

lineup.



benefits that you'll find only with Macintosh: The legendary ease of use. The intuitive interface that works the way you do. The consistency across applications, so that learning how to do one thing helps you learn how to do others.

But as with any story this good, there's a lot to tell. And we'd like the chance to fill you in on all the exciting details. As well as keep you up to date on future developments.

Just tell us a little more about yourself by fill-

ing in the enclosed prepaid card, and we'll tell you a lot more about our new products, as well as our entire Macintosh product family. Or, to get the information even faster, call 1-800-654-1068.



The power to be your best.*

The new Macintosh IIsx.

An excellent performer at a very down-to-earth cost.

How much performance can a computer offer for how reasonable a price?

That's one of the first questions our engineers asked when they set out to design a new Macintosh II computer.

Their answer is the Macintosh IIsx. A mid-range, customizable computer at a level of affordability that belies its considerable power and sophistication.

It uses an advanced 32-bit Motorola 68030 microprocessor running at 20 megahertz.

There's internal video support for four different types of Apple monitors, including the 13-inch AppleColor™ High-Resolution RGB Monitor and the Macintosh 12-inch RGB Display.

You get built-in AppleTalk networking capability, making it simple for different computers to communicate.

And to ensure a high level of flexibility, the



Aldus PageMaker

Macintosh IIsx accepts either a NuBus™ card or an 030 Direct Slot card, allowing you to customize the system to fit your individual needs.

The Macintosh IIsx comes with a 40- or 80- megabyte hard disk drive and the Apple

SuperDrive disk drive. Aided and abetted by RAM that's upgradable to 17MB.

With the supplied microphone, you can take advantage of sound-input capability. Imagine, for example, being able to add your own voice to a document that someone else will review.

And, of course, all the power of the Macintosh IIsx is yours to command via the intuitive Macintosh interface. So you can put its special capabilities right to work.

The Macintosh IIsx is an excellent choice for people in business, higher education, and government. For anyone who demands a high level of computing power, it offers a price that's surprisingly affordable.

The new Macintosh



As you can see, our three new Macintosh computers are a great complement to the Apple Macintosh family. Together, the Macintosh family offers a broad range of capabilities to fit virtually any need or budget—from the entry-level Macintosh Classic to the high performance of the Macintosh IIci and the Macintosh IIfx.

You can choose a computer that provides basic capabilities, or a computer that offers advanced levels of sophistication and speed. You can work

in crisp black-and-white or brilliant color. And you can select from different levels of expandability.

In short, there's a Macintosh computer that can help almost anyone become more productive in virtually any task. Whether it's word processing a college paper, analyzing a spreadsheet, teaching mathematics, or preparing a complex business presentation.

And every Macintosh computer, from the most affordable to the most advanced, shares the

The Macintosh
news you've been
waiting for is about
to unfold.

Announcing three new
Macintosh computers.

All the performance
you expected.
All the affordability you
asked for.



The Macintosh Classic

Specifications

*Microprocessor:
Motorola 68000 running
at 8 MHz*

*Integrated monitor: 9-inch
diagonal, 512- x 342-pixel
resolution*

*1MB of RAM standard;
expandable to 4MB*

Built-in Apple SuperDrive

*Optional 40MB SCSI hard
disk drive*

*Apple Desktop Bus® (ADB)
keyboard and mouse included*

*Ports: ADB, SCSI, floppy disk
drive, two serial, sound output*

The new Macintosh Classic.

Full Macintosh capability
in the classic mold. At a price
that's hard to resist.

When we created the first Apple® Macintosh® computer, we created a revolution. A computer system that was designed with people in mind. A computer system that works the way people work.

Ever since, we've strived to make the Macintosh lineup more powerful, more flexible, and more affordable.

Now there's a Macintosh computer that's just right for you—no matter what your needs, and no matter what your budget.

A good place to begin is the new Macintosh Classic.[®]

It's the perfect introduction to Macintosh. Because it offers all of the traditional Macintosh advantages, along with a price you may not have expected.

Naturally, it features the intuitive, graphics-based interface that Apple pioneered. And it runs thousands of applications, from basic word processing to sophisticated databases.



