



# Apple lets you get personal with Pascal.

There's only one logical way to find out what a person wants in a personal computer.

Ask the person who'll be using one.

At Apple, we've been very successful at identifying just what people look for in computers. And then providing them with it.

*In spades.*

For serious enthusiasts, this means making available sophisticated innovations that are often conspicuously absent from other personal computers.

Like Pascal.

Apple II is one of the few personal computers that has it. And when you turn this page and feast your eyes on the many advantages this

high level, general-purpose language has to offer, you'll see why that's very good news indeed.



## When you've got it, flaunt it.

If you'd like to let the world know who speaks Pascal, here's how:

Follow the dotted line and cut out the transfer image above.

Preheat iron (dry-wool setting) for 3 minutes. Slip garment on ironing board over scrap material. Remove wrinkles. Position transfer face down and pin edges to ironing board cover. Iron transfer slowly for one minute. If paper browns, iron is too hot. Let transfer cool for one minute, then unpin and slowly pull transfer straight up. Results are best when t-shirt is at least 50% polyester.

## Pascal by the package.

Our high-level, full feature Language System consists of a plug-in 16K RAM language card, five diskettes containing Pascal as well as Integer BASIC and Applesoft extended BASIC, plus seven manuals documenting the three languages.

The beauty of this Language System is that it speeds up execution and helps cut unwieldy software development jobs down to size. Also, because the languages are on diskette, loaded into RAM, you can quickly and economically take advantage of upgrades and new languages as they're introduced.

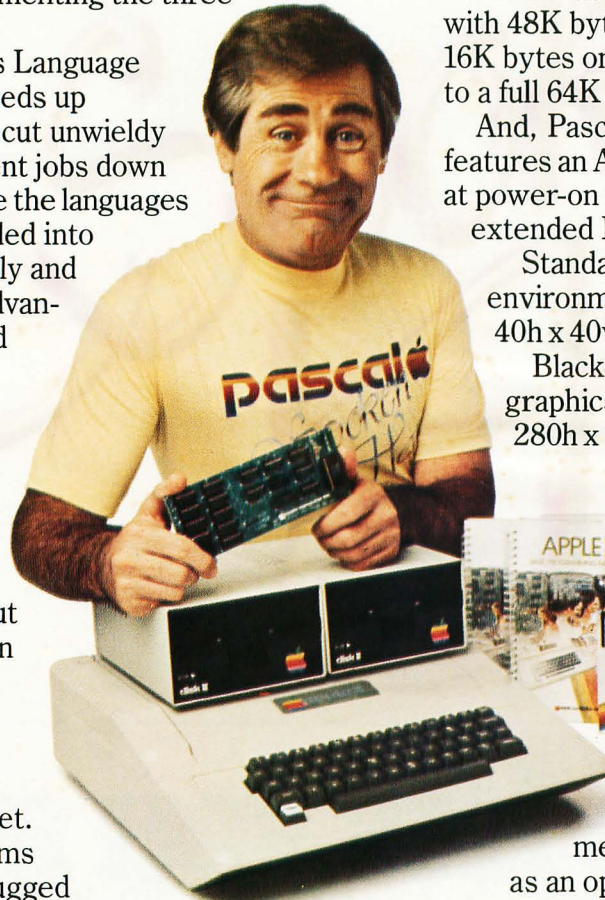
Apple's Pascal language takes full advantage of Apple high resolution and color graphics, analog input and sound generation capabilities. It turns the Apple into the lowest priced, highest powered Pascal system on the market. With Pascal, programs can be written, debugged and executed in just one-third the time required for equivalent BASIC programs. With just one-third the memory.

On top of that, Pascal is easy to understand, elegant and able to handle advanced applications. It allows one programmer to pick up where another left off with minimal chance of foul up.

Because Apple uses UCSD Pascal,<sup>TM</sup> you get a complete software system: Editor, Assembler, Compiler, and File Handler. And because we adhere to the standard, your programs run on any UCSD Pascal system with minimum conversion. Which is really something an enthusiast can get enthusiastic about.

## To be more specific.

The Apple II's specs are tempting enough without the Language System and Pascal. With them, they're downright irresistible.



The text screen, a 24x40-line window, can display an entire 80-column Pascal line, thanks to Apple's unique horizontal scrolling feature.

Characters are normal, inverse or flashing, 5x7, upper case. Full cursor control is standard.

Since Pascal runs on an Apple computer with 48K bytes of on-board RAM, the additional 16K bytes on the language card bring the total to a full 64K bytes.

And, Pascal runs on the new Apple II Plus. It features an Auto-Start ROM that boots the Disk II at power-on for turn-key operation. Applesoft extended BASIC is resident in ROM.

Standard color graphics (in the BASIC environment) offer 40h x 48v resolution, or 40h x 40v with 4 lines text, in fifteen colors.

Black/white high resolution, bit-mapped graphics display 8K bytes of memory as a 280h x 192v image (140h x 192v in six colors).

Fully buffered peripheral connectors provide access to all system buses, for complete interface freedom.

And finally, since it weighs a mere 11 lbs. and has its own travel case, as an option, not only is it easy to get carried away with an Apple, it's easy to carry one away.

## We've got your numbers.

800-538-9696. (In California, 800-662-9238.) Or write us at 10260 Bandle Drive, Cupertino, California 95014. When you contact us, we'll give you the name, address and telephone number of the Apple computer dealer nearest you.

If you'd like more information on the advantages of owning an Apple personal computer, he can fill you in. Personally.

apple computer 