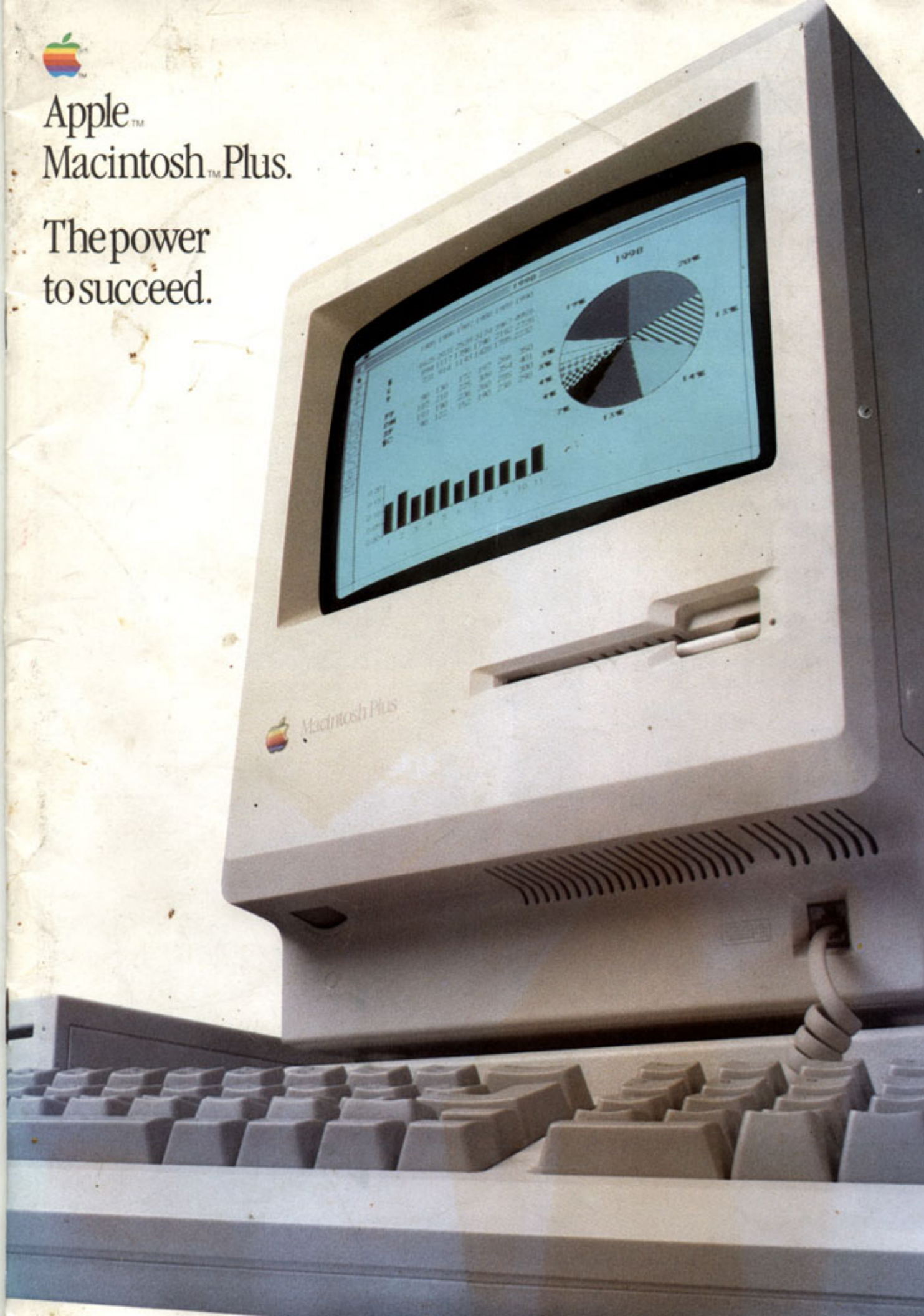