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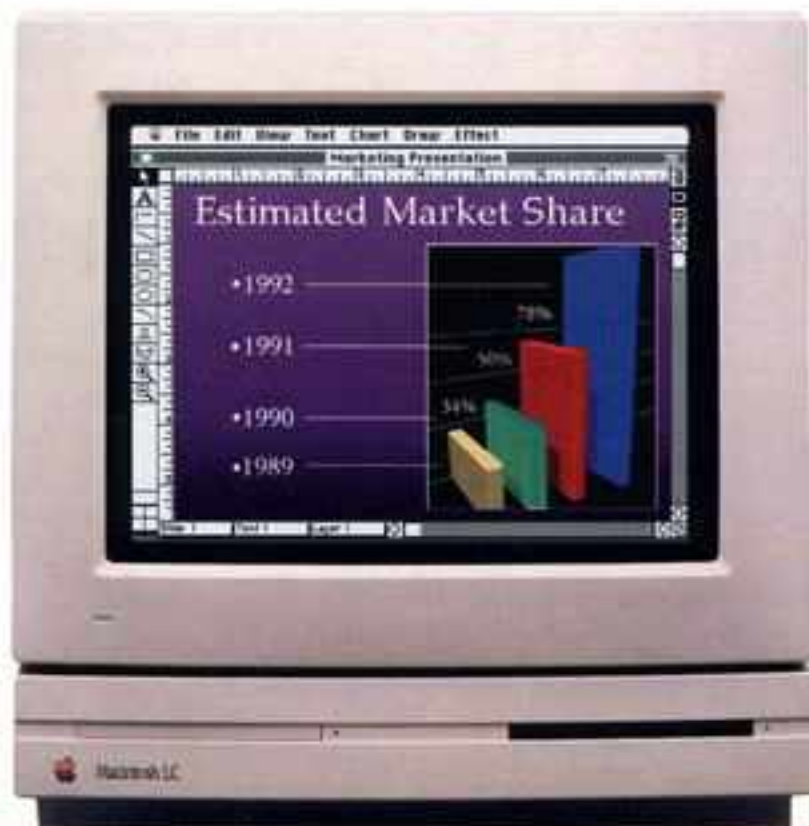
It comes with an Apple SuperDrive™ floppy disk drive, so you can read from and write to disks formatted for Macintosh, Apple II, and MS-DOS systems.

It has 1 megabyte of RAM and can accommodate a 40-megabyte hard disk drive. Six ports accept a wide range of peripherals, from the Personal LaserWriter® SC printer to the AppleCD SC® CD-ROM drive. AppleTalk® networking capabilities are built in, allowing different computers to communicate easily.

And it's modeled in the classic Macintosh all-in-one design, which minimizes demands on desk space.

The new Macintosh Classic is ideal for anyone with basic computing needs. It's particularly suitable for people who work at home, for college students, and for grade school and high school students.

The Macintosh Classic offers you everything that people expect from Macintosh. And it fits as comfortably into your budget as it does into your life.



The Macintosh LC

Specifications

Microprocessor:

Motola 68020 running at 16 MHz

Built-in video support for three Apple monitors: including Macintosh 12-inch RGB color display, 13-inch RGB color display, and 12-inch monochrome display

2MB of RAM standard, expandable to 4MB or 10MB

Built-in Apple SuperDrive
Built-in 40MB SCSI hard disk drive

Ports: ADB, SCSI, two serial,

sound input, sound output,

video output, O2O Direct Slot

The new Macintosh LC.

The price of color has never looked better.

If you thought that you couldn't afford color, wait until you see the price of the new Macintosh LC.

Then take a look at all of its features.

The Macintosh LC includes on-board video support for three different Apple monitors, including Apple's new 12-inch RGB color display, which gives you up to 256 colors at once. There's also 2 megabytes of RAM, expandable to 4 or 10 megabytes.

Next feast your eyes on the sleek, modular design of the Macintosh LC.

And after you're finished looking, listen.

Because this Macintosh gives you the luxury of sound. It even comes with a microphone so you can integrate your recorded voice into your work.

And it does all this for a price that's as striking as everything else about it.

Yet the list of benefits doesn't stop there.



Bridget Jones's Diary Where in Time is Carmen Sandiego?

The Macintosh LC has been built for expandability, featuring an internal slot that accepts networking and communications cards.

