

# The Macintosh Family and Competitive Systems

Model	CPU	Configuration Options	Video Support	Sound Support	Expansion Slots	System SRP (Configuration)**	Macintosh Performance Advantage
<b>Macintosh Classic</b>	Motorola 68000 8 MHz	1MB RAM/ SuperDrive 2MB RAM/ 40MB HD	Integrated 9-inch display 512 x 342 x 1	Mono sound output	No slots	\$1,499 (2/40)	Ingram Laboratories found that when compared with 10-MHz 80286 machines running Windows 3.0 and a variety of applications, the Macintosh Classic provides significantly better performance*.
<b>IBM PS/1</b>	Intel 80286 10 MHz	512K RAM/ Floppy drive 1MB RAM/ 30MB HD	On-board VGA 4 bits/pixel at 640 x 480	Optional add-on card	Optional adapter card unit provides 3 ISA slots	\$1,999 (1/30, color VGA)	
<b>Macintosh SE/30</b>	Motorola 68000 16 MHz	2MB RAM/ SuperDrive 2MB RAM/ 40MB HD	Integrated 9-inch display 512 x 342 x 1	4-voice stereo sound output	One 030 Processor Direct Slot	\$3,498 (2/40)	Ingram Labs demonstrated that the Macintosh SE/30 offers nearly 50 percent better performance* when compared with the Compaq 386s/16.
<b>Compaq 386s/16</b>	Intel 80386SX	2MB RAM/ Floppy drive 2MB RAM/ 40MB HD 2MB RAM/ 84MB HD	On-board VGA 4 bits/pixel at 640 x 480	Equivalent sound capabilities require optional add-on hardware and software	4 PC/AT slots	\$4,698 (2/40, color, Windows 3.0)	
<b>Macintosh Portable</b>	Motorola 68000 16 MHz	1MB RAM/ SuperDrive 2MB RAM/ 40MB HD	Integrated full-page-width 640 x 400 display; video output port	Mono sound output	1 RAM slot, 1 modem slot, 1 Processor Direct Slot (for RAM or video card)	\$4,499 (2/40)	In a test performed by the National Software Testing Laboratories, the Macintosh Portable outperformed* the Compaq SLT/286. In fact, when running Excel and Illustrator, the Macintosh Portable was nearly twice as fast.
<b>Compaq SLT/286</b>	Intel 80C286 12 MHz	640K RAM/ Floppy drive 640K RAM/ 20MB HD 640K RAM/ 40MB HD	VGA display 640 x 480 x 1	Equivalent sound capabilities require optional add-on hardware and software	1 RAM slot, 1 modem slot	\$5,999 (640K/40)	
<b>Macintosh LC</b>	Motorola 68020 16 MHz	2MB RAM/ SuperDrive 2MB RAM/ 40MB HD	On-board support for 8 bits/pixel at 512 x 384; 4 bits/pixel at 640 x 480; expansion options also available	Mono 8-bit sound input at 22 KHz or 11 KHz. Mono sound output	One 020 Processor Direct Slot	\$3,098 (2/40)	The Macintosh LC provides performance <sup>1</sup> more similar to that of low-end 386DX systems than to 16-MHz 386SX systems. It also offers greater built-in video flexibility and optional Apple IIe emulation.
<b>IBM PS/2 Model 55SX</b>	Intel 80386SX 16 MHz	2MB RAM/ 30MB HD 2MB RAM/ 60MB HD	On-board VGA 4 bits/pixel at 640 x 480	Equivalent sound capabilities require optional add-on hardware and software	3 Micro Channel slots	\$4,418 (2/30, color, Windows 3.0)	
<b>Macintosh IIsi</b>	Motorola 68030 20 MHz	2MB RAM/ 40MB HD 5MB RAM/ 80MB HD	On-board support for 8 bits/pixel at 640 x 480; 4 bits/pixel at 640 x 870	Mono 8-bit sound input at 22KHz or 11KHz. Macintosh II stereo sound output	1 NuBus or 030 Direct Slot	\$5,097 (2/40, color, FPU)	Ingram Labs found that the Macintosh IIsi outperformed* not only the Compaq Deskpro 386/20e, but also the Deskpro 386/25e and the IBM Model 70 386 (25 MHz). Moreover, it provides this performance at a much lower price.
<b>Compaq Deskpro 386/20e</b>	Intel 80386 20 MHz	4MB RAM/ Floppy drive 4MB RAM/ 40MB HD 4MB RAM/ 110MB HD	On-board VGA 4 bits/pixel at 640 x 480	Equivalent sound capabilities require optional add-on hardware and software	5 slots: 4 8/16-bit slots, 1 32-bit slot	\$8,297 (4/40, color, Windows 3.0)	
<b>Macintosh IIfx</b>	Motorola 68030 25 MHz	4MB RAM/ SuperDrive 4MB RAM/ 80MB HD	On-board support for 8 bits/pixel at 640 x 480; 4 bits/pixel at 640 x 870	4-voice stereo sound output	3 NuBus slots, 1 cache connector	\$7,827 (4/80, color)	Ingram Labs found that the Macintosh IIfx outperformed* the Compaq Deskpro 386/33 and the IBM Model 70 486 (25 MHz), again at a much lower price.
<b>Compaq Deskpro 386/25e</b>	Intel 80386 25 MHz	4MB RAM/ Floppy drive 4MB RAM/ 40MB HD 4MB RAM/ 120MB HD	On-board VGA 4 bits/pixel at 640 x 480	Equivalent sound capabilities require optional add-on hardware and software	4 ISA slots	\$10,097 (4/40, color, Windows 3.0)	
<b>Macintosh IIfx</b>	Motorola 68030 40 MHz	4MB RAM/ SuperDrive 4MB RAM/ 80MB HD 4MB RAM/ 160MB HD	Up to 24 bits/pixel with appropriate display card	4-voice stereo sound output	6 NuBus slots, 1 Processor Direct Slot	\$10,468 (4/80 with RGB display)	Both Ingram and NSTL found that the Macintosh IIfx outperformed* the IBM Model 70 486. In NSTL tests, the Macintosh IIfx ran graphics-based applications 34 percent to 270 percent faster than the Model 70. Ingram also found the Macintosh IIfx to outperform* the Compaq Deskpro 486/25.
<b>IBM Model 70 486</b>	Intel 80486 25 MHz	2MB RAM/ 60MB HD 2MB RAM/ 120MB HD	On-board VGA 4 bits/pixel at 640 x 480	Equivalent sound capabilities require optional add-on hardware and software	3 Micro Channel slots: 1 16-bit slot, 2 32-bit slots	\$13,140 (2/60, color, Windows 3.0)	

