

*They've got  
us covered...*



***The Apple IIc***

## 1 A+

A+ is written with you in mind. It discusses the programs you can adapt for your home or office, the products you can purchase to expand your system, and the applications you can implement to increase your productivity. Answer your questions and concerns in every issue of A+! You'll find stimulating articles, regular features, and reader service departments that talk with you!



## 2 Apple Orchard

Welcome to the world of Apple. *Apple Orchard*, the premier magazine for Apple computer users, helps you to get the most from your investment. For the past five years, we have helped thousands of Apple owners get past the beginner stage to the pleasures and rewards of Apple ownership. Every month, *Apple Orchard* tells you about using your Apple for business, home, education, recreation, and much more. We show you how to "do" and how to "fix," and we have the most comprehensive new product coverage anywhere.



## 3 Byte

The world's leading high-tech computer magazine, *Byte*—the Small Systems Journal, "covers the waterfront" in this fast-changing and exciting field.



*The magazines described here often cover Apple's products in their pages. You can learn more about your computer—and about the world of computing—by reading any of them.*

*For information about subscription offers from these magazines, see the enclosed hardware registration card.*

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**4 InCider**

*InCider* is specifically for those who want more from their Apples. Find out more about the entire Apple family of personal computers. Improve your Applesoft and assembly programming. Learn sprite graphics for business applications. Compare word-processing programs, spreadsheets, and financial reports. Read about the latest in industrial trends.



**5 Infoworld**

*Infoworld* is a weekly publication containing up-to-the-minute news, with the latest in extensive product reviews, microcomputing trends and applications technologies, and more!



**6 Interface Age**

*Interface Age* is recognized by industry leaders as the best source of information on new and current computer hardware and software. Each issue is filled with hard-hitting reviews and descriptions, timely special reports, and comparison charts that will help you keep up with the rapidly expanding and changing micro-computer market.



**7 Nibble**

*Nibble* magazine is the reference for Apple computing. You get more than \$50.00 (commercial value) worth of ready-to-run Apple programs in each issue. *Nibble* features programs and articles for home, business, education, and entertainment. Learn more about your Apple and have fun doing it! New products and reviews, too!



**8 Personal Computing**

*Personal Computing* is written for people whose curiosity about the benefits of personal computer use is developing into serious interest and active involvement. Each issue contains current articles on applications, reviews of new hardware and software releases, and helpful buyers guides. Our goal is to help you get the most productivity and enjoyment from your personal computer.



**9 Popular Computing**

The computer magazine from McGraw-Hill for the intelligent layperson. Written in easy-to-read non-technical language, *Popular Computing* demystifies computing. It includes buyers guides, and covers home, business, and education applications.



Void where prohibited by Law.  
Magazine offer not valid in Canada.

20525 Mariani Avenue  
Cupertino, California 95014  
(408) 996-1010  
TLX 171-576

030-0927-A



Welcome to the winner's circle—the growing circle of Apple owners. Whether you're discovering Apple magic for the first time, or coming back for more, you'll be carried away by the Apple //c, a powerful computer that's simple to operate.

We're confident that the Apple //c will serve you well for many years to come. Each system carries a 90-day warranty. Please help us by taking a few moments right now to fill out the enclosed warranty card, which verifies your purchase.

And take a minute to make sure you have everything shown in the photograph to the right.



A Manual: Apple Presents the  
Apple IIc: 030-0872  
Manual: Setting up your  
Apple IIc: 030-0849  
Manual: System Utilities:  
030-0874

B System Registration Card: 030-0911

C Promo Pack: 607-5107

D V.H.F. R.F. Modulator: 699-0220

E Apple IIc: 612-6128

F 120V Power Supply: 699-0225

G Modulator Cable: 699-0228

H Switch Box: 699-0242

I Disk: Getting Down  
to BASIC: 680-3230

Disk: System Utilities:  
680-3234

Disk: The Apple at  
Work 40 & 80 Column:  
691-0002

Disk: The Inside Story  
& Exploring Apple Logo:  
691-0003

Disk: An Introduction  
& The Apple at Play:  
691-0004







# *The Apple IIc*





Dear Apple dealer:

In 1984, Apple is introducing two products that will reshape the entire personal computer industry. The first is Macintosh, the milestone computer that makes Lisa technology accessible and affordable to millions of people. The second is the Apple IIc, our latest refinement of this industry's first milestone product.

The Apple IIc is our entry into the potentially enormous consumer market. It will bring technology to a lot of people who—until now—never even thought about owning a personal computer.

Compare how Apple and IBM chose to address this burgeoning market. IBM brought out the "Jr," a system that tells customers they have to compromise power, accept a chiclet keyboard, and tack on a lot of add-ons before they can put a computer in their homes.

But the consumer who buys a IIc doesn't have to accept any compromises. We took our proven Apple II technology and we made it better—increasing the memory, improving the graphics, and adding built-in serial interfaces. We miniaturized it all, using VLSI technology, and fit that power into a beautiful notebook-sized case. The Apple IIc is going to eat Peanuts for breakfast.

We even took some of the same type of thinking we were developing for Macintosh and put it into the Apple IIc. Both systems are transportable. They're both incredibly easy to set up because they share a simple plug-in design for adding peripherals. And the IIc even works with a mouse, the same device that's generated so much excitement for the Lisa and Macintosh systems.

I think the IIc is going to become the Sony Walkman of this industry. This product can capture people's imaginations while it creates a whole new market category. And it's going to keep the Apple II phenomenon alive for years to come. It'll be Apple II—forever.

They're out there, millions of people who say they'll buy a computer "someday" when there's a system that's small, powerful, and affordable. With the Apple IIc, that "someday" has just arrived.

Sincerely,

Steven P. Jobs  
Chairman of the Board

Dear Apple dealer:

The Apple IIc represents not only a breakthrough in research and development, but also, and perhaps more important, a breakthrough in marketing. It's the first **full-performance** personal computer built entirely around the preferences of the consumer. The first computer that's affordable, reliable, and unintimidating enough for home users, yet entirely worthy of the Apple label.

The Apple IIc's consumer-oriented shape and style is the result of one of the most extensive market research campaigns in Apple history. Even the Apple IIc's colorful, informative carry-away carton has been designed to generate as much excitement inside your store as our multi million dollar advertising campaign will generate outside.

To further benefit the consumer, every Apple IIc system comes with a hands-on introductory computer course that makes learning to use it much easier than learning to drive a car. Consumers no longer have to hold back from buying a personal computer for fear of not being able to use it.

Finally, the Apple IIc represents solid evidence of the importance we attach to retail distribution channels. With your selling expertise, there's no question that the mid 1980s are going to be the most dynamic era in Apple II retail history.

Sincerely,

John Sculley  
President and Chief Executive Officer

## What you should know about the Apple IIc

## The Apple IIc: for customers who want an ACTIVE personal computer

The Apple IIc delivers all the power, versatility, and advanced technology of our top-selling Apple IIe computer in a sleek, transportable, and even more affordable package than ever.

### At long last, a full-fledged personal computer for the home

We've built the Apple IIc specifically for the market with the highest future buying potential: the home. Millions of households have yet to acquire personal computers—many of them having put off a purchase in anticipation of something more affordable, more transportable, and easier to learn. Now that the Apple IIc is here, there's no longer any reason to wait.

Two other significant markets for the Apple IIc are education and business. Here's a projection of these target markets:

Home	65 percent
Education	20 percent
Business	15 percent

For a graphic presentation of this market projection, see the pie chart on the IIc screen below.



What are these customers looking for in a personal computer? It can be summed up in a single acronym: **ACTIVE**.

#### Features

#### Customer benefits

##### Apple

The industry standard.  
Proven technology.  
Two million Apple II owners.

It's a safe buy.  
High reliability.  
Status, prestige.

##### Complete solution in a single box

Self-contained.  
Built-in disk drive.  
Standard 128K memory.  
RF modulator for TV linkup.  
Disk-based computer course.

Simplifies a complex buying decision.  
Delivers everything required to get started in personal computing.

##### Transportable

Weights 7½ pounds.  
Measures 12" x 11¼" x 2¼"  
Built-in handle.  
Optional flat-panel display (80 columns x 24 lines), available fall, 1984.

Goes where the work is.  
Takes the solution to the problem.  
Out of the way when not in use.  
Offers ultimate flexibility for travelers.

##### Inexpensive

A complete computer system at an affordable price.  
Apple Credit Card\* option.

Price/performance value.  
Can be purchased in convenient monthly installments.

##### Versatile

Thousands of available software programs.  
More Apples in more schools than any other brand.

Adaptable over a wide range of applications (education, personal finance, productivity, communications, and entertainment).  
Well suited for office and home use.  
The ideal family learning tool.

##### Easy to install, easy to learn and use

Picture-coded connector cables.  
Six interactive instruction programs teach the basics of computing.

Installation is a snap—literally. Users are up and running right away.

\*Not available in Canada.



## What's in it for you?

With the Apple IIc, the consumer's opportunity to enter the computer age has arrived. So, too, has your opportunity to gain unprecedented sales and profits.

Here's how the Apple IIc's consumer benefits translate into benefits for you as well:

### **Highest-volume personal computer**

As the most affordable computer we've ever introduced, the Apple IIc is destined to become your highest-volume personal computer.

### **Shorter selling cycle**

With its combination of low price, high performance, and all-in-one-box compactness, the Apple IIc is a computer just waiting to be bought. We're providing the merchandising tools—promotional literature, heavy advertising, and the colorful Apple IIc box itself—to trigger customer interest and assure a shorter selling cycle than any other Apple system.

### **Less time spent on support**

Snap-in connector cables, and an in-box computer literacy course make the Apple IIc extremely easy for your customers to assemble and understand—making your job easier, too.

