

4,000,007 reasons to upgrade to System 7.

1. Rave reviews.

MacUser gave System 7 its Editors' Choice Award. Byte, its Award of Excellence. Software Publishers Association named it a Best New Business Software Product of the Year.

2. One-step installation.

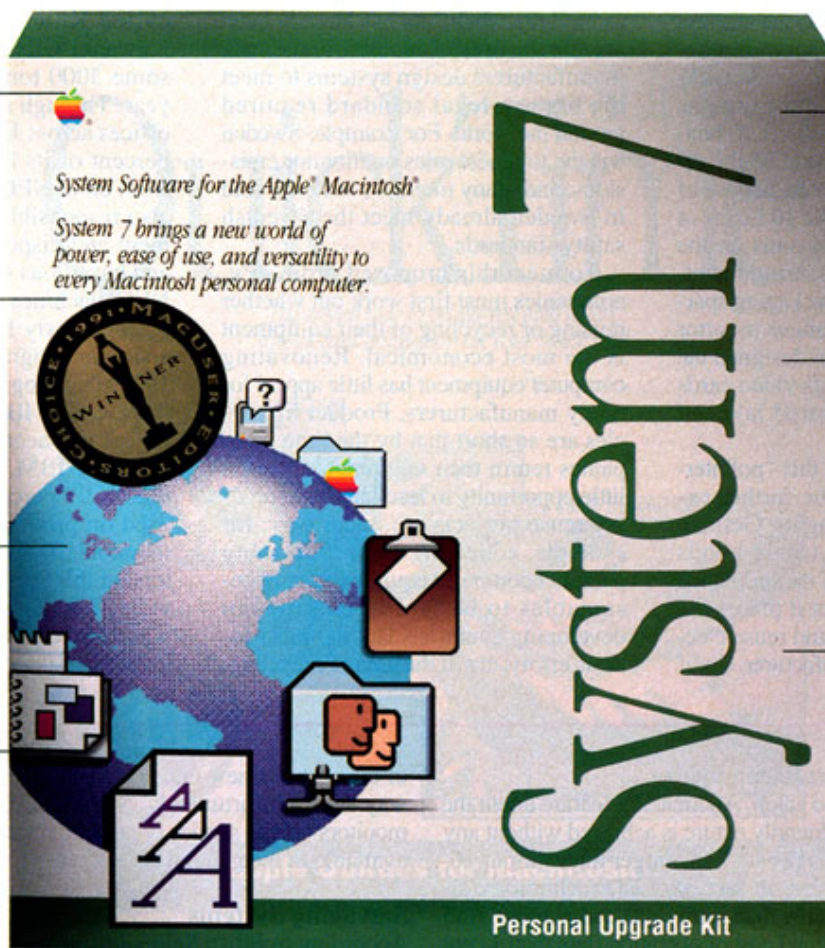
The "Before You Install" disk confirms the compatibility of your software (including INITs). Then, simply click the mouse to install System 7. Any questions? 90 days' toll-free phone assistance included.

3. It's developed quite a following.

Developers have shipped hundreds of applications that take advantage of System 7 power. Microsoft, Claris, Lotus, Aldus, Adobe and many more.

4. Runs on your Macintosh today.

System 7 works on all Macintosh computers. To run multiple programs, four megabytes of memory are recommended. Two megabytes are required.



5. Powerful software utilities.

System 7 will let you run the latest software utilities from Apple, including Macintosh PC Exchange, QuickTime™ and AppleTalk® Remote Access.

6. More power out of the box.

Macworld says, "The new Finder...is worth the cost alone." System 7 improves the way you organize, view and work with your information. Built-in file sharing lets you share files over a network, simply and easily.

7. Keep your investment current.

The best way to keep up with the latest technology is to stay ahead with System 7. You'll need it to take full advantage of today's applications, hardware and software. And it will help you grow with the future as new technology innovations come along.

Macintosh System 7. If the first seven reasons didn't convince you to upgrade, just ask the four million Macintosh® users who have already discovered the power of System 7.™ Call us at **1-800-538-9696, ext. 185.** We'll give you the name of an Apple software reseller near you. And you'll discover the power of System 7. The power to be your best.®



The shortest distance between a Macintosh and a PC.

DOS files on Macintosh.

