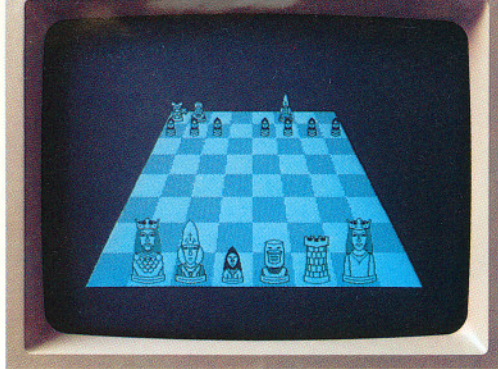
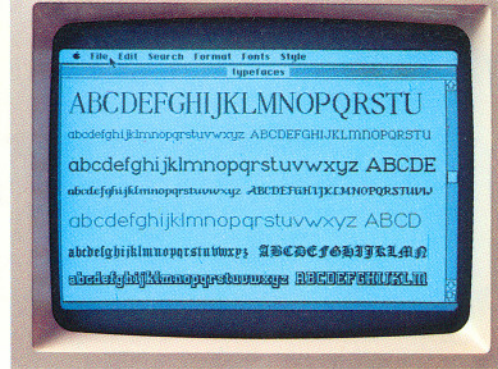


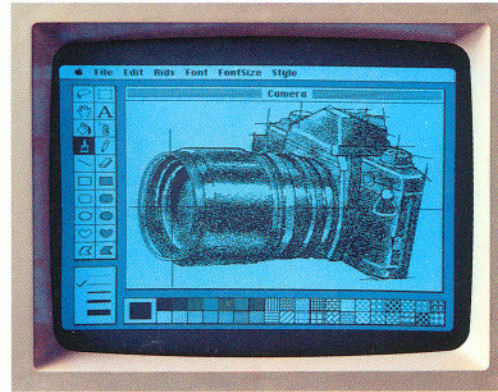
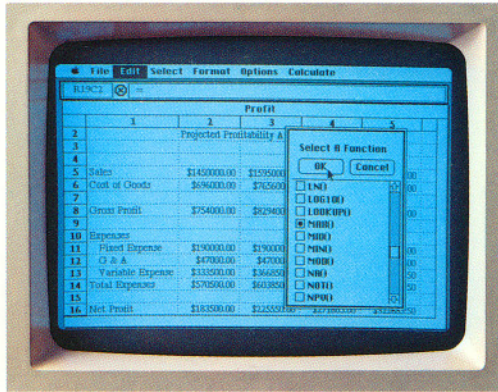
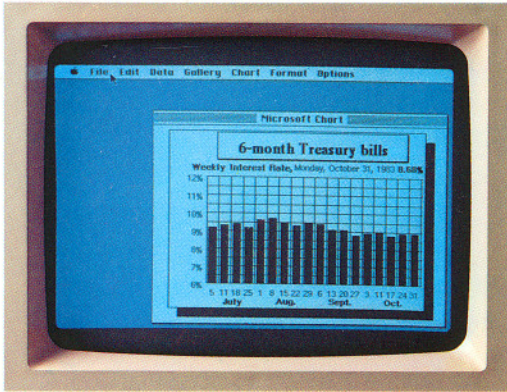
MacProject does for project management what VisiCalc® did for spreadsheets.



With Macintosh's unlimited graphics, there'll be no limit to the games it can play.

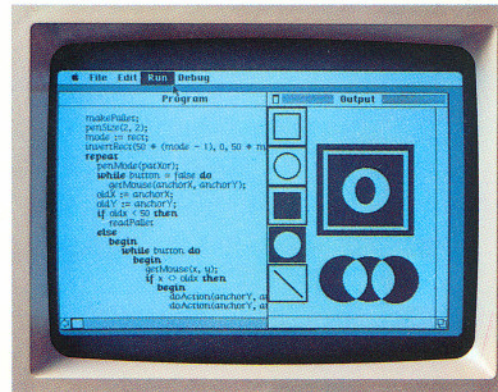


If you don't see a typeface you like here, Macintosh lets you design your own.



