The Mac OS.
It *does*. It *will*.
you can.

At Apple, we started with one simple goal: to make it easier to do the things you want to do. Over the years, the Macintosh operating system has helped millions of people do just that, by providing a simple, intuitive approach that makes all aspects of computing easier. But even more impressive than what a Macintosh can help you do today is what it will help you do tomorrow.
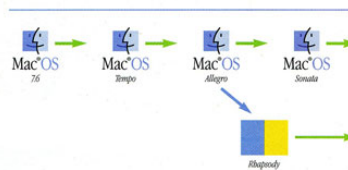
It does more than ever.

So what does the future of the Mac OS look like? For a glimpse, check out our newly released Mac OS 7.6. It's faster than ever before— so you can start your Mac, launch applications, save files and print up to 40% faster.

The Mac you buy today won't be obsolete tomorrow. Because Rhapsody will be compatible with all currently shipping Mac OS systems.

Connecting to the Internet is easier too. With the latest version of the Apple® Internet Connection Kit (it includes Netscape Navigator™ 3.0 and other Internet tools), you're one step away from accessing the Net. Or, if you prefer, you can use AOL or our own Apple Cyberdog™— they're included with Mac OS 7.6 along with TCP/IP and PPP.

Mac OS also has the latest version of Apple QuickTime™, the industry standard for multimedia creation and delivery. And it makes upgrading easier: with one CD-ROM and a streamlined installation process.

Intrigued? Then you'll love what comes next. Because we're hard at work on the next version of the Mac OS, code-named Tempo. Right from the start you'll notice a new look, with beveled buttons, icon drop shadows and other 3-D enhancements to the desktop. Tempo will dramatically improve system responsiveness by incorporating multitasking, multi-threaded functionality and native PowerPC™ capabilities directly in the OS. So you can run multiple applications more smoothly, and launch new applications while files are copying in the background. Tempo extends our Internet capabilities with easy

Apple's complementary operating systems—Mac OS and Rhapsody—allow you to choose the system that best meets your needs. They also allow you to decide when it's time to make the transition.

setup, personal web sharing and built-in Java™. And it will help you be more organized, by reducing on-screen clutter with spring-loaded folders and pop-up windows for frequently used items.

Of course, Tempo also paves the way for further updates to the Mac OS. Because there's much more to come.

It will be the NeXT thing.

When we began defining a new software architecture that would take us into the future, we had two clear objectives: to enhance our traditional strengths, and to create an operating system that would leapfrog the competition, setting standards into the next century.

Enter NeXT.™ By acquiring NeXT Software and adopting their kernel-based architecture, Apple can offer advanced system services such as true multitasking, protected memory and symmetrical multiprocessing. We have also strengthened our position in client-server and Internet/Intranet markets. And NeXT's object-oriented development environment and powerful tools such as WebObjects™ and Enterprise Objects Framework™ give us clear advantages in the creation of new solutions.

Merging NeXT and the Mac OS will create a next-generation OS that will give our competitors something new to catch up to. It will be an OS that helps developers create breakthrough applications by allowing greater experimentation and efficient reuse of code. It will include the best of our graphics technologies, such as ColorSync® and QuickDraw™ GX. And we plan to adopt the Adobe® PostScript™ imaging model as well. It will fully support the QuickTime Media Layer. It will provide industrial-strength reliability, performance and ease of use. And it will be an ideal platform for publishing, multimedia and Internet applications yet to come.

What is the name of this new OS? Its code name is Rhapsody.

It will be an Apple thing.

Rhapsody will leave other operating systems in the dust. But not Apple customers. To start with, Rhapsody will enhance the general look and feel of today's Mac OS interface. It will support all currently shipping Mac OS-based systems. It will run the vast majority of existing Mac OS applications by hosting the complete Mac OS on the Rhapsody kernel.

In short, Rhapsody will run your existing applications and utilities, read your files, recognize your current fonts and extensions and play your movies and sounds. Rhapsody will deliver the kind of technology you expect from Apple. The kind of technology that appeals to anyone who requires the highest performance for publishing, Internet and multimedia authoring, and scientific and technical work. The kind of technology that appeals to people who like to, well, get things done.