Now you can work with files stored on 3.5- or 5.25-inch DOS and Microsoft Windows-formatted floppies. Just pop the disk in your Apple® SuperDrive® disk drive or compatible floppy disk drive. The Macintosh desktop displays the disk's icon automatically. (5.25-inch disks require a third-party drive.)

Macintosh ease of use.

Contents of DOS disks are displayed in a window on the Mac desktop just like any Macintosh disk. Files and subdirectories appear as standard Mac documents and folders. Open, save, rename, move, copy or delete them. You can even format DOS floppy disks.

Double-click and go.

The customizable control panel lets you create links between DOS files and Mac applications. Then, simply double-click on the file's icon to launch the application. (A DOS Lotus 1-2-3 file launches Lotus 1-2-3 for Macintosh, for example.)

Unlimited exchanges.

With Macintosh PC Exchange, any DOS file can be brought into any Macintosh application which reads that DOS file's format. In fact, files created by DOS/Windows applications like Microsoft Word, WordPerfect or Aldus PageMaker convert instantly to their Macintosh counterparts. Likewise, Mac files can be saved to DOS disks for use with compatible DOS/Windows applications.



Macintosh PC Exchange. Finally, moving files between a Mac® and a PC is as easy as moving them between two Macintosh® computers. So if you'd like the name of an Apple software reseller near you, call us at **1-800-538-9696, ext. 180.** They'll tell you more about Macintosh PC Exchange and show you how to bring the Macintosh and PC worlds closer together.

Macintosh PC Exchange requires a Macintosh computer with at least 3 megabytes of RAM, a hard disk drive, an Apple SuperDrive or compatible floppy disk drive and System 7 (version 7.0 or later). ©1992 Apple Computer, Inc. All rights reserved. Apple, the Apple logo, Mac and Macintosh are registered trademarks of Apple Computer, Inc. SuperDrive and System 7 are trademarks of Apple Computer, Inc. Aldus and PageMaker are registered trademarks of Aldus Corporation. Lotus and 1-2-3 are registered trademarks of Lotus Development Corporation. Microsoft Word is a registered trademark and Windows is a trademark of Microsoft Corporation. WordPerfect is a registered trademark of WordPerfect Corporation. This ad was created using Macintosh computers.

We'll show you how to play the media better than Bush, Clinton and Perot put together.

Easy to get rolling.

You don't need extra hardware to start working with QuickTime. Simply drag the QuickTime system extension into your System Folder. Now applications designed to support QuickTime can work with digital video sequences, animation movies, sound files and compressed images.

View and edit QuickTime movies.

Play, pause, fast-forward, rewind and advance frame by frame with the MoviePlayer application. Copy video and animation clips, paste them together, create your own movies.

Compress PICT images.

Shrink them to a fraction of their original file size and save valuable space and transmission time with the Picture Compressor application. (Compressed files can be used automatically in any existing application that supports PICT files.)



Convert existing data into movies.

Convert other file formats (AIFF, PICS, PICT, Scrapbook, DOS image formats) to QuickTime movies with the Movie Converter application. Control frames per second, compression scheme and color depth.

One-button movie recording.

Digitize video and sound easily with the Movie Recorder application. View what you've recorded, save it or toss it out and try again. (Requires a video-capture card and sound digitizer.)

The Starter Kit.

Includes the system extension and Scrapbook, MoviePlayer, Movie Recorder, Movie Converter and Picture Compressor applications. Plus QuickClips™, a CD-ROM disk with samples of movies and still color images and an electronic catalog of products that support QuickTime.

QuickTime Starter Kit. How well you communicate has never been more important. That's why Apple created QuickTime™. The ability to paste digital video, animation and sound into your presentations as easily as pasting graphics into text. So if you'd like the name of an Apple software reseller near you, call us at **1-800-538-9696, ext. 175.** They'll tell you more about the QuickTime Starter Kit and show you how to communicate your ideas more powerfully than ever.

QuickTime requires a Macintosh® computer with a 68020, 68030 or 68040 processor. At least 4 megabytes of RAM. An Apple® SuperDrive® or compatible floppy disk drive. A hard disk drive. System 6 (version 6.07 or later) or System 7™ (version 7.0 or later). You'll also need an Apple CD-ROM drive or compatible CD-ROM drive for accessing the contents of the CD-ROM. ©1992 Apple Computer, Inc. All rights reserved. Apple, the Apple logo and Macintosh are registered trademarks of Apple Computer, Inc. QuickClips, QuickTime, SuperDrive and System 7 are trademarks of Apple Computer, Inc. This ad was created using Macintosh computers.