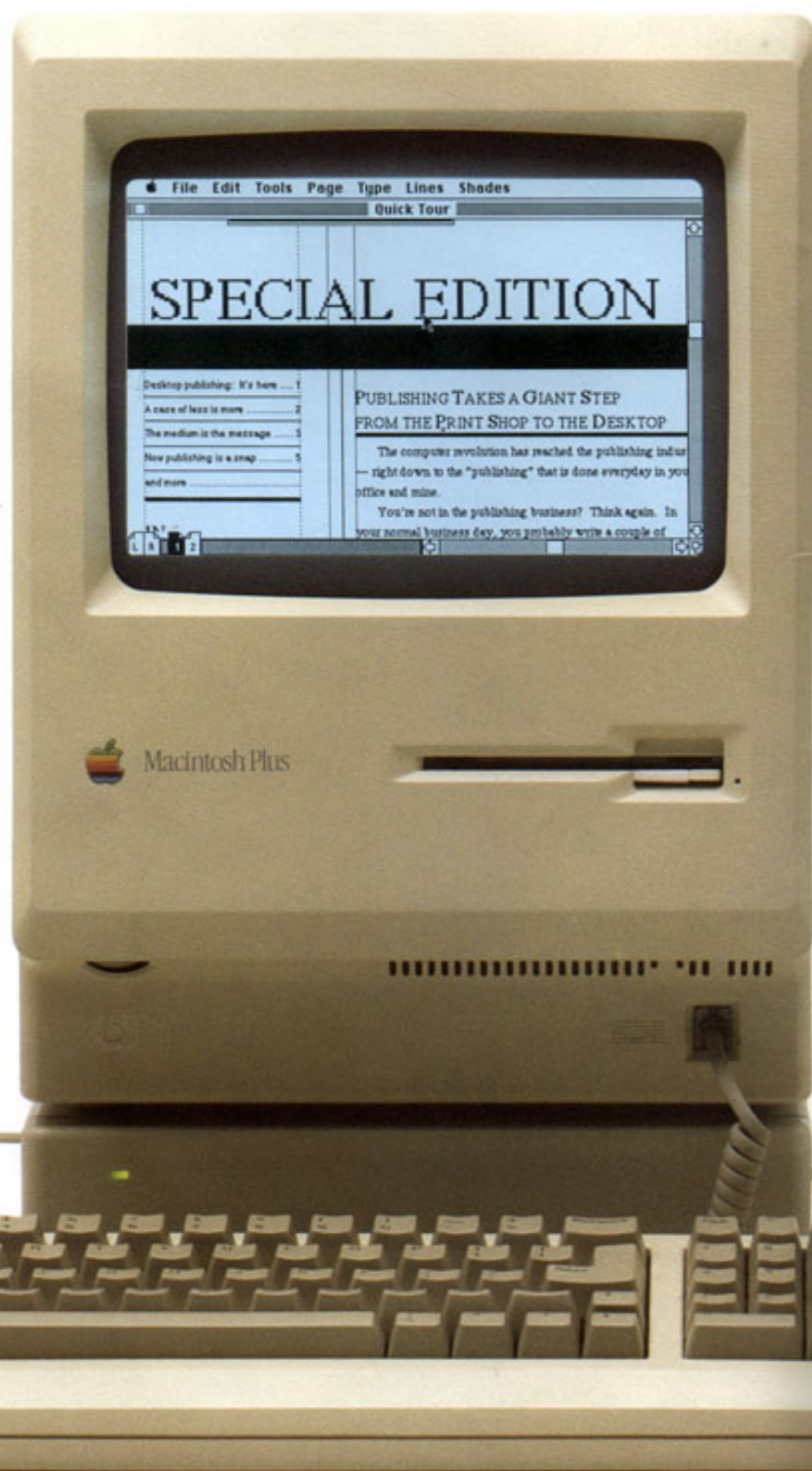# Apple™
Macintosh™ Plus.

