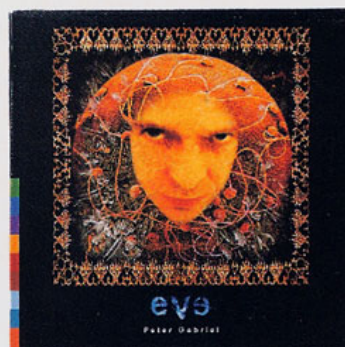


Tim Meehan brought a Macintosh® PowerBook® notebook computer and an Apple® QuickTake® digital camera to Ross Island off Antarctica and sent a real-time multimedia journal back to U.S. classrooms. Proving, once again, Macintosh is the coolest computer out there.

Ask Harry Ma  
Broadcast Design  
television graphic  
correspondent

# When we reflect on all that



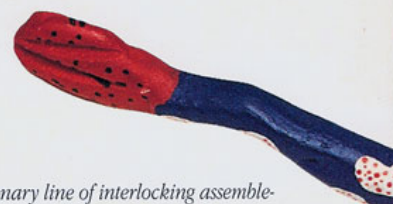
No one has pushed the boundaries of technical innovation in music farther than Peter Gabriel, nor with more soul-stirring results. Gabriel, and his design teams at Real World and Starwave, created his latest CD-ROM, EVE, on Macintosh. The result, with its mix of music, speech, contemporary art, and game play, represents a milestone in interactive entertainment. (For information about EVE, go to <http://realworld.on.net/eve>. EVE is distributed in North America by Valley Entertainment. Call 1-800-357-5376.)

Dr. Donald Laub founded Interplast to help children and adults from Third World nations find high-quality, free reconstructive surgery to repair birth defects, burns, and other crippling deformities. Right now, they are using PowerBook notebook computers to provide 'telemedicine' links between physicians in the rainforest of Brazil and Yale University. So they can quickly share patient histories and information.

From the tiniest Proteobacteria to the brainiest Craniata, The Tree of Life represents an ambitious effort to catalog the world's organisms. Biologists David and Wayne Maddison began in 1985 by developing MacClade, a program for creating evolutionary trees, on a Mac® 512. Now they're using Macintosh computers to give the Tree a life of its own on the Web, where it's available to researchers, teachers, and students around the world.



Doug Green did more than design a revolutionary line of interlocking assemble-it-yourself furniture on Macintosh, he built an entire global company—from design to sales to payroll. "I'm not a computer geek," he admits, "and I wanted a system that was intuitive and accepting of creativity."







s, first recipient of the Lifetime Achievement Award from the  
ners Association, how he continues to redefine the look of  
ics and he'll tell you, "I use the Mac for art, stills, video, design,  
communications—everything." Details at 11.

# people have done with Macintosh

Last August, a University of Arizona/Tucson Ph.D. student attached a transmitter to a captive-raised, endangered loggerhead sea turtle named Adelita and launched her into the Pacific Ocean off Baja California for the long swim back to her nesting beach in Japan. They tracked her every move with a Power Macintosh® and shared the data with the world through a Web site.

Moran's Marketing & Representations, Inc. helps heat-seeking Canadian tourists reach the sunny, tropical beaches of Mexico. With his trusty Macintosh computers, Luis Moran is able to track more than 6,000 travel agencies he relies on for information.

When your whole job depends on your ability to be outrageous, your tools need to be fluid, flexible and fun to use. Joe Boxer uses Macintosh to create, manipulate, and produce far out and funky designs for everything from boxer shorts to swim-wear to T-shirts and children's clothing with a goofy, offbeat sensibility.



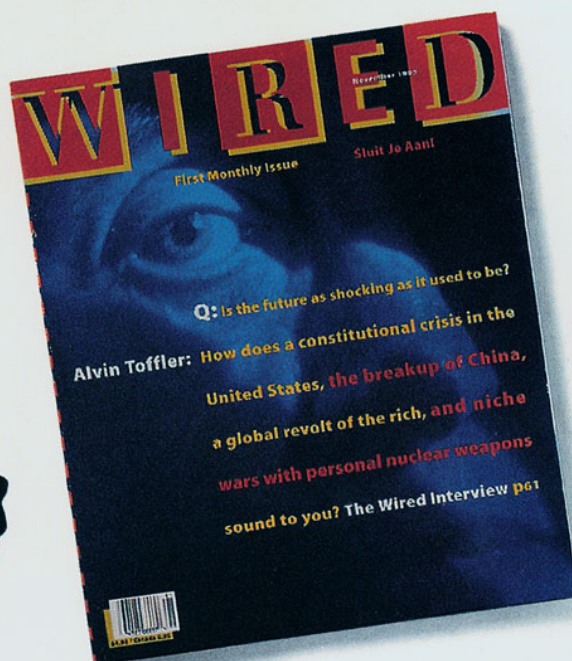




Rolling Stone magazine identified David Mash as "the industry's leading evangelist for the marriage of music and technology." In addition to working on new product development with companies such as software publisher Adobe™ Systems, and music synthesizer maker Korg, Mash developed the nation's first 4-year major in desktop music production at Berklee College of Music in Boston.



