WHERE DO YOU WANT TO GO

WANT TO GO

TODAY?™

······→ Good question
Microsoft.

But what about tomorrow?

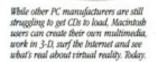Ask Windows users where they want to go today, and their answer is likely to be this: Windows 95. It is, after all, a major advance in the state of Windows computing. And it does, finally, bring some of the innovations pioneered by Apple in 1984 to the PC desktop of 1995.

That's great, today. But where, one has to ask, is desktop computing going tomorrow? And is moving to Windows 95 really the right way to get there?

While other PC manufacturers are still struggling to get CDs to load, Macintosh users can create their own multimedia, work in 3-D, surf the Internet and see what's real about virtual reality. Today.

The future of computing.

In a word, it's multimedia. Microsoft and Intel say it's the future. So do we. The difference is, we deliver that future today. To see what we mean, simply turn a Power Mac™ on. When you do, you can not only get down to work (or play) with the CD-ROM of your choice, you can also start using 3-D graphics. You can talk to your Mac.™ And have it recognize your command. You can videoconference across continents. You can even dive into virtual reality.* All at the touch of a few keys and the click of a mouse.

The power to do it.

To do all this, you need power. And the best way to get it is with a Power Mac. In recent tests, for example, the RISC-based Power Macintosh™ 9500 outperformed a 120 MHz Pentium-processor-based

Because Power Mac computers are based on the blistering fast PowerPC™ RISC chip, they have power to spare for tomorrow's advanced applications like interactive media and virtual reality.

PC by 63% on average. When running scientific and technical apps, the performance advantage jumped to 80%. And for graphics, the Power Mac was more than twice as fast.**

Eleven years after it was first introduced, Macintosh is still the only personal computer in the world designed from the start as a seamless integration of hardware and software.

The easiest way to get there.

Of course, all the raw power in the world is worthless if you can't use it. That's why every new Mac includes an innovative help system that doesn't just answer your questions, but shows you what to do, where to click and what to type to get things done. And why we make it so easy to create Internet connections, install new software and set up entire new networks from scratch.

The Power Macintosh 6100/66 DOS Compatible includes both a 66 MHz 486 chip and a RISC-based PowerPC chip, making it the most compatible computer you can find.

More choices than ever.

Today, every new Macintosh™ can read and write DOS and Windows disks. But our compatibility goes further than that. The Power Macintosh 6100/66 DOS Compatible, for example, runs thousands of DOS and Windows applications, in addition to thousands of programs for Macintosh. And our new Power Mac systems accept standard PCI cards.

In the future, Apple innovations will further break down the barriers between cross-platform collaboration. Distinctions between the platforms themselves will diminish. Even the boundaries between applications will blur.

All of which will add up, once again, to the most important kind of power of all. The power to be your best.*

To learn more about Macintosh power today, and tomorrow, visit us on the Internet today at http://www.apple.com.