### **Easy to order and stock**

There's only one part number to order, so the Apple IIc is simple to inventory.

It all adds up. The Apple IIc is a personal computer that answers your needs as well as those of your customers...



Apple Monitor IIc



Scribe Printer



Disk IIc



Imagewriter Printer



AppleMouse



Flat-panel Display



Joystick and hand controllers



Apple IIc carrying case

Every Apple IIc personal computer comes with the following features and components:

## Features

- 128K RAM
- Built-in slimline disk drive with external-drive add-on capability
- Ultrahigh-resolution color graphics capability
- Built-in speaker and volume-control knob
- 80-column/40-column display capability
- Full-function Apple IIe-style keyboard
- Dvorak keyboard layout activated by switch (for high-speed typing)
- Pictorially displayed back-panel connector ports for the following items: modem, printer, monitor, RF modulator, external disk drive, and mouse, joystick or hand controllers
- Built-in handle

## External components

- RF modulator for TV hookup
- In-box, disk-based computer literacy course
- Installation guide
- Owners manual
- Power pack
- All necessary cables and connectors

And the Apple IIc weighs in at just 7½ pounds and measures 12" x 11¼" x 2¼", so your customers can take it wherever they might carry an ordinary brief case. They will also be pleased with the wide range of Apple accessories and peripherals to choose from...

Increase your sales by expanding every Apple IIc with Apple's line of high-quality, low-cost peripherals. Built-in ports provide direct connection for accessories, including serial printers, industry-standard monitors, and modems; *no expensive interface cards are required.*

### Apple Monitor IIc

- 9-inch green-phosphor screen.
- Attractively blends in with the Apple IIc's sleek design.
- Optional tilting monitor stand.

### Disk IIc

- Adds 143K of on-line storage.
- Makes disk backup easier.

### AppleMouse

- Features the same pointing mechanism developed for the Lisa™ and Macintosh™ computers.
- Adds a new dimension of efficiency, simplicity, and fun.

### Joystick and hand controllers

- Maximize the entertainment value of fast-action arcade games.

### Scribe Printer

- Produces high-quality text and graphics on any type of paper at 50 cps (near letter-quality mode) or 80 cps (draft and graphics mode) with whisper-quiet performance.
- Employs plain-paper thermal technology for low cost, and an optional four-color ribbon for maximum printing flexibility.

### Imagewriter Printer

- Integrates high-speed printing capability (120 characters per second) with low-noise convenience (quieter than typical office background noise).
- Flawlessly reproduces both text and graphics.

### Flat-panel display\*

- Features a full-size, 80-column x 24-line LCD picture.
- Fits inside Apple IIc carrying case for ultimate transportability.

### Apple IIc carrying case

- Made of strong, water-resistant nylon.
- Designed with travelers in mind.
- Holds power supply, disks, RF modulator, and flat-panel display as well as the computer itself.

### Apple Modem

- Connects the Apple IIc with other computers and electronic information services such as CompuServe®, Dow Jones News/Retrieval®, and THE SOURCE™.
- Available in both 300-baud and 300/1200-baud models with auto-answer and auto-dial.

### Extra power pack

- Lets customers easily move the IIc between different locations (for example, between the TV in the family room and a Monitor IIc in the study).

Apple offers a variety of other fully compatible accessories, including the Apple Color Plotter and the Apple Daisy Wheel Printer.

\*Flat-panel display available fall, 1984

Right from the start, the Apple IIc will be able to run thousands of existing software packages from the Apple II family.

## Apple IIc Featured Product Program

During the Apple IIc's three-month introductory period, we'll be featuring 21 powerful new versions of some of the most popular software programs—written specifically for the Apple IIc to take advantage of its extra memory, advanced microprocessor, improved graphics, and mouse. These featured products comprise a sampling of the Apple IIc's wide range of capabilities in the five areas where computers have the greatest impact:

- education
- productivity
- personal finance
- communications
- entertainment

The Apple IIc Software Sampler describes this program to your customers in more detail.

To help you order these 21 enhanced programs, we've prepared a separate *Software Selling Guide*, that's also designed to help your selling personnel call attention to product benefits and features.

During the three-month introduction, we will also be promoting some 100 other leading software packages. To make it easy for your customers to identify Apple IIc software products, publishers will be labeling their software with "Works on the IIc" stickers.



Apple Modem



Power Pack

## Choosing the best Apple solution for your customers

## Service and support for the Apple IIc

Customers looking for ways to be more productive and enhance their family's educational growth can select the Apple of their choice. But how do you determine whether the Apple IIc best matches the needs of your customers compared with Apple's other entry-level systems?

Here's a chart that can help. It presents the strengths of the Apple IIc relative to the best-selling Apple IIe and Macintosh computers.



### Strengths of the Apple IIc compared to the Apple IIe

1. Total solution in one box (built-in disk drive, two serial ports, 80-column display, and RF modulator)
2. Easier to assemble (plug-in cables) and easier to learn (interactive tutorial disks)
3. Transportability



### Strengths of the Apple IIe compared to the Apple IIc

1. Greater expandability (eight expansion slots)
2. Hard-disk capability (ProFile™ compatible)
3. Networking capability (where interface card required)



### Strengths of the Apple IIc compared to Macintosh

1. Software advantage (thousands of programs available)
2. Color-graphics capability
3. Lower price



### Strengths of Macintosh compared to the Apple IIc

1. Built-in Lisa™ technology (consistent pull-down menus and mouse-driven commands)
2. State-of-the-art 32-bit architecture (high speed and power)
3. Lisa compatibility (part of the Apple 32 SuperMicro™ family)

## How Apple helps you support and serve your customers

Apple will support the Apple IIc with the same high-quality standards as it does every other Apple system.

AppleCare™ Carry-In Service will be provided in convenient yearly increments for the Apple IIc and accessories.

## How you ensure that customers fill out their warranty cards

We strongly urge you to have your sales personnel help customers fill out the product registration and warranty card *while they're still in the store*. That way you and your customers are secure in knowing that the purchase is fully verified, and you'll be better able to keep your records up to date. It will also ensure that your customers are eligible for such in-box incentives as discounted magazine subscriptions.

## Spares kit requirement

Because Apple wants to guarantee the highest level of support to our customer base by ensuring that all authorized Apple dealers are prepared to service the product at introduction, there is a mandatory spares kit. Any authorized Apple IIc dealer with a spares kit automatically qualifies as an authorized Apple IIc service center. You will receive specific Apple IIc service information and instructions as part of your next Dealer Service Mailing.

The Apple IIc spares kit, included in your initial order, contains the following:

- main logic board
- keyboard
- disk drive with analog board
- power supply
- diagnostic package (includes diagnostic disk and loop-back plugs)
- RF modulator

After you've placed your initial spares kit order, you can order each of these parts separately, if you desire.

### Action items

- Make sure the initial order form is complete.
- Begin using the enclosed merchandising guide to plan promotional displays.





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CompuServe is a registered trademark of CompuServe Corp., an H & R Block company.

Dow Jones News/Retrieval is a registered trademark of Dow Jones & Co., Inc.

THE SOURCE is a service mark of Source Telecomputing Corp., a division of Reader's Digest, Inc.





*It goes with you.  
It grows for you.*

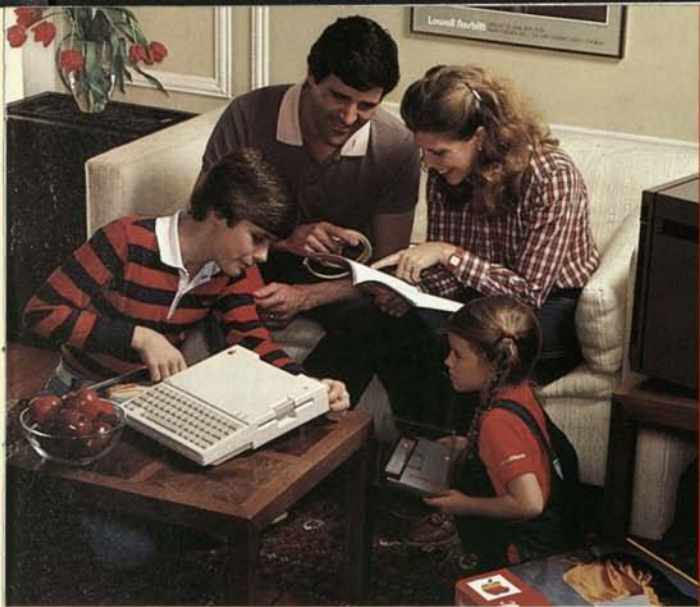
# *The Apple IIc*



## *Introducing the Apple IIc.*

*Compact. Capable. A complete computer system in a single box. It's a remarkable computer, at a very reasonable price.*





The Apple® IIc is small enough to carry with you. But it's capable, too, working with a huge selection of programs and accessories to enhance the way you live, learn, work, and play.

Set it up in the living room to teach and entertain your children. Pack it into a briefcase to get that extra advantage at work. Even take it out on the road to uncover whatever answers you need—when and where you need them.

With the Apple IIc, you don't have to spend your time figuring out what to buy, because we spent our time figuring out what you need. Inside the carton is *everything* necessary to get started right away, including an interactive computer course.

What's more, the Apple IIc contains several standard features offered only as expensive add-ons in comparably priced computers. These features include:

- 128 kilobytes of memory
- Built-in disk drive
- Full-size, full-featured keyboard
- Ultrahigh-resolution graphics in 16 colors

The Apple IIc personal computer. It totally redefines how much computer you can get for your money.