...we just have to wonder. What w



Look beyond the leading edge of magazine design, and you'll find Wired.® From its very first issue—produced on Mac computers staffers brought from home—Wired has used Macintosh to create award-winning work. By doing their own scans and manipulating them in-house, the Wired designers are able to produce its signature multi-layered look on deadline. Each issue is created electronically, proofed digitally, and FTP'ed across the country to be printed using Mac computers—without expensive film or shipping charges.

It wasn't enough for this Mac enthusiast to earn a degree in chemical engineering and an M.D., join the Peace Corps in Africa or practice medicine in Los Angeles. Dr. Mae Jemison became a science mission specialist on the space shuttle Endeavor. When she landed, she dedicated herself to finding ways to apply technology to social issues. Her projects range from applying satellite telecommunications technology to health care in developing countries to establishing an international science camp. Now that's multitasking!





How do you change the corporate identity of a worldwide corporation operating in more than 200 countries, with a fleet of over 500 aircraft and more than 40,000 vehicles—and make it appear to happen overnight? As with all their work, Lander Associates used Macintosh computers. Beginning with rough drawings, through completed designs for new FedEx logos, print and packaging standards, signage, as well as vehicle and aircraft graphics.



It takes a special breed to fight evil, and a special kind of computer to manage the multi-million dollar exploits of Batman and the gang in a spectacular, yet timely, manner. Director Joel Schumacher employed Apple solutions at nearly every level of the production, from script to screen to web to print. "The big difference... was Macintosh" says the film's producer, Peter Macgregor-Scott. "I was amazed at how easily our staff adopted them."

# ll you think of next?

It's not surprising that Macintosh makes multimedia easier for everyone—but even we didn't realize how easy it had become until 15-year-old student, Mark Thornton, sent us his prize-winning video 'commercial' for Macintosh.



To learn more about how Macintosh technology is inspiring people like Dr. Mae Jemison, David Mash, Dr. Donald Laub, and Harry Marks to do more, create more, and change the world, visit the AppleMasters Web site at [www.applemasters.apple.com/](http://www.applemasters.apple.com/)

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# Think how cool the

**Welcome to the new Macintosh.** The computer that changed the world by making complex technology easy to use takes personal productivity a quantum leap forward. With powerful new computers that raise the standard for the industry. With Mac OS 8, an exciting new operating system that offers you dramatic improvements in efficiency, multitasking, and Internet services. With Windows and DOS options that make Mac one of the world's most compatible personal computers. It's everything you ever dreamed a new Mac could be.

**New performance.** Today, some of the fastest computers available are Macintosh, including the PowerBook 3400c/240—the world's fastest notebook computer—and the Power Macintosh 6500/300—the world's fastest home computer. Beyond raw speed, these machines are filled with advanced technologies that make it easier to do more.

**New Mac OS 8.** The newest evolution of the legendary Macintosh operating system, Mac OS 8, comes with every new Mac, bringing with it faster system performance, true PowerPC™-native multitasking, and other new features that promise dramatic improvements in your personal productivity.

**New Internet access.** Mac OS 8 integrates the Internet onto your desktop, which makes connecting or accessing e-mail as simple as clicking a button or typing a Web address. You'll get push technologies for getting the latest news automatically, as well as a choice of browsers.

**New compatibility.** All Mac systems can read and edit DOS and Windows files. With optional SoftWindows® or Virtual PC software, they can also run Windows applications.\* Or buy a Power Macintosh with optional built-in Pentium-compatible processors, and get the best of both computers in one.

**New reasons to buy a new Mac today—the Apple Computer Loan.**

For all the great reasons to buy a new Macintosh computer now, we've added one more, very powerful incentive: a low-interest Apple Computer Loan. Qualify, and your monthly payment can be as low as \$18 per \$1,000 borrowed or about \$1 a day.\*\* Call now, and you can get pre-approved in as little as 5 minutes.

Call 1 800 APPLE-LN, ext. 500 to qualify for a new Macintosh for as little as \$1 a day.

Visit [www.apple.com](http://www.apple.com) for the latest information on special offers, Mac OS 8, the new Macintosh, and for the Apple reseller nearest you.



