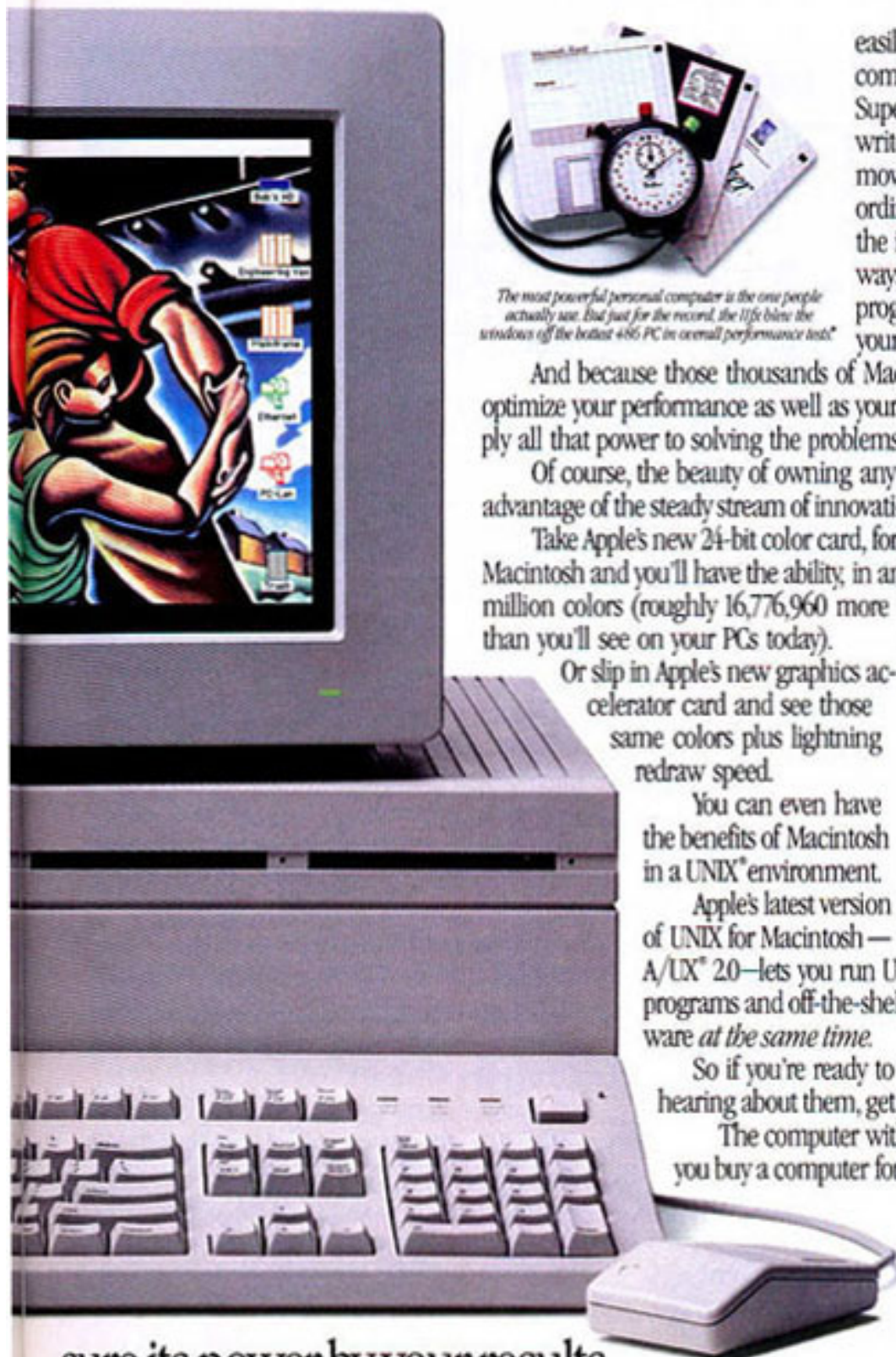


103 of the latter.



*The most powerful personal computer is the one people actually use. But just for the record, the IIfx blew the windows off the hottest 486 PC in overall performance tests.**

And because those thousands of Macintosh programs all work together to optimize your performance as well as your computer's performance, you can apply all that power to solving the problems you have today.

Of course, the beauty of owning any Macintosh is how easily you can take advantage of the steady stream of innovations from Apple labs.

Take Apple's new 24-bit color card, for example. Just pop it into any modular Macintosh and you'll have the ability, in any program, to work with up to 16.8 million colors (roughly 16,776,960 more than you'll see on your PCs today).

Or slip in Apple's new graphics accelerator card and see those same colors plus lightning redraw speed.

You can even have the benefits of Macintosh in a UNIX® environment.


Apple's latest version of UNIX for Macintosh — A/UX® 2.0 — lets you run UNIX programs, UNIX X Window System programs and off-the-shelf Macintosh personal productivity software *at the same time*.

So if you're ready to start using innovations instead of just hearing about them, get your hands on a Macintosh.

The computer with the power to surprise you. The power you buy a computer for in the first place.