"Macintosh is much more natural, intuitive and in line with how people think and work...This is going to change the way people think about personal computers. 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 on the table beside it, and then put 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 — far more powerful than the 16-bit 8008 found in current generation computers.

16-bit 8088 microprocessor.



Macintosh's 32-bit microprocessor.



Its heart is the same Lisa Technology of windows, icons, pull-down menus, software integration and mouse commands.

And, thanks to its size, if you can't bring the problem to a Macintosh, you can always bring a Macintosh to the problem. (Macintosh actually weighs 9 pounds less than the most popular "portable.")

Another miracle of miniaturization is Macintosh's built-in 3 1/2" disk drive.



Standard 5 1/4" floppy disk.



Small footprint.

Macintosh is one third the size and volume of the IBM PC.

Its 3 1/2" disks (400K) store more than conventional 5 1/4" 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 speaking of talking, Macintosh has a built-in polyphonic sound generator capable of producing high-quality human speech or music.



Macintosh's 400K 3 1/2" disk.

On the back of the machine, you'll find built-in high-speed RS-232 and RS-422 AppleBus/serial

communications 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 can 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 — that connector's built-in, too.

And, of course, there's 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.

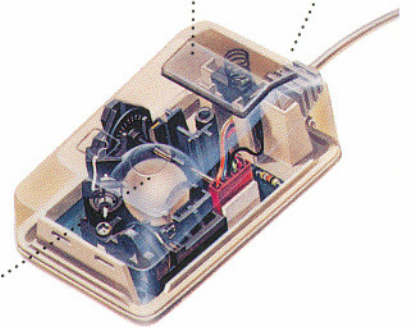
But the real genius of Macintosh isn't its serial ports or its polyphonic sound generator.

The real genius is that you don't have to be a genius to use a Macintosh.

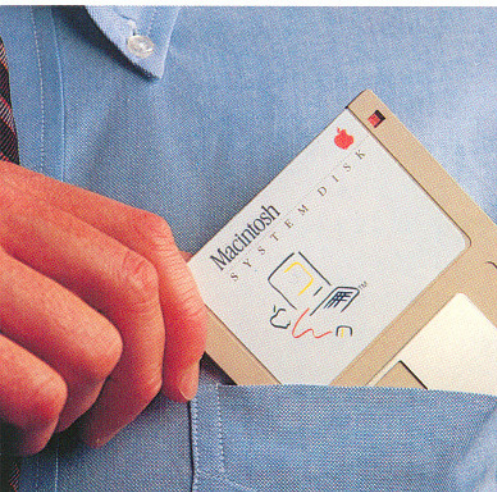
You just have to be smart enough to buy one.

The Mouse itself. Replaced 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.



letters with tables, charts, and free hand illustrations composed on other graphics programs. All by cutting and pasting with the mouse.

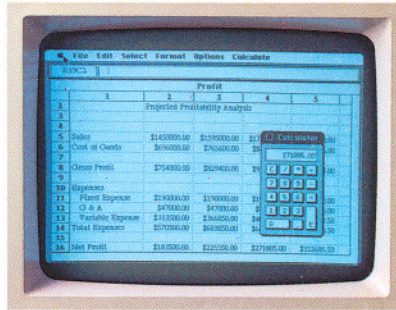
That capability alone makes Macintosh its very own form of communication. A new medium that allows you to supplement the power of the written word with the clarity of illustrations. In other words, if you can't make your point with a Macintosh, you may not have a point to make.

Actually, the difference between Macintosh and the IBM PC becomes obvious the minute you turn both of them on.

The two screens below show you how each of them greets you.



Spreadsheets before Macintosh.



Microsoft's Multiplan for Macintosh.

Microsoft's Multiplan™ for Macintosh, designed to take full advantage of Macintosh's built-in Lisa Technology, replaces clumsy cursor keys with the point-and-click of the mouse.

Let's say you want to change the width of a column in your spreadsheet. With the IBM PC, that's a 4-key command sequence. On Macintosh, you simply use the pointer to widen the column, and click.

