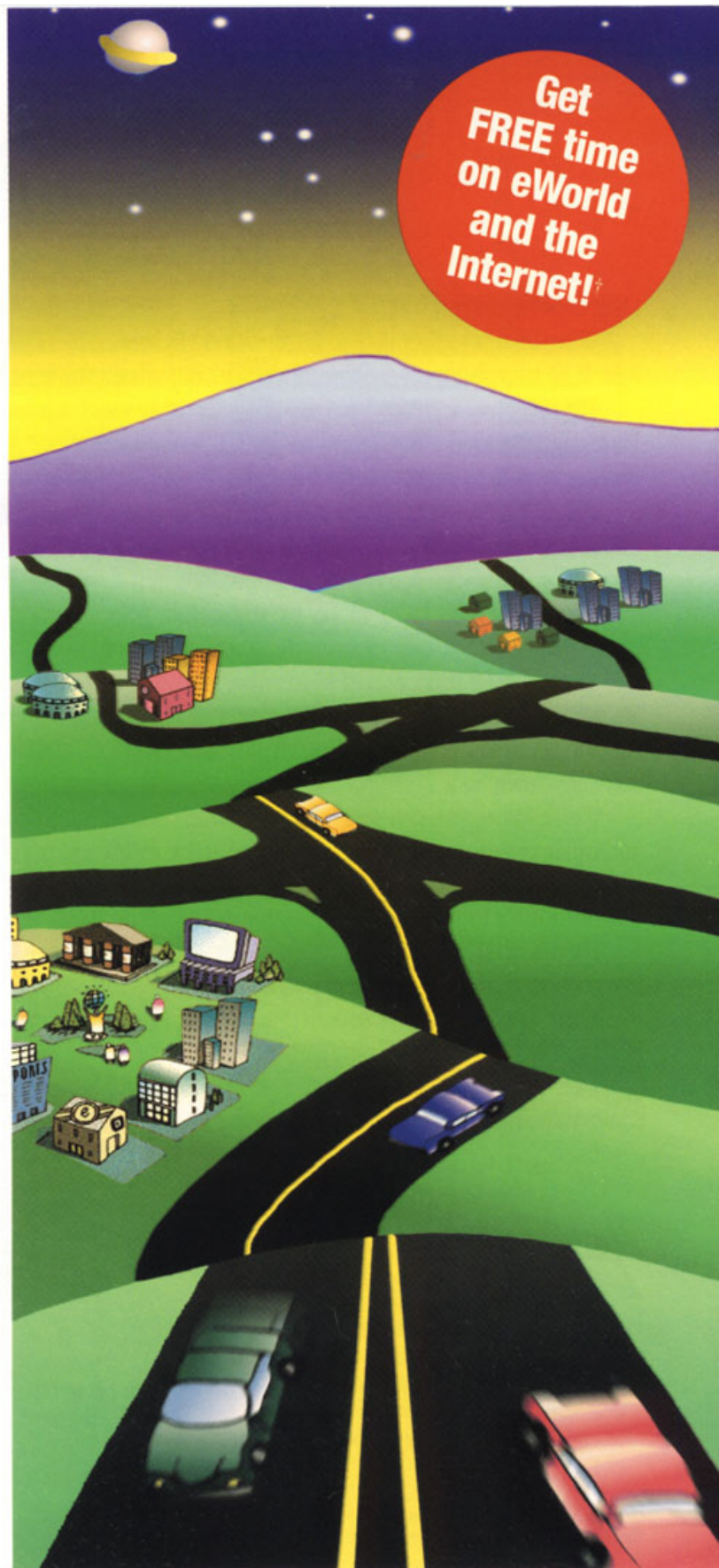


The Apple Guide to the Information Highway

*How to get on-line with eWorld
and the Internet.*



eWorld
Apple's On-line Service



Starting here, you

Dear new Macintosh user:

We've all read about it: The Information Highway. The Digital Revolution. The Interactive Age. It all sounds pretty exciting, doesn't it? But what's the best way to see if it works for you?

At Apple, we've created an easy and affordable way for you to get on the Information Highway. It's called eWorld. And it's already loaded onto your Apple Macintosh computer, waiting for you to sign on and explore.

eWorld is Apple's on-line service. So it gives you the most helpful on-line information about your new Macintosh computer that you can get—anywhere. And it also makes it simple for you to get onto—and use—the Internet.

But eWorld is also a lot more. We've carefully selected information from all over the world that covers just about everything you can imagine—and it's constantly updated. You'll find a world-class collection of shareware, freeware, and demos for your Macintosh or Power Macintosh computer, or Newton MessagePad PDA. There's excellent hardware and software support. And you get U.S. and international stock prices, design tips, global news, and software downloads.

With eWorld, you can send electronic mail around the world—to people on the Internet and other on-line services, and, of course, to other eWorld users. Or you can join the neighborly eWorld community in conversation about topics ranging from the latest book by your favorite author to politics, gardening, or your favorite sport.

