



*Nothing makes manipulating complex 3-D images, media authoring, publishing and software development easier than the Power Macintosh® 9500 computer.*



*From the Autobahn to the Infobahn, Apple technology puts the BMW Z3 roadster on the world's fastest highway.*



*With innovative Apple technology such as QuickTime® VR, the BMW web site is turned into a virtual reality. Explore the roadster inside and out by moving forward and backward, panning left to right, up and down. Just about the only thing you can't do is kick the tires.*



**More multimedia Internet sites are created on Macintosh than on any other computer.**



# Once again, BMW showcases some of the world's best technology.



QuickTime movies. Digital videos so realistic that the only thing missing from taking the Z3 roadster for a test-drive is the wind in your hair.



To serve up their web site, BMW uses the Apple® Internet Server Solution, one of the easiest ways to put a site on the Net and powerful enough to handle over 200,000 hits per day.

Only in this case we're talking about BMW's amazing new web site. The web site that actually lets you test-drive the Z3 roadster in the comfort of your living room. And how did BMW put one of the most innovative web sites on the Internet? With Apple technology, of course. As Jim McDowell, VP of Marketing at BMW of North America, puts it, "We wanted our web site to have the same performance and excitement as our BMW products. Apple was the perfect partner." So visit [www.bmwusa.com](http://www.bmwusa.com) to check out some technology that really moves. Oh yeah, and while you're at it, check out the car.

**Macintosh® for webmasters, webcasters and websurfers.**



[www.apple.com](http://www.apple.com)