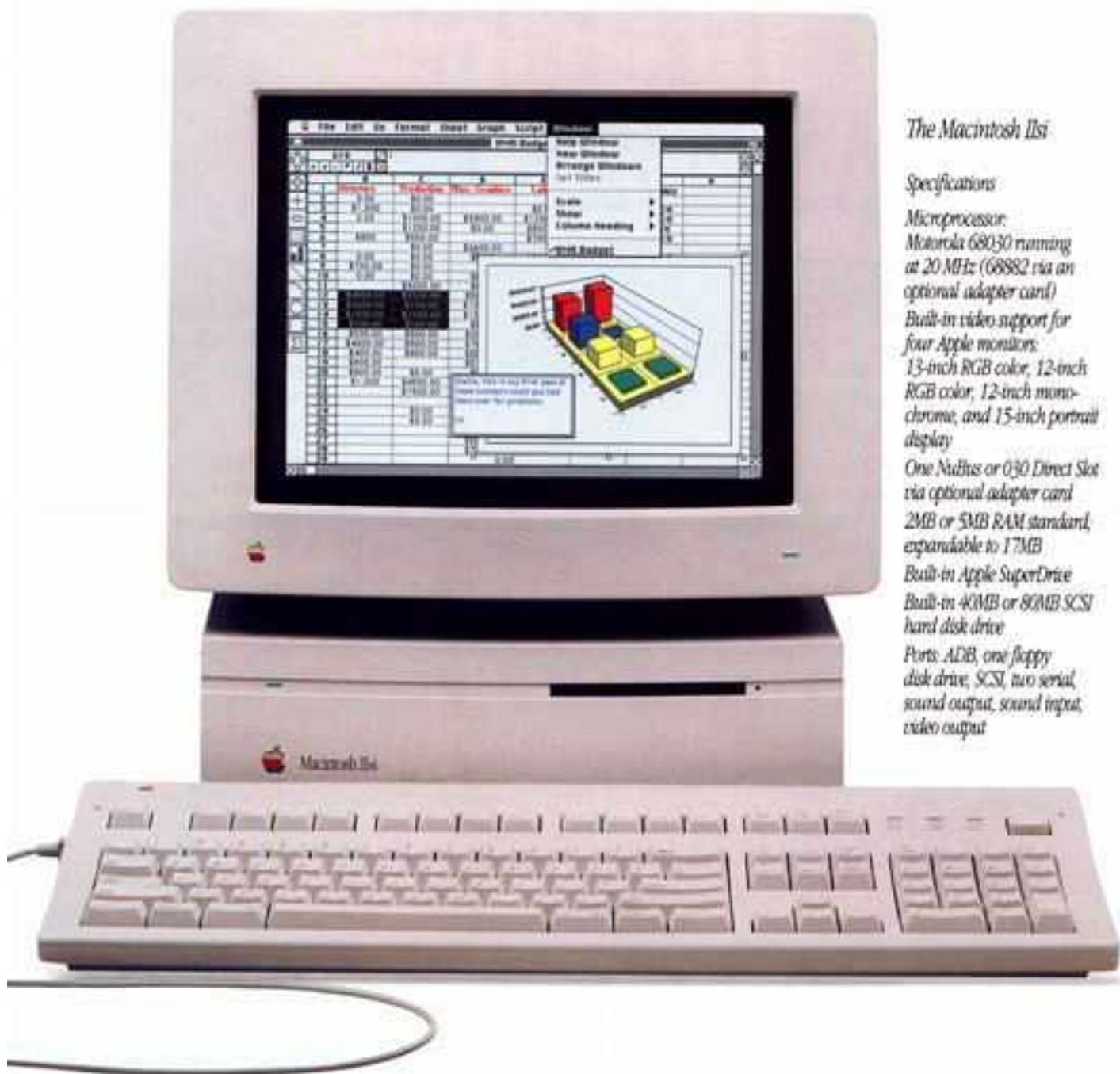
With a special Apple IIe card, it gives you the ability to run any of the thousands of programs available for the Apple IIe personal computer, too.

It comes with a 40-megabyte hard disk drive and the Apple SuperDrive floppy disk drive. AppleTalk networking capability is also built in.

Of course, the Macintosh LC offers the time-honored Macintosh benefits: the intuitive interface, the ease of use, the extensive range of applications to select from.

All of which makes it an excellent choice for a variety of needs, including financial analysis, classroom projects, word processing, and desktop publishing.

The new Macintosh LC is making color Macintosh computing possible for everybody.



The Macintosh IIfx

Specifications

Microprocessor:

Motorola 68030 running
at 20 MHz (68882 via an
optional adapter card)

Built-in video support for
four Apple monitors:

13-inch RGB color, 12-inch
RGB color, 12-inch mono-
chrome, and 15-inch portrait
display

One NuBus or 030 Direct Slot
via optional adapter card

2MB or 5MB RAM standard,
expandable to 17MB

Built-in Apple SuperDrive

Built-in 40MB or 80MB SCSI
hard disk drive

Ports: ADB, one floppy
disk drive, SCSI, two serial,
sound output, sound input,
video output