***For home. For work. For  
everywhere in between.***

*For starters: The Apple IIc  
Family System.*



***The same Apple IIc can show up in a lot of different places, doing a lot of different things. You can equip it to do virtually anything you want a personal computer to do. While equipping yourself—and your family—for the future.***

Having an Apple IIc in your family is like having a tireless teacher, playmate, comedian, accountant, researcher, banker, and portfolio manager—all at your beck and call.

Everything you need to connect the IIc to your television is packed right inside the carton. We've even included a disk-based six-program computer course that guides you through a hands-on introduction to the system. With some fun and games, too.


Great games, though, are just the beginning. You can make music with the Apple IIc, create art, or learn more about a favorite hobby. It runs thousands of programs that enrich your life while they challenge your imagination.

Some exciting new programs even take advantage of *AppleMouse*, our revolutionary tabletop accessory that lets you control your computer without using keyboard commands. It makes personal computing more personal—and much easier—than ever before.

Many families will also want to add a *joystick* or a pair of *hand controllers* to bring some extra-fast-action fun to their computer.

Put it all together. There's no telling where an Apple IIc might take you and your family. To the head of the class. To a top rung on the corporate ladder.

Or it just may bring you all closer together. Which is reason enough to think about equipping your family for the computer age.



## *Taking your family further: The Apple IIc System for Personal Productivity.*

Take it by the handle. Carry it into your study (or into any other room of your house). The same Apple IIc that teaches and entertains your children can help you write letters and maintain personal records. You can even sneak in a little work on the side.

Moving it is simple. Plug-in connectors at the back of the system let you attach any accessory you want, without having to open up the computer and go inside. It's as simple as plugging and unplugging any household appliance.

In a study, for instance, you might connect the IIc to a high-resolution *Apple IIc monitor* (with stand), and a low-cost *Scribe printer*. Use it with home-finance programs to get a handle on your personal budget or taxes. Or take advantage of personal-filing programs to collect and sort through club rosters, phone lists, household inventories, and other information.

By adding an *Apple modem*, you can gain access to computerized home-banking, shopping, and information services. And with *MousePaint*,™ the program that comes packaged with every *AppleMouse*, you can produce highly detailed graphics for presentations, or just for fun.

The Apple IIc is ready to grow when you are. You can, for instance, add a second *power supply*, so all you have to carry from room to room is the computer itself. Or attach a second disk drive, the *Disk IIc*, for greater convenience in storing and copying information. There's even a *carrying case* that holds the entire system and protects the computer when you take it into school or work.



## *Taking your productivity further: The Apple IIc Professional System.*

Pack it into a briefcase (or into its durable carrying case), and take it into work. The same Apple IIc you use at home can go with you to the office or on a business trip.

Its stylish design fits easily into any environment, from home to office. But there's more to the Apple IIc than just another pretty case. It brings advanced Apple technology to a new, scaled-down package without compromising any of the power.

Because it's a member of the Apple II family, it runs a complete selection of best-selling word-processing, financial-modeling, and business-graphics programs. Because it's an Apple IIc, it has the ample memory to run some sophisticated new programs, including "integrated" programs that work together and share information.

The Apple IIc can serve as the foundation of a serious computer system. You can put it together with a high-quality, high-speed *ImageWriter printer*, as well as other accessories that make a total professional system: the *Monitor IIc*, which tilts on its optional *stand* for optimal viewing; the *AppleMouse*, for easy computer control; the *Disk IIc*, a second disk drive for convenient information storage; and an *Apple modem*, for communicating with mainframe computers and with other personal computers.







*Taking the Apple IIc anywhere:  
One for the Road.*

Everywhere you go, the Apple IIc goes with you. Even out on the road. Its innovative *flat-panel display*\*—an alternative to the standard video monitor—fits right on top of the Apple IIc, and travels just as easily as the computer itself. We even made room for it and the *AppleMouse* in the *Apple IIc carrying case*.

By taking an *Apple modem* along with your Apple IIc, you can communicate with computers in your home office, quickly get whatever information you need (whenever and wherever you need it), then send your results back to the office. You'll have your printed copies waiting at your desk when you return.

\*Available fall, 1984.

## ***The shape of things to come.***

*The Apple IIc can be the start of something big. Its advanced technical design—created with your needs in mind—lets you instantly add any accessory you'll ever want.*

Some companies advertise their personal computers at what seems like a pretty good price...until you start putting a system together.

Usually, their basic price doesn't include a disk drive. Or the price of the special interface cards required to run the disk drive and other accessories. Or the price of many other features that are standard on the Apple IIc.

We've got everything you need built right in. With simple, plug-in connectors on the back panel for adding any of the optional accessories you may ever want:



*Mouse, joystick,  
hand controllers*

*Modem*

*Television, RGB  
color monitor,  
flat-panel display*

**Apple IIc Monitor and stand.**

Designed to match the computer perfectly, the IIc Monitor provides an extra-sharp image. It even tilts on its optional stand for optimal viewing.

**Flat-panel display.** A dramatic innovation, the portable flat panel displays a full 80 characters by 24 lines on a thin, lightweight screen. (Available fall, 1984.)

**AppleMouse.** This state-of-the-art accessory is changing the way people interact with computers. It's the same mouse that generated so much excitement on our Lisa™ and Macintosh™ systems—now brought to our Apple II family to give you system control without keyboard commands.

**Disk IIc.** Our half-height second drive is built with the same streamlined design of the Apple IIc itself.

**Scribe printer.** An economical alternative, ideal for most home uses, this revolutionary thermal transfer printer produces both text and four-color graphics on either regular paper or your personal stationery.

**Imagewriter printer.** Treat yourself to a high-quality high-speed printer that produces sharp printouts of both text and graphics.

**Apple modems.** The Apple IIc works with any standard modem, including Apple's own 300-baud and 300/1200-baud models.

**Power supply.** By purchasing a second power supply, all you ever have to carry from room to room or from home to office is the computer itself.

**Joystick, hand controllers.** A couple of old favorites, they're popular with game players of all ages.



**Video monitor**

**External disk drive**

**Printer, Plotter**

**Power supply**

**On/off switch**

***To see is to believe.***

There's only one way to truly appreciate all an Apple //c can do for you—visit your authorized local dealer for a hands-on demonstration.

Your dealer can tell you more about the system and its accessories, and show you how to apply for the *Apple Credit Card*,\* which helps you squeeze a computer into a tight budget.

The Apple //c personal computer. It's an Apple. You can count on it. You can rely on us.



\*Available in U.S. only.

Apple, the Apple logo, Lisa, and MousePaint are trademarks of Apple Computer, Inc.

Macintosh is a trademark licensed to Apple Computer, Inc.

**Apple Computer, Inc.**

20525 Mariani Avenue  
Cupertino, California 95014  
(408) 996-1010  
TLX 171-576

**Apple Canada, Inc.**

33 Yonge Street, Suite 1120  
Toronto, Ontario  
Canada M5E 1S9  
(416) 366-2232  
TLX 069-86561

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4 Million  
Printed in U.S.A.



*Selling Guide*

# *The Apple IIc*





## **Apple IIc: The one computer that's right for home, for work, and for everywhere in between**

*Imagine a personal computer so versatile, it lets business people keep track of their mailing lists as effectively as it lets five-year-olds learn to identify shapes.*

*Imagine a system lighter than a well-equipped briefcase, and every bit as transportable. Imagine one that's so easy to install, you can have it out of the box and ready to go in minutes. And imagine a personal computer offering far greater performance than any other system in its class.*

*Well, you don't have to imagine any longer. The Apple IIc personal computer is here. It delivers all the power, versatility, and advanced technology of our top-selling Apple IIe computer, in a sleek, transportable package that's even more affordable than ever. Homes, schools, and businesses will never be the same.*

*We're very excited about the Apple IIc and we want to help you cash in on our excitement. That's where this guide comes in. It's a chance for us to acquaint you with the most dramatic evolution in our Apple II family of computers. In the following pages we'll tell you how we're promoting the Apple IIc, and how we can work together to attract and satisfy a new breed of active customers.*

*The acronym "ACTIVE" will help you remember the key Apple IIc selling points:*

*Apple—the industry standard  
Complete solution in a single box  
Transportable—sleek design  
Inexpensive—price/performance leader  
Versatile—large software base  
Easy to install, easy to learn and use*

*These selling points translate into benefits for you as well...*

### *Three bonuses for you*

#### ■ *Highest-volume personal computer*

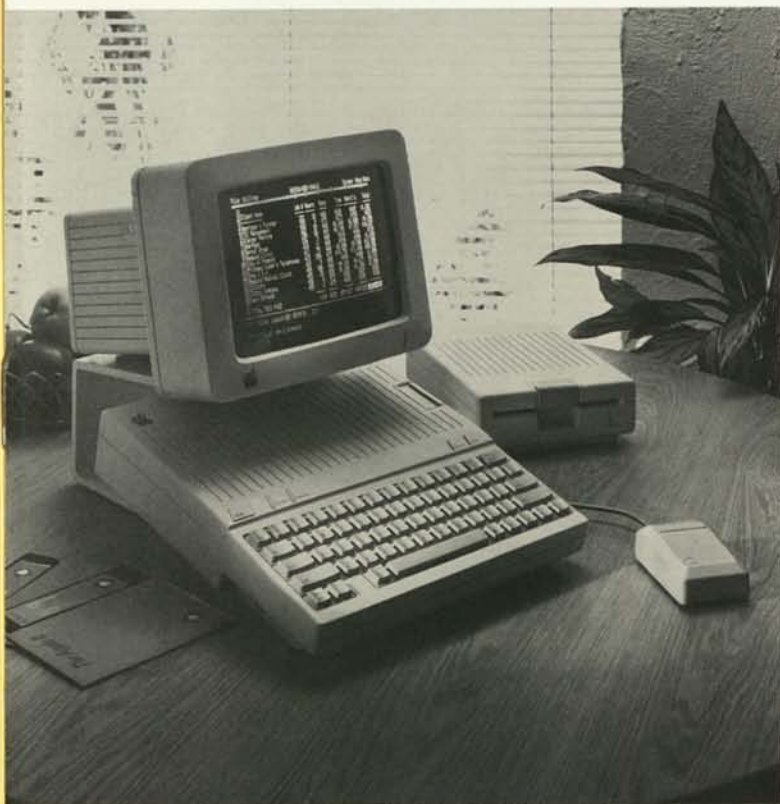
*With all its innovative features and selling advantages, the Apple IIc is destined to become Apple's highest-volume personal computer. And that means even greater income for you.*

