

The most  
common myths  
about finding the  
best computer for  
your small business.

(and how to overcome them)





### **Reality**

The new Apple Small Business Power Macintosh systems deliver everything you need to run your business.

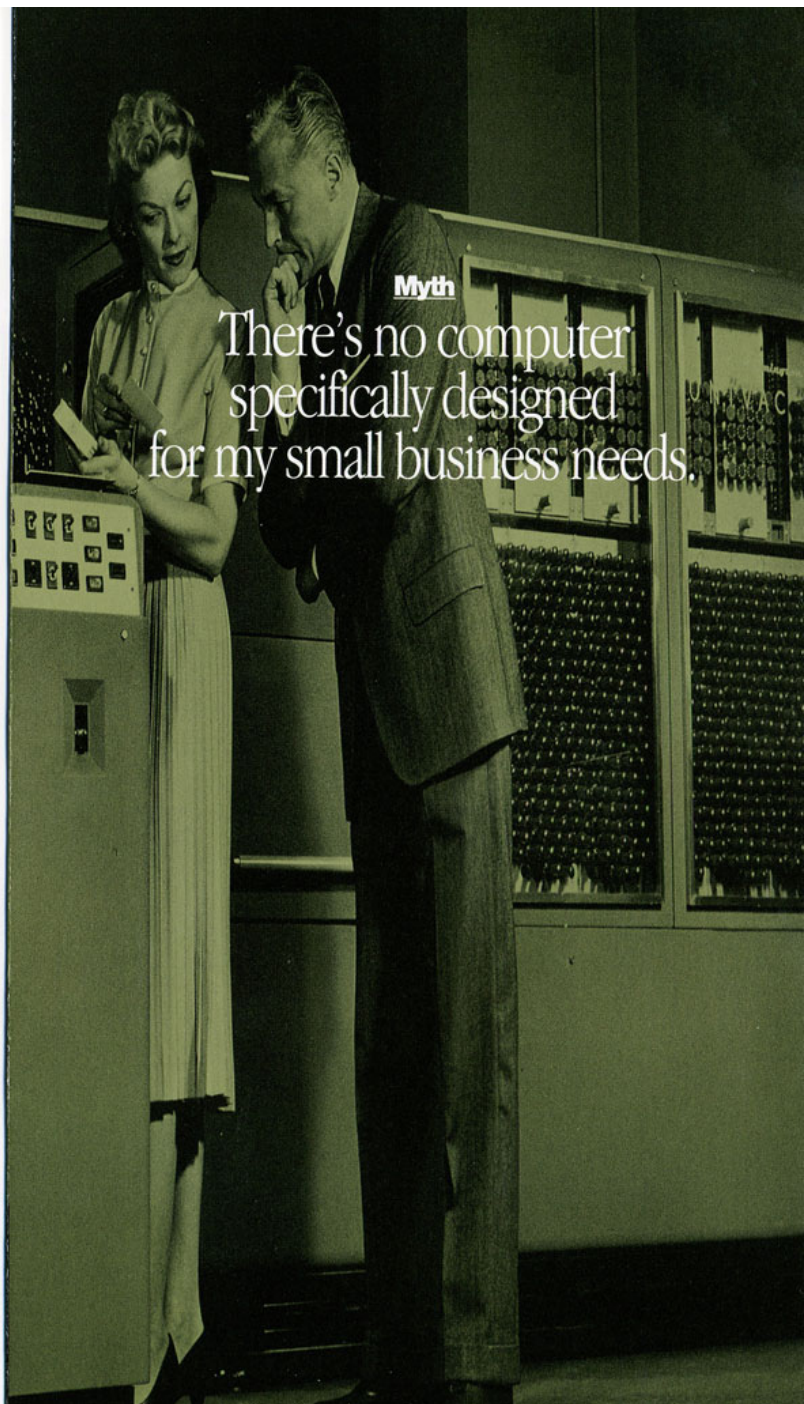
Starting and running a business can seem overwhelming at times. Which is why Apple® Macintosh® computers continue to play a dominant role in small business. As one of the easiest computers to set up and use, Macintosh allows you to get up and running quickly and doing more than you ever dreamed possible, with a minimum of learning.

Further proof comes with the Small Business Power Macintosh® 6500/250 and 4400/200. These are complete systems specially equipped to take on the often intense and extremely varied workload that comes with running a small business. And make it look easy.