\* Performance data is from Ingram Laboratories Benchmark Report (July 25, 1990) and National Software Testing Laboratories reports (September 1989 and March 1990). Performance is measured by the total time needed to complete tests using a variety of applications.

\*\* The selected competitive system configuration most closely matches the Macintosh configuration it follows in the chart. Pricing based on manufacturer's suggested retail price as of August 1990.

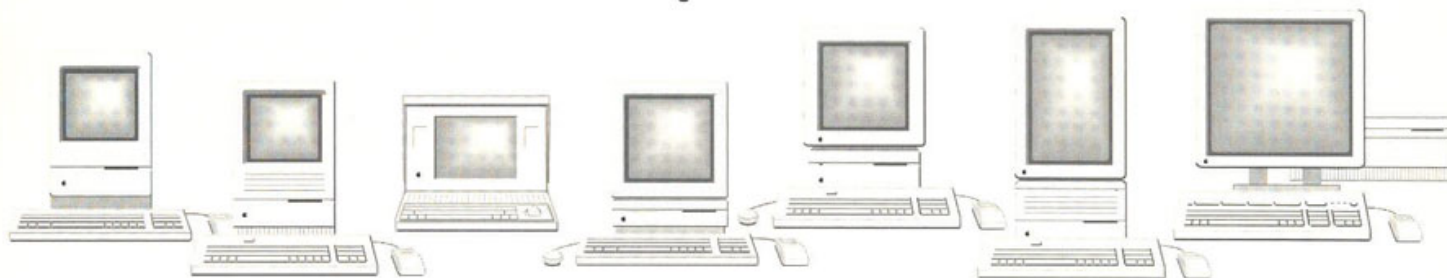


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# Macintosh Family Information Guide



**Macintosh Classic®**  
The completely integrated, most affordable Macintosh system.

**Macintosh SE/30**  
The most powerful member of the Classic Macintosh line.

**Macintosh Portable**  
The desktop Macintosh for people with more than one desktop.

**Macintosh LC**  
The entry-level Macintosh color system, which provides solid performance and functionality.

**Macintosh IIfx**  
Performance and flexibility in our most affordable Macintosh II system.

**Macintosh IIfx**  
A powerful mainstream Macintosh with a built-in growth path.

**Macintosh IIfx**  
The most powerful Macintosh, with maximum expansion capabilities.

## The Apple Advantage

### Power

The Apple® Macintosh® family of personal computers allows customers to choose the level of performance that best meets their needs. And no matter which Macintosh model they select, they'll have a powerful system that outdoes the competition.