#### ■ *Shorter selling cycle*

*With its combination of low price, high performance, and all-in-one-box compactness, the Apple IIc is a computer just waiting to be bought. We're providing the advertising and merchandising tools—display materials, promotional literature, and the colorful Apple IIc box itself—to deliver an interested customer to you. Now it's up to you.*

#### ■ *Less time spent on support*

*Snap-in connector cables and a disk-based computer literacy course come with the IIc, which means it will be extremely easy for your customers to assemble and understand—making your job easy, too.*



### **Illustrated connector ports for easy installation**

- Accessories plug into the Apple //c as easily as a lamp plugs into a wall socket.
- Each port bears a picture of the accessory (modem, printer, monitor, extended video, and mouse/joystick) for which it's intended.
- No expensive interface cards required.
- No need to open up the computer.
- Customers require less support.

Inside every Apple //c carton you'll also find the following:

### **Six self-paced, interactive instruction programs, collectively called "Apple Presents the Apple //c," and a manual**

- Customers learn the basics of the Apple //c right on the screen.
- The disk-based course includes "An Introduction," "The Apple at Play," "The Apple at Work—Writing, Figuring, and Filing," "The Inside Story," "Exploring Apple Logo," and "Getting Down to BASIC"

### **All necessary connector cables**

- To install cables, just match the picture on the cable to the picture on the appropriate port in back of the //c.

### **Snap-in RF modulator**

- Owners can instantly connect the Apple //c to a television set.

### **Floor-mounted power pack**

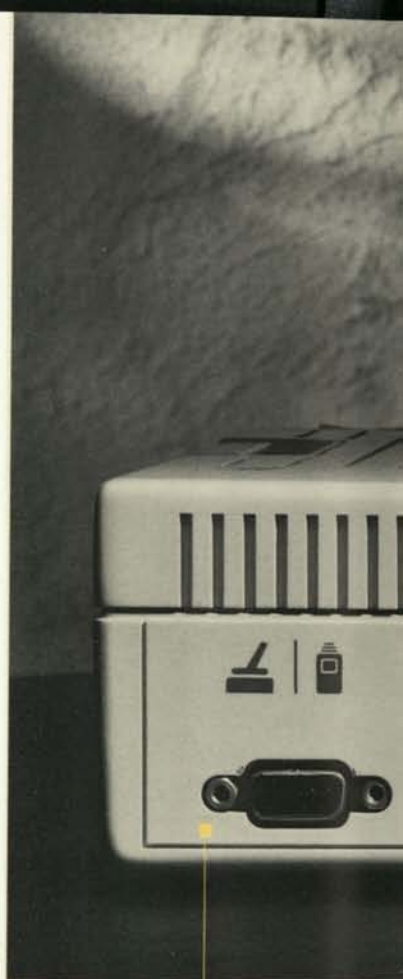
- The Apple //c's AC power supply mounts on the floor next to any electrical outlet, thus freeing up desk space.

### **"Setting Up Your Apple //c" installation guide**

- Explains how to get the system up and running.

### **System utilities disk**

- Owners will use this ProDOS™-based disk to prepare other disks to receive information, copy disks, and move information from disk to disk.



*Mouse, joystick, hand controllers.*



### **Snap-in RF modulator**

- Owners can instantly connect the Apple //c to a television set.





*Modem*

*Television, RGB color monitor, flat-panel display.*

*Video monitor*

*External disk drive*

*Printer, plotter*

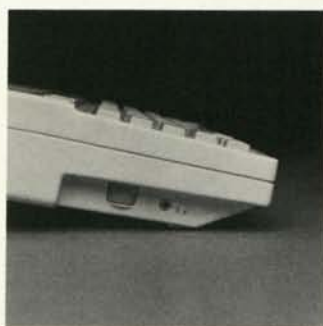
*Power supply*

*On/off switch*



**Two built-in serial ports for printer and modem**

- Printer port accepts any standard serial dot-matrix or letter-quality printer.
- Modem port makes it easy to attach any standard modem, allowing the user to plug the Apple IIc into electronic information services and computer-to-computer communications.



**Built-in speaker, volume-control knob, and headphone jack**

- Internal-speaker sound level can be adjusted easily.
- Plug into the IIc's headphone jack for personal listening.

**Built-in handle**

- Gives the Apple IIc true transportability.
- Props up the system at a comfortable typing angle.





## Who are your buyers?

The Apple IIc is directed primarily at the home/consumer market; business and education represent secondary markets.

Our ongoing market research indicates that you can expect the typical Apple IIc buyer to be a college-educated man with school-age children (6-17 years old). *In fact, families with school-age children are twice as likely to buy a personal computer for the home as any other group.*

Apple IIc target consumers are likely to be:

- success-oriented individuals who *may* be new to computers, but are eager to learn.
- families who want to keep up with the "computer age," and want their children to be equipped for the future.
- owners of low-end "toy" computer systems who realize it's time to move up to a real, more powerful personal computer.
- professionals who use an Apple IIe or Apple III at the office and would like to be able to work with their information at home. (Most Apple IIe and Apple III data disks are compatible with ProDOS-based software programs designed for the Apple IIc.)

Here's what these potential buyers are looking for in a personal computer—and what the Apple IIc delivers:

### Features

### Customer benefits

#### Apple

The industry standard.  
Proven technology.  
Two million Apple II owners.

It's a safe buy.  
High reliability.  
Status, prestige.

#### Complete solution in a single box

Self-contained.  
Built-in disk drive.  
Standard 128K memory.  
RF modulator for TV linkup.  
Disk-based computer course.

Simplifies a complex buying decision.  
Delivers everything required to get started in personal computing.

#### Transportable

Weighs 7½ pounds.  
Measures 12" x 11¼" x 2¼"  
Built-in handle.  
Optional flat-panel display (80 columns x 24 lines), available fall, 1984.

Goes where the work is.  
Takes the solution to the problem.  
Out of the way when not in use.  
Offers ultimate flexibility for travelers.

#### Inexpensive

A complete computer system at an affordable price.  
Apple Credit Card\* option.

Price/performance value.  
Can be purchased in convenient monthly installments.

#### Versatile

Thousands of available software programs.  
More Apples in more schools than any other brand.

Adaptable over a wide range of applications (education, personal finance, productivity, communications, and entertainment).  
Well suited for office and home use.  
The ideal family learning tool.

#### Easy to install, easy to learn and use

Picture-coded connector cables.  
Six interactive instruction programs teach the basics of computing.

Installation is a snap—literally. Users are up and running right away.

\*Not available in Canada.

# The Apple product family and your buyers

Customers looking for ways to be more productive and to enhance their family's educational growth can have the Apple of their choice. But how do you determine whether the Apple IIc best matches the needs of your customers compared with Apple's other entry-level systems?

Here's a chart that can help. It presents the strengths of the Apple IIc relative to the best-selling Apple IIe and Macintosh™ computers.

## Strengths of the Apple IIc compared to the Apple IIe

1. Total solution in one box (built-in disk drive, two serial ports, 80-column display, and RF modulator)
2. Easier to assemble (plug-in cables) and easier to learn (interactive tutorial disks)
3. Transportability

## Strengths of the Apple IIe compared to the Apple IIc

1. Greater expandability (eight expansion slots)
2. Hard-disk capability (ProFile™ compatible)
3. Networking capability (for networks that require interface cards)

## Strengths of the Apple IIc compared to Macintosh

1. Software advantage (thousands of programs available)
2. Color-graphics capability
3. Lower price

## Strengths of Macintosh compared to the Apple IIc

1. Built-in Lisa™ technology (consistent pull-down menus and mouse-driven commands)
2. State-of-the-art 32-bit architecture (high speed and power)
3. Lisa compatibility (part of the Apple 32 SuperMicro™ family)

## But what about the competition?

Most home computers, such as those produced by Commodore and Coleco, are generally considered little more than glorified game machines. The Apple IIc, by contrast, is an all-around personal computer that works as professionally in the home as it does in any setting your customers choose. In this sense, it should not even be considered a "home computer."

There's simply no personal computer in the Apple IIc's price range that comes close to matching its performance. An examination of the IBM® PCjr. reinforces this point. Here's a chart showing where a basic Apple IIc stands in relation to the PCjr.

	Apple IIc	IBM PCjr.	
		Entry-level	Extended
<b>Software versatility</b>	<i>Runs thousands of programs in every software category; file compatible (via ProDOS) with Apple IIe and Apple III software.</i>		<i>Small (though expanding) software base. Won't run most IBM PC business software.</i>
<b>Professional typewriter-quality keyboard</b>	Yes		<i>No. Chiclet-style keys. No key labels.</i>
<b>Transportability</b>	<i>Yes. Computer, disk drive, and keyboard are all encased in a sleek, ultralightweight unit.*</i>	No	No
<b>128K memory</b>	Standard	Extra cost	Standard
<b>40- and 80-column display</b>	Yes	Extra cost	Yes
<b>Built-in disk drive</b>	Yes	No	<i>Disk drive housed in separate unit.</i>
<b>Second-disk-drive expandability</b>	Yes	No	No

\*Flat-panel display available fall, 1984

## Out of the box and into the home

### Sample configurations and accessory options

By buying the Apple IIc, your customers will have all they need to get started in just one box. They can maximize the IIc's full range of benefits by purchasing a few readily available matching accessories and software packages. With its wide range of accessory options, the Apple IIc provides excellent opportunities for follow-up sales.

