with no extra expense, AppleTalk can get everyone sharing a single LaserWriter—with full Apple Desktop Publishing capabilities. Need approvals by Christmas.

Joan Anne Hutchinson
 VP, New Product Manager

Ken Hirata
 Research Coordinator

Michael Baldwin
 Group Secretary

Martha Pease
 Development Supervisor

APPROVALS

Facilities Manager: SW

Vice President: [Signature]

President: [Signature]

President's Spouse: [Signature]

Yaffe Corporation

Kristina Kvarfordt
 10960 Wilshire Blvd.
 Los Angeles, CA 90024

Dear Ms. Kvarfordt:

It has come to our attention that you are treating Apple Desktop Publishing as if it were created exclusively for the preparation of lengthy reports, newsletters, presentations and the like.

How wrong you are. As you can see, even the things you turn out every day (like this business letter) can be produced more professionally with Apple Desktop Publishing.

The expert down the hall did this. I just transferred it via AppleShare to my own computer and spliced it in. It was embarrassingly easy.

Memos, work plans, business forms, there's practically no limit to what you can cook up. And since a whole group can share a LaserWriter, this capability doesn't belong to one person alone. It belongs to everyone.

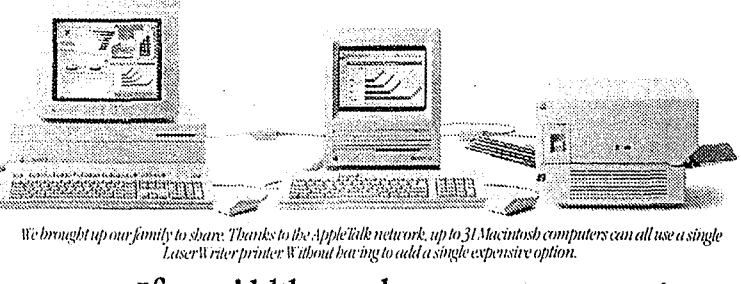
I trust that we can put this misunderstanding behind us.

Sincerely,
 Debra Niemann
 Director of Everything, Yaffe Corporation

1000 Woodward Avenue
 Detroit, Michigan 48220
 (313)555-0500

publishing isn't its only career. It can easily handle a full range of office tasks, from managing information to preparing eye-opening presentations.

And that concludes this presentation.



If you'd like to know more, we just happen to have a brochure that gives you the whole story. For a free copy, you need only call 800-446-3000, ext. 508.

Or visit an authorized Apple reseller for a personal demo. (The same number will get you the name of one nearby.)

Take it from the people who wrote the book on desktop publishing.

The sequel's even better.

The power to be your best.



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