- Each comes equipped with a high-speed 200 or 250 MHz RISC processor capable of taking on complex business tasks.
- You'll get 32 or 48MB of RAM, and 2 or 4 GB of storage, so you'll be able to run some of the most powerful suites of business applications right out of the box.
- The 33.6Kbps fax/data modem and Apple internet connection software give you everything you need (once you've made arrangements with an Internet provider) to search the Internet for marketing data, competitive information, and more. You can even put up your own web page.
- Plus these systems arrive with advanced technologies such as built-in 12x speed CD-ROM drive, speakerphone and digital voice messaging system with faxback and remote paging, and more.

### **Myth**

There's no computer specifically designed for my small business needs.





### **Reality**

Relax, we've installed a wide range of software to help you run your business, including Microsoft Office.

The Apple Small Business Power Macintosh computers offer a truly exceptional value. Because each comes with some of the best, most powerful business software you can buy. Which keeps you from hunting it all down.

Buy a new Small Business Power Macintosh system and you'll get Microsoft Office for Macintosh, version 4.2.1, with Essential Tools for Small Business. This version of Microsoft Office includes the world's best-selling word processor, spreadsheet, and presentation-graphics program, as well as an award-winning Internet browser, 9 volume CD reference library, business tools and templates, and more. You'll also get 11 other business applications, including BizPlanBuilder, Small Business Legal Pro Deluxe, Now Up•to•Date & Contact, and Norton Utilities, among others.

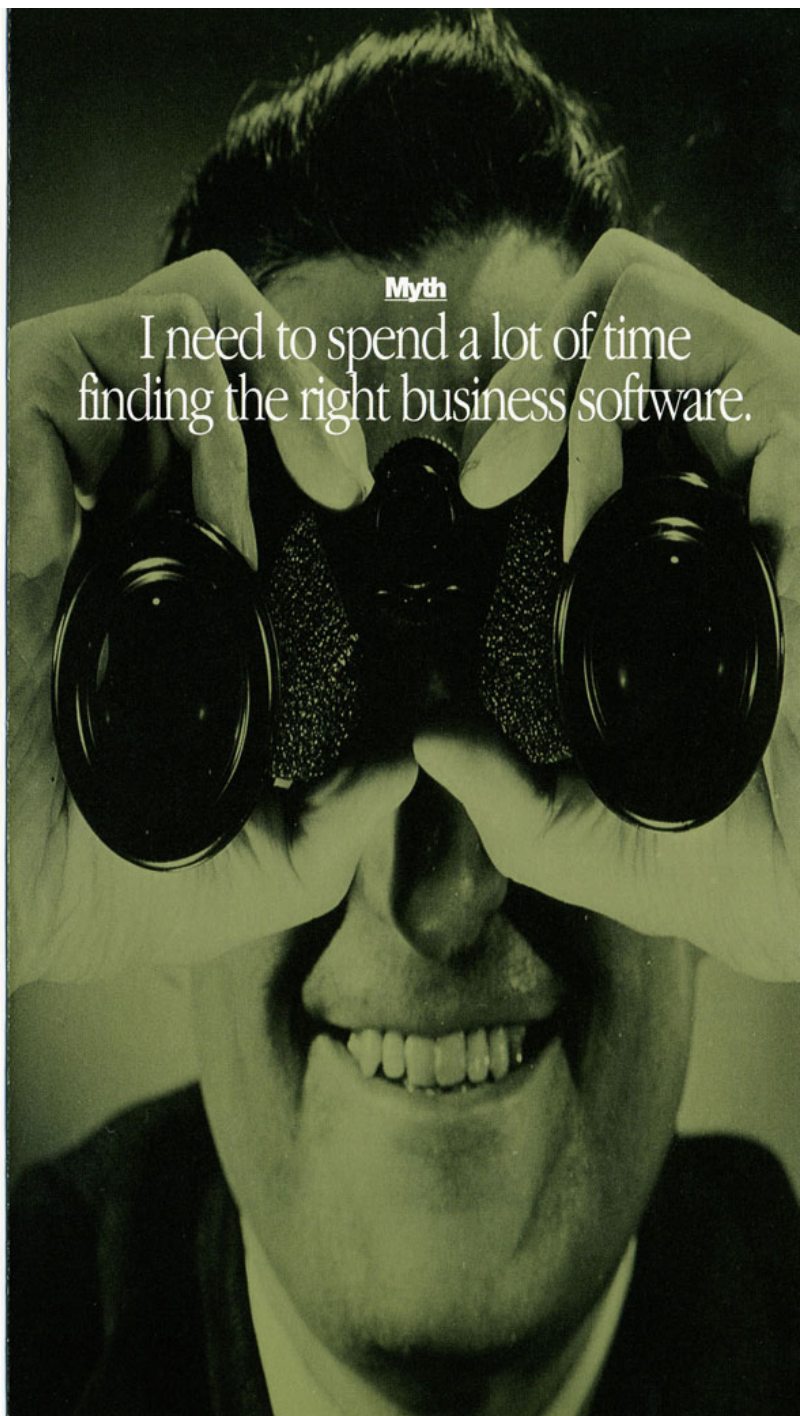
So from the minute you plug it in, you'll have what you need to develop a business plan; find legal advice; design your own stationery; log and track clients and important dates; get online; turn your computer into a fax and voice-mail center; create your own web page; and much, much more.