The IIfx runs thousands of proven Macintosh programs that all work in the same consistent, intuitive way. It can even run MS-DOS programs with no extra hardware.

The power to be your best.™ 

sure its power by your results.

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Introducing



The new Macintosh IIx. 53 innovations, one powerful idea: to give you more power to do more things more easily than ever before.

Introducing the computer you've all been waiting for.

It's just not the company you've been expecting it from.

The new Macintosh® IIx from Apple Computer, Inc.

While others have just been talking about the computer of the future, we've actually been building it.

A computer that combines astonishing levels of speed, performance

and flexibility with the power of thousands of proven second- and third-generation programs that all work in the same graphic, consistent, human way.

And most impressive of all, you can put it on your desk and actually use it today.

The IIx alone incorporates 53 major innovations—too many to list here. But a few merit special mention:

It is the first personal computer to offer a Motorola 68030 microprocessor running at 40 megahertz. The kind of raw processing power that will impress even those for whom machine language is a first language.

It is also the first personal computer to have two additional processors to manage the flow of information inside. So that that screaming 68030 chip will never be slowed down by the



Apple's latest version of UNIX, A/UX 2.0, lets you run UNIX, UNIX Windows System and off-the-shelf Macintosh programs at the same time. 32 innovations for Apple, hundreds more choices for you.

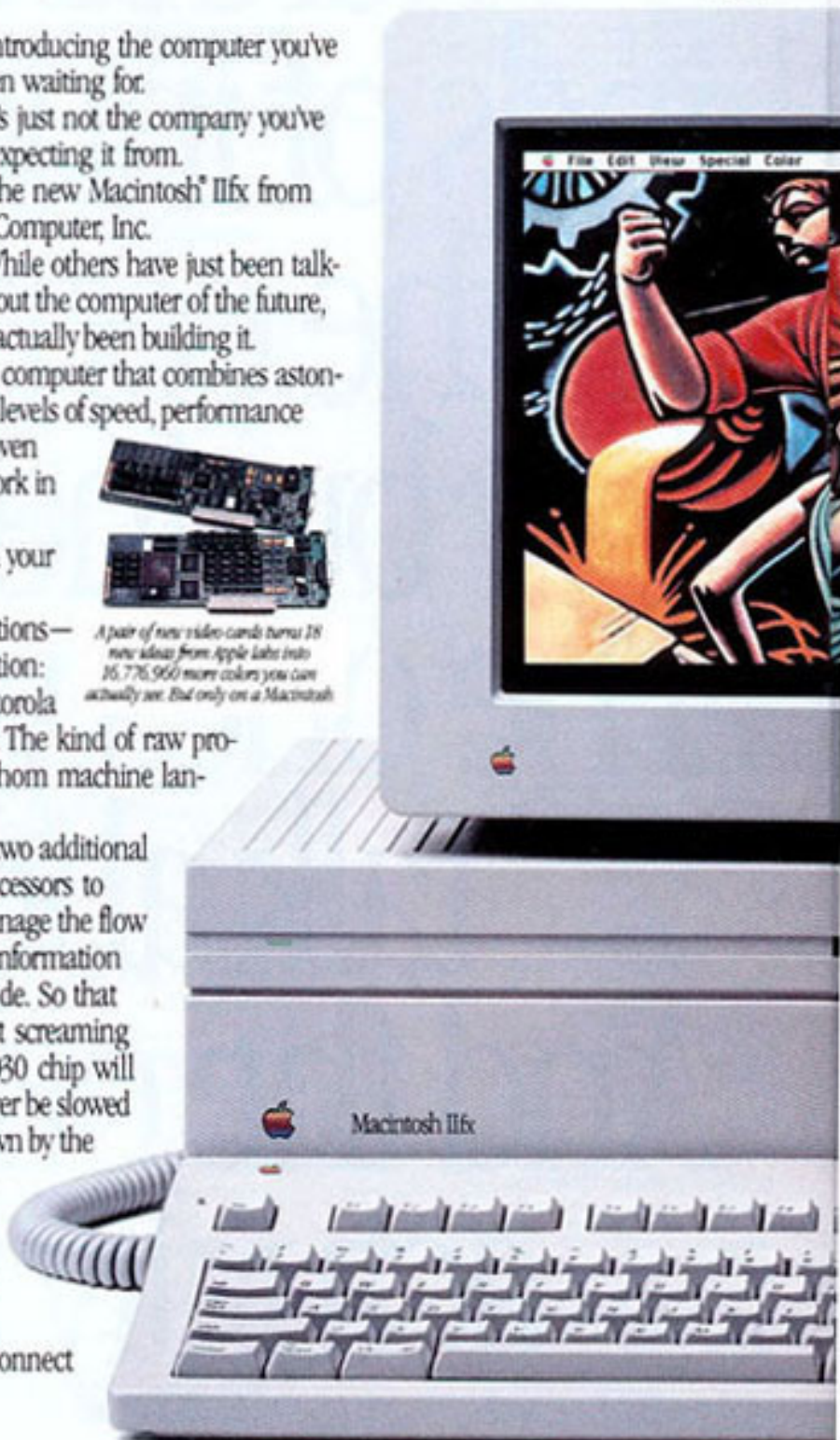
more mundane tasks of computer housekeeping.

