



If you
can point,
you can
use a
Macintosh.



Introducing Macintosh.

In the olden days, before 1984, not very many people used computers — for a very good reason.

Not very many people knew how.

And not very many people wanted to learn.

After all, in those days it meant listening to your stomach growl in computer seminars. Falling asleep over computer manuals. And staying awake nights to memorize commands so complicated you'd have to be a computer to understand them.

Then, on a particularly bright day in California, some particularly bright engineers had a brilliant idea: since computers are so smart, wouldn't it make sense to teach computers about people, instead of teaching people about computers?

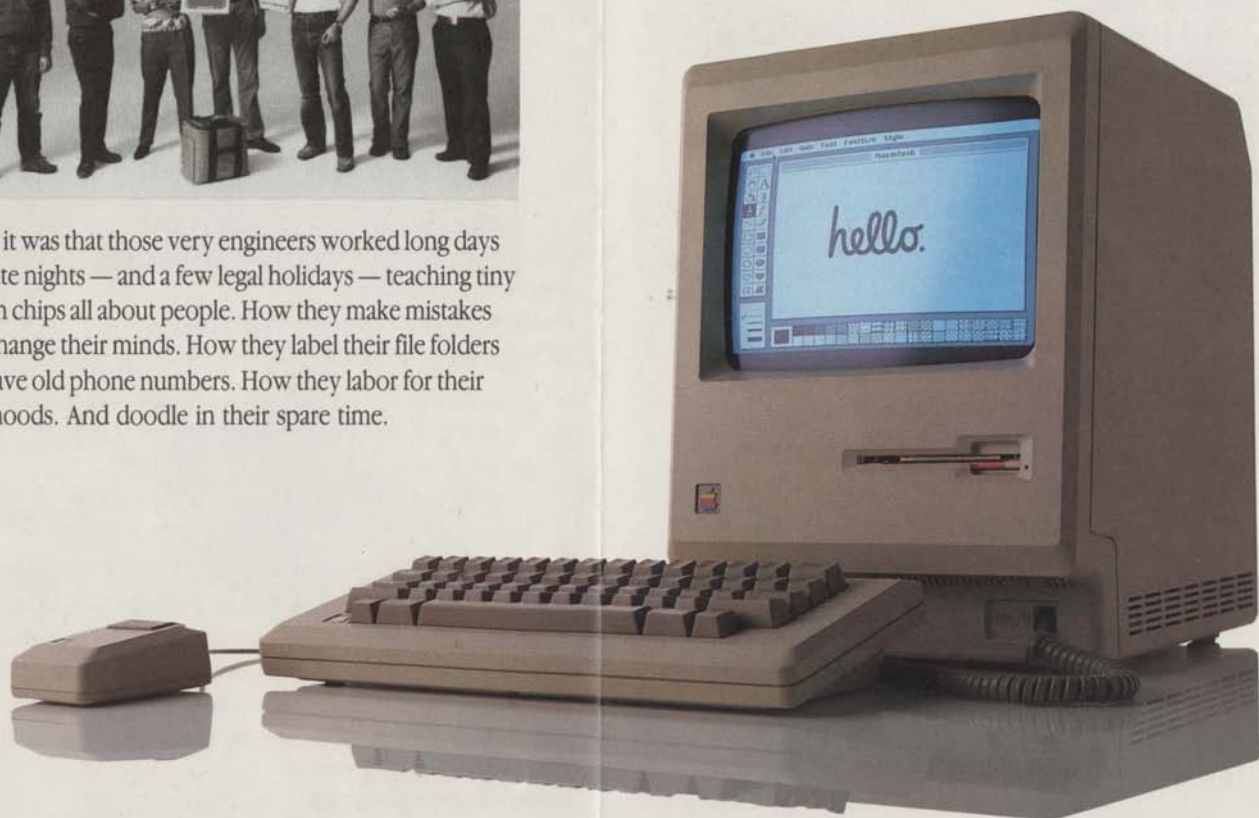


So it was that those very engineers worked long days and late nights — and a few legal holidays — teaching tiny silicon chips all about people. How they make mistakes and change their minds. How they label their file folders and save old phone numbers. How they labor for their livelihoods. And doodle in their spare time.

