

Why Apple II is the world's best selling personal computer.



enjoy the real satisfaction a personal computer can bring, today and in the future.

15 colors & hi-resolution graphics, too.

Don't settle for a black and white display! Connect your Apple to a color TV and BASIC gives you instant command of three display modes: Text, 40h x 48v Color-graphics in 15 colors, and a 280h x 192v High Resolution array that lets you plot graphs and compose 3-D images. Apple gives you the added capability of combining text and graphics, too.

Back to basics, and assembly language too.

Apple speaks three languages: fast integer BASIC, floating point BASIC for scientific and financial applications, and 6502 assembly language. That's maximum programming flexibility. And, to preserve user's space, both integer BASIC and monitor are permanently stored in 8K bytes of ROM, so you have an easy to use, universal language instantly available. BASIC gives you graphic commands: COLOR=, VLIN, HLIN, PLOT and SCRN. And direct memory access, with PEEK, POKE and CALL commands.

Software: Ours and yours.

There's a growing selection of pre-programmed software from the Apple Software Bank—Basic Finance, Checkbook, High Resolution Graphics and more. Now there's a User Section in our bank, to make it easy for you to obtain programs developed

Which personal computer will be most enjoyable and rewarding for you? Since we delivered our first Apple® II in April, 1977, more people have chosen our computer than all other personal computers combined. Here are the reasons Apple has become such an overwhelming favorite.

Apple is a fully tested and assembled mainframe computer. You won't need to spend weeks and months in assembly. Just take an Apple home, plug it in, hook up your color TV* and any cassette tape deck—and the fun begins.

To ensure that the fun never stops, and to keep Apple working hard, we've spent the last year expanding the Apple system. There are new peripherals, new software, and a 16-chapter Owner's Manual on "How to Program in BASIC." There's even a free Apple magazine to keep owners on top of what's new.

Apple is so powerful and easy to use that you'll find dozens of applications.

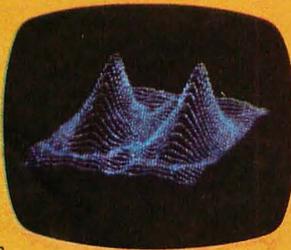
There are Apples in major universities, helping teach computer skills. There are Apples in the office, where they're being programmed to control inventories, chart stocks and balance the books. And there are Apples at home, where they can help manage the family budget, control your home's environment, teach arithmetic and foreign languages and, of course, enable you to create hundreds of sound and action video games.

When you buy an Apple II you're investing in the leading edge of technology. Apple was the first computer to come with BASIC in ROM, for example. And the first computer with up to 48K bytes RAM on one board, using advanced, high density 16K devices. We're working to keep Apple the most up-to-date personal computer money can buy. Apple II delivers the features you need to

by other Apple owners. Our Software Bank is your link to Apple owners all over the world.

Alive with the sound of music.

Apple's exclusive built-in speaker delivers the added dimension of sound to your programs. Sound to compose electronic music. Sound to liven up games and educational programs. Sound, so that any program can "talk" back to you. That's an example of Apple's "people compatible" design. Another is its light, durable injection molded case, so you can take Apple with you. And the professional quality, typewriter-style keyboard has n-key rollover, for fast, error-free operator interaction.



Apple is the proven computer.

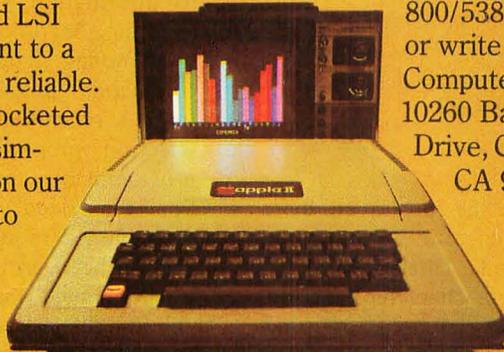
Apple is a state-of-the-art single board computer, with advanced LSI design to keep component count to a minimum. That makes it more reliable. If glitches do occur, the fully socketed board and built-in diagnostics simplify troubleshooting. In fact, on our assembly line, we use Apples to test new Apples.

Apple peripherals are smart peripherals.

Watch the far right column of this ad each month for the latest in our growing family of peripherals. We call them "intelligent interfaces." They're smart peripherals, so you can plug them in and run them from BASIC without having to develop custom software. No other personal computer comes close to Apple's expandability. In addition to the built-in video interface, cassette I/O, two A/D game paddles, and two more A/D inputs, Apple has eight peripheral slots, three TTL inputs and four TTL outputs. Plus a powerful, state-of-the-art switching power supply that can drive all your Apple peripherals, including two disks.

Available now.

Apple is in stock and ready for delivery at a store near you. Call us for the dealer nearest you. Or, for more details and a copy of our "Consumer Guide to Personal Computers," call 800/538-9696 or write Apple Computer, Inc., 10260 Bandle Drive, Cupertino, CA 95014.



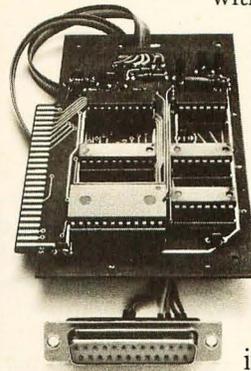
Programming is a snap! I'm halfway through Apple's BASIC manual and already I've programmed my own Star Wars game.

Those math programs I wrote last week - I just rewrote them using Apple's mini-assembler and got them to run a hundred times faster.

New from Apple.

Introducing the Apple Communication Interface

Apples of the world unite! Now you can, with our new intelligent communication interface card. Just plug it in and it turns your Apple into an intelligent terminal that can go on line with other terminals, time-sharing computers and, especially, with other Apples. You can even play Tele-Pong! Everything you need is on one small card.



With a modem, it enables your Apple to communicate by phone at 110/300 baud RS232 full duplex I/O. The card is fully assembled and tested and has all required software in on board ROM. It's controlled by simple BASIC commands. And it's available from stock.

Peripherals in stock

Hobby Board, Parallel Printer Interface, Communication Interface.

Coming soon

High speed serial printer interface, General purpose serial interface, Printer II, Printer IIA, Disk II, Monitor II.

* Apple II plugs into any standard TV using an inexpensive modulator (not included).

Circle 15 on inquiry card.

Apple's smart peripherals make expansion easy. Just plug 'em in and they're ready to run. I've already added two disks, a printer and the communications card.