Naturally, Multiplan also allows you access to all of Macintosh's built-in desk

accessories. So should you need to make a few quick computations before entering new spreadsheet figures, you can use the built-in desk calculator, for example.

When it comes to business graphics, in all fairness, IBM has pie and bar charts to spare. Provided you can spare the additional cost to add a special card and separate color monitor required to make use of them.

When you compare the actual unit you purchase initially with our Macintosh, the IBM PC not only comes up short a few pie charts, it draws a complete blank.

Macintosh uses this business graphics program, Microsoft™ Chart, to turn numbers nobody understands into charts and graphs that everybody understands.



File listings before Macintosh.

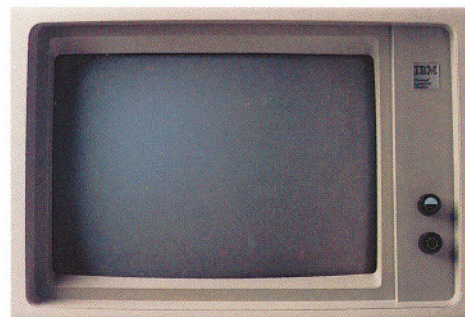


Macintosh's Finder.

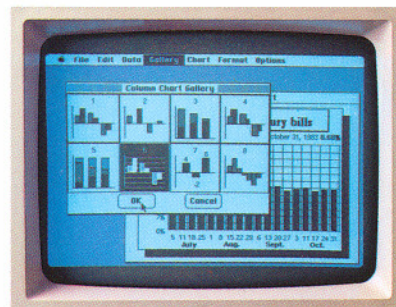
Notice the IBM presents you with a laundry list of files available for accessing. And multiple steps are required to "get at" the particular file you choose to work with.

Macintosh, on the other hand, shows you pictures of everything you've saved (charts, graphs, illustrations and documents), pretty much the same way you'd see them arranged on your desktop.

Even comparing a program as commonplace as the electronic spreadsheet clearly shows you that Macintosh is anything but commonplace.



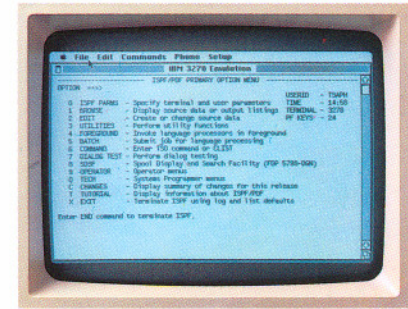
Business graphics before Macintosh.



Microsoft's Chart for Macintosh.



Terminal emulation before Macintosh.



MacTerminal.

With it, you can "cut" numbers you want charted from another Macintosh program and "paste" them directly into Chart. Just choose the style of chart you want from a pull-down "gallery" of pie and bar charts, line and scatter graphs.

Again, it all happens with a click of the mouse. So you can change your chart as quickly as you can change your mind. Maybe faster.

There is one thing that the IBM PC manages to do as well as Macintosh: IBM 3278 terminal emulation — so you can communicate with heftier IBM's.

And here's where ordinary personal computers draw a blank.

You've just seen some of the logic, the technology, the engineering genius and the software wizardry that separates Macintosh from conventional computers.

Now, we'd like to show you some of the magic.