For the first time in recorded computer history, hardware engineers actually talked to software engineers in a moderate tone of voice. And both became united by a common goal: to build the most powerful, most transportable, most flexible, most versatile computer not-very-much-money could buy.

And when the engineers were finally finished, they introduced us to a personal computer so personable it can practically shake hands.

And so easy to use, most people already know how. They didn't call it the QZ190, or the Zipchip 5000. They called it Macintosh.™



If you can point, you can use a Macintosh.

That's why we put a pointer on the Macintosh screen. And we attached the pointer to a small rolling box, called a "mouse," that fits in your hand.



Point. Click.

To tell Macintosh what you want to do, you just point and click.

You move the pointer on the screen by moving the mouse on your desktop. When you get to the item you want to use, you click the mouse button once, and you've selected that item to work with.

In this particular case, the pointer appears as the pencil you've selected (from the "palette" at left) to put some finishing touches on an illustration you'd like to include in a memo.



The pointer becomes whatever tool you select to work with — in this case, a pencil.

"Palettes" display available tools, line widths, and patterns.

You're not limited to the work area you see here. You can scroll up and down, left and right.



Cut.

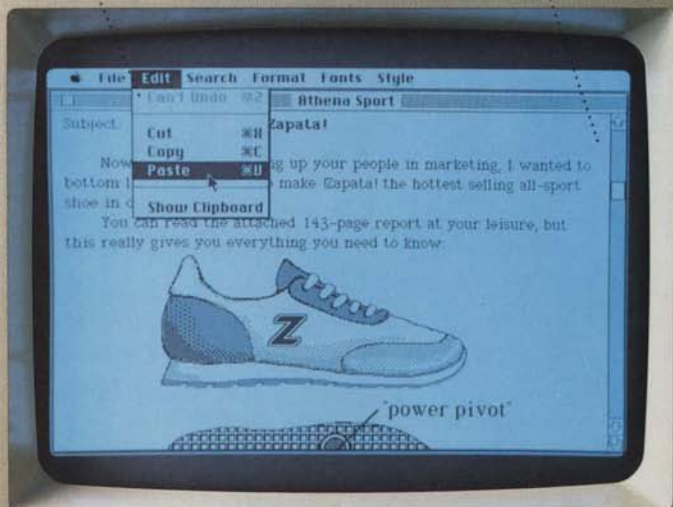
Once you've completed your illustration, you need to "cut" it out of the program you used to create the illustration, so that you can "paste" it into the memo you created with Macintosh's word-processing program.

To do this, you simply use the mouse to draw a rectangle around the illustration, which tells Macintosh that this is the area you want to cut.

Then you move the pointer to the top of the screen where it says "Edit." Hold the mouse button down and "Edit" will then reveal a list, or "pull-down menu," of the editing commands available. Without releasing the mouse button, move the pointer down this list to the Cut command. (It will then be highlighted by a black bar.) Release the button and, zap, it's done.

"Pull-down menus" display all your options.

To select whatever you want "cut" from the screen, just use the mouse to put a rectangle around it.



Paste.

Now it's time to insert the illustration in your memo. Just bring up the memo and find the place where you want to insert your illustration.

To paste the illustration into your memo, move the mouse pointer once again to the Edit menu at the top of the screen. Move the mouse pointer down the editing list to the Paste command, highlighted by a black bar. Release the mouse button, and once again, zap.

Your illustration has been inserted exactly where you want it in your memo. Now it's time to print it out.

Athlete/Sport MEDIC
CONFIDENTIAL

From: Henry Aronson
To: Chris Jordan
Subject: Launching Capital

Now that you're getting up your people in marketing, I wanted to
know like what's going to make Capital the hottest selling all-sport
shoe in our line.

You can read the attached 143-page report at your leisure, but
this really gives you everything you need to know:



Now styling you. But the 'power pivot' is the sole tell all —
they may not look like each, but it looks almost a complete 180-degree
turn in the way they are. They make Capital the hot all-sport
shoe!

Print.

You tell a Macintosh personal computer to print the same way you tell it to do everything else — move the mouse pointer to the function you want (in this case, “File”); move down the File list until “Print” is highlighted in a black bar; and release the mouse button.

Assuming you have a printer, you’ll immediately see your work appear in print.

All your work, and nothing but your work. Because with Macintosh’s companion printer, Imagewriter, you can print out everything you can put on the Macintosh’s screen.