Direct your prospects to the Apple IIc solutions flyer and *Software Sampler* for more information on growth paths. Also, make sure to review the software selling guide for ideas on which software packages to bundle.

Here are just a few recommended Apple IIc configurations:

#### Family system

This is the fundamental Apple IIc system. Plug it into a TV set and it's ready to go.

- **Apple IIc**
- **AppleMouse**
  - Features the same pointing mechanism developed for the Lisa and Macintosh computers.
  - Works in conjunction with an ever-growing base of easy-to-use software.
  - Makes computer control as easy as point, select, and click.
  - Adds a new dimension of efficiency, simplicity, and fun to the Apple IIc.
  - Comes with MousePaint™, a sophisticated mouse-based graphics program for easy-to-create illustrations.
- **Joystick or hand controllers**
- **Recommended software**
  - Education and entertainment packages

#### Personal productivity system

Here's an Apple IIc solution that will take your family customers even further.

- **Family system**
- **Apple Monitor IIc and tilting stand**
  - Features high-resolution, green-phosphor display to reduce eyestrain and provide greater clarity.
  - Faithfully reproduces both text and graphics on its 9-inch screen.
  - Attractively blends in with the sleek Apple IIc aesthetics.
- **Scribe printer (with accessory kit)**
  - Offers all the advantages of thermal-transfer technology, such as low cost and whisper-quiet performance.
  - Works with any standard printer paper (no special thermal paper required) or stationery.
  - Produces high-quality text and graphics at a fast-paced 50 cps (near letter-quality mode) or 80 cps (draft/graphics mode).
  - Optional four-color ribbon allows maximum printing flexibility.
  - Enclosed in an attractive Apple IIc-style case that matches the computer itself.

#### Personal productivity system (cont.)

- **Additional power pack**
  - Lets customers easily move the Apple IIc between two different locations (for example, between the color TV in the family room and the Monitor IIc in the study).
- Options:
  - **Disk IIc**
    - Permits easier, more convenient floppy-disk backup.
  - **Apple Modem**
    - Links the Apple IIc with remote computers and electronic information services such as CompuServe® and THE SOURCE™.
    - Comes in two models - 300 baud and 300/1200 baud - both of which offer auto-dial and auto-answer capabilities.
  - **Carrying case**
    - Securely encases the Apple IIc in an attractive, foam-protected nylon tote.
    - Provides enough space for the CPU, RF modulator, and optional flat-panel display.
  - **Recommended software:**
    - Productivity and personal finance tools

#### Professional system

With this configuration your customers get the ultimate Apple IIc system. It offers just about everything they'll ever need in a personal computer - at a surprisingly affordable price.

- **Apple IIc**
- **Apple Monitor IIc and stand**
- **Imagewriter printer (with accessory kit)**
  - Flawlessly reproduces everything on the Apple IIc screen - both text and graphics.
  - Prints at the high speed of 120 characters per second.
  - Quieter than typical office background noise.
- **Disk IIc**
- **Apple Modem**
- **AppleMouse**
- **Carrying case**
- **Extra power supply**





***One for the road***

Here's the ultimate traveling Apple:

- **Apple IIc**
- **Flat-panel display\***
- 80-column x 24-line format.
- Sharp, clear LCD picture.
- Fits snugly inside carrying case.

- **Apple Modem**
- **AppleMouse**
- **Carrying case**

\*Available fall, 1984

## **Preparing you for an Apple IIc success**

Because of your past experience in selling computers and the nature of the Apple IIc itself, we think you'll find it easy to become a source of inspiration and information for your customers. Here's what we recommend to bolster your knowledge and selling confidence:

1. Read this selling guide again to familiarize yourself with Apple IIc benefits and features.
2. Read through the Apple IIc Software Selling Guide, which focuses on 21 software packages that have been enhanced specifically for the IIc.
3. Read through the Apple IIc consumer literature (brochure, flyer, and *Software Sampler*).
4. Go through the Apple IIc interactive tutorial and demonstration disk. There's simply no better way to familiarize yourself with the system. And it will help you answer the often-asked customer question, "How long will it take me to learn to use my Apple IIc?"

5. Remember the **ACTIVE** Apple IIc selling points...

Apple/the industry standard  
Complete solution in a single box  
Transportable—sleek design  
Inexpensive—price/performance leader  
Versatile—large software base  
Easy to install, easy to learn and use

...and the benefits they bring to you:

- Highest-volume personal computer
- Shorter selling cycle
- Less time spent on support

Now the computer age has finally come of age. The Apple IIc. The one computer that's right for home, for work, and for everywhere in between.





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IBM is registered trademark of International Business Machines Corporation.


THE SOURCE is a service mark of Source Telecomputing Corp., a division of the Reader's Digest Association, Inc.



# The Apple IIc



***Someday, they say, someone  
will make a computer  
that's small, powerful, and  
affordable. You'll be able  
to set it up in minutes,  
learn it in hours, and use  
it for years.***



*Someday  
just arrived.*

**Introducing the Apple //c.**

Compact. Capable. A complete computer system in a single box.

It's made by Apple. We created the first personal computer in 1976. Since then, a lot of other companies have tried to make a computer as good as ours. While we've kept making ours better.

The Apple® //c represents the latest—and most dramatic—evolution in our Apple // family of computers.

Because of its heritage, the Apple //c runs thousands of programs that enhance the way you live, learn, work, and play. Because of its self-contained design, you can set it up in minutes, and start using it productively right away. And because the Apple //c weighs only 7½ pounds, you can take it with you anywhere, anytime.

The Apple //c. It totally redefines how much computer you can get for your money. It's the one computer that's right for home, for work, for everywhere in between.



***All wrapped up and ready to go.***



**Everything you need to run the Apple //c is right inside the carton.**

The party's over. But the fun's just begun. Unpack your new Apple //c. Connect it to your television. And flip a single switch.

Instantly, you're operating the computer. Without any special instructions or special training. Within a couple of hours, you'll be running it like an expert. And having fun while you're learning.

With the Apple //c, you don't have to spend your time figuring out what to buy, because we spent our time figuring out what you need. Packed inside the carton is *everything* necessary to get going right away:

- 128K Apple //c personal computer, with built-in disk drive
- "Setting Up Your Apple //c," an easy-to-follow installation guide
- "Apple Presents the Apple //c," a four-disk self-paced guide to the Apple //c system, taught on the computer itself
- System utilities disk, which handles system housekeeping chores
- RF modulator, for connecting the computer to a television
- Power supply

Just plug it in, and you're ready to go. The Apple //c is easier to hook up than a stereo. And we show you how, step by short step. Which means you don't need an engineering degree to take advantage of its great engineering.

The Apple //c. It makes a great gift for any special occasion. Or the perfect present for yourself.



**So easy to learn, so simple to use, you'll wonder how your family ever did without it.**

Everywhere you look, people are adding to their families—with an Apple //c.

Adding to their children's education, and to their own knowledge of computers. Adding to home businesses, to home entertainment, to every aspect of home life.

Having an Apple //c in your family is like having a tireless teacher, playmate, comedian, accountant, researcher, banker, and portfolio manager, all at your beck and call.

It quickly becomes as natural and necessary in your home as your telephone. We worked hard to make it just that easy. For starters, we've included a four-disk computer course—"Apple Presents the Apple //c: An Interactive Guide." This course uses the computer to guide you through a hands-on introduction to the system. It lets you use the computer right away, while showing you what's what and what's where.

This course consists of six self-paced programs that make learning to use your Apple considerably easier than learning to drive a car.

**An Introduction** helps you get to know the Apple //c keyboard first-hand.

**The Apple at Play** offers fun and games for the entire family.

**The Apple at Work—Writing, Figuring, and Filing** shows how integrated word-processing, electronic-spreadsheet, and personal-filing programs work together.

**The Inside Story** gives you a rare glimpse of the inner workings of your computer.

**Exploring Apple Logo** introduces the hot new computer language that's simple enough for preschoolers, sophisticated enough for programmers.

**Getting Down to BASIC** provides practical instruction in how to use the BASIC computer language that's built into every Apple //c.

After a couple of hours in your home with this guide, you'll be able to write a program, understand how the computer works, and even get in a few games while you're learning.

And there's still another way we made the //c easy to use—you can add a mouse. A small rolling box that fits under your hand, the AppleMouse controls a pointer on the screen. When used with mouse-powered programs, it lets you control the computer without having to rely on keyboard commands.

In fact, AppleMouse is the same state-of-the-art accessory that generated so much excitement when Apple introduced the Lisa™ and Macintosh™ systems.