3,000,007 reasons to upgrade to System 7.

1. Rave reviews.

MacUser gave System 7 its Editors' Choice Award. Byte, its Award of Excellence. Software Publishers Association named it a Best New Business Software Product of the Year.

2. One-step installation.

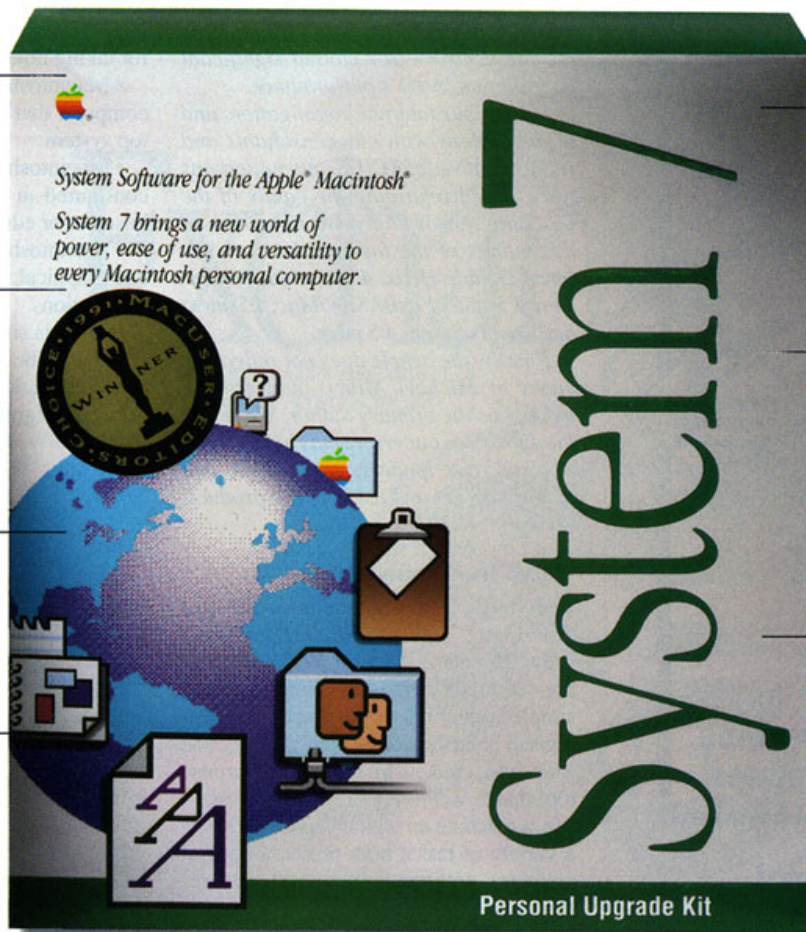
The "Before You Install" disk confirms the compatibility of your software (including INITs). Then, simply click the mouse to install System 7. Any questions? 90 days' toll-free phone assistance included.

3. It's developed quite a following.

Developers have shipped hundreds of applications that take advantage of System 7 power. Microsoft, Claris, Lotus, Aldus, Adobe and many more.

4. Runs on your Macintosh today.

System 7 works on all Macintosh computers. To run multiple programs, four megabytes of memory are recommended. Two megabytes are required.



5. Powerful software utilities.

System 7 will let you run the latest software utilities from Apple, including Macintosh PC Exchange, QuickTime® and AppleTalk® Remote Access.

6. More power out of the box.

Macworld says, "The new Finder...is worth the cost alone." System 7 improves the way you organize, view and work with your information. Built-in file sharing lets you share files over a network, simply and easily.

7. Keep your investment current.

The best way to keep up with the latest technology is to stay ahead with System 7. You'll need it to take full advantage of today's applications, hardware and software. And it will help you grow with the future as new technology innovations come along.

Macintosh System 7. If the first seven reasons didn't convince you to upgrade, just ask the three million Macintosh® users who have already discovered the power of System 7.™ Call us at **1-800-538-9696, ext. 185.** We'll give you the name of an Apple software reseller near you. And you'll discover the power of System 7. The power to be your best.®