*The Mac is back and clearly setting the pace in innovation and performance. In a recent MacUser showdown, a 200 MHz Power Macintosh beat a new 266 MHz Pentium II system with MMX technology in a wide range of tests using Adobe™ Photoshop.† Another reason this is a great time to consider a new Macintosh.*





# world could be with

## **The new Power Macintosh 9600/350. Power reaches a new extreme.**

At 350 MHz, the computer steps aside and all you see is your work coming to life. The new Power Macintosh 9600/350 takes desktop publishing and multimedia to the next level with innovative technologies that push your creativity to new extremes.

The new 604e processor represents the next generation of PowerPC technology. Its new, smaller die-size translates directly into industry-leading speeds—currently up to 350 MHz. Which makes it up to 15 times faster than a Quadra 840AV.<sup>††</sup>

With this kind of power at hand, you don't want any bottlenecks to slow things down. Rather than squeeze instructions through the 50 MHz system bus, Apple engineers created a unique inline cache design that bypasses the system bus to deliver noticeably better performance.

The unique industrial design opens and unfolds to make it easy to add and change components. Included with the system are a built-in Iomega Zip drive for limitless storage, a new 24x-speed CD-ROM drive, a 10BASE-T Ethernet connection, six expansion slots, and more. Starting at around \$5,400. *The Power Macintosh 9600/350 is available in limited supply beginning August 1997.*

# Mac O



# 350 MHz



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## **The new Apple Quality & spec**

As fast as the new Mac LaserWriter® 8500 zips RISC processor, combi crisp, clean prints at 20 postcards up to 13 by 1 ledger or A3 size. The 3.1, Windows 95, Wind



# in a new Mac.

# S 8

## Mac OS 8. A powerful new way of working.

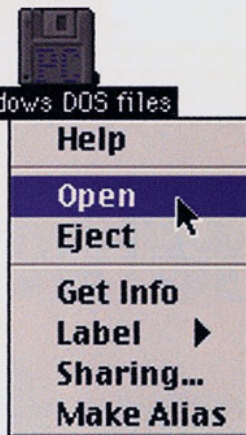
High-performance hardware is only part of the story. These new machines work hand in hand with Mac OS 8 to deliver a dramatic advancement in the look, feel, and capabilities of Macintosh technology.

The new multithreaded Finder lets you keep working while copying large graphics files, emptying the Trash, and performing other tasks in the background. A thoroughly updated desktop adds features, such as pop-up windows and spring-loaded folders, that make it easier to reach the features and files you need.

Mac OS 8 also makes it easy to explore and publish on the Web, with a complete suite of services that includes Netscape Navigator, Microsoft Internet Explorer, Claris Emailer Lite, Marimba Castanet Tuner, America Online, the PointCast Network, as well as a new Internet Setup Assistant that makes it easy to get started.

Mac OS 8 also provides full support for 100% pure Java, so, unlike Windows 95, it will run Java applications as if they were standard desktop apps.

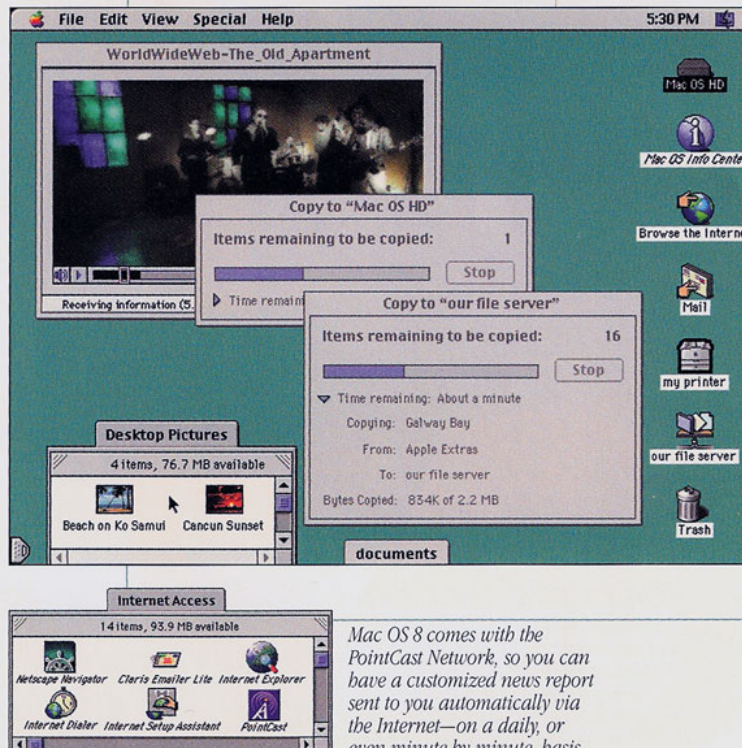
No wonder computer industry analyst Don Crabb says, "For me, switching to Mac OS 8 is a no-brainer. We expect it to help us stabilize our labs with a better, more reliable, and considerably more powerful OS."



