

Apple introduces Macintosh. The computer for the bemused, confused and intimidated.



The first Apple you can carry in a bag.

We understand how you feel. It's Catch-22. If you're busy enough to really benefit from a computer, you don't have the time to decipher the buzz words, jargon, claims and counter-claims of "Computer-Speak".

So you're left bemused, confused or intimidated by an information overload

that seems to create problems instead of solving them.

So we decided, if computers are so smart, why don't we teach a computer how people work, instead of teaching people how computers work.

The result is Macintosh. Macintosh is incredibly simple and easy to use. There are no complicated manuals. No command sequences. No computer languages.

Macintosh works just the way you do now. In about the same amount

All of these objects are on Macintosh's screen. Just as they are on your desk.

Say, for example, you want a file. On other computers, you'd refer to a manual. Find a code. Type it on a keyboard. And wait. A slow, laborious process. Especially if you don't type.

With Macintosh there is no typing. To open a file, you move a hand-held device on your desk, called a mouse.

of space as an 8 1/2 x 11 inch pad of paper. To understand how, forget computers. Imagine your desk. What do you see?

An In-and-Out tray. A calendar. Pens, paper, scissors, tape. Stacks of memos. Lists of things to do. A calculator. Drawers of files. And at the side, a trash can.

As you move the mouse, an arrow moves on the screen. Point the arrow to the file folder. Push the button on the mouse. And you're instantly working with that file.

Every other object on Macintosh's screen works the



If you can point,
you can use
Macintosh.



Macintosh's Personality. THE SERIOUS SIDE.



THE FUN SIDE



same way. Using the mouse, you can draw a chart. Cut it out. And paste it into the text of a memo. Just by pointing and clicking.

With software like MacWrite, MacDraw, MacPaint and MacTerminal, you work faster. More efficiently. And more creatively.

And there are hundreds more software programs on the way. Each on 3 1/2 inch disks that let you carry file cabinets of information in your shirt pocket. Macintosh itself weighs only 20 pounds. Which means you can literally carry your whole office home with you.

And to carry you through the largest workloads, is Macintosh's 32-bit micro-processor.

With twice the power of any 16-bit computer.

And because Macintosh is an Apple 32-bit SuperMicro, it can work as a part of an integrated system with other Macintoshes, Lisas and peripherals. It

can also communicate with DEC and IBM mainframes. See Macintosh at your Apple dealer today.

While it may amaze you, Macintosh certainly won't bemuse, confuse or intimidate you.

And neither will the price.

Soon there'll be just two kinds of people.
Those who use computers and
those who use Apples.



For the authorized dealer nearest you or for more information, please call 1-800-246-7796. In Ontario and Quebec call 1-800-246-7537. Apple, the Apple logo, MacWrite, MacDraw, MacPaint, MacTerminal, Lisa and Apple II are SuperMicro are trademarks of Apple Computer, Inc. Macintosh is a trademark licensed to Apple Computer, Inc. DEC is a registered trademark of Digital Equipment Corporation. IBM is a registered trademark of International Business Machines Corporation.

Introducing Macintosh. What makes it tick. And talk.

Well, to begin with, 110 volts of alternating current.

Secondly some of the hottest hardware to come down the pike in the last 3 years.

The garden variety 16-bit 8088 microprocessor.

Macintosh's 32-bit MC68000 microprocessor.

Some hard facts may be in order at this point.

Macintosh's brain is the same blindingly-fast 32-bit microprocessor we gave our other brainchild, the Lisa™ Personal Computer. Far more powerful than the 16-bit 8088 found in current generation computers.

Its heart is the same Lisa Technology of windows, pull-down menus, mouse commands and icons. All of which make that 32-bit power far more useful by making the Macintosh™ Personal Computer far easier to use than current generation computers. In fact, if you can point without hurting yourself, you can use it.

Now for some small talk. Thanks to its size, if you can't bring the problem to a Macintosh, you can always

bring a Macintosh to the problem. (It weighs 9 pounds less than the most popular "portable.")

Another miracle of miniaturization is Macintosh's built-in 3½" drive. Its disks store 400K—more than conventional 5¼" floppies. So while they're big enough to hold a desk full of work, they're small enough to fit in a shirt pocket. And, they're totally encased in a rigid plastic so they're totally protected.

And talk about programming.

There are already plenty of programs to keep a Macintosh busy. Like MacPaint™



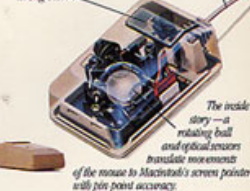
a program that, for the first time, lets a personal computer produce virtually any image the human hand can create. There's more software on the way from developers like Microsoft, Lotus,™ and Software Publishing Corp., to mention a few

And with Macintosh BASIC, Macintosh Pascal and our Macintosh Toolbox for writing your own mouse-driven programs, you, too, could make big bucks in your spare time.

