



## Solve your personal energy crisis. Let VisiCalc™ Power do the work.

With a calculator, pencil and paper you can spend hours planning, projecting, writing, estimating, calculating, revising, erasing and recalculating as you work toward a decision.

Or with VisiCalc and your Apple® II you can explore many more options with a fraction of the time and effort you've spent before.

VisiCalc is a new breed of problem-solving software. Unlike prepackaged software that forces you into a computerized straight jacket, VisiCalc adapts itself to any numerical problem you have. You enter numbers, alphabetic titles and formulas on your keyboard. VisiCalc organizes and displays this information on the screen. You don't have to spend your time programming.

Your energy is better spent using the results than getting them.

Say you're a business manager and want to project your annual sales. Using the calculator, pencil and paper method, you'd lay out 12 months across a sheet and fill in lines and columns of figures on products, outlets, salespeople, etc. You'd calculate by hand the subtotals and summary figures. Then you'd start revising, erasing and recalculating. With VisiCalc, you simply fill in the same figures on an electronic "sheet of paper" and let the computer do the work.

Once your first projection is complete, you're ready to use VisiCalc's unique, powerful recalculation feature. It lets you ask "What if?"; examining new options and planning for contingencies. "What if" sales drop 20 percent in March? Just type in the sales figure. VisiCalc instantly updates all other figures affected by March sales.

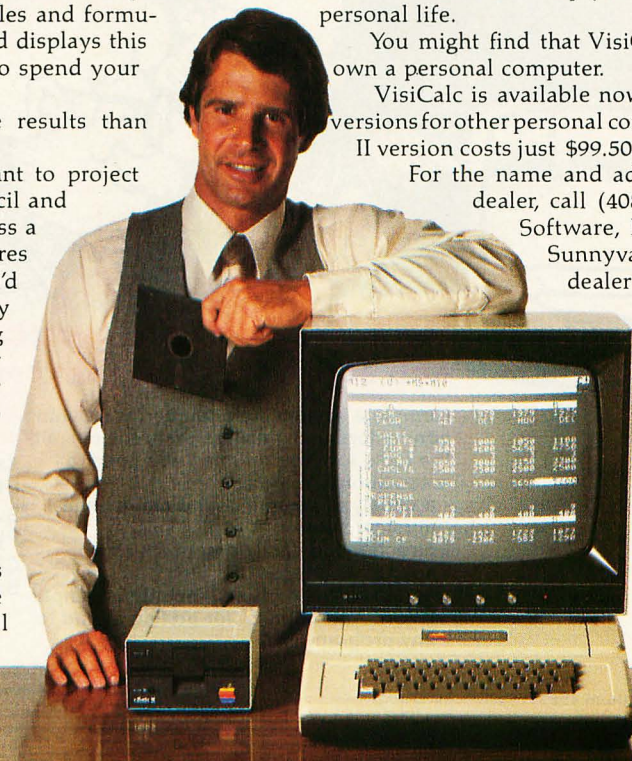
Or say you're an engineer working on a design problem and are wondering "What if that oscillation were damped by another 10 percent?" Or you're working on your family's expenses and wonder "What will happen to our entertainment budget if the heating bill goes up 15 percent this winter?" VisiCalc responds instantly to show you all the consequences of any change.

Once you see VisiCalc in action, you'll think of many more uses for its power. Ask your dealer for a demonstration and discover how VisiCalc can help you in your professional work and personal life.

You might find that VisiCalc alone is reason enough to own a personal computer.

VisiCalc is available now for Apple II computers, with versions for other personal computers coming soon. The Apple II version costs just \$99.50 and requires a 32k disk system.

For the name and address of your nearest VisiCalc dealer, call (408) 745-7841 or write to Personal Software, Inc., Dept. B, 592 Weddell Dr., Sunnyvale, CA 94086. If your favorite dealer doesn't already carry Personal Software products, ask him to give us a call.



**PERSONAL  
SOFTWARE**

TM-VisiCalc is a trademark of Personal Software, Inc.

\*Apple is a registered trademark of Apple Computer, Inc.