NOW THAT YOU'
FIRST GEN
TAKE A LOOK

Welcome to a tour of the biggest Apple.

The Apple® III Personal Computer—the most powerful machine in its class.

Because it's the only personal computer that lets you add up to 256K RAM, hang on a full complement of peripherals, and still have four expansion slots left for future growth. (Unlike some micros which become woefully "slot-bound" when upgraded to maximum memory.)

Because it's the only machine now using 64K RAM chips to keep 256K tidy on a single board.

And because it's the only machine that gives you the help of SOS.

THE MOST SOPHISTICATED OS.

SOS is the Apple III's Sophisticated Operating System, an elegant software interface that frees you from most system control tasks. It features a hierarchical file system, device- and user-level interrupt capabilities, a device-independent file system and memory management capability.

Since all Apple III languages use SOS, they share a common disk format. So Apple III programs can merge and communicate—a Pascal application program can directly access a BASIC text file, for example.

	Xerox 820	Hewlett-Packard 125—Model 10	IBM Personal Computer	Apple III
Standard Memory				
	64K	64K	64K	128K
Maximum Memory when fully configured*				
	64K	64K	192K	256K
Expandability				
	No expansion slots	No expansion slots	No extra expansion slots in fully configured* 192K system	4 extra expansion slots in fully configured 256K system*
Diskette Storage (per drive)				
	92K	256K	160K	140K
Mass Storage (per drive)				
	–	1.16 megabyte Floppy Disk	–	5 megabyte Hard Disk
Display Graphics Capability				
	High resolution B/W	High resolution B/W	High resolution B/W or 4-color (color requires additional card)	High resolution B/W or 16-color
Software Available				
	Word Processing Super Calc® – Communications – CP/M® library	Word Processing VisiCalc® 125 Business Graphics Communications – CP/M® library	Word Processing VisiCalc® – Communications – CP/M® 86 programs	Word Processing VisiCalc® III Business Graphics Communications Apple II software library CP/M® library (available Spring, 1982)

*"Fully configured" means system includes, at minimum, monitor, printer, 2-disk drives and RS-232 communicator. NOTE: Chart based on manufacturer's information available as of December, 1981.

VE SEEN THEIR
ERATION
AT OUR THIRD.

SOS allocates system resources to make the most of dynamic memory, simplifies programming with standard device and file interfaces for all languages, and speeds software development by reducing program size and complexity.

OUR NEW PROFILE.

ProFile™ is Apple's new personal mass storage system—a quick, quiet 5MB hard disk ideal for software development or any mass storage application. Shown above twixt monitor and console, it comes with everything you need to get up and running, including interface card and driver software.

The III's standard built-in drive is a 140-K floppy that can be daisy-chained with three additional drives through a back panel connector. Which leaves you plenty of expansion slots for things like our new Universal Parallel Interface Card or our OEM Prototyping Card.

CHANGE KEYS.

The 128-character ASCII-encoded keyboard happens to be fully-programmable. So you can (with SOS) do neat things like remap it into DVORK. Or create armies of special function keys. Or teach your Apple to write Chinese.

Its own languages already include Business BASIC, UCSD Pascal,™ Assembly and, soon, a powerful new COBOL—and, in emulation mode, most languages available for Apple II.

Look up from the keyboard and you'll see our standard Monitor III green phosphor display (80 char. x 24 lines, u/l). It can show you some of the highest resolution graphics available—560 x 192 in 16 gray scales. Or choose a color monitor, and you could be seeing 16-color graphics in high 280 x 192 resolution.

HIT LIST.

We have a new edition of that monster hit, VisiCalc® with more modeling space than any other version. Plus AppleWriter III, a powerful new word processing package. Plus a new Business Graphics package. Plus a new Mail List Manager.

Plus a Pascal Utility Library that lets you take full advantage of all UCSD Pascal features.

Plus Access III—sophisticated smart terminal software to access mainframes with asynchronous communications up to 9600 bps.

Plus Apple II emulation to access that vast software library.

Plus, soon, a CP/M® card to access that other vast library.

Even with all this, the Apple III's potential remains essentially untapped.

So we're offering improved documentation, new programmer's aids, expert hotline counseling and an open channel to the industry leader in software publishing. Us.

See your Apple dealer for more information and, perhaps, a little comparison shopping.

We're sure you'll find that between our third generation and their first, there's quite a gap.

The personal computer. **apple**