You can even program Macintosh to talk in other languages, like Yiddish or Serbo-Croatian, because it has a built-in polyphonic sound generator capable of producing high quality speech or music.

The Mouse itself replaces typed-in computer commands with a form of communication you already understand—pointing.

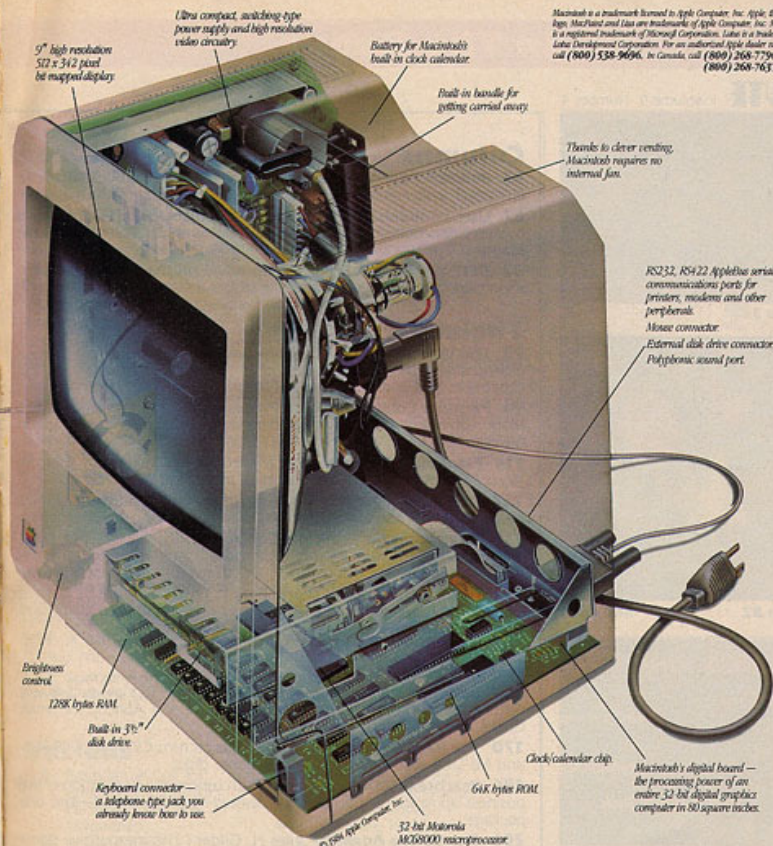
Some mice have two buttons. Macintosh has one. So it's extremely difficult to push the wrong button.



The inside story—a rotating ball and optical sensors translate movements of the mouse to Macintosh's screen pointer with pin-point accuracy.

All the right connections. On the back of the machine, you'll find built-in RS232 and RS422 AppleBus serial communication ports. Which means you can connect printers, modems and other peripherals without adding \$150 cards. It also means that Macintosh is ready to hook in to a local area network. (With AppleBus, you will be able to interconnect up to 16 different Apple computers and peripherals.)

Should you wish to double Macintosh's storage with an external disk



drive, you can do so without paying for a disk controller card—that connector's built-in, too. There's also a built-in connector for Macintosh's mouse, a feature that costs up to \$300 on computers that can't even run mouse-controlled software.

One last pointer. Now that you've seen some of the logic, the technology, the engineering genius and the software wizardry that separates

Macintosh from conventional computers, we'd like to point you in the direction of your nearest authorized Apple dealer.

Over 1500 of them are eagerly waiting to put a mouse in your hand. As one point-and-click makes perfectly clear, the real genius of Macintosh isn't

its 32-bit Lisa Technology, or its 3½" floppy disks, or its serial ports, or its software, or its polyphonic sound generator. The real genius is that you don't have to be a genius to use a Macintosh. You just have to be smart enough to buy one.

Soon there'll be just two kinds of people. Those who use computers. And those who use Apples. 



Macintosh automatically makes room. MacPaint produces virtually any image the human hand can create. Microsoft's Multiplan for Macintosh.

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RS232, RS422 AppleBus serial communication ports for printers, modems and other peripherals. Mouse connector. External disk drive connector. Polyphonic sound port.

Thanks to clever venting, Macintosh requires no internal fan.

Built-in handle for getting carried away.

Battery for Macintosh's built-in clock/calendar.

Ultra-compact, switching-type power supply and high-resolution video circuitry.

57" high resolution 512 x 342 pixel bit mapped display.

Brightness control.

128K bytes RAM.

Built-in 3½" disk drive.

Keyboard connector—a telephone type jack you already know how to use.

64K bytes ROM.

32-bit Motorola MC68000 microprocessor.

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