



Why Macintosh?

Why do people who use Apple® Macintosh® computers every day enjoy working with them so much—and find that they're much more productive in the process?

Is it because Macintosh computers are so easy to set up, learn, and use? Or because Macintosh applications all work in the same consistent, intuitive way? Or because every Macintosh comes with built-in networking and file-sharing capabilities?

Or is it simply because once people use a Macintosh, nothing else will do?

Every day, thousands of people discover the advantages of Macintosh for the first time. And catch a glimpse of its magic.

Here's why.

The desktop. The working area on the Macintosh screen is called the desktop. It contains icons, or pictures, that represent the programs and information you work with. Macintosh lets you work with these icons directly, making it easy to start a program, copy a disk, or organize

Macintosh Basics

your files. This helps to ensure that Macintosh makes sense to you from the first time you use it.

If you ever need assistance, you can use Balloon Help,[™] a feature of the Macintosh system software. With Balloon Help, you can move the cursor to an object on the screen, such as a menu command, a tool, or an icon, and a "balloon" will appear that describes the object.



Some hard facts about Macintosh. Every Macintosh features these key components:

- The Apple SuperDrive,[™] a floppy disk drive that can read from and write to Macintosh, MS-DOS, and other 3.5-inch disks.*
- A SCSI (Small Computer System Interface) port, which allows you to connect up to seven peripherals, such as external hard disks, scanners, and CD-ROM drives.
- A LocalTalk[®] serial port, which enables you to connect a printer or create an AppleTalk[®] network simply by plugging in connectors.
- An Apple Desktop Bus[™] port, so you can use your choice of input devices, such as a mouse, a keyboard, or a stylus.

* The Macintosh PowerBook 100 is available with an external Apple SuperDrive.

What is System 7?

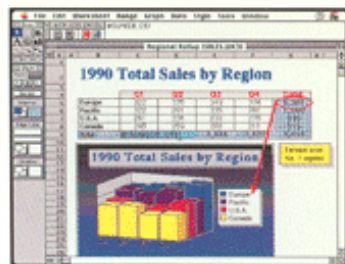
System 7 is the latest version of the system software that comes with every Macintosh. It makes many of the easy-to-use features of Macintosh even easier to use. System 7 also offers exciting new capabilities, some of which are described on the next few panels.



Something for every-

one. Today software applications are available for Apple Macintosh computers in virtually every area you can think of—from word processing, spreadsheet, and database programs to accounting, education, and computer-aided design programs. And they all work in basically the same way.

You'll find the commands you use, such as Cut, Copy, Paste, and Undo, in the same place in every program. And there's no need to guess about how they work: Commands such as Open,



Lotus 1-2-3 for Macintosh



Claris MacWrite[®] II

Applications

Print, Underline, Check Spelling, and Quit do exactly what you'd expect them to.

Other systems simply can't match this level of consistency among applications. That's why Macintosh has consistently been rated as the computer that's not only easy for people to use, but also the one they prefer to use.*

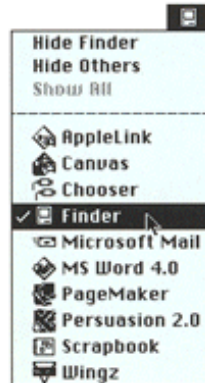


FoxBASE+[®] for Mac

Macintosh is up to the task. Macintosh computers feature multitasking, which means you can run several applications at the same time, and switch from one to another with a single click of the mouse. Most Macintosh computers can also take advantage of virtual memory, allowing you to work with larger files and to run more applications simultaneously—without purchasing additional memory.**

* Source: Macintosh or Windows 3.0?, a report by Diagnostic Research, Inc. (1991). For a free copy, call 1-800-446-3000, ext. 445.

** Virtual memory works on the Macintosh Classic II, Macintosh IIfx, and IIfx; Macintosh PowerBook 140 and 170; and Macintosh Quadra 700 and 900 computers.





File Sharing

Share and share alike.

Unlike many other personal computers available today, Apple Macintosh computers can easily share information with one another. Because every Macintosh includes AppleTalk networking software, you can create a network of Macintosh computers simply by plugging in an Apple LocalTalk cable.

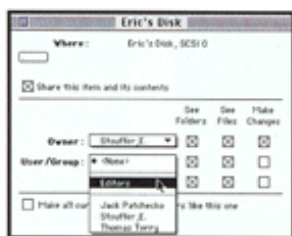
Macintosh is the first personal computer to make file sharing a standard feature. This means that if your Macintosh is connected to an AppleTalk network, you can share files and folders on your hard disk (or even your entire hard disk) with other computer users on the network. No additional hardware or software is required.

In network environments where many users share files, you can use AppleShare® Server

3.0 software to turn a Macintosh computer with a hard disk into a central, high-capacity file and print server, where data, documents, and applications can be stored, and printers can be shared and managed. Macintosh users on the network can get the information they need by using familiar point-and-click, copy-and-paste operations.