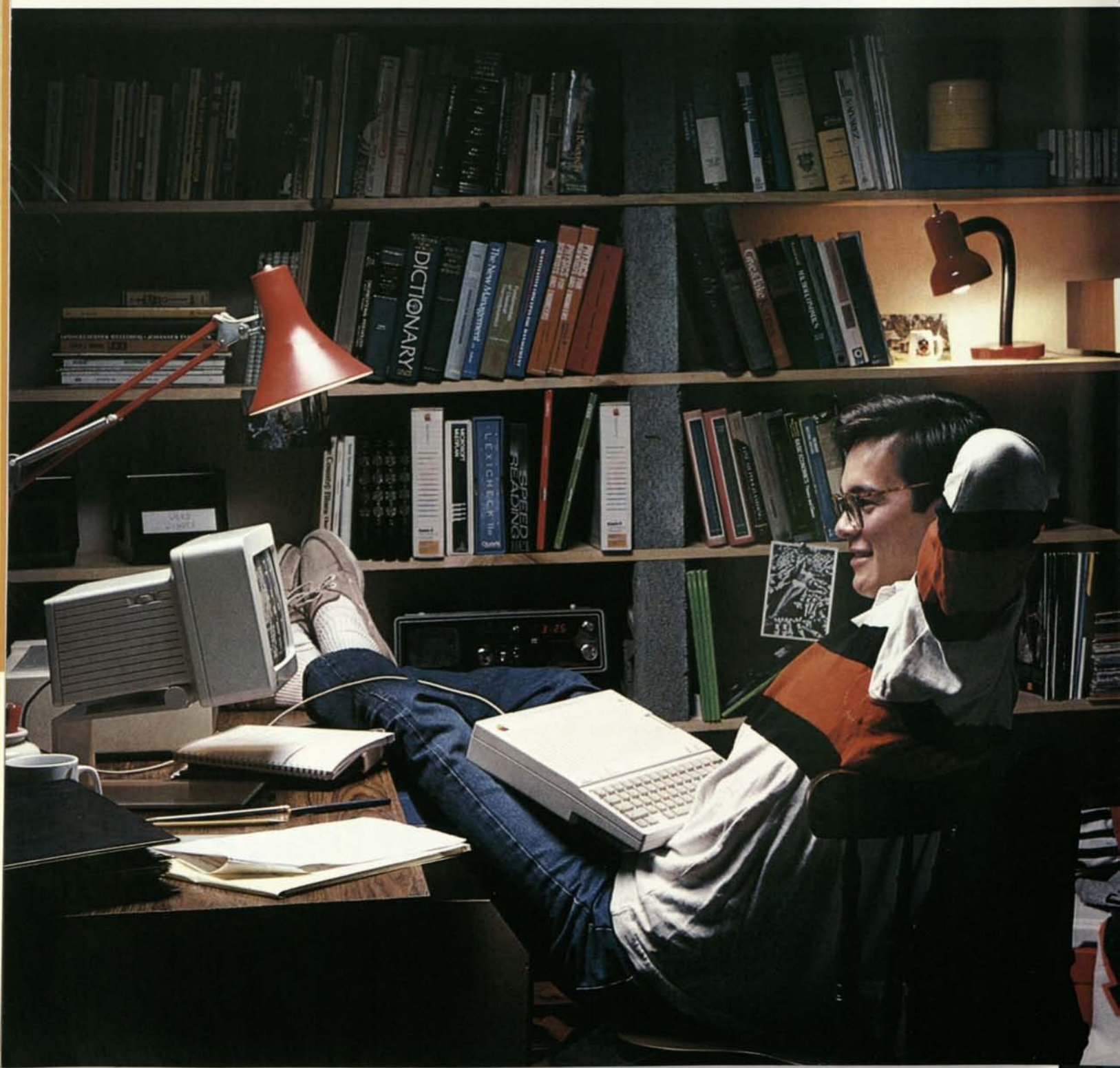
At Apple, we think a computer can be more useful if it's easy to use. And we think a computer that's truly useful can help equip your family for the computer age.





***Instantly, it becomes part of your family.***

*Give him access to one of the world's great libraries.*







**Thousands of programs are already available for the Apple //c. And more are being written every day.**

The Apple //c is the one computer you can hold like a book, but use like a library.

Like a book, it can sit in your lap. And do some of the same things a book does—teach you, entertain you, help you.

But unlike a book, the Apple //c isn't limited by how many pages fit between its covers. Instead, it's a machine of unlimited potential. It runs thousands of programs, a software library unmatched by any computer except one—our own Apple //e.

And you can create your own programs on the Apple //c, to do virtually anything you want a personal computer to do.

Wherever you're going—in school, or business, or life—the Apple //c can open doors for you.

**Education.** Acquire new knowledge and new skills in any of a wide range of subjects, from the "three Rs" to foreign languages to computers.

**Productivity.** As a word processor, the Apple //c can produce letters, memos, term papers—any written material. As a personal filing tool, it can collect, organize, and sort through information, such as club rosters, mailing lists, and household or business inventories. And it runs electronic spreadsheets, business graphics, and other tools for professional productivity.

**Personal finance management.**

Make better financial decisions faster. Monitor and maintain budgets; plan and prepare taxes; manage your investment portfolio; and more—without professional advice.

**Communications.** By adding a modem to your Apple //c, you can plug into a world of information. Instant stock and news quotes. An official airline guide. Public bulletin boards, electronic mail, home banking and shopping. It puts the world at your fingertips.

**Entertainment.** Great games are just the beginning. Make music, create art, or learn more about a favorite hobby. The Apple //c personal computer can enrich your life while it challenges your imagination.

In addition, the Apple //c opens an entirely new era in software development. Its ample memory allows it to run some very sophisticated applications. Including new integrated programs that work together and share information.

What's more, the Apple //c can run programs that take advantage of Apple's revolutionary mouse pointing device. It comes with our MousePaint™ program, which lets you create highly detailed graphics for presentations or just for fun.

The Apple //c. It can become anything you want it to be. And help you become anything you want.

# What you see is what you get.

The specifications are big, but the case isn't: 12 inches long, 11¼ inches wide, 2¼ inches high (30 x 29 x 6 centimeters). Just large enough for a full-size keyboard. Try it out for size.

The Apple //c personal computer contains many standard features that other comparably priced systems offer only as expensive add-ons:

**Extended memory.** Inside, the Apple //c has 128 kilobytes of RAM (random-access memory) as standard equipment, allowing you to work with the equivalent of 50 double-spaced typewritten pages at any one time. In addition, there are 16 kilobytes of ROM (read-only memory), which contain the complete Applesoft BASIC language and other system instructions.

**Microprocessor.** We selected an advanced microprocessor, the 65C02, because it offers some exciting technical features and because it works with existing Apple programs.

**Built-in color graphics.** Great color graphics (in 16 colors) are built into the ultrahigh-resolution (560 x 192 dots), high-resolution (280 x 192 dots), and low-resolution (40 x 48 dots) modes.

**Speaker.** The built-in speaker creates a full range of sound over five octaves, providing music and sound effects for games and other programs.

**Volume control knob and headphone jack.** Located at the side of the system, the volume control knob lets you adjust the sound level of the internal speaker, and the jack allows you to add headphones so you can hear your computer without disturbing others.

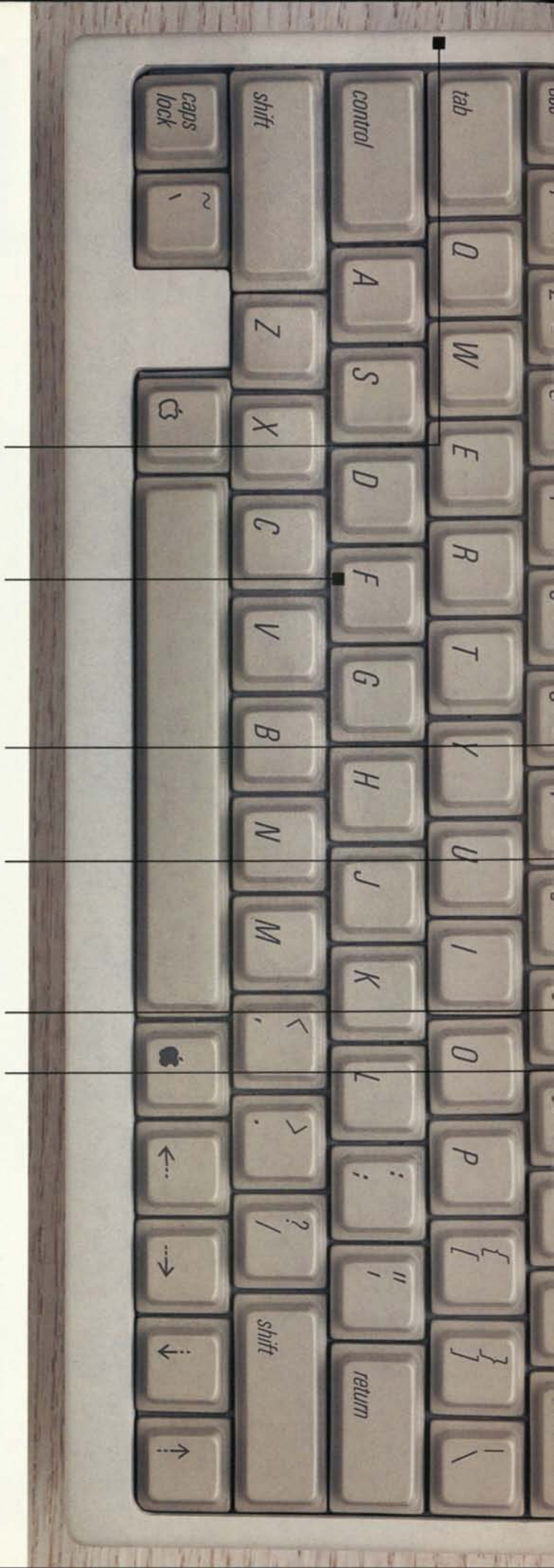
**Full-size keyboard.** Put your hands right onto this photo. We fit a complete keyboard (63 keys, 94 characters, 2 programmable keys, and 4 directional arrows) on the Apple //c. It's a contoured, fast-action, full-featured keyboard, with the keys arranged just like a standard typewriter, and auto-repeat on every key.

**Dvorak switch.** In addition to the standard keyboard configuration, you can also switch to Dvorak mode, an alternative keyboard arrangement that many experts say is easier to learn and faster to use.