If you have a desk, you need a Macintosh.

Macintosh was designed for anyone who sits at a desk and uses information.

Any information.

If, for example, your desk is in a dormitory, Macintosh isn't just a tool, but a learning tool.

If you own your own business, owning your own Macintosh personal computer may mean the difference between getting home before dark, and getting home before Christmas.

With software programs like MacPaint™, MacWrite™, MacProject™, MacTerminal™, and MacDraw™ (as well as many other personal productivity tools available from leading software developers), you can spend more time running your business, and less time chasing after it.

If your company has a subsidiary abroad, your colleagues there can use all the same tools. Because Macintosh will be available in international versions with local conventions (alphabets, currencies, dates, and more).

In other words, wherever there's a desk, there's a need for a Macintosh.

And a need for those Macintosh tools...



...Like MacPaint

First, there's MacPaint. A program that transforms Macintosh into a combination architect's drafting table, artist's easel, and illustrator's sketch pad.

For the first time in computer history, a computer — Macintosh, with MacPaint, to be specific — can produce virtually any image the human hand can create. Because the mouse allows the human hand to create it.

MacPaint gives you total freedom to doodle. To cross-hatch. To spray paint. To fill in. To erase.

And even if you're not a terrific artist, MacPaint includes special tools for designing everything from office forms to technical illustrations. And type styles for creating captions, labels, and headlines.

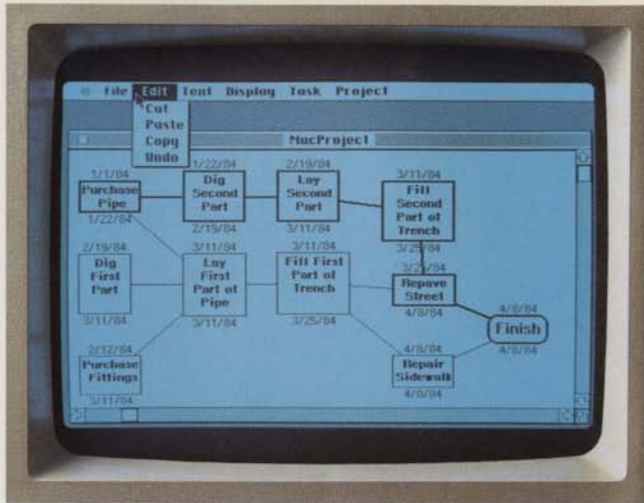


...MacProject

What MacPaint does to help you visualize your wildest imaginings, MacProject does to help you visualize the unforeseen.

You simply enter all the tasks and resources involved in a project — whether it's opening a new office or producing a brochure. MacProject will chart the "critical path" to completion, calculating the dates as well as the deadlines.

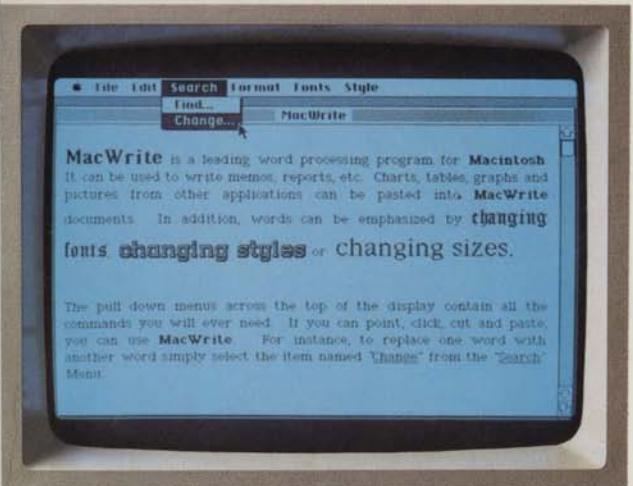
If there's a single change in any phase of the project, MacProject will automatically re-calculate every phase. So you can generate business plans and status reports that reflect the realities of the job, not the limitations of your computer.



...MacWrite

And to reflect the realities of your rapidly changing and evolving thoughts, there's MacWrite. This flexible word-processing program provides the features that will give that "typeset" look to your every word.

These features include multiple font sizes, types, and styles; easily adjusted margins and tabs; and flexible formatting options that allow you to center or justify (left or right) any text.