To make it easier and faster to perform some functions, you can just control-click on selected icons on the desktop to bring up a contextual menu of appropriate actions.



built-in 100% pure Java™ support means you can run all the many platform-independent local and network-based Java applications now being written—right from your desktop. Something you won't find with Windows 95.



Mac OS 8 comes with the PointCast Network, so you can have a customized news report sent to you automatically via the Internet—on a daily, or even minute-by-minute, basis.

## The new Power Macintosh 6500/300. Home computer dream machine.

You don't have to run an empire to most powerful personal computers. In a recent *Popular Science Magazine*, the fastest home computers, they concluded: "It's no contest—and it's PC: Apple's Power Macintosh 6500/300, king of the hill, and by an unusually

According to their tests, "evenware adapted for Intel's MMX technology speeds up many graphics operations was typically 20 to 30% faster." It also has a stereo sound system, an ATI RAGE media accelerator chip, a 33.6 Kbps modem, and a huge selection of preinstalled software. Starting at around \$3,000.

## Apple LaserWriter 8500. Made for everyone.

Macintosh computers help you create, the new Apple LaserWriter 8500 prints out the results for you or your entire workgroup. Its internal LaserWriter 8500 is powered with new Adobe PostScript™ 3 technology, powers out 12 pages-per-minute.\*\*\* It easily handles anything from 3 x 5-inch to 11 x 17-inch sheets—including full-bleed printing on paper up to 11 x 17-inch sheets. It's the ultimate team player, it's compatible with Mac OS, Windows NT, and UNIX® systems. Starting at around \$2,000.



Now is the very best time to upgrade to a new Power Macintosh with the latest PowerPC processors. Sure you can still run your current software. But with dramatically improved performance in everything you do.

40

60 Power

200

Power Macintosh



# 240 MHz



## The new PowerBook 3400c/240. Portable powerhouse.

A funny thing happened when we introduced the world's fastest notebook computer. Companies began giving up their desktop machines. No wonder. The PowerBook 3400/240 comes with a 240 MHz processor that humbles many a desktop PC. A new PCI video controller that accelerates multimedia for dazzling on-site presentations. A huge, 12.1-inch diagonal active matrix color display and a rich, 4-speaker sound system. Plus an innovative built-in PCI card that delivers 10BASE-T Ethernet and a 33.6Kbps modem from a single port. So you can just plug in and work anywhere. And a unique, hot-swap bay for switching storage, CD-ROM, and floppy drives on the fly. Starting at around \$6,000.

**The world's coolest RAM offer.** Buy a new PowerBook 3400 between August 4, 1997 and September 26, 1997, and get a coupon for a FREE 32MB memory card and an extra Lithium-ion battery. See your local Apple reseller for details. Or call 1 800 538-9696 for the name of your nearest Apple reseller. But hurry, offer ends soon.

**Power Macintosh 8600**  
Starting at \$3,700



**Power Macintosh 7300**  
Starting at \$2,100



**Pay \$0 down, \$0/mo. for 60 days.** Lease a Small Business Power Macintosh 6500 or 4400 and pay zero down and no payments for 60 days. Call 1 800 624-6914 for details.

**Power Macintosh 6500**  
Starting at \$1,800



**Power Macintosh 4400**  
Starting at \$1,500



**PowerBook 1400c**  
Starting at \$2,000



**Color StyleWriter 4100**  
Starting at \$240



**Save up to \$1,200 on a LaserWriter.** Buy a LaserWriter 12/640 and save up to \$1,200, when you trade in any brand of laser printer. Offer includes a \$200 rebate and a trade-in credit of up to \$1,000. Call 1 800 444-9088 for details.

**LaserWriter 12/640 PS**  
Starting at \$1,600



Monitors sold separately.

# 300 MHz



**Apple  
Macintosh  
computer**

to have one of the  
fastest on the planet.  
A magazine article rating  
it came to this  
and it's no Windows  
600/300 is the new  
narrowly wide margin."  
"even using soft-  
ware technology, which  
computations, the 6500/300  
also packs a 16-bit  
68040 II 64-bit multi-  
tasking fax/modem,  
and all software.

MHz

25 Mhz

Quadra 840AV

Power Macintosh 6100

Power Macintosh 4400

Power Macintosh 6500