**40/80-column display switch.** Have it both ways. Whether you want to run programs designed for a high-resolution 80-column display (which requires a video monitor), or programs that use a standard 40-column display (which works fine on a television), everything you need is already built right in.

**Handle.** You can take it with you. And when you get it there, the handle props the computer at an ideal typing angle.

**Built-in disk drive.** No cards to connect. No wires to mess with. The Apple //c contains a built-in 143-kilobyte disk drive that accepts the same standard 5¼-inch floppy disks as the Apple //e.





11c

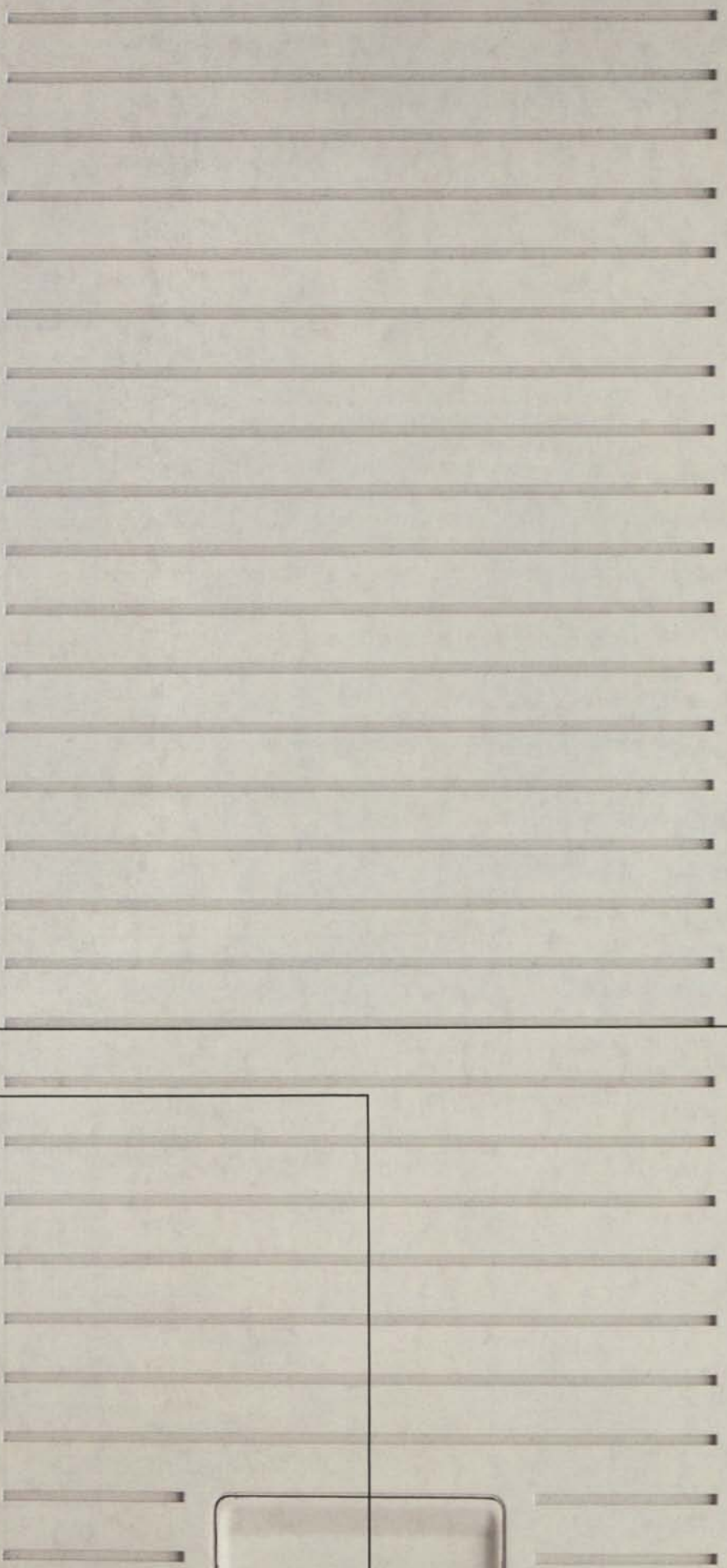
reset

80/40

keyboard

disk use  
power

esc  
1 !  
2 @  
3 #  
4 \$  
5 %  
6 ^  
7 &  
8 \*  
9 ( )  
0 /  
+ =  
delete



**The Apple //c is so easy to take with you, you can carry the solution to the problem.**

Tuck it under your arm. Slip it into your briefcase. Take it upstairs, downstairs. Cross town, out of town. To the living room, conference room, office, den, or kitchen.

There's no end to where an Apple //c can go. In your home, for instance, you might connect it to the color television in your living room and play a few games on it. Later, when you're ready for some serious business, you can move the computer to your study where an Apple //c Monitor and printer await.

Wherever you go, the Apple //c goes with you. It weighs about two pounds less than a well-nourished cat. And its built-in handle lets you transport it from room to room. Even a child can carry one with ease.

The Apple //c is rugged. Because it's meant to be carried. And it fits into its own optional carrying case, which holds the entire system and gives it extra protection.

If you or your children use any Apple // at work or school, all you

ever have to carry back and forth is a thin floppy disk. Start a project on your Apple at work, and carry your work home on a disk. When you get home, simply insert that same disk into the Apple //c and get going, right where you left off.

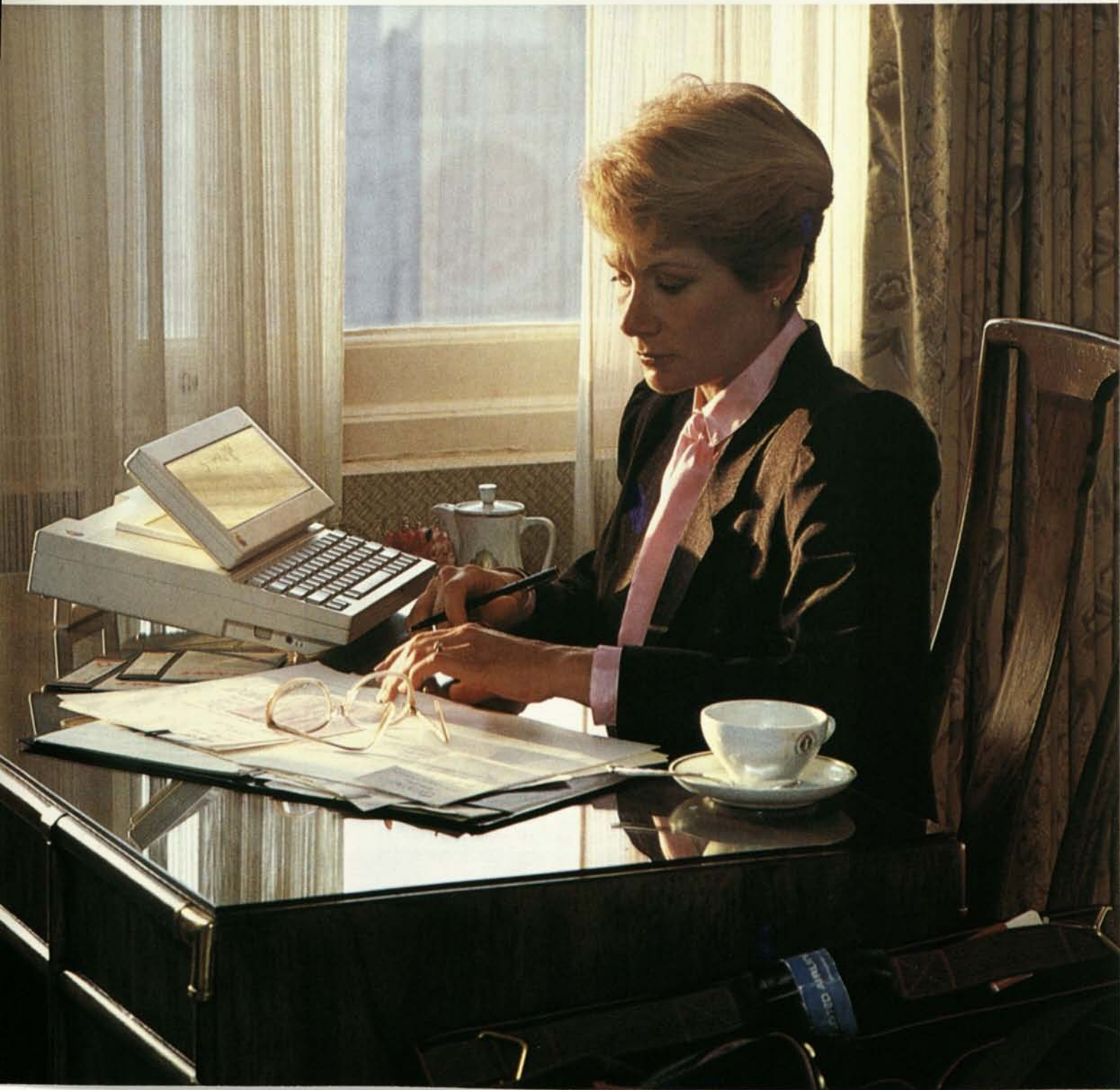
On top of all that, there's a dramatic innovation coming soon that puts the Apple //c a step ahead of all the others—a compact flat-panel display that fits right on top of the computer and is used like a standard video monitor.

Our flat panel will give you the total picture, since it displays a complete 24 lines by 80 columns on the screen. And it's so small and lightweight, you can carry it anywhere—even when you're traveling—just as easily as you can carry the computer itself.

A full-screen flat-panel display on an affordable, transportable computer: it's another way the Apple //c turns "someday" into "today."



