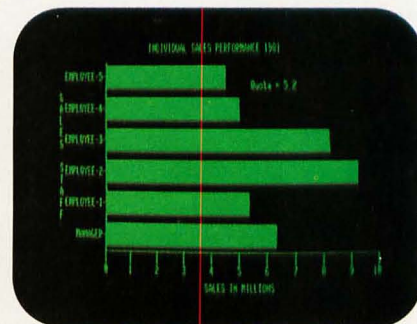
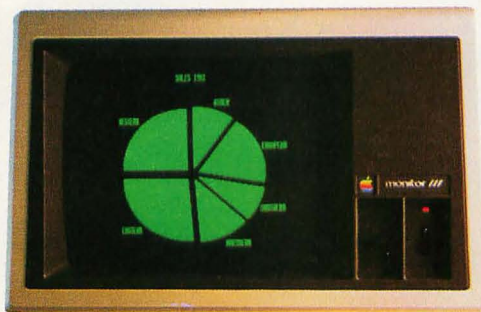


Not all business And we've got the

As you know, one picture is worth a few thousand numbers.

As you may not know, Apple® Business Graphics software can generate more types of pictures, in more colors, using more data than any other graphics package.

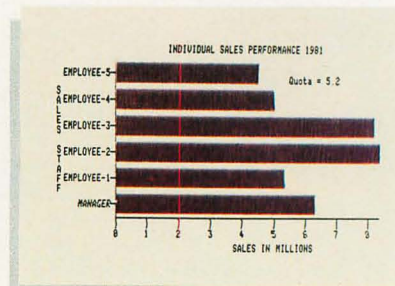
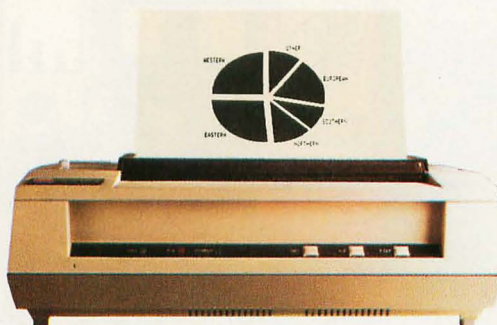
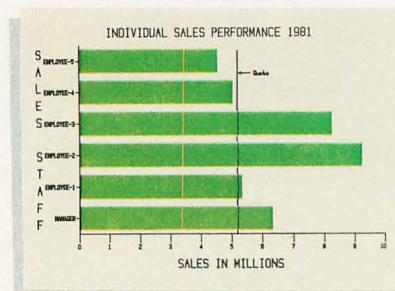
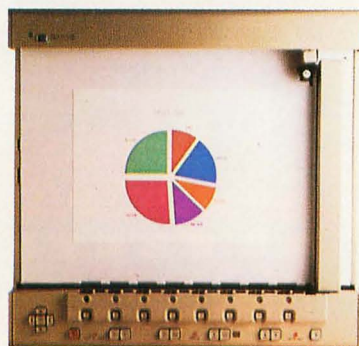
So you not only get the usual bar graphs and pie charts. You also get unusual bar graphs and pie charts. Sophisticated line and area graphs. Even scattergrams. All teamed with extremely useful and powerful features—exploded views, unlimited overlays, floating titles and more.