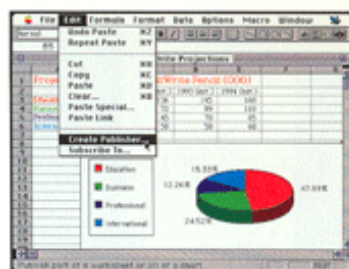
To begin file sharing with your Macintosh, you simply open the Sharing Setup control panel and click the Start button.



From this window, you choose which folders you want to share and which users or groups of users will have access to them. You can allow the users to make changes to the files, or merely see the files and review their contents.

Updating information automatically. Macintosh software has always made it easy to move information back and forth between applications. With System 7, many programs also take advantage of a new Macintosh feature called publish and subscribe.

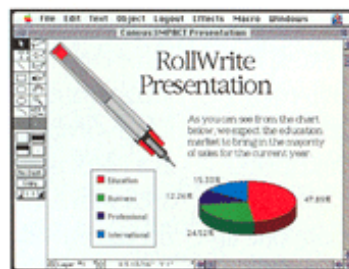
This feature enables you to create links between information, so that changes you make in a document are automatically copied to others. You can "publish" any part of a document, such as a paragraph, an illustration, a chart, or a range of spreadsheet cells. Then, from other documents—even those created with different applications—you and other users can "subscribe" to the original item. Any change you make to the item will appear automatically in the other documents—even across a network.



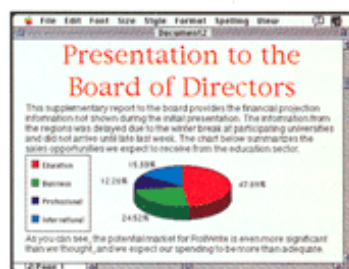
You can publish this pie chart so you can incorporate it into other work, such as a presentation.



Now you can subscribe to the chart from the presentation, which you're creating with a different application.



Now that you've placed the chart in the presentation, any changes you make to the original chart will appear here, too.



Other Macintosh users can subscribe to the chart and use it in their work, where it can also be updated automatically.

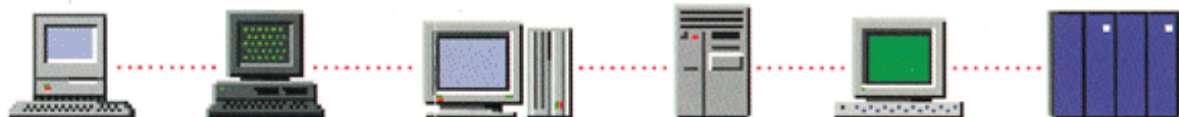


Compatibility

Macintosh: The most compatible personal computer.

Macintosh computers are compatible with MS-DOS systems in a variety of ways.* For example, using SoftPC software from Insignia Solutions or the Orange386 card from Orange Micro, you can run MS-DOS in a window on your Macintosh screen, right alongside your Macintosh applications. You can even copy and paste information between MS-DOS and Macintosh programs.

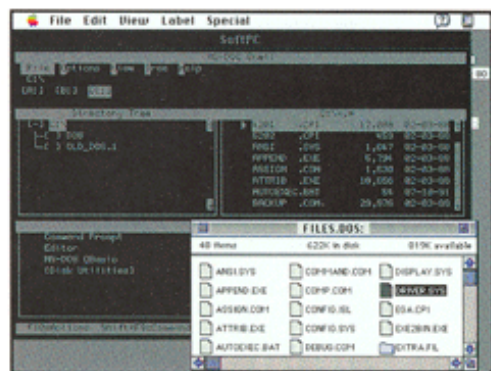
Many Macintosh applications can also work with files created in MS-DOS applications. For example, you can open the MS-DOS version of a Lotus 1-2-3 spreadsheet using a Macintosh spreadsheet program, such as



Lotus 1-2-3 for Macintosh,** Claris® Resolve™, Microsoft Excel, or Informix Wingz. You can also use file-translation software, such as MacLinkPlus from DataViz, to convert MS-DOS files to a format that can be opened by many Macintosh applications.

AccessPC software from Insignia Solutions allows you to display the contents of 3.5-inch MS-DOS disks on the Macintosh desktop, and to open the files directly from within Macintosh applications.

* For more information, call 1-800-446-3000, ext. 445, to request a free copy of "An Introduction to Macintosh/MS-DOS Compatibility."
** Available in fall 1991.



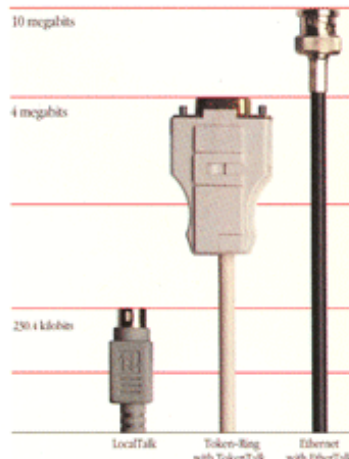
Here SoftPC is running MS-DOS 5.0 in a window on the Macintosh screen. In the smaller window, titled FILES.DOS, AccessPC is displaying the contents of a 3.5-inch MS-DOS disk inserted in the Apple SuperDrive.

