

Lisa

Lisa. It works the way you do.



This Is Lisa, From Apple.

You've never worked with a personal computer like it. Because Lisa™ works the way you do.

The system is so simple to use that you control it intuitively. Lisa has no conventional computer commands. Instead, you operate it by pointing to familiar pictures on the screen. You can actually learn to do useful work with Lisa in 20 to 30 minutes.

Lisa's radical simplicity is matched by its power. The system replaces conventional computer programs with a pool of powerful business tools. From it you spontaneously select what you need, exactly when you need it. Words, numbers, charts, graphs, pictures — Lisa lets you create and combine them naturally to produce clear answers to your questions and clear information for your organization.

The Lisa system. The only personal computer that's simpler and more powerful is your own mind.

The New Computing

Lisa at Work. You can do more using Lisa and one hand than you can using a conventional computer and both hands. That's because you control the entire Lisa system with a simple device called a mouse. The keyboard is just for typing.



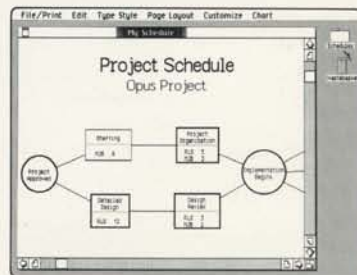
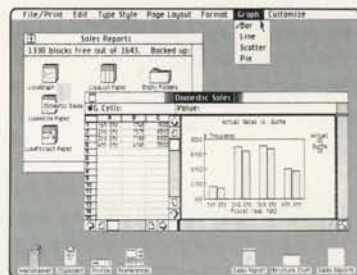
With the mouse, you control a pointer on the computer's screen. Point to the screen's graphic images, select what you want, and Lisa does the rest instantly. With incredible speed and simplicity — and without the usual thicket of computer commands — you handle every operation you need.

Using the mouse and Lisa's graphics, you can select and operate any business application; move information from one application (such as LisaCalc) to another (such as LisaWrite); create, examine, reorganize, and revise files; run modems, printers, and other peripheral devices; and communicate with central computers.

The mouse and the natural movement of your own hand. They're all you need to control Lisa. That makes it the one personal computer you already know how to use.

Learn Faster, Do More. Each of Lisa's six business applications is formidable. LisaCalc, LisaList, and LisaProject let you do modeling, list management, and project scheduling. LisaWrite handles everything you write. LisaGraph and LisaDraw help you create business graphs and virtually any other graphics that your work requires.

But what each application does is only the start. Working together, they do even more.



First, all of Lisa's applications are controlled in the same way, using the mouse. That lets you learn your first application fast and subsequent applications even faster. In fact, in less time than it takes to learn a typical personal computer program, you can learn to use *all* of Lisa's business applications.

Second, valuable data from one application can be made even more valuable by using it in another application. For example, you can cut important infor-



mation from LisaCalc and paste it into a LisaWrite report. The possibilities are endless. They're also simple and spontaneous because cutting and pasting are done in seconds, using only the mouse.

A Picture Vs. A Thousand

Words. Lisa also gives you the unparalleled advantage of using pictures as easily as words. That lets you communicate in radically simpler, more powerful ways. Graphs and charts are just the start. Lisa's remarkable software frees you to create precisely the illustrations your messages need—everything from quick sketches in memos to sophisticated materials for presentations.

And Lisa lets you print all of it exactly as it looks on the screen. Lisa's dot matrix printer reproduces *all* your work with a sharpness matched only by printers that cost much more. Lisa's daisy wheel printer can duplicate anything on the screen, too, including graphics.

Lisa's integrated software and extraordinary graphics let you multiply the power of all your information. That gives you a business advantage that no conventional personal computer can offer.

Technology That Means Business

Unmatched Hardware. On your desk, Lisa is quiet (no fan), convenient (advanced ergonomics), and streamlined (reduced footprint). It also has the speed and capacity to crunch every task you use it for. The system has a 32/16-bit central processor, and one megabyte of main memory.

It uses ProFile,TM Apple's high-speed hard disk storage device, to keep all business applications and files instantly available. Two built-in floppy disk drives handle an additional 1.7 megabytes of usable information and let you quickly make backup files, do automatic system tests, and use additional data, languages, and programs. Lisa also handles extra tasks, such as printing, while you continue important work on the screen.

Lisa's keyboard is standard and simple—the mouse replaces special function keys. The 12-inch, bit-mapped, black-on-white screen lets you create extraordinary graphics and up to 132 columns and 40 rows of sharp, clear text.

At the back of the system, you can plug in printers, modems (including auto-dial/auto-answer), and more.

Supersoftware. Lisa's six comprehensive applications are prodigious office tools for the most important business functions. Its sophisticated spreadsheet, list management, word processing, and graphing applications do far more and are easier to use than any typical personal computer programs. And Lisa's project scheduling and graphics editing applications do fundamental management tasks that are simply not possible with conventional personal computers.

These six are just the start. Three languages—powerful versions of BASIC, Pascal, and COBOL—let you use as well as write additional business

programs. And with the Lisa Applications Development Tool Kit, programmers will be able to create Lisa-style programs that extend the system's powers even further.