Plus, you'll receive a copy of Teri Lonier's book, "The Frugal Entrepreneur." And the Small Business Financial Solutions CD from Apple, with previews, reviews, demonstrations, and trial versions of the top financial software programs for small business.

**Microsoft®**

### **Myth**

I need to spend a lot of time finding the right business software.



### **Reality**

Be prepared to take home a great value, when you visit your local Authorized Apple Reseller.

As the owner of a small business, every investment is crucial to your success. So it pays to head directly to your Authorized Apple Reseller for a look at the new Apple Small Business Power Macintosh 6500/250 and 4400/200 systems. Whether you measure value in performance, increased productivity, reliability, affordability — or just want a solution that works so you can get back to running your business — your Authorized Apple Reseller has more of what you need.

Even more important, your Authorized Apple Reseller has the training and expertise to help you choose the best system for the unique requirements of your business.

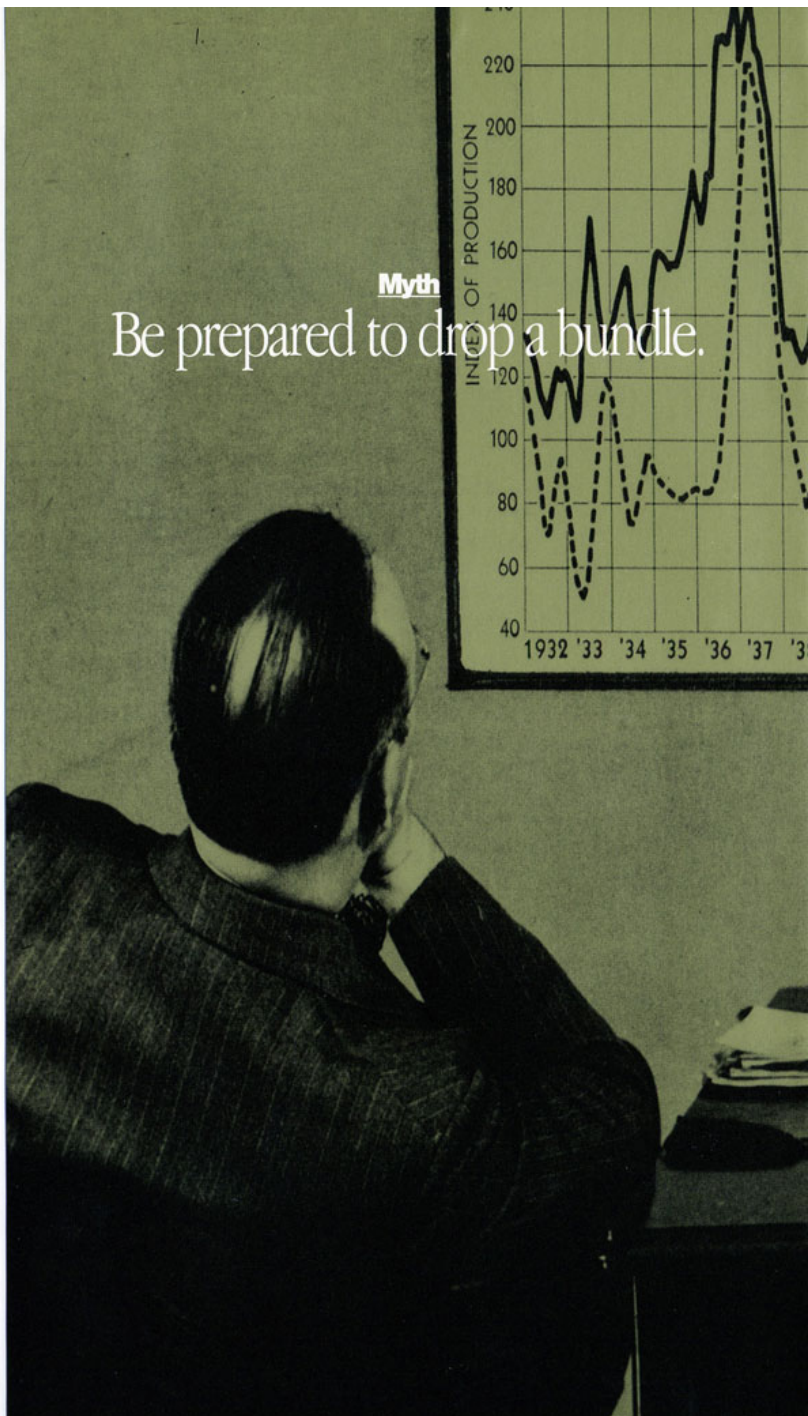
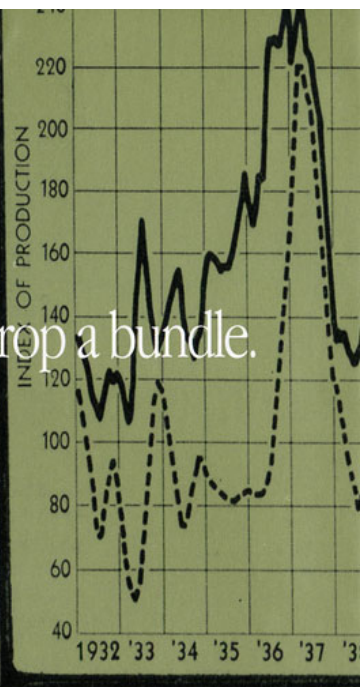
**Fill out the enclosed form and fax it to Apple today to get more information on these Small Business Power Macintosh systems.**



To find the Authorized Apple Reseller near you,  
call 1 800 538-9696, ext. 126.

### **Myth**

Be prepared to drop a bundle.





# Make your business dreams a reality with a new Small Business Power Macintosh system, featuring Microsoft Office.

## Small Business Power Macintosh 6500/250

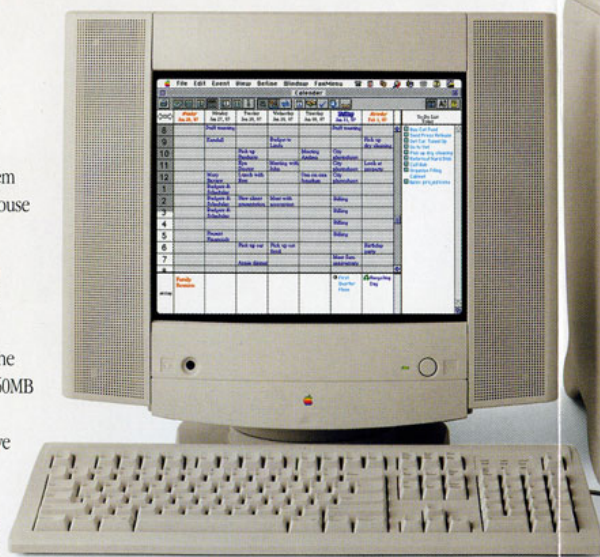
### Power and Performance for Small Business

- 250-MHz PowerPC™ 603e RISC processor with 256K level 2 cache
- 48MB of RAM, expandable to 128MB
- 4GB hard disk
- Built-in 12x speed CD-ROM drive
- Built-in 100MB Zip drive
- 2 internal PCI slots; 6 external expansion slots
- Built-in 2D and 3D graphic acceleration
- Speakerphone and digital voice messaging system with fax and remote paging
- Built-in 33.6Kbps fax/data modem
- AppleDesign® Keyboard and mouse

## Small Business Power Macintosh 4400/200

### Powered for Small Business

- 200-MHz PowerPC 603e RISC processor with 256K level 2 cache
- 32MB of RAM, expandable to 160MB
- 2GB hard disk
- Built-in 12x speed CD-ROM drive
- 2 internal PCI slots; 6 external expansion slots
- Built-in 2D graphic acceleration
- Speakerphone and digital voice messaging system with fax and remote paging
- Built-in 33.6Kbps fax/data modem
- AppleDesign Keyboard and mouse



## Small Business Power Macintosh Pre-installed Software

### Business

- Microsoft Office with Essential Tools for Small Business/Microsoft
- BizPlanBuilder/Jian
- Small Business Legal Pro Deluxe/Nolo Press

### Marketing

- MacPublisher/Wizard Works Group
- Now Up•to•Date & Contact/Now Software

### Communications

- America Online
- Apple Internet Connection Kit (includes Netscape Navigator 3.0)
- Front Office and Fax®/STF
- Web Workshop for Small Business/Vividus

### Reference and Utilities

- businessPHONE/ProCD
- MacLinkPlus/Easy Open Translators/Dataviz
- Norton Utilities/Symantec

### Other Resources

- "The Frugal Entrepreneur," Terri Lonier
- The Small Business Financial Solutions CD







For more information, visit  
[www.smallbusiness.apple.com](http://www.smallbusiness.apple.com)

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