The power to succeed.

Macintosh Plus

Apple™ Macintosh™ Plus. It's the kind of power you need, not just the kind you expect.

Yes, the new Apple™ Macintosh™ Plus computer is the fastest Macintosh ever. Yes, it has more memory than ever. And yes, it's more expandable than ever.

But that's only one kind of power.

Those are specifications. Milliseconds, megabytes, and all the "tech-talk" you usually hear from computer companies.

At Apple, we think about computing power in slightly different terms.

What's important to us is not only that a computer is fast, but that it also helps you work faster. Not only that a computer has more memory, but that it also helps you get more done. And not only that a computer can expand, but that it also lets you try things you never would have dared to otherwise.

Folder   Report   Wastebasket

Which brings us back to the Apple Macintosh Plus.

Just on its specifications alone, the Macintosh Plus is a powerhouse: a full megabyte of memory, an 800K disk drive, high speed expansion ports, built-in networking capabilities, a high-resolution monitor, and a detachable, full function keyboard.

All standard.

And most important, it's an Apple Macintosh.

Which is a short way of expressing a rather long list of advantages.

One such advantage is that you needn't be a computer expert to use this computer expertly. We made the screen layout of the Apple Macintosh Plus resemble your desktop, with pictures of objects you'll have no trouble recognising. Like files, folders, pads of paper, even a wastepaper basket.

Another Macintosh advantage is that there are no tricky procedures to learn, no strange codes to memorise. Instead, you use a small rolling box called a "mouse" to point to and select the object or function you want.

Click the button on top of the mouse, and you've opened a file. Or plotted a sales curve. Or printed a report.

And once you've learnt to use one Apple Macintosh program, you already know the basics of what it takes to run hundreds more. Because they all work much the same way.

Finally, there's an advantage that's really easier to show than to explain: the brilliant graphics of the Apple Macintosh Plus. So, as you flip through this brochure, keep your eyes peeled.

You'll get the picture.

All of these Macintosh advantages and features are nice to know, of course, but the Apple Macintosh Plus adds even more.

To begin with, it wields a full megabyte of built-in memory. So you can run the most powerful business software without running up against a wall.

And then there is disk storage. The Apple Macintosh Plus comes equipped with an 800K, double-sided disk drive. Miraculously, it fits about 400 typewritten pages onto a single 3½-inch disk. So you can store plenty of information without juggling stacks of disks.

The Apple Macintosh Plus is faster than our original Macintosh. You can open a file, recalculate a spreadsheet, sort a database, or jump from one application to the next in less time than it took you to read this paragraph.

And talking of speed, look at the rear of the Apple Macintosh Plus. What you'll find is something called a Small Computer Systems Interface (SCSI) port, which lets you plug in hard disks and tape backups – in fact, up to seven peripherals altogether – all in one neat daisy chain.

Moving back to the front, we now direct you to the Apple Macintosh Plus keyboard. It incorporates a numeric keypad to make shorter work of spread-sheet and accounting tasks, and cursor keys for those times you'd rather not handle a mouse.

Finally, move your eyes up to where they'll be spending the most time. The screen. It's a high resolution, bit-mapped display that puts 175,000 pixels to work on your reports, graphs, and other business documents. Other computers' screens seem blurry by comparison.

That, then, is the Apple Macintosh Plus. More memory, more storage, more speed, more performance.

In other words, more Macintosh.

And a lot more power.

TOMORROW'S OFFICE

SPECIAL EDIT

The only thing you can't do with an Apple™ Macintosh™ Plus is outgrow it.

As you've just read, we packed enough features into the Apple Macintosh Plus to make overworked business people everywhere breathe a sigh of relief.

But should your needs suddenly expand, it's nice to know your Apple Macintosh Plus can, too.

As easily as putting a plug in a socket.

The secret's in the sockets. One is the SCSI port we mentioned earlier. Through it, you can daisy chain up to seven high-speed peripheral devices, such as hard disks and tape backups.

The other socket is your connection to the AppleTalk™ personal network. With it, you can hook together as many as 32 Apple Macintosh computers, IBM® PCs, and peripherals. All at a fraction of the cost of ordinary networks.

That's the beauty of the Apple Macintosh Plus: you can add a lot to its value, without adding much to its cost.

Macintosh™ 800K External Drive*

By adding a second 3½-inch disk drive, you can work with more documents and programs without swapping disks. Just like the disk drive built into the Apple Macintosh Plus, it stores the equivalent of 400 pages of text on a single disk – then accesses the information you need quickly.

