



Your personal memories.

No other computer in the world makes it this easy to create your own home movies. Avid Cinema software guides you step by step through the entire moviemaking process, from planning shots to editing video to publishing your finished movies.



Your personal education.

It comes with some of the most popular educational software already installed and runs hundreds of other educational programs that make learning more fun—to help kindergartners learn to read and write, high school kids prepare for college or grown-ups master a second language.



Your personal finances.

The Performa 6400 computer brings the point-and-click simplicity of a Macintosh to a wide range of software for managing your family finances—programs like Quicken that help you do your taxes, track your investments and balance your checkbook.



Your personal interests.

We've even made the Internet more personal by including your own Personalized Internet Launcher—a service from Apple that automatically searches the Internet and brings to your screen the newest and best web sites that interest you most.*



How much more personal c

*Internet service provider fees and phone charges not included. *180 and 200 MHz processors are different configurations at different price points. Monitor and printer sold separately. ©1996 Apple Computer, Inc. All rights reserved. Apple, the Apple logo, Macintosh, Performa and StyleWriter are registered trademarks of Apple Computer, Inc., registered in the U.S. and other countries. Microsoft, the Microsoft logo, Windows and Windows 95 are registered trademarks of Microsoft Corporation. All Macintosh computers are designed to be accessible to individuals with disabilities. To learn more (U.S. only), call 800-660-7808 or TTY 800-755-0601.

Your personal computer.

No, that cozy-looking piece of hardware isn't a newfangled ottoman. But you'll be amazed at how comfortable it feels in your home. It's the new Performa 6400 tower — built around the PowerPC™ 603e RISC chip running at 180 or 200 MHz with up to 2 gigabytes of hard drive space, and shown with the new Apple® Multiple Scan 15" monitor and the Apple Color StyleWriter® 2500.*



Introducing the Macintosh Performa 6400.

Don't be too surprised by how familiar the Macintosh® Performa® 6400 feels when you bring it home.

After all, it *is* a Macintosh — still the only computer in the world designed from the very first chip to work the way people work.

And it *is* a Performa — designed with families in mind to be easy to set up, easy to learn and easy to use.

But now we've not only given it powerful new capabilities no other home computer has ever had before. We've also made the most personal computer of all more personal than ever.

Thousands of learning and business programs are available for Macintosh. And twenty-five popular titles come preinstalled with the Performa 6400. Like Grolier's Multimedia Encyclopedia, ClarisWorks 4.0 and Quicken SE.

Right out of the box, your kids can instantly find answers to their questions, complete with video, animation and sound. And you can start working with a spreadsheet, word processor, financial tools and more.

Every Performa model comes with Macintosh PC Exchange™, allowing you to read from and write to DOS disks. Add a program like SoftWindows™ or a PC compatibility card, and you can even bring work home from the office

and run your Windows applications at the touch of a key.


Of course, all work and no play makes Jack the world's dullest parent.

That's why the Performa 6400 comes with today's most advanced multimedia features. Including an 8x-speed CD-ROM drive for the smoothest game animation and 16-bit stereo sound for the clearest listening experience. And with the addition of Avid® Cinema software, creating your own home movies becomes unbelievably easy.

It also brings the Internet home with a 28.8 Kbps modem and all the software you need not only to get up and surfing on the Net,* but to easily create your own web page as well.

And although the life span of some computers may appear to extend just beyond that of the average goldfish, we've loaded the Performa 6400 with ample power and plenty of expansion options so you and your family will enjoy it for years to come.

It's everything a family computer should be. For the name of the Apple reseller near you, and for information on special holiday promotions, call 800-446-3000, extension 100. Or visit us on the Internet at www.apple.com/

And bring home the most personal computer of all. Macintosh. 

Your personal growth.

There's more than enough power for today's applications and plenty of expansion options that make it easy to add functionality no matter what you want to do — now, and down the road. When your family grows, your Performa grows with you.



Can a personal computer get?