There's no better time than now to take your first ride on the Information Highway. If you choose to subscribe (and we're pretty confident you will), eWorld is affordable—and the direct Apple computer support* and Internet access come at no extra charge. Your first hours on eWorld are absolutely free!†

We think you'll find Apple's neighborhood on the Information Highway a place you can call home. And we hope to see you on-line.



Peter Friedman

General Manager, eWorld

P.S.—Get on the Information Highway tonight: Sign on to eWorld—it's free!†



*May not be available in all countries.

†See the enclosed passport insert card for details on our free trial offer.

can go anywhere.



Get on the Internet today.

eWorld gives you immediate access to the Internet and a wide world of useful and up-to-date information. And it makes it easy to get around the Internet with tips and advice.



Direct, on-line computer support from Apple.*

Because eWorld is from Apple, it's the best place to get quick and comprehensive information about your new Macintosh from Apple's professional computer support staff. We're on-line waiting to answer your questions personally.

*May not currently be available in all countries.



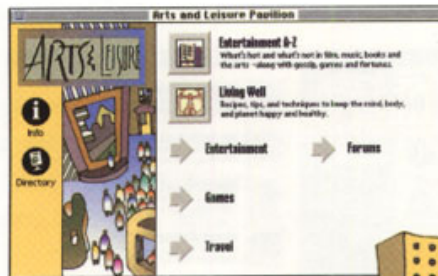
Making the most of the Information Highway.

#1: Your eWorld name is your Internet address.

You can use your eWorld name as your primary Information Highway address (example: bobsmith@eworld.com) and receive mail from the Internet and other on-line services. Be sure to put your eWorld name on your business card so people can reach you anytime.

eWorld: The best neighborhood

eWorld offers up a wide range of information, from great on-line support for Macintosh computing to easy Internet access. And because it's from Apple, you can rest assured that it's easy to use.



The entertainment center is down the street.

Everything from multimedia kits from the latest films to insightful reviews of films, plays, music, and literature.



Great shopping is just a second away.*

New Macintosh products, computer accessories, gifts, food, and more—all can be delivered wherever you like. You can even purchase airline tickets and make hotel reservations.

*Some products may not be available in all countries.



#2: Get your colleagues, friends, and family on-line.

eWorld citizens often find that electronic mail can be a lot cheaper than long-distance calls, and that they keep up much better with coworkers, friends, and family when they're all on-line together. And it sure beats voice-mail and answering machines. So find out the e-mail addresses of your friends and coworkers—or better yet, get them on eWorld.

#3: Participate!

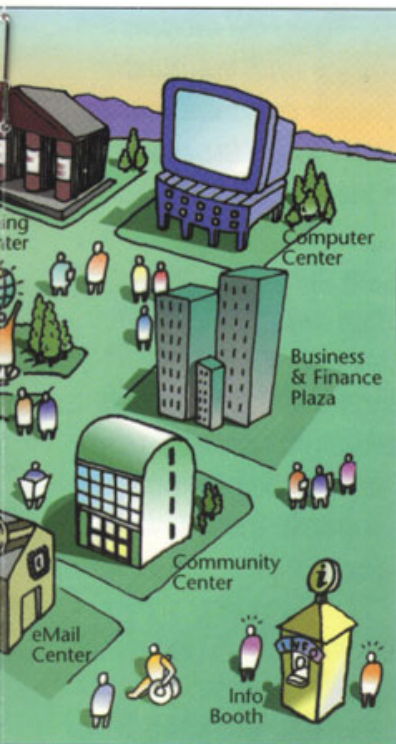
The on-line world—unlike television—isn't about passive watching. It's about being part of a community, participating in the evolution of this new electronic forum. So take part in a conference with your peers, join a well-known guest speaker in one of the auditoriums, send an e-mail message to a political representative, or start your own discussion.



Hop onto the Internet—anytime.

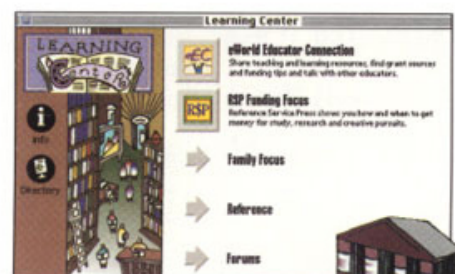
The rich and wild array of information on the Internet is just a mouse-click away. In fact, eWorld provides tips, guides, and background material so you can find your way around the world's most comprehensive source of information.

ed on the Information Highway.



Macintosh support in your own backyard.

eWorld is your direct connection to support information from Apple and other software and hardware companies. It's also where you'll get the best shareware, free-ware, and computer referral information anywhere.



A Learning environment for the entire family.

The Learning Center features life-long learning activities for everyone. There are parenting forums, libraries of references and resources, tips on taking college exams, children's activities and more.



The town meetings are exciting.

eWorld is a global community of thoughtful people who want to hear from you. Join on-line conferences, forums, and discussions on topics from publishing techniques to tips on power usage from the experts. You can even arrange to have conference meetings on-line!



The financial experts live next door.

Business, financial, and management insights are at your fingertips. And the up-to-date worldwide financial news keeps you abreast of events that can affect your investments.