You can.

What does all this mean? It means you can do everything you're used to doing now, plus a few things you might not yet imagine. It means you can buy a Mac today and not worry about its compatibility with Rhapsody tomorrow. It means Rhapsody won't just be a new way to use a *Macintosh*—it will define an entirely new way to use *computers*. You can learn more by visiting us at www.macos.apple.com or by calling 800-538-9696 for information by fax.

Mac OS
The world's most intuitive and easy-to-use operating system will remain just that. With regular system updates and enhancements, the Mac OS will take you well into the future.

The acquisition of NeXT provides Apple with additional strengths in performance, reliability, network management and rapid application development.

Mac OS 7.6 extends Apple's leadership in graphics and multimedia by bringing together the latest versions of Apple QuickTime technologies, collectively known as the QuickTime Media Layer.

Adobe PostScript
Apple intends to adopt the Adobe® PostScript™ imaging model for Rhapsody and transfer the best of our existing graphic technologies, including ColorSync and QuickDraw GX.

Apple

The Mac OS Report. One in a Series.

The Mac OS Report

Number two in a series—the facts about Mac OS 8

Mac® OS 8 is coming. It will give you, and millions of other Macintosh® users, a whole new way of working.

It will give your Apple® Macintosh computer (or, for that matter, any other Mac OS computer of your choice) a dramatic new look and feel, along with all kinds of enhanced capabilities for accessing the Internet.

It will also set an entirely new standard of powerful, intuitive computing—a standard the competition can try to catch up to. (Again.)

A new way of working

The moment you start using Mac OS 8, you'll feel the difference: you'll find yourself accomplishing more in less time. A multi-threaded Finder™ lets you execute multiple tasks simultaneously, such as launching applications and copying files. Mac OS 8 includes new information-management tools, such as contextual pop-up menus and spring-loaded folders, that give you quicker and easier access to all your information. A scalable environment lets you either limit your menu and window options, or expand them—whichever works better for you. A new, dimensional look makes the interface more dynamic and engaging than ever. And Mac OS 8 also includes the latest versions of QuickTime® with its MPEG support, QuickTime VR and QuickDraw® 3D.

How easy is it to get going with all these new technologies and features? Very. Because our new installer and setup assistants take you through each step of configuring your new system

software. Once you're up and running, PowerPC™-native code improves your performance. Mac OS 8 is also completely compatible with all PowerPC and 68040-based hardware and software.

A new way of accessing the Internet

Mac OS 8 includes TCP/IP and PPP for easy network or modem access direct from the Finder. You get Netscape Navigator™ and the PointCast Network.™ And a new Internet Setup Assistant makes it easier than ever to get on the Net, whether you're doing it from home with a modem or from work with a high-speed connection.

Personal web sharing is standard, so you can turn any Macintosh into an Internet web server. And Java™ support is built in, so you can run Java applications just as though they were any other desktop applications. (If you were wondering, Windows® 95 can't do this.)

And more advancements are on the way

Mac OS 8 is one of the most significant advances in OS technology ever. And it's just the beginning—additional upgrades are planned. And our support for the Mac OS will continue for years.

At the same time, we're also working on an industrial-strength OS, code-named Rhapsody, that will offer features such as protected memory, preemptive multitasking and symmetric multiprocessing. Rhapsody will also provide backwards compatibility, so you can be sure that the vast majority of your Mac OS apps will run on Rhapsody, too.

In other words: Apple is still developing the most innovative, user-friendly and consistently superior products on the market. That's one part of our system that won't change. To learn more, visit www.macos.apple.com.

If you want to use Netscape Navigator to browse the Net, you'll like this: it's an integrated part of Mac OS 8.

PointCast

It's the PointCast Network. It comes with Mac OS 8. And it grabs the news you want directly off the Net to create customized desktop news pages. Daily. Hourly. As often as you want.

JAVA Authorized Licensee

When you get Mac OS 8, you also get built-in Java support, so you can run both local and network-based Java software just like other desktop applications.

Mac OS

Mac OS has always been the easiest and most intuitive of all operating systems. Now, Mac OS 8 brings this kind of computing to a whole new level.