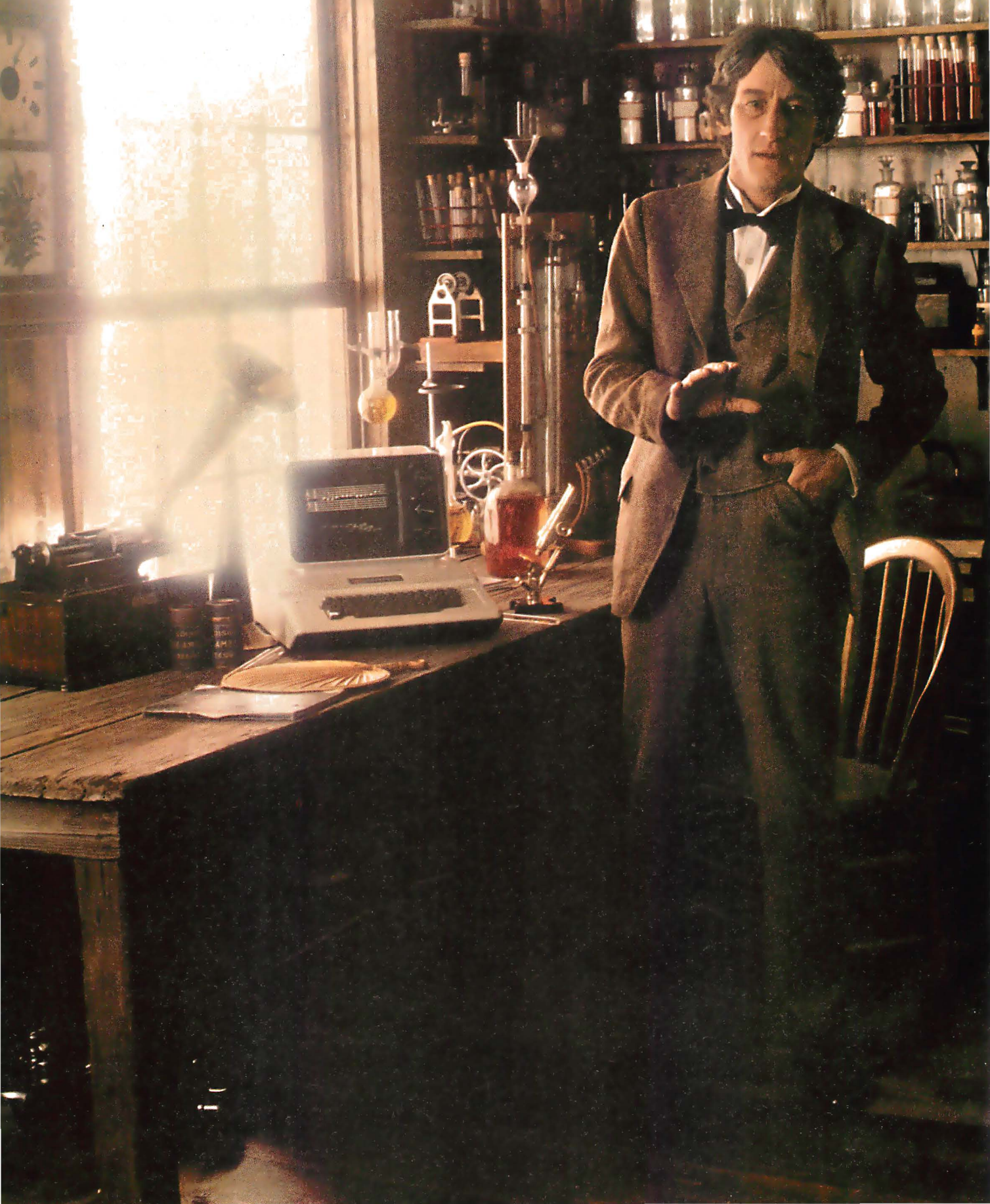


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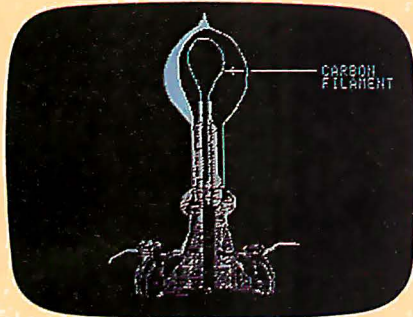
ht and the Apple.

If you could talk to Thomas Edison, he'd tell you what it was like to turn the lights on in 1879. You could tell him about some bright ideas of the 20th century... particularly, a technological phenomenon that can handle everything from solar heat control to lighting your home via voice command. The Apple personal computer.

Expand your own inventiveness with the always-expandable Apple.

Take a look inside your local computer store. There's a range of Apple systems for you... whether you want expansion capabilities of four or eight accessory slots... or memory expandable to 64K bytes or 128K bytes. With this kind of flexibility, the possibilities for creating your own computer system are endless.

Want to add an A to D conversion board? Apple makes it happen. Want to plug into time sharing, news and elec-



With Apple, Edison could've written a program to determine why some filaments burned longer than others.

tronic mail services? Apple does it all. Because Apple is the most popular personal computer with the least complicated interface, over 100 companies supply peripherals for the Apple family... including an IEEE 488 bus for instant control.

Disk drives, a tool kit and creativity in color.

Apple was one of the first to use disk drives for increased performance and application versatility. Today, our 5 1/4" disk drive offers high density (143K bytes),

high speed and low cost. No wonder this drive is the most popular on the market.

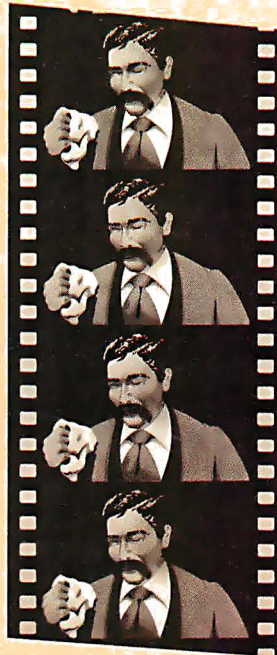
But now Apple goes one better with the DOS Tool Kit. A series of utility programs, it gives you the freedom to easily design 280hx192v graphic displays in a palette of living color... depending on your choice of Apple system.

Edison was first with the movie camera and projector. Now, with Apple's DOS Tool Kit, you can be first to work wonders with colorful creative animation.

Imagine the broadest line of software programs ever.

Apple's broad line of peripherals is equalled only by the most extensive line of software you'll find in the personal computing world. Since more than 170 companies offer software for the Apple family, you can have one of the most impressive program libraries ever.

When you write your own programs, your Apple speaks creatively in BASIC,



Edison had the first movie camera... and Apple has the DOS Tool Kit that takes you into the colorful world of animation.

Pascal, FORTRAN, PILOT and 6502 assembly language. Use these languages to score a sonata. Apple will play back your musical masterpiece on its built-in speaker.

Edison listened to his voice on a revolutionary phonograph in the 1800s... now you can listen to the sounds of today with Apple's inventive family of personal computers.

Where to find even more illuminating Apple experiences.

There's always something new being invented at Apple to set your imagination soaring. And there's always an expert to tell you all about it in detail. Your Apple dealer. If you already own an Apple, there's a whole future ahead to

challenge man, mind and machine.

If you're considering a personal computer, stop by the computer store and compare. Apple's reliability, proven performance and recognized technological leadership will help you see the light. Don't let history pass you by. Visit your nearest Apple dealer, or call 800-538-9696. In California, 800-662-9238.

 **apple computer**