The latest news on your virtual doorstep.

eWorld keeps you in touch with up-to-the-minute news (even the latest sports scores) from wire services, newspapers, and magazines from around the world.



The postman works all day, every day.

It's easy to send electronic mail to users of the Internet, eWorld, and other on-line services. You can also send electronic files to your colleagues on eWorld.



OK, start your engines. H

Now that you've got an idea of what's in store for you on the Information Highway, it's easy to get connected. In fact, your new Macintosh computer probably has everything you need built in. Come on and try it today.



Getting Started

Find the folder labeled "eWorld On-line" on your Macintosh hard disk. Double-click the folder to access the eWorld program. If the eWorld icon is not visible, please call the eWorld Assistance Center to request a free eWorld starter kit. The number is located on the passport insert card, included in this brochure.



#4: Explore with a map.

The wealth and depth of information on the Information Highway can be overwhelming sometimes. So give yourself some time to explore. Both eWorld and the Internet have directories that explain what's new and popular on the services—use them to explore the latest in on-line offerings.

#5: Think of it as a library that's always open.

Make use of the software libraries, up-to-date encyclopedia, dictionaries, and reference libraries on-line in eWorld and the Internet—ready to give you answers to your questions. Never before has so much timely information been at your fingertips.

Note: Do not connect the modem to your Macintosh until you turn them both off. After connection is complete, restart your Macintosh and turn on your modem.

Double-click on the eWorld program icon.



The eWorld registration window appears first. You can now begin the registration process. Before you start, be sure that you have the following information ready:

- Your choices for your eWorld name
- Your modem name and model and the highest speed at which it can operate
- Your registration number and password (which are located on the passport insert card included with this brochure)

Getting Connected

To begin registration of a new eWorld membership, be sure your modem is connected to your Macintosh, and the telephone line is connected to the modem phone jack*. If your Macintosh has a built-in modem, connect your telephone line to the appropriate port on the back of your computer. For more detailed instructions, check the information that came with your Macintosh and with your modem.

*In some countries, local telecom or government approval may be required.

Here's how you get on-line.

- Your valid VISA, MasterCard, American Express, or Discover Card account number and expiration date.**



- Click the Info Booth to find out all about eWorld, including your billing information and the hottest eWorld tips. Be sure to browse the eWorld Weekly News for the latest on-line events.



Complete the registration process by filling in all the required information in every dialog box. When you're finished, you will have entered eWorld for the first time. The adventure begins.

Exploring

Where do you start? We suggest you use the Membership menu to fill out your eWorld Profile, so your friends and coworkers can find you. Then follow these directions:

- Click the Community Center to join conferences that let you talk about new ideas while you make new friends.



When you want to conclude your explorations, open the Places menu and select Disconnect from eWorld. After you disconnect, you can still investigate the Info Booth, compose e-mail messages, and more. When you are finished, open the File menu and select Quit.

**Some countries require a valid international credit card.

- Click any building in the eWorld town square to go inside. Once there, you can click icons and buttons to explore all the features and services.

REGISTRATION TIPS

Lost the passport information?

Check the back of the passport insert card (included with this brochure) for a registration number and password. If you've misplaced the card, call the eWorld Assistance Center to get one—free! You'll find the phone number listed in the Info Booth located in the eWorld program.

Wondering if you can use your present modem?

eWorld can use a great number of different modems. If you can't find your modem listed in the eWorld registration Modem menu, select Generic or Hayes Optima/Ultra.

Do you have one of these modems?

Certain qualifications affect use of the following modems: Express modem and PowerPort, Global Village Bronze 24/96, MultiTech modem, GeoPort modem, or any 14,400 or 28,800 bps modem. If you're using one of the listed modems, be sure to read the 1.1 Getting Started file in the eWorld 1.1 folder (located with your eWorld software application on your hard disk drive) for special instructions.

Can't connect to eWorld?

If the spinning "e" just spins and spins, hold down the  key and type a period (.) to cancel the connection. Wait a few minutes and then try again.

Bring your friends and coworkers along for the ride.

If your work colleagues, family, or friends aren't on-line, they should be. It's the best way to stay in touch with people who are far away—or even down the block. You can exchange messages easily without the hassle of voice-mail, call a staff meeting with people from around the world, or have family conferences on-line.

Once you're on-line, it's easy to sign others onto eWorld. Just visit the Info Booth and request a free starter kit. Order today and they'll get free time on-line, too.



eWorld
Apple's On-line Service

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“eWorld is a great place to get help when you have problems with your computer or software. Now we even have Ask Apple. I asked them a question this morning and I'll get an answer by tomorrow.”*

JFM
Freelance artist



#6: Have fun!

eWorld offers a wide assortment of games—adventure games that will help you get away from it all, and educational games that are great for kids. There's even on-line group competition that's always fast, fun, and challenging.

#7: It's great for kids, too.

eWorld is loaded with activities for children and teenagers. And the Internet can also be a great resource for younger students. But we encourage you to monitor your children's on-line activity—just as you would manage your children's other social activity. There may be some information or communities you wouldn't find suitable for them. With your help, we can ensure that their on-line experiences are valuable and enriching.

*May not be available in all countries.