...MacTerminal

As easy to use as the other Macintosh programs, MacTerminal is a powerful communications package that lets Macintosh fit right into your business, even if you work for a company big enough to have its own mainframe or minicomputer.

With MacTerminal and additional hardware, Macintosh personal computers can talk to IBM® mainframes in their very own 3278 protocols. And they let Macintosh speak fluently in DEC® VT100,™ VT52,™ and plain old TTY, too.

Third-party software

Obviously, the only thing limiting what a computer can do is the imagination of the people creating it. Not just the engineers who design it, but the software developers creating integrated software for it.

Like Lotus Development Corporation, currently developing a Macintosh version of their 1-2-3™ program. And Software Publishing Corporation, with its new PFS® filing program that's as easy to use as the Macintosh it was designed for. And Microsoft, with its Microsoft™ Chart, File, Word, and Multiplan.™

What software developers have to say

“Macintosh is much more natural, intuitive, and in line with how people think and work. Macintosh sets a whole new standard, and we want our products to take advantage of this.”

—Mitch Kapor, President & Chairman of the Board
Lotus Development Corporation.

“To create a new standard takes something that's not just a little bit different. It takes something that's really new, and captures people's imaginations. Macintosh meets that standard.”

—Bill Gates, Chairman of the Board & CEO
Microsoft Corporation

“If you were to put machine X on the table and a Macintosh beside it, then put up PFS software on both machines...like a taste test...we think Macintosh's benefits would be pretty obvious.”

—Fred Gibbons, President
Software Publishing Corporation

What makes Macintosh tick. And someday, talk.

Macintosh has a lot in common with that most uncommon computer, the Lisa™ personal office system.

Its brain is the same blindingly fast 32-bit MC68000 microprocessor.

And at the heart of Macintosh is the Lisa Technology of windows, icons, pull-down menus, software integration, and mouse commands.

Macintosh's built-in disk drive is a miracle of miniaturization. It uses sturdy 3½-inch disks that can store 400 kilobytes per disk, far more than conventional 5¼-inch floppy disks. So while Macintosh's disks are big enough to hold a deskfull of work, they're small enough to fit in a shirt pocket.

Macintosh also has a built-in, polyphonic sound generator capable of producing high-quality human speech or music.

And on the back of the machine, you'll find built-in RS-232 and RS-422 AppleBus/serial communications ports. This means you can connect printers, modems, and other peripherals without having to add cards at \$150 apiece. It also means that Macintosh is ready to hook into 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 extra for a disk controller card, because that connector's built-in, too.

And, of course, there's a built-in connector for Macintosh's mouse.

But the real genius of Macintosh isn't its serial ports or its polyphonic sound. 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.



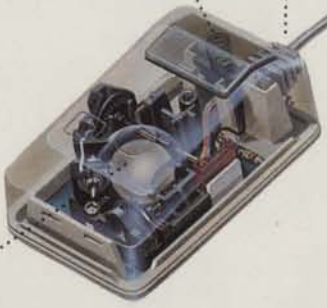
Mouse connector: External disk-drive connector. Polybionic sound port.

RS-232 and RS-422 AppleBus/serial communications ports. For printers, modems, and other peripherals.

Display. Nine-inch, high-resolution (512 x 342-pixel), bit-mapped display.

The Mouse. Replaces typed-in computer commands with a form of communication you already understand: pointing.

Some mice have two buttons. The Macintosh has only 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 pinpoint accuracy.

Brightness control.

RAM. 128 kilobytes.

Disk drive. Built-in 3 1/2-inch disk drive.

Keyboard connector. A telephone-type jack you already know how to use.

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

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

Built-in handle. For getting carried away.