Independent tests show that when running the most popular applications, the Macintosh provides greater performance\* than competing MS-DOS or Windows-based systems. In July 1990, Ingram Laboratories tested the Macintosh Classic and IIfx against several Windows 3.0-based systems running a variety of applications, including Microsoft Excel, Word, PowerPoint, and Aldus PageMaker. Both the Classic and the IIfx outperformed\* similarly configured and priced systems (based on suggested retail price).

The National Software Testing Laboratories conducted similar tests (September '89 and March '90) using Microsoft Excel, Adobe Illustrator, and Aldus PageMaker on the Macintosh Portable, IIfx, and IIfx against several competitive systems. The results: the Macintosh Portable significantly outperformed\* a leading competitor, the Compaq SLT/286; the IIfx was about 50 percent faster than the IBM PS/2 Model 70 and the Compaq 386/25; and the IIfx proved faster than the Compaq 386/33 and the IBM Model 70 486 for all three graphics-based applications.

But Macintosh computers don't simply outperform\* other personal computers. Apple provides the power of Macintosh to customers in a consistent and intuitive manner, enabling them not only to do more, but to enjoy it more.

\* Performance data is from Ingram Laboratories Benchmark Report (July 25, 1990) and National Software Testing Laboratories reports (September 1989 and March 1990). Performance is measured by the total time needed to complete tests using a variety of applications.

### Applications

More than 3,500 Macintosh applications are available today for business, education, science, and entertainment. For Windows, available applications can be numbered in the tens. Unlike competing platforms, Macintosh provides consistency across all applications, so users can leverage not only information but also learning.

### Networking

Built-in LocalTalk® networking allows Macintosh customers to quickly and easily take advantage of a wide range of services. Competitive systems generally require customers to buy and configure add-on cards for even the most basic networking. And Macintosh networking is more than just built-in LocalTalk—it's the ability of Macintosh to participate in Macintosh, DEC, IBM, TCP/IP, and a variety of other environments as seamlessly as any other personal computer, if not more so.

### Growth

Apple is committed to preserving our customers' investment in hardware and software, and we've demonstrated this commitment since the introduction of the first Macintosh. For example, with System Software Version 7.0, significant new functionality will be made available to all Macintosh systems, from the Classic to the IIfx, without modification. In the Intel world, the transition from MS-DOS to Windows, and from Windows to OS/2, is far from clear. What is clear is that PC users will be forced to buy ever more powerful equipment and new applications.

## Stepping Up Through the Macintosh Family



### Macintosh Classic

The Macintosh Classic is a completely integrated Macintosh system with a consistent, graphics-based interface, a built-in monitor, and numerous peripheral expansion ports—all at an affordable price.



### Macintosh SE/30

The most powerful member of the Classic line, the Macintosh SE/30 offers performance over three times that of the Macintosh SE. The SE/30 supports Apple's A/UX® operating system, includes an 030 Direct Slot for expansion, and will support the virtual memory feature of System Software 7.0.



### Macintosh Portable

In addition to all the advantages of a Macintosh, the Macintosh Portable includes a full-page-width display and standard Macintosh keyboard in its all-in-one design. The Portable offers twice the performance of the Macintosh SE as well as greater memory expansion.



### Macintosh LC

The most affordable color Macintosh, the LC offers built-in video support for three Apple monitors (the Macintosh 12-inch RGB and Monochrome Displays and the AppleColor™ High-Resolution RGB Monitor), sound input, and expansion capabilities, all in a sleek, modular design. It performs up to three times faster than the Macintosh SE and provides Apple IIe emulation through an optional expansion card.



### Macintosh IIfx

The Macintosh IIfx has many of the benefits of the Macintosh LC with even more capabilities. These include higher performance (up to five times that of the Macintosh SE), built-in video support for four Apple monitors (including the Macintosh Portrait Display), support for A/UX and the virtual memory feature of System Software 7.0, on-board memory expansion to up to 17 megabytes, Macintosh II stereo sound output, and an optional NuBus™ or 030 Direct Slot card with math coprocessor, providing expansion capabilities as well as performance improvements when using math- and graphics-intensive programs.



### Macintosh IIfx

The Macintosh IIfx combines the built-in video capabilities of the Macintosh IIfx with higher performance and more room to grow. The IIfx includes a built-in math coprocessor, accommodates a cache card, and has three NuBus expansion slots for networking, coprocessor, display, and specialized I/O cards.



### Macintosh IIfx

The highest-performance Macintosh, the IIfx uses a 40-megahertz 68030 processor and an advanced memory subsystem, which includes a 32K static RAM cache. The IIfx also provides dedicated coprocessors for managing input/output, a Processor Direct Slot, and maximum expandability through six NuBus slots.