Introducing Windows 95.
It lets you use more than eight
characters to name your files.

Imagine that.

Introducing Windows 95.
It lets you drop files anywhere
you want on the desktop.

Imagine that.

Introducing Windows 95.
It has a trash can you can open
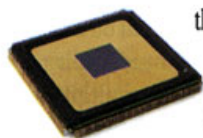and take things back out of again.

Imagine that.

Imagine this.

For people who don't use a Macintosh® computer, the most significant development in years has finally arrived. It's very big news. It's called Windows 95.

Yes, Windows 95 makes it easier for people to use their computers. It's a little more graphical. A little more intuitive. It even has a trash can.

In short, it makes a PC more like a Macintosh—you know, the Macintosh we built back in 1984. But compare a PC running Windows 95 to the Macintosh of 1995, and you'll discover a decade of difference.

A new kind of power.

In a recent independent study, for example, the RISC-based Power Macintosh™ 9500 outperformed a 120 MHz Pentium-processor-based PC running Windows by 63% on average. When running scientific and technical applications, the Power Macintosh advantage climbed to 80%. While for power-hungry graphics applications, the Power Mac™ was more than twice as fast.*

Why does the average person need this kind of power on his or her desktop? Because—as both Microsoft and Intel are quick to point out—graphics, multimedia and interactive media will play a huge role in the future of personal computing. What they *don't* point out, of course, is that Power Macintosh delivers the power you need for these advanced, processing-intensive applications, today.

A computer you can use.

Of course, all the raw power in the world is worthless if you can't use it. That's why every Macintosh is so easy to set up and use. That's why every new Mac™ includes an innova-tive help system that doesn't just answer your questions, but shows you what to do, where to click and what to type to get things done. And why we make it so easy to create Internet connections, install multimedia software and set up entire new networks from scratch.

The way beyond multimedia.

For many of the companies that design and manufacture PCs (or write operating systems for them), the biggest challenge of all is simply getting multimedia to work.

Meanwhile, ordinary people who turn on a Power Mac can do a lot more than run snappy new multimedia titles. They can create 3-D graphics, use voice recognition, videoconference across continents, even get started with virtual reality—all at the touch of a few keys and a click of a mouse. Because you can get these so-called "future" technologies in a Power Macintosh, today.**

A new choice.

The next time you hear the skeptics say, "But a Macintosh won't run the software we need," tell them this: There's now a Macintosh—the Power Macintosh 6100/66 DOS Compatible, to be specific—that runs everything a Macintosh can run, *plus* thousands of programs for Windows and DOS. Then, if they ask you about hardware compatibility, tell them how the PCI slots built into the new Power Mac accept standard PCI cards.

If they want to know more than that, tell them to look it up on the World Wide Web, at http://www.apple.com. Who knows, they just might get a peek at what Windows will look like in another decade or so. Imagine that.