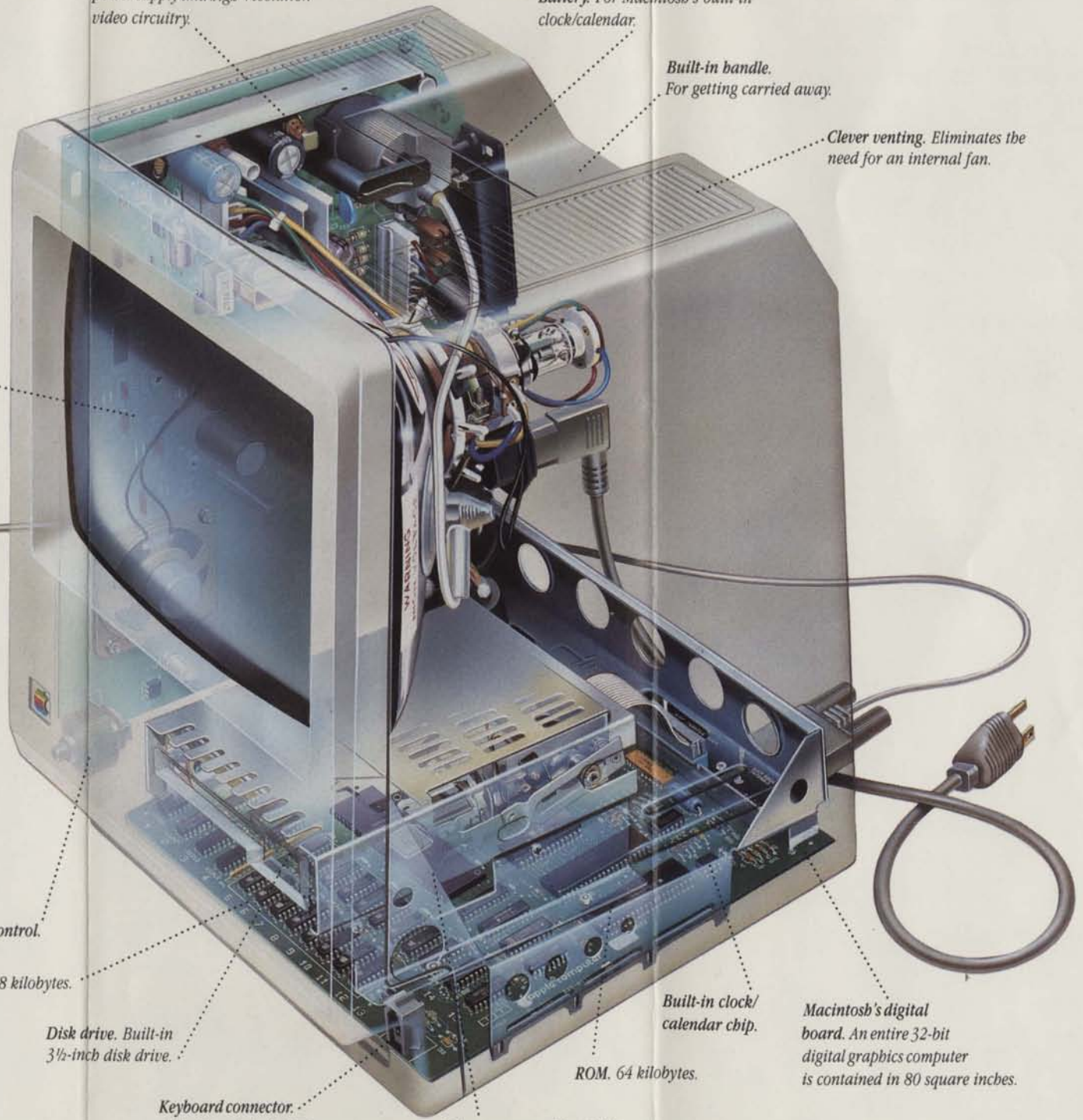
Clever venting. Eliminates the need for an internal fan.

Built-in clock/calendar chip.

Macintosh's digital board. An entire 32-bit digital graphics computer is contained in 80 square inches.

ROM. 64 kilobytes.

Microprocessor. The 32-bit Motorola MC68000 microprocessor.



We could, as they say in computerese, dump another gigabyte (write another 50,000 or so pages) on Macintosh.

But you really can't appreciate how insanely great Macintosh is until you visit an authorized Apple dealer.

Over 1,500 of them are eagerly waiting to put a mouse in your hand. To prove that if you can point, you can use a Macintosh.

Should you be interested in low monthly payments, the Apple Credit Card* may be your answer. If you fill out a credit application, in most cases you can take a Macintosh home the very same day.

Which makes owning the world's newest computer just as easy as using it.



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



For more information, or for an authorized Apple Dealer nearest you, please call (800) 538-9696. In Canada, please call (800) 268-7796 or (800) 268-7637.

*The Apple Credit Card is not available in Canada.

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