



David Carson  
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# SUDDENLY THERE'S AN EXPLOSION IN YOUR HEAD.

*You* see colors, hear sounds. Something has inexplicably touched you.  
*Congratulations. You have just been inspired.*

So now what do you do? *Bring it to life.*  
On paper, on screen, on a scale never before imagined.

With words, with movement, with a heart-stopping  
new power like never before. *You don't know*  
*where it came from. Or where it's going.*  
But you know how it will get there.

## MACINTOSH.

*Master the Media.*

Inspiration happens. In David Carson's case, inspiration happens a lot. Fortunately for David, what he sees on his screen is never very far from what he sees in his mind. Power Macintosh<sup>®</sup> computers help him explore just about anything he can imagine. His groundbreaking design work for *Surfer* and *Ray Gun* magazines—as well as for clients like AT&T, Nike and Pepsi—confirms it. But the Power Mac<sup>®</sup> is also flexible enough to change when David's ideas do. So he can take his concepts and easily reexpress them in new mediums—from film to the Internet. It's the kind of freedom that allows him to push not only the limits of his computer, but the limits of his creativity. Authoring web sites. Manipulating graphics. Altering video. It's never been easier for David to create the work he's known for: the kind that never existed before.



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