

Macintosh vs Windows 95

#7 Compatibility

Summary

The most compatible mainstream personal computer on the market today is a DOS compatible Apple® Power Macintosh® computer, because it's the only one set up to run software for DOS, Windows, and Macintosh.® This is a major departure from the situation in the past, in which users were forced to make a religious choice of either Macintosh or DOS/Windows. Now they can have both. The #1 reason computer customers have given in the past for not buying a Macintosh computer is lack of DOS/Windows compatibility,* so this makes a big change in the market situation.

This is part of a series of short reports on the contrasts between a Macintosh computer and a PC with Windows 95. To see previous entries in the series, visit us on the Internet at <http://www.apple.com/whymac/>

The Macintosh Advantage

A variety of hardware and software products allow Macintosh computers to run applications written for DOS and Windows. They include:

- Hardware add-in boards and bundled systems from Apple. These add an Intel-compatible microprocessor and the associated circuitry needed to run DOS and Windows.
- Hardware add-in boards from Reply Corp.
- New PCI-based hardware boards from Orange Micro.
- A new software emulator from Insignia Solutions, called SoftWindows 2.0 (the emulator lets the PowerPC™ chip imitate an x86 chip and run software written for it). The new version of SoftWindows includes Enhanced Mode support, greatly increasing its flexibility. A version of the product specially optimized for Windows 95 is planned.

Taken together, these products let people buy the most advanced personal computer, a Macintosh, without giving up anything else. They make it possible for a Macintosh to run more software than any other mainstream personal computer.

Here's what some prominent publications have said:

"Overall, the DOS Compatible Power Mac makes a superb PC, especially with a Mac wrapped around it to handle the messy details of attaching peripherals."

—*Byte Magazine*, April 1995

"With the Power Macintosh 6100/66 DOS Compatible, Apple Computer broadens the appeal of the Mac platform beyond the company's traditional user base."

—*PC Magazine*, April 11, 1995.

"If you're splitting your time between a Mac and PC, Apple's new Power Macintosh 6100 DOS Compatible can save you money and desk space, with no performance trade-offs on either side."

—*PC Computing*, April 13, 1995

"Apple has once again pushed closer to the Holy Grail of computing, a single machine that can operate DOS, Windows, and Macintosh programs."

—*NY Times*, February 21, 1995

Apple-labeled compatibility products include the Power Macintosh 6100/66 DOS Compatible computer, the DOS Compatibility Card for Power Macintosh 6100 and Performa® 6100 Series, the Macintosh LC 630 DOS Compatible (in some markets), and the Performa 640CD DOS Compatible computer (USA only). Third-party hardware and software compatibility products are available for many other Macintosh models.



What It Means For Users

In the home, compatibility is important for both home office usage and for family computing. Home office users often have many different clients. While some of these clients may work in a Macintosh environment, others may use PCs. Apple's cross-platform computers give home office users the flexibility to use the same applications and files as their clients. For family computing, this flexibility means children can use the same Macintosh software that they encounter in schools, and adults can bring work home from the office, even if it was created using a DOS or Windows application.

Small businesses. Unlike large corporations, these users typically don't have computer support staff to help them make the technology work. The appeal of a Macintosh personal computer is that it is very easy to set up, learn, use, and extend, so they can focus on running their business instead of wrestling with technology. Despite these benefits, many of these people have historically chosen a PC instead of a Macintosh because they need to run a vertical application written only for DOS. With Apple's cross-platform computers, small business can access these applications without giving up the superior functionality of a Macintosh.

Organizations. Corporate customers can take advantage of the proven Macintosh superiority in terms of user productivity, lower life-cycle costs, and price/performance, without giving up the ability to run corporate-mandated DOS or Windows applications, or to access mainstream networks from either the Mac™ OS or DOS/Windows.

Education. Schools that install DOS-compatible Macintosh computers can teach students to use DOS and Windows, without giving up access to the superior learning tools and features of a Macintosh. And for students heading off to college, with no way to predict which classes they'll take and what applications they'll need, Apple's cross-platform Macintosh computers are a very safe bet.

What About the Future?

Apple is committed to making DOS/Windows compatibility available even more broadly in its product line. We expect hardware and software compatibility products to be available for Apple's future Macintosh systems, from both Apple and/or third party developers.

Questions or Comments?

You can send e-mail to the Macintosh Platform Marketing team at competition@applelink.apple.com.

For more information on the products mentioned in this brief, use the Internet:

Insignia Solutions' SoftWindows:
<http://www.insignia.com/>

For a review of SoftWindows 2.0 running Windows 95, see:
http://www.zdnet.com/~macweek/mw_07-31-95/mac_manager.html

Orange Micro compatibility products [brief information]:
<http://www.info.apple.com/productinfo/factsheets/pciproductdir.html>

Reply Corporation DOS on Macintosh card:
<http://www.reply.com/httpdocs/apple.htm>

Apple's compatibility products:
<http://www.austin.apple.com:80/productinfo/datasheets/dt/pmdoscompatible6100-66.html>
[This takes you straight to the data sheet for the Power Macintosh 6100 DOS compatible.]

*Source: Apple internal market research.

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