Lisa In Your Office

Today. Lisa's effectiveness starts as soon as you plug it in. The system performs all the powerful functions you need with stunning simplicity. Surprisingly, it's priced like many conventional personal computers. Even if your department's budget is limited, you can put Lisa to work now.

And Tomorrow. Better still, you can keep Lisa working even when your department grows. That's because the Lisa system expands in amazing ways. You can use Lisa to search valuable commercial data bases such as MicroNet, Dow Jones News And Quotes, and The Source. You can use Lisa as a terminal for corporate mainframes, central minicomputers, or virtually any other large computer system. And you'll be able to link together any of your Lisa systems (and other Apple computers) with AppleNet,TM the fast, inexpensive, reliable network being developed by Apple. AppleNet can start small and grow to cover your whole organization.

All Kinds of Backup. Support and service for Lisa are as flexible and comprehensive as the system itself.

Lisa instruction, for example, is efficient in organizations of any size. With the system's innovative self-teaching materials, a single user can put Lisa to work in less than 30 minutes. Self-instruction for conventional per-

sonal computers takes about ten times as long. And if whole departments need to learn en masse, Apple can provide complete training programs—and even help your business develop its own specialized programs.

Service for Lisa is just as broad. You can get fast, economical service for any number of systems. You can even set up your own service department. Apple can provide all the training and supplies.

In a word, no matter how you put Lisa to work in your company, you'll have support and service that work the way you want.



The Lisa System. You Should Know More.

It's the only personal computer that works the way you do. To learn how you can put Lisa to work, call Apple at 800-662-9238. We'll give you the phone number of the national accounts office or authorized Lisa dealer in your area.



Specifications

Display:

- 12 inch screen (measured diagonally).
- Full-screen bit-mapped display
 - 364 lines by 720 dots.
 - up to 40 lines of 132 characters.
- 60 Hz refresh rate.
- Contrast level under software control.
- Contrast-enhancing screen.

Keyboard:

- Detached, standard typewriter-style.
- N-key rollover.
- Sculptured keytops
 - textured, nonslip, nonglare.
- Numerical keypad with raised dot on 5 key.
- Full ASCII character set, up to 77 keys.
- All keys programmable.
- Smart interface with control-oriented processor.

Mouse:

- Extremely fast, intuitive cursor positioning.
- Works well on any surface.
- Simple one-button design eliminates confusion and the need to learn commands.

Disk storage:

- 860K bytes (per drive) formatted storage.
- 1.4M bytes (per drive) unformatted capacity.
- 62.5 tracks/inch.
- 10,000 bits/inch.
- Automatic disk eject.
- Smart interface with 6504 processor.

Main processor:

- MC68000 32/16-bit CPU
 - 32-bit internal architecture.
 - 16-bit external data path.
 - Seven levels of interrupts.

Real-time clock:

- Software system on-off control.
- Interval and event timing.
- COPS processor, battery backup.

Main memory:

- 16K bytes of boot ROM.
- Up to 1M bytes RAM.
- Parity error detection.

Memory management:

- Permits operating system to relocate segments in memory.
- Provides access controls for block memory.
- Segmentation into 128 variable-length blocks.

Communications interface:

- Two serial ports
 - SCC controller.
 - programmable.
 - full-function.
- RS-232 with full-duplex channels.

- Full modem control and ring indicator on one channel.
- Baud rates software-programmable.
- One parallel port
 - 8-bit bidirectional.
 - handshake control.

Audio output:

- Built-in speaker with software-controllable tone generator.

Expansion board slots:

- Three slots.
- Zero insertion-force connectors.
- Direct connection to system bus.
- DMA capability.
- Memory-mapped I/O.
- Vector interrupt capability.
- Direct connection of power supply:
 - digital ground.
 - +5V, –5V, +12V, –12V.
 - allows up to 10W total (maximum rating) for all three cards.
 - +5V standby (at 58 mA) per board.

Weight and dimensions:

- Computer console:
 - Weight: 48 lb. (22 kg).
 - Height: 13.8 in. (350 mm).
 - Width: 18.7 in. (475 mm).
 - Depth: 15.2 in. (388 mm) [16 in. (403 mm) with keyboard under front].
- Keyboard:
 - Weight: 4 lb. (1.8 kg).
 - Height: 2.7 in. (68 mm).
 - Width: 18.7 in. (475 mm).
 - Depth: 6.5 in. (165 mm).

Power requirements:

- 115 or 230 V. AC.
- 48 to 68 Hz.
- 270 W (maximum).

Environmental requirements:

- Ambient temperature: 40°–108° F (5°–42° C).
- Relative humidity: 15–80%, noncondensing.

Applications:

- LisaCalc (spreadsheet modeling), LisaList (list management), LisaProject (project scheduling), LisaWrite (word processing), LisaGraph (business graphics), LisaDraw (graphics editor), LisaTerminal (terminal emulation).

Languages and development environment:

- BASIC, Pascal, COBOL, Lisa Editor, Assembler, Linker, Debugger, and a wide range of utilities.

Communications:

- 3270 BSC.

System expansion:

- Apple Dot Matrix Printer, Apple Daisy Wheel Printer, Apple ProFile (5MB hard-disk storage device), Modem, 2-port parallel card, and AppleNet Local Area Network (Ethernet connections available for Apple products).

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