

# Macintosh vs Windows 95

## #17 Industrial Design

### Summary

Products from Apple are highly regarded for their innovative industrial design. Apple® Macintosh® computers have been selected over PCs to receive many design awards—not merely for their striking appearance, but for functional designs that make them easier to use.

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

For more than a decade, Apple has received many design awards. For example, in its 40th Annual Design Review the industrial design magazine ID cited five Apple products as “Best of Category.” In 1995 alone, Apple received 16 industrial design awards.

Here are a few specific industrial design advantages of Macintosh computers:

- Easy-to-open design. The design of the Macintosh allows you to open its case to access its internal slots much more easily than with most PCs. Many Macintosh systems have no screws to remove, while PCs still have screws to remove when you open the case.
- Easy-access motherboard. The Power Macintosh® 7200 and 7500 computers feature a swing-out tray design which makes the motherboard extremely easy to reach. Components within the computer simply swing out of the way, so that the user can install or remove memory or plug-in cards or do other maintenance.
- Easy-to-connect peripherals. Macintosh cables and connectors are all clearly identified with internationally recognized visual icons. All you have to do is match the icon on the cable with the one on the computer. PCs with Windows usually don't have any icons on their cables.

- Reduced “cable clutter.” Macintosh computers have a mouse connector on the keyboard. PCs usually connect the mouse to the back of the computer, which sometimes requires the mouse cord to stretch a long distance. In addition, Macintosh keyboards can be plugged into some Apple displays; they don't have to be plugged into the computer as PC keyboards do, so you can “hide” your Macintosh system in an out-of-the-way place and only have your monitor, keyboard, and mouse on your desk.
- Ergonomic features. User convenience and ergonomics are high priorities for Apple. For example, Apple's new all-in-one Power Macintosh 5200 has a tilt-and-swivel base, so it can be adjusted for the individual user's comfort. This is especially useful at home, where a child may be working one minute, and a parent the next. We're not aware of any all-in-one PCs that have tilt-and-swivel, which makes them difficult to adjust for different users.

### What Others Have Said

“The PowerBook 540c was upheld by the jurors as the designer's laptop of choice and an illustration of how Apple has maintained a well-designed place in the arena through its immediately identifiable styling. Apple has been skillful in continuing a product strategy, and using advanced styling to stay at the forefront of this genre.” (*International Design*, 1995 Annual Review)

“Setting up a Power Mac is a cinch. You don't have to remove any screws. You don't have to plug in any cards. You just connect the keyboard, mouse and monitor. . . . If setting up a Mac is a matter of pointing and clicking, setting up the Pentium PC was, well, the same old thing.” (*Windows Magazine*)





## What It Means For Users

Apple's advanced industrial design makes the Macintosh very easy to set up, expand, and adjust. Apple's attention to detail insures that the "physical" aspects of using the Macintosh are as easy as the Macintosh's graphical user interface.

## What About the Future

Apple thinks the Macintosh design can get even better. Some Macintosh models are still too hard to open and upgrade. Beyond ease of use improvements, Apple will customize Macintosh products even more for specific kinds of users—in the home, in education, and in business. For example, home use requires a small footprint and a design that fits in with other home electronics devices and Apple has shown a Macintosh prototype that uses a flat-panel display to achieve an extremely small footprint.

## Questions or Comments?

You can send e-mail to the Macintosh Platform Marketing team at [competition@applelink.apple.com](mailto:competition@applelink.apple.com)