*It takes you anywhere you want to go.*



**An Apple //c will teach her how computers work. More important, it will challenge her abilities in French, math, music, and dozens of other subjects.**

The Apple //c is the perfect tutor for your child. Knowledgeable. Patient. Understanding. And it's the only teacher she'll ever fling over her shoulder and carry off to school.

Not that she'll have to. More schools already use Apple computers than any other system. Which makes an Apple the logical choice for your home, as well.

An Apple //c explains. It teaches. It illustrates. It prepares children for what they truly need to know, now and in the future: computers.

But it can help with traditional subjects, too, like arithmetic and geography and music. In fact, the Apple //c runs thousands of programs that can give your child a head start in school, or help a struggling youngster get through a difficult subject. It has more educational software than any other computer—a lot more.

Who knows? You might even want to try some of those programs yourself. Most of them are designed to be fun, to entertain while they educate. You can learn how to type, for instance, while shooting down alien invaders. Or study a foreign language while exploring adventurous caverns. All at whatever pace is comfortable for you.

You'll be learning forever. It might as well be fun. But don't forget. You bought the computer to help your child with *her* education. She wants to use it, too.





***Keep her in step with the future.***

*The shape of things to come.*







**Elegant enough for an architect. Powerful enough for a manager. Sturdy enough for a student. With the kind of advanced human engineering everyone can appreciate.**

Some personal computers look about as sleek as an oversized shoebox.

Not the Apple //c. Its streamlined design makes an elegant statement about the way you live, and about the way you do business.

Making it this small wasn't easy. We started with a simple idea—that a computer could be about the same size as a looseleaf notebook. Then we put Apple's advanced engineering to work. We miniaturized the Apple //c's internal components. Increased the user memory. Added a built-in disk drive. And fit all that power into a compact case.

The case, we modestly feel, is a work of art in itself. Combining the efforts of award-winning American and European designers, it's the first computer that stylishly fits into any environment, from home to office.

And it fits you, too. The Apple //c has been designed specifically for your comfort. At a lightweight 7½ pounds (3.4 kilograms), you can hold it in your lap or move it around your desk. Its dual-purpose carrying handle props the keyboard at an ideal angle for typing. And the monitor matches the computer perfectly, tilting on its stand for optimal viewing.

In fact, the Apple //c fits in so naturally, you just might forget you're working on a computer.



# It's an Apple— ready to grow when you are.

## When you pick an Apple, you get lots of shoulders to lean on for advice, support, and quick local service.

People have a special feeling about Apple. Not just about our products, but about our company.

We pioneered the personal computer industry in 1976, when we built the first Apple computer in a now-legendary Silicon Valley garage.

Since then, we've grown from a two-man operation into an international corporation employing more than 4,000 people. A corporation that in 1983 became the youngest company ever to join the ranks of the Fortune 500.

We owe part of our phenomenal success to the more than two million Apple owners who chose our computers over all the others.

And we owe another part of that success to the more than 2,500 dealers worldwide who sell and service Apple systems. Dealers who can answer your questions, and who carry a complete line of programs and products to expand the capabilities of your Apple //c.

Should your Apple //c ever require any technical attention, your dealer is fully equipped and trained to provide you with speedy service right at the dealership—in many cases, while you wait.

Each Apple //c carries a ninety-day limited warranty. Beyond that, you can protect yourself from unexpected expenses by enrolling your Apple in *AppleCare*,<sup>SM</sup> Apple's total service plan.

If you want to purchase a computer on your own terms, ask your dealer about the *Apple Credit Card*.<sup>\*</sup> It lets you divide the cost of your system into regular monthly payments, so you can squeeze a computer into a tight budget.

The Apple //c. You can count on it. You can rely on us.



Simple plug-in connectors along the back of the Apple //c give you plenty of room to grow. You can add anything you'll ever want—without having to open up the computer and go inside. And you'll know exactly what goes where, because each connector is marked with a small picture.

Each cable is marked with a picture, too, so you know where each one goes. You can add, for instance, any of the accessories shown here.

**Mouse, joystick, hand controllers.** Attach any of these popular system-control and game-playing accessories.

**Modem.** Plug your computer into home banking and information services as well as computer-to-computer communications. This high-speed serial port can handle any standard modem.



Apple modem



AppleMouse



Hand controllers, joystick

<sup>\*</sup>Available in U.S. only.

Apple, the Apple logo, AppleCare, Lisa, and MousePaint are trademarks of Apple Computer, Inc.

Macintosh is a trademark licensed to Apple Computer, Inc.



**Television, RGB color monitor, flat-panel display.**

To attach most computers to a television or color monitor, you have to open them up and insert special cards. Not so with the Apple //c. A television, RGB color monitor, or flat-panel display connect to the //c via this built-in port.

**Video monitor.**

The //c can accept any standard monochromatic or color monitor, including, of course, the optional Apple //c Monitor. It gives you a high-resolution display, and tilts on its optional stand for optimal viewing.

**External disk drive.** In addition to the built-in disk drive, you can add a second matching drive. A second drive makes it easier to copy information from one disk to another, and most convenient to store data.

**Printer, plotter.** This port makes it easy to attach any standard serial dot-matrix or letter-quality printer or plotter.

**Power supply.** Just plug it in. It's that simple and straightforward. And if you purchase a second power supply, all you ever have to carry is the computer itself.

**On/off switch.**



Flat-panel display available Fall, 1984



Apple //c Monitor and stand



Disk //c



Scribe printer



ImageWriter printer



**Apple Computer, Inc.**  
20525 Mariani Avenue  
Cupertino, California 95014  
(408) 996-1010  
TLX 171-576

**Apple Canada, Inc.**  
33 Yonge Street, Suite 1120  
Toronto, Ontario  
Canada M5E 1S9  
(416) 336-2232  
TLX 069-86561

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# Software Sampler

Featured Products  
Summer 1984

*The Apple IIc*





## ■ **The Apple IIc:** For home, for work, and for everywhere in between

**Compact. Capable.** The Apple® IIc personal computer brings the power of our top-selling Apple IIe to one sleek, transportable package.

With its built-in disk drive, standard 128K memory, and RF modulator for linkup to your TV, the Apple IIc represents the all-in-one-box solution to get you started in personal computing. And it offers ample growth opportunities by including plug-in ports for a modem, printer, monitor, mouse, and additional disk drive.

You'll be up and running more quickly than you ever thought possible, because every Apple IIc comes with six interactive instruction programs that teach you the basics of your system right on the computer screen. And installation is a snap—literally. Just match the pictures on the connector cables to the pictures on the back of the Apple IIc.

Weighing in at just 7½ pounds, the Apple IIc was designed with mobility in mind. You can carry it with you from home to work to school and back again about as easily as you would a briefcase.

### *Serious software that's fun*

Because of its heritage, the Apple IIc can run thousands of Apple II programs that enhance the way you live, learn, work, and play.

And now there's more. Apple and many other companies have released powerful new versions of their most popular software programs written specifically for the Apple IIc. In this Software Sampler, we've selected 21 of these programs as Featured Products. They comprise a sampling of the outstanding things you can do with an Apple IIc in the fields where computers are having the greatest impact: education, productivity, personal finance, communications, and entertainment.

Be sure to visit your authorized Apple dealer, who can tell you more about these and thousands of other excellent programs that make the Apple IIc the one computer that's right for home, for work, and for everywhere in between.

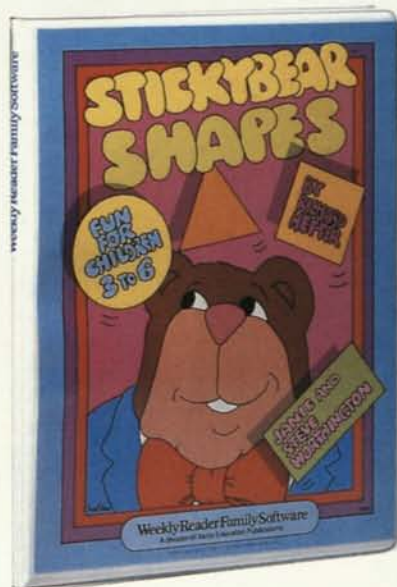


## Education: Your favorite teacher

As an educational tool, the Apple IIc rewards you with more than knowledge. It rewards you with satisfaction.

Satisfaction in watching you and your children comfortably enter the computer age. Satisfaction in realizing that learning and fun should go together. Satisfaction in knowing that your children are getting a rung ahead on the educational ladder.

And all you have to learn is one word: "Apple." The brand of personal computer found in more schools and colleges than any other. It'll start a whole new era in family learning.



### Stickybear™ Shapes—from Weekly Reader Family Software, a division of Xerox Education Publications

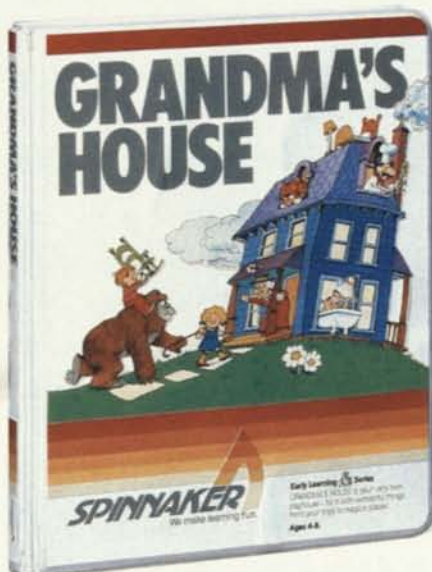
Dazzling color animation to delight and educate young people

Stickybear Shapes for the Apple IIc offers youngsters an illustrated introduction to squares, circles, and other shapes. The program teaches through three colorