



Announcing a small im

It's 12" x 11 1/4" x 2 1/4"
 It weighs less than 8 pounds.*
 And costs less than \$1,300.**
 Yet with 128K, the new Apple® IIc Personal Computer is a lot bigger than it looks.

The IIc has a full-size keyboard.



Because it's inherited all the talents of the eminently talented Apple IIe:

The versatility to run over 10,000 different software programs.

The ironclad reliability of the first true VLSI motherboard.

And the artistic ability of 16 high-resolution colors.

The IIc also has some talents of its very own.

For instance, a switchable 80/40-character display.

Switchable QWERTY/Dvorak keyboard.

A built-in half-high 143K single-sided disk drive.

Built-in serial ports for modems, printers and an extra half-high drive.

Even built-in mousetronics so it's ready to use a mouse and all the new Apple II mouseware.

And our newest brainchild is certainly not an orphan.

You can grow it with a whole family of Apple II accessories and peripherals.



Thin, isn't it? Even with its built-in disk drive.



Improvement on the Apple IIe.

Including the new Apple Scribe—Apple's first full-color print-on-anything printer for under \$300, it can handle anything from business graphics to term papers.

The IIc's father, of course, is the granddaddy of the whole personal computer industry, the Apple IIe. Which, lest we forget, has quite a few improvements of its own this year.

The IIe can now use our ProFile™ hard disk—so it can store about 2400

pages of anything you'd like to remember.

And the Apple IIe is still the most expandable personal computer there is.



Built-in ports for making all the right connections.

You can increase its RAM to an elephantine 512K. Add a Z-80 card to run CP/M.*

In fact, you can grow it with enough cards and peripherals to run just about any family business. Like Saudi Arabia.

So you see, the only question is whether you need an expandable Apple IIe as in IIe.

Or a compact Apple IIe as in IIc. Just visit your friendly authorized Apple dealer.

And tell them what size improvement you'd like.



* Don't asterisks make you suspicious as all get-out? Well, all this one means is that the IIc CPU alone weighs 7.5 pounds. The power pack, monitor, an extra disk drive, a printer and several bricks will make the IIc weigh more. Our lawyers were concerned that you might not be able to figure this one out for yourself. ** The FTC is concerned about price fixing. So this is only a Suggested Retail Price. You can pay more if you really want it. Or less. © 1984 Apple Computer, Inc. Apple, the Apple logo and ProFile are trademarks of Apple Computer, Inc. CP/M is a trademark of Digital Research Inc. For an authorized Apple dealer nearest you, call (800) 538-9696. In Canada, call (800) 268-7796 or (800) 268-7637.