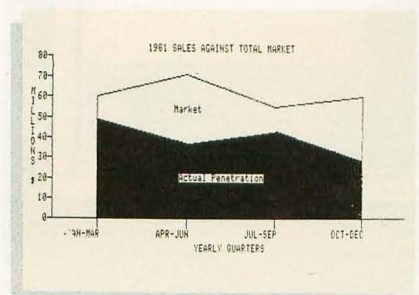
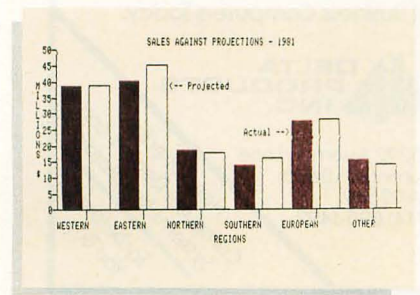
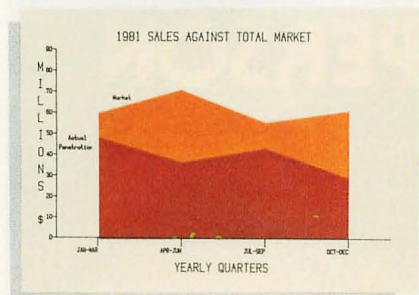
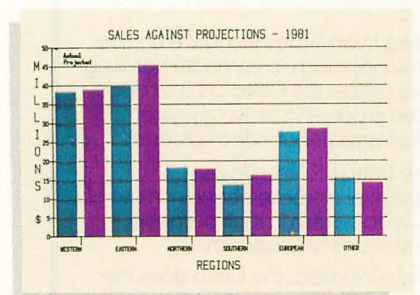
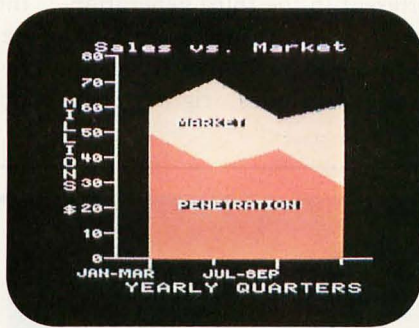
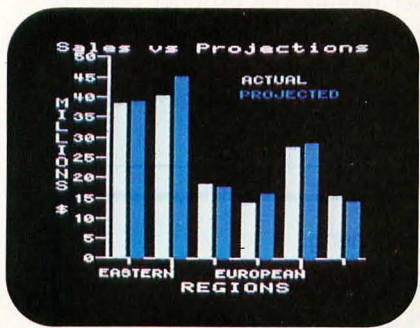
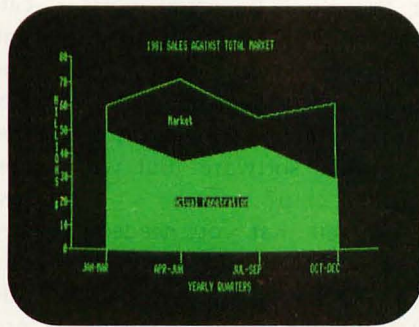
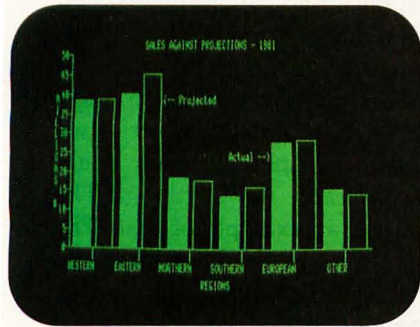
| | Apple | VisiTrend/ VisiPlot | pfsGraph |
|--------------------|-------------------|------------------------|----------|
| <i>Graph Types</i> | | | |
| Line | Yes | Yes | Yes |
| Vertical Bar | Yes | Yes | Yes |
| Horizontal Bar | Yes | No | No |
| Side-by-side Bar | Up to 4 | 2 | 4 |
| Pie | Yes | Yes | Yes |
| Partial Pie | Yes | No | No |
| Scattergram | Yes | Yes | No |
| Curve Fitting | 5 Kinds | 1 | None |
| Data Points (Max.) | 3500+ | 645 | 36 |
| Plotter | Virtually | None | H-P7470A |
| Compatible | Any | | Only |
| Compatible | Pascal | BASIC | pfs |
| File Types | BASIC VisiCalc | VisiCalc | VisiCalc |
| Math Functions | Yes | Yes | No |
| Available Colors | 6 | 4 | 4 |

Apple Business Graphics is available for both the Apple II and Apple III.

Equally important, with our graphics package you'll find more ways to see what you're doing. On the monitor of your choice. And on virtually any printer or plotter on the market.



graphics are alike. pictures to prove it.



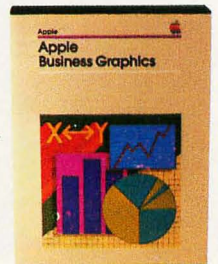
Even on transparencies and slides (by combining Apple Business Graphics with packages like Screen Director™ and Target Image Maker™).

All of which makes for more presentable presentations. And more revealing market analyses, forecasts, budgets, stock trends, business plans or customer demographics.

Or the information of your choice from the files of your choice. Be it VisiCalc®, Pascal, DIF or BASIC.

We could easily tell you more.

But we'd rather show you more. In person. At any of our over 1300 full-support dealers (they also offer a vast library of other quality software distributed by Apple for Apples).



So pay one a visit. And find out how easy it is to turn a sea of data into data you can see.



The most personal software.

Call (800) 538-9696 for the location of the authorized Apple dealer nearest you, or for information regarding corporate purchases through our National Account Program. In California (800) 662-9238. Or write Apple Computer Inc., Advertising and Promotion Dept., 20525 Mariani Ave., Cupertino, CA 95014. Screen Director is a trademark of Business Professional Software, Inc. Target Image Maker is a trademark of Comshare Target Software. VisiCalc is a registered trademark of VisiCorp.