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

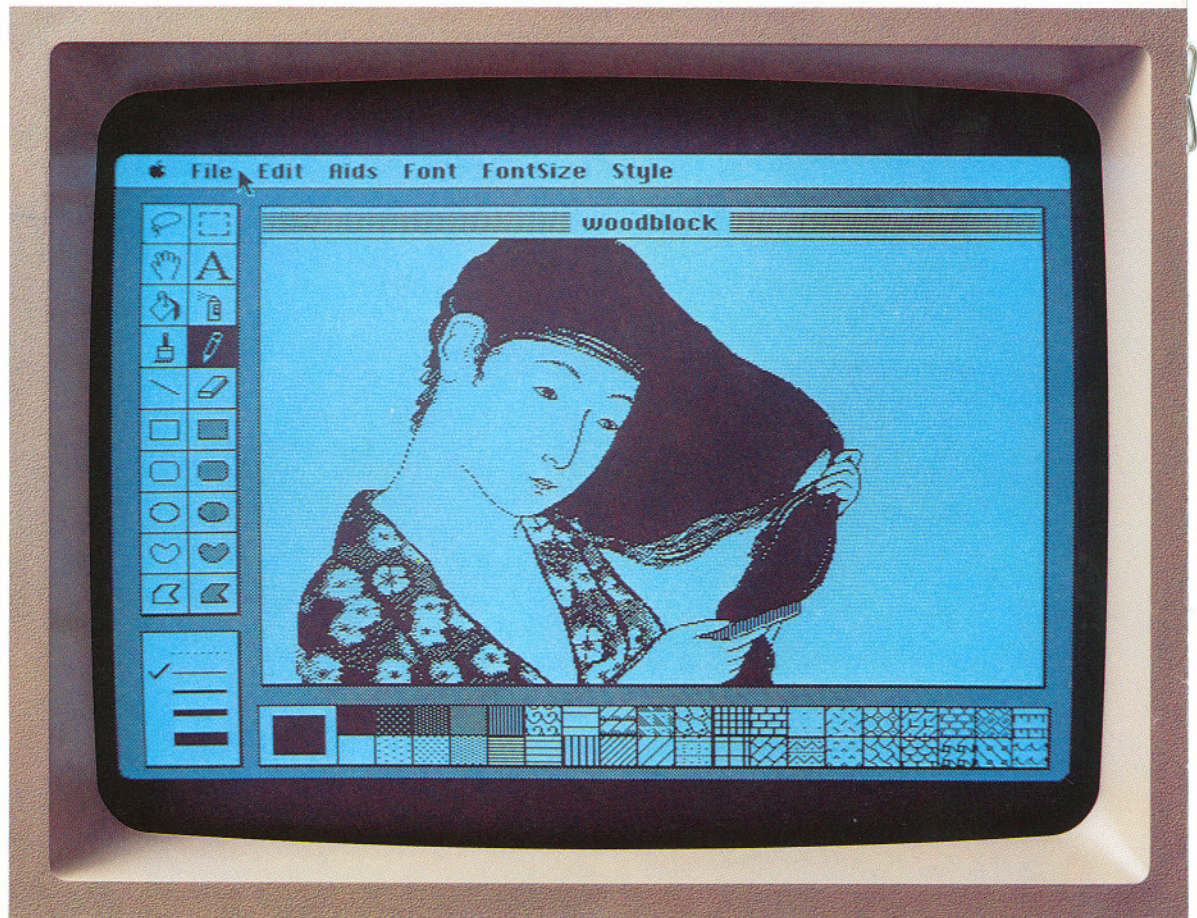
With MacPaint, for the first time in computer history, a personal computer can produce virtually any image the human hand can create. Because the mouse *allows* the human hand to create it.

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 tools for designing everything from office forms to technical illustrations. Plus type styles to create captions, labels and headlines.

So you can have custom-designed graphics without hiring a design studio. Make your presentations more presentable by enlarging MacPaint illustrations or making transparencies for overhead projection. Or clarify a memo or report by "cutting out" your illustration and "pasting" it into your text.

What MacPaint does for helping you visualize your wildest imaginings, MacProject does for helping you visualize the unforeseen.



MacPaint produces virtually any image the human hand can create.

You simply enter all the tasks and resources involved in a project — whether it's opening a new office or producing a brochure — and MacProject will chart the "critical path" to completion, calculating dates and deadlines. If there's a single change in any phase of the project, it will automatically recalculate every phase.

So with MacProject, you can generate business plans and status reports that reflect the realities of the job, not the limitations of your computer.

But more important than the practical benefits, programs like MacPaint and MacProject represent the very tangible difference an attitude can make. An

attitude that 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 software developers like Lotus® Development Corporation, currently developing a Macintosh version of their 1-2-3™ program and Software Publishing Corporation with a new PFS:® filing program as easy to use as the Macintosh it was designed for. And Microsoft, with productivity tools like Multiplan, and Microsoft Chart, File, and Word.

If Macintosh has an extraordinary future ahead of it, it's because of the extraordinary people behind it.