It comes standard with 4 megabytes of memory and up to 160 megabytes of storage capacity. And six NuBus® slots to let you expand its awesome capabilities even more.

It even has built-in networking capability to connect



A pair of new video cards turns 18 new ideas from Apple Labs into 16,776,960 more colors you can actually see. But only on a Macintosh.



The new Macintosh IIx. Mea

*National Software Timing Laboratories test benchmarks comparing the Macintosh IIx with the IBM Model 70/VSE running Microsoft Excel, Adobe PageMaker and Adobe Illustrator 1071 found the IIx was 16% to 270% faster running these three popular programs, doing the things you normally do in business. In the same test, the IIx was also faster than the Compaq 386/33. The full 1071 test reports are available on request. © 1990 Apple Computer, Inc. Apple, the Apple logo, Macintosh and A/UX are registered trademarks, and SuperDrive and "The power to be your best" are trademarks of Apple Computer, Inc., registered in the U.S. and other countries.

There are two
kinds of innovations
in the computer
business.

The ones you just
talk about.

And the ones you
actually use.

The power to be your best, no matter what you do best.



From the most affordable Macintosh Plus to the awesome new Macintosh IIfx, Macintosh gives you more power to do more things more easily than any other personal computer system in the world. The only question is, how much power do you want?

What a wonderful time to be a human being.
First, they tear down the Berlin Wall.

Then, Macintosh® becomes one of the most powerful personal computer systems in the whole world.

What a great way to start a decade. Humanity is in vogue. *Glasnost* is in the papers. And the computer for the rest of us has become the computer for all of us.

Scientists, engineers, architects and students. CFOs, CEOs and CPAs. The sales force and the secretarial pool.

Anywhere you find people who prefer actually getting things done instead of figuring out rigid, intimidating computers. Which is to say, almost everywhere.

Why, even other personal computer companies are finally starting to see things our way.

But just as you can't expect the KGB to start picking up Nobel Peace Prizes, you can't expect any other computer to work like a Macintosh.

Only a Macintosh lets you learn the basics of thousands of different programs simply by learning one. So you spend a lot more time actually using your computer. And a lot less time figuring it out.

Only a Macintosh offers a whole family of comput-

ers that all run the same software with the same point-and-click simplicity. So you can buy any Macintosh today, and you won't have to buy new software if you want to move up to a more powerful Macintosh tomorrow.

Only a Macintosh gives you so much power to do so many things so quickly and so easily.


Of course, just as different economic systems can work together to the benefit of both, so too can Macintosh work with the computer systems you have now: IBM mainframes, Digital VAX computers, token-ring networks, other personal computers, you name it.

And with any Macintosh equipped with an Apple® SuperDrive™ disk drive, you can even move information between a Macintosh and an MS-DOS, OS/2 or Apple II computer on a standard 3½-inch floppy disk.

Call 1-800-538-9696, ext. 600, for the name of your nearest Apple Engineering Reseller.

Then you'll know why Macintosh has the power to change the way you think about computers.

The power everyone in the world can appreciate.

The power to be your best. 

The power to be your best, no matter what you do best.



From the most affordable Macintosh Plus to the extraordinary new Macintosh IIfx — Macintosh gives you more power to do more things more easily than any other personal computer system in the world. The only question is, how much power do you want?

It may be difficult for you to imagine Macintosh® as the world's most powerful personal computer system.

But this is, after all, the year when they're actually tearing down the Berlin Wall.

When they're tossing around words like "democracy" and "freedom" in *Pravda*.

When millions of people are looking at the way things work and deciding another system just might work better.

What a perfect opportunity to actually try a Macintosh.

You'll find that there's a Macintosh personal computer for every job, every person, every enterprise and every budget. All different. But all very much the same.

They all run thousands of programs that work in the same graphic, intuitive way. So you can learn the basics of all of them simply by learning one.

They all run the same software, with the same point-and-click simplicity. So when you move from one Macintosh to another, you won't have to replace all your programs.

They all have built-in networking. So you can integrate Macintosh with your mainframe, mini and personal computer systems. And bring their vast information resources to your desktop with the ease and efficiency of Macintosh.

And with innovations like the Apple® SuperDrive™ disk drive built into most of them, you can move information between a Macintosh and your MS-DOS or OS/2 PCs on a standard 3½-inch floppy disk. Or even run MS-DOS programs with no extra hardware.

No other computer system in the world gives you so much power to do so many things so quickly and so easily.

So what do you say? If all kinds of people can work together side by side, why not all kinds of computers?

All we ask is that you give Macintosh a try.

Then, you'll save the money you would spend trying to squeeze the advantages of a graphic interface out of personal computers that aren't designed for it. And have Macintosh personal computers, which are.

Then, you won't have to wait years to see if other systems ever deliver on their promises. And have Macintosh, which delivers on them today.

Then, you'll have the power everyone in the world is looking for. The power you can use right now.

The power to be your best.™ 