Available early 1986

Macintosh™ Hard Disk 20™

Plug the Hard Disk 20 into your Apple Macintosh Plus, and its appetite for information increases by leaps and bounds. With a 20-megabyte capacity (that's about 10,000 pages worth), the Hard Disk 20 is the perfect place to store all your applications and files. Its Winchester-type technology lets you switch between programs or access information much faster than with a 3½-inch disk. And the Hard Disk 20 fits neatly under your Apple Macintosh Plus. So it not only gives you more disk space to work with. It gives you more desk space to work on.

SCSI Port

Here's where the Apple Macintosh Plus connects with tape backups, hard disks, and as many as seven peripherals in all – all daisy chained together. It's called SCSI (for Small Computer Systems Interface), and it's a high-speed, industry-standard, built-in parallel port that turns your Apple Macintosh Plus into the system you need.

Apple™ Modem

This is your window on the world. The Apple Modem. With it, you can go on-line with information services, mainframes, or other similarly equipped personal computers anywhere in the world over ordinary telephone lines. All without leaving your Apple Macintosh Plus.

Apple™ ImageWriter™ II

The ImageWriter II printer lets you combine detailed graphics and near-letter quality text in letters, reports, illustrations – anything that requires a polished look. When you need to hurry, the ImageWriter II can hurry. Just select "draft mode", and it'll print up to 2½ pages per minute. And since an AppleTalk card can make it part of your AppleTalk network, a single ImageWriter II can be shared by several people. No ordinary printer works this hard to make you look good.

LaserWriter™ and LaserWriter™ Plus

It hardly makes sense to create a personal computer as powerful as the Apple Macintosh Plus without giving it an equally powerful printing companion. So we did just that, and more. The results: the LaserWriter and LaserWriter Plus.

Both can make your reports look as though they're fresh from the typesetter. Both can help you design and print newsletters and print business forms, and proposals, illustrated with eye-catching graphics. Both can print in a wide range of typefaces.

There's no question that, given the choice, every business would choose a LaserWriter or a LaserWriter Plus.

The question is, which would they choose?

On the one hand, there's our original LaserWriter. It prints in four type families: Times™, a standard in the publishing world. Helvetica™, popular for business applications. Courier™, for the look of a typewriter. And Symbol™, a set of scientific and Greek characters.

Alternatively, there's our new LaserWriter Plus, with seven additional type families. Classics like Palatino™, ITC Bookman™, and New Century Schoolbook™. Contemporary faces like ITC Avant Garde™ and Helvetica Narrow. Script-like ITC Zapf Chancery™. Not to mention ITC Zapf Dingbats™, a whole library of stars, bullets, boxes and other useful symbols.

Type families aside, though, the two LaserWriter printers have quite a lot in common.

Both can print text in italics, boldface, underline, outline, shadow, or a combination of styles – say, bold italic.

Both turn out text and graphics at the astonishing resolution of 90,000 dots per square inch – that's four times the resolution of ordinary laser printers (22,500 dots per square inch).

Both can print on plain copier paper, letterheads, labels, envelopes, and overhead transparencies.

And both can be very cost-effective solutions to an entire workgroup's printing needs. Thanks to its built-in AppleTalk connection, you can hook up as many as 31 Apple Macintosh Plus computers – even an IBM PC – to a single LaserWriter.
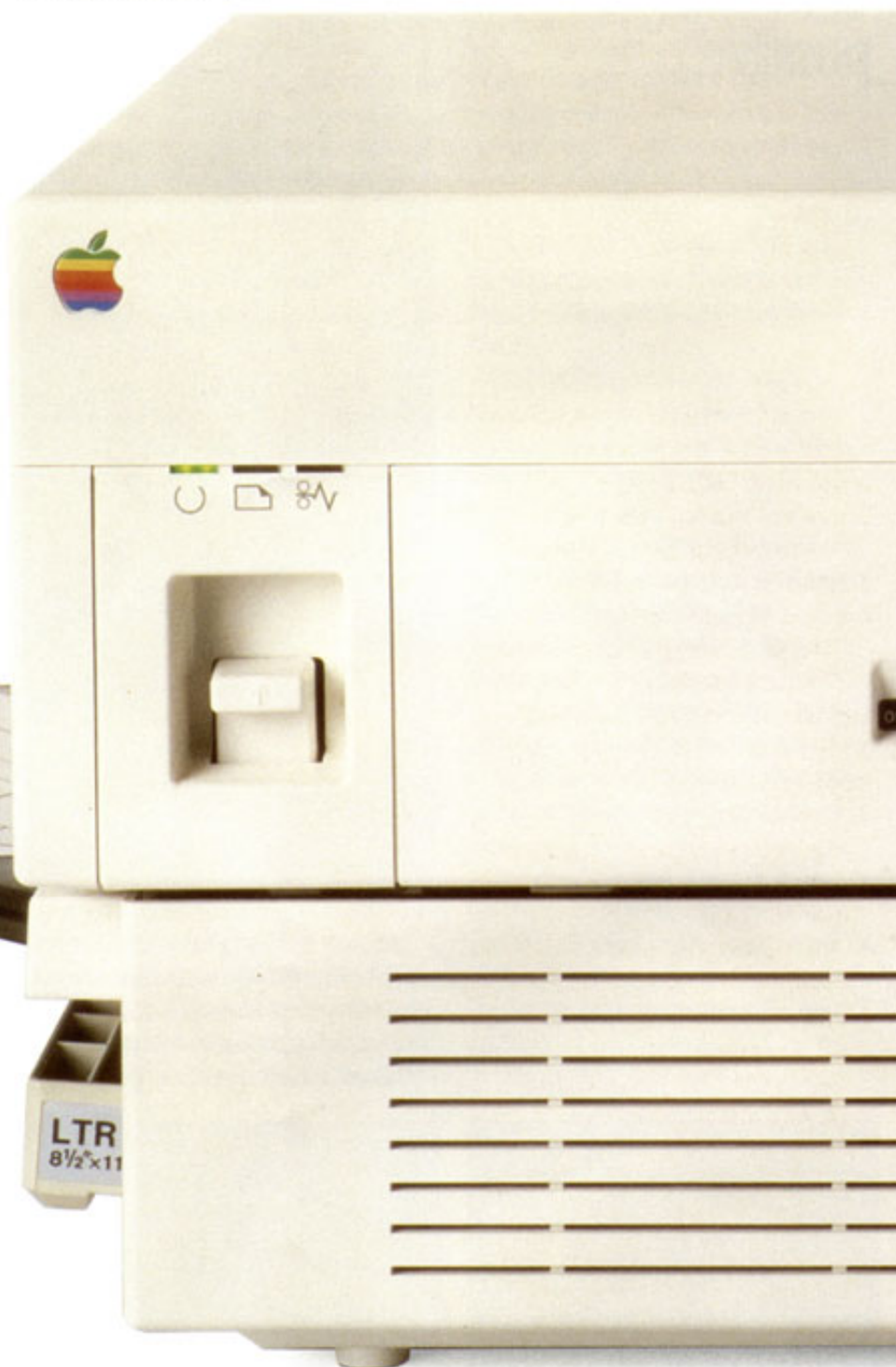
This just proves that with the right computer, anything is possible.

Nearly all business people have something in common: most of their time is spent working with information.

Organising it. Analysing it. And presenting it.

Granted, just about any personal computer can do a fairly competent job helping you at these tasks. Which is fine, if "competent" is all you want to be.

Otherwise, you'd do much better with an Apple Macintosh Plus on your desk.

It has a way of displaying information so clearly – and letting you manipulate that information so quickly – that you have no choice but to be more productive.

For instance, with a database program such as Omnis 3™, you can efficiently collect and store all sorts of information: names, dates, sales, products, whatever. Then you can cross-reference that information to find, say, which customers bought more than £10,000 worth of product X last December. And print it all out in a customised report format.

If you work with numbers, you'll undoubtedly work better with Microsoft™ Excel™. It combines a huge spreadsheet with a powerful database and extensive graphics capability. You can translate a year's sales records into a spreadsheet for analysis, and then turn it all into an instantly comprehensible graph to forecast future trends.

As much time as you spend writing memos, letters, and reports, it's a wonder you've survived this long without a program like Microsoft Word. Word lets you enhance your documents with different type styles and sizes. Create footnotes and form letters. And mix text with graphs, charts, and drawings.
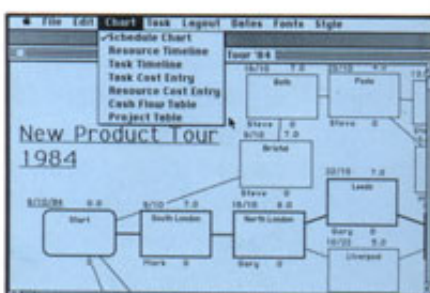
Then there's Jazz™ from Lotus. Word processing, spreadsheet, database, business graphics, and communications – all on a single disk. So no matter how often you jump between tasks, Jazz keeps right along with you.
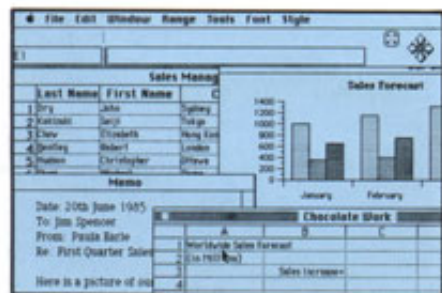
Jazz™ from Lotus.
Integrated business application.
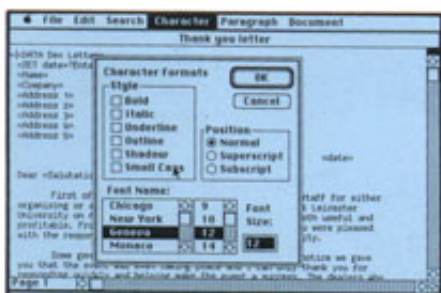
Microsoft™ Word from Microsoft.
Word processing.

MacProject™ from Apple™.
Project management.

to use any of your accounting information with other Macintosh software applications, such as spreadsheets, business graphics, databases or communications.

The Apple Macintosh Plus can even help you with project management.

With a program called MacProject™, you can put the most complicated projects into an "at-a-glance" flow chart. Then feel free to experiment – shift a starting point or move a deadline, and MacProject recalculates the entire flowchart. Automatically. It's never been easier to avoid bottlenecks.

And meet deadlines.

It all boils down to one simple fact: no other computer handles your business tasks as skilfully as the Apple Macintosh Plus.

Yet the real genius of the Apple Macintosh Plus isn't just that it lets you perform any one task better. It lets you perform all of them better.
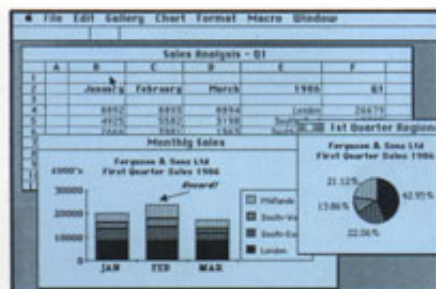
At the same time.

Just plug in a Macintosh Hard Disk 20 or any of several SCSI hard disks, and you can keep all your software, files, worksheets, and documents within a moment's notice of your screen.

Then add a program called Switcher™, and you can actually work with several applications at once, moving information from one into another with the greatest of ease.

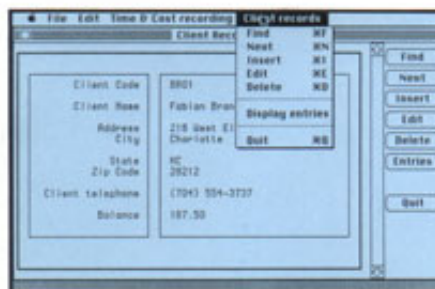So you can transfer notes from an outline to a report – or numbers from a data file to a spreadsheet – as fast as you can click your mouse.
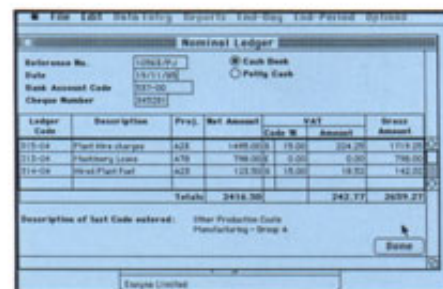
On the Apple Macintosh Plus – no problem.

On anything else – no way.

By now it should be clear that Apple Macintosh has the basics covered. But what about your special business needs?

All companies, large and small, have pretty much the same day-to-day accounting problems to contend with.

Apple Accounting℠ is fully integrated business management software that takes full advantage of the Hard Disk 20, enabling you to consolidate all your accounting functions on one disk.

And with the bonus that it allows you

Microsoft™ Excel™ from Microsoft.
Spreadsheet, database and graphics.

Omnis 3™ from Blyth Software.
Multiuser database.

Apple Accounting℠ from Apple™
Business management.

The beauty of the Apple™ Desktop Publishing System is how good it can make you look.

No matter how different your company is from its competitors, there's one place where you look pretty much the same.

On paper.

But bring an Apple Desktop Publishing System into the office and watch what happens.

Your correspondence looks more professional. Your reports are more persuasive. Your presentations stand out from the crowd.

In other words, you look smarter.

Now, before you conjure up images of typesetting machines, drafting tables, and printing presses, we should mention that an Apple Desktop Publishing System is really no more than the Apple Macintosh, Laser – Writer, AppleTalk and Macintosh software.

Nonetheless, it can set an entirely new standard of quality in all your company's printed material. From memos, to manuals, to major proposals.

The document on this page was produced by an Apple Desktop Publishing System. Exactly the way you see it. With no doctoring, no retouching, no photographic tricks.

Owning the LaserWriter printer is like having an art department and a typesetter in your office. On your desktop, as a matter of fact. An Apple Desktop Publishing System makes your business papers look good. While it makes your business look good on paper.
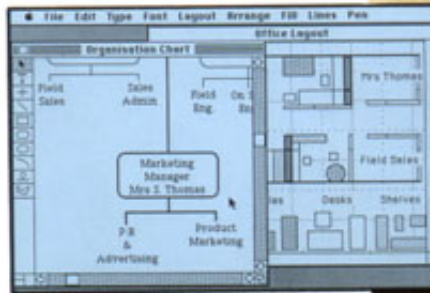
Let's say you're saddled with the task of producing a full-blown client presentation. There are overheads to make, charts to draw, proposals to print, sketches to show.

Don't panic. Everything you need is right on your desk.

Use graphics software such as
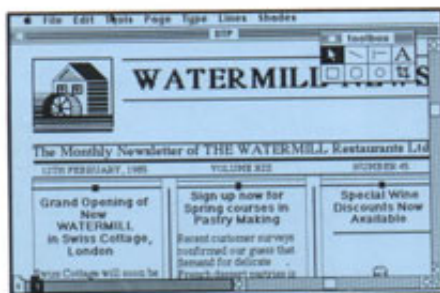
PageMaker™ from Aldus.
Electronic document preparation.

MacDraw™ from Apple™.
Graphics program.

MacPaint™ and MacDraw™ to produce your illustrations – picture-perfect organisation charts, product drawings, territory maps.

Then count on the LaserWriter to quickly print your masterpieces directly onto overhead transparencies.

Move on to the written proposal, with

key points. Illustrate your text with the very same charts and drawings you created for the overheads. And for the coup de grace, use MacPaint to design a fancy title page.

Congratulations. It's done.

All without a single typesetting bill.

Admit it – your mind is already racing through all the ways you could put an Apple Desktop Publishing System to work. Business reports, technical manuals, flyers, pamphlets, price lists, labels, specification sheets, course literature, concert or convention programmes, event calendars, bulletins, mailings, and so on.

The Apple Desktop Publishing system can even make short work of that most dreaded of corporate nightmares: the monthly newsletter. Here's how.

Using a sophisticated page-composition program called PageMaker™, you can design the entire newsletter layout – columns, graphics, headlines, and all – just by using your mouse.

When you're ready to paste in articles, PageMaker automatically fits the text into the layout. You can see instantly if a story needs to be longer or shorter.

Finally, use MacPaint to edit photos brought in through a digitizer. Spruce up the page with ready-made borders and illustrations, courtesy of clip art software such as ClickArt™.

And because LaserWriter speaks PostScript™ – the same page-description language as high-end typesetters such as the Allied Linotronic™ – you can actually have the finished product typeset directly from your disk.

The Apple Desktop Publishing System.

It puts more control in your hands. More money in your pocket. More time on your calendar.

And more quality in everything you do.

a powerful word processor like MacWrite™ or Microsoft Word. You have a full range of type styles and sizes to choose from, so feel free to add emphasis to headings and

WATERMILL NEWS

The Monthly Newsletter of THE WATERMILL Restaurants Ltd

12TH FEBRUARY, 1985

VOLUME XIII

NUMBER 45

Grand Opening of New WATERMILL in Swiss Cottage, London

Swiss Cottage will soon be the proud host

Sign up now for Spring courses in Pastry Making

Recent customer surveys confirmed our guess that demand for delicate

Special Wine Discounts Now Available

Only the most powerful are this well connected.

With the Apple Macintosh Plus you can communicate with business people anywhere. Whether they're across the hall or across the country.

Of course, a lot of computers can do that.

But only the Apple Macintosh Plus has the power to access important business information, integrate it into a Macintosh application using cut-and-paste, and then print it out on a LaserWriter with spectacular results. All while employing the same user interface that's present in all Apple Macintosh applications.

In other words, the same qualities that make the Apple Macintosh Plus a powerful personal computer also make it a powerful communications or network workstation.

Beginning with our own AppleTalk network, a natural choice for small workgroups.

Setting up an AppleTalk network couldn't be easier. Everything just snaps together. In a matter of minutes, you can connect up to 32 Apple Macintosh computers, IBM PCs, and peripherals such as the LaserWriter.

If one of those peripherals is a disk or file server, everyone in the group can have access to the same storage of files. And you can choose from a variety of third party servers – or turn the Apple Macintosh Plus into an AppleTalk server by adding a hard disk and Infosphere's MacServe™ software.

To extend your network throughout a department, or the entire office, connect your AppleTalk workgroups to a backbone network, like Ethernet™, by adding 3Com's 3Server™. It gives your growing network up to a huge 430 megabytes of shared storage, tape backup to protect your data, and the Apple Macintosh – IBM PC connection. It also lets you bring together up to 40 AppleTalk networks – that's more than 1,200 Apple Macintosh Plus computers.

If your company has a mainframe, the chances are it's on speaking terms with the Apple Macintosh Plus, too.

With an Apple Modem and MacTerminal™ software, your Apple Macintosh Plus can communicate flawlessly with virtually any brand of mainframe or minicomputer. IBM, Digital Equipment®, Data General®, Hewlett Packard® and Prime®, to name a few.

And unlike any other personal computer, the Apple Macintosh Plus actually lets you enhance your mainframe's data. With Macintosh-quality graphics, typefaces, and powerful software applications.

Now that you're communicating so well within your building, we'd like to offer a suggestion.

Step outside.

The Apple Macintosh Plus connects to the rest of the world too. Through our Apple Modem. And because the Apple Macintosh Plus is so simple and straightforward to use, you can move through on-line services quickly and save yourself connect time charges. But while you're on-line, you can access news services for the latest information about what's happening in government and business, or even connect to your overseas or regional offices and send data any time of the day or night.

All of which proves that while other personal computers can be connected, no other personal computers can be connected so well.

MacTerminal™ from Apple™.
Data communications program.

Vicom™ from AM Computer Technology.
Data communications program.

The power to succeed belongs in the right hands. Yours.

Make a computer that can do more, and people will do more with it. And the more they do with the computer, the better an investment it is.

Which is an excellent description of the Apple Macintosh Plus.

Fortunately, getting an Apple Macintosh Plus of your own is almost as simple as using one. If you qualify, the Apple Credit Card can get you an Apple Macintosh Plus the very same day you apply. Written details are available upon request. Apple Computer (UK) Limited are licensed credit brokers.

There are more than 175 authorised dealers around the country who will be happy to show you just how much more computer the Apple Macintosh Plus really is. And how much more you can do with it.

Which, when you think about it, is more than enough reason to buy one.