Connectivity

The well-connected Macintosh. Every Apple Macintosh computer has the "plug and play" networking capabilities provided by the AppleTalk network system. AppleTalk allows you to choose the type of network that best suits your needs, making it an excellent solution for multivendor environments. It can be used to network Macintosh computers in small and large businesses, on college campuses, and in many other environments.

Introduced in 1984, AppleTalk is now one of the most widely used network architectures. Today there are more than 3 million AppleTalk nodes—computers, printers, file servers, and other computing resources—in more than 400,000 networks.

AppleTalk can be used to link as few as two Macintosh computers or as many as 16 million nodes, which can be Macintosh computers, MS-DOS computers, UNIX systems (including Sun and X Window System™ computers), Digital VAX™ minicomputers (using PATHWORKS™), and IBM mainframes (using Apple SNAps™ products).



AppleTalk works with low-cost LocalTalk networks as well as high-performance Token-Ring and Ethernet networks. It delivers the highest level of performance that the selected network can support.



TrueType™, Apple's advanced font technology, makes it possible to display crisp, sharp type on the screen in any size and to print it on different kinds of printers.

Complements of Macintosh. Apple Macintosh personal computers have long been known for their quality, innovation, and ease of use. That reputation has also been earned by Apple's display and printing products.

Graphics

For example, our displays are distinguished by their unprecedented brightness, clarity, and color fidelity.

Apple printers have set standards for quality and performance time and time again. For example, the Apple StyleWriter® printer delivers laser-quality printing at a surprisingly affordable price. And our high-performance LaserWriter® II printers set new standards for text and graphics by incorporating Apple printing technologies such as FinePrint™ and PhotoGrade™.

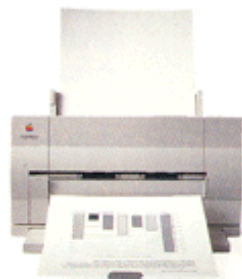
The Apple OneScanner™ enables you to produce high-quality scanned images with just a click of the mouse. And the AppleCD SC® Plus, a CD-ROM drive, provides you with easy access to hundreds of megabytes of information, including clip art, fonts, and stock photography.



AppleColor High-Resolution RGB Monitor



Macintosh 21-inch Color Display



Apple StyleWriter



Apple Personal LaserWriter NT



Apple LaserWriter IIg



Apple OneScanner

What kind of warranty is available?

All Apple hardware products come with a one-year limited warranty. Also available is AppleCare®, an extended service plan that protects your Macintosh investment after your warranty expires.

Support

What about service, support, and training?

Apple offers you a wide variety of service, support, and training options, which are available from Apple, authorized Apple resellers, and third-party partners. For information on these customer support products and services, you can request a free copy of the *Apple Guide to Service, Support, and Training*. Ask your authorized Apple reseller or send your name and address to Apple Guide to Service, Support, and Training, 703 West Housatonic Street, Pittsfield, MA 01201-9816.*

How about financing?

For those who qualify, we also offer financing options, including the Apple Credit Card, the Apple Business Credit Card, the Apple Business Lease, and the Apple Operating Lease. See your authorized Apple reseller for information on these programs.

Where can I get more information? For the name of the authorized Apple reseller or representative in your area, call 1-800-446-3000, ext. 445.



Apple Computer, Inc. 20525 Mariani Avenue Cupertino, California 95014

© 1991 Apple Computer, Inc. Apple, the Apple logo, AppleCD SC, AppleShare, AppleTalk, A/UX, EtherTalk, LaserWriter, LocalTalk, Macintosh, StyleWriter, and TokenTalk are registered trademarks of Apple Computer, Inc. AppleColor, Apple Desktop Bus, Apple SuperDrive, Balloon Help, FinePrint, Macintosh Quadra, OneScanner, PhotoGrade, PowerBook, SNA*ps, and TrueType are trademarks of Apple Computer, Inc. AppleCare is a registered service mark of Apple Computer, Inc. Classic is a registered trademark licensed to Apple Computer, Inc. Claris and MacWrite are registered trademarks, and Resolve is a trademark, of Claris Corporation. FoxBASE+ /Mac is a registered trademark of Fox Software, Inc. IBM is a registered trademark of International Business Machines. Lotus and 1-2-3 are registered trademarks of Lotus Development Corporation. MS-DOS is a registered trademark of Microsoft Corporation. NuBus is a trademark of Texas Instruments. PATHWORKS and VAX are trademarks of Digital Equipment Corporation. PostScript and the PostScript logo are trademarks of Adobe Systems Incorporated registered in the United States. UNIX is a registered trademark of UNIX System Laboratories. X Window System is a trademark of MIT.

Photography by John Greenleigh and Paul Matsuda.

* Offer good only in the U.S.A. while supplies last.

Product information is subject to change without notice. Mention of non-Apple products or services is for informational purposes only, and constitutes neither an endorsement nor a recommendation. Apple assumes no responsibility with regard to the selection, performance, or use of these products. All understandings, agreements, or warranties, if any, take place directly between the vendors and the prospective users.

Printed in the U.S.A. 9/91.450K/91533 V003253 RICE.DG 1/0074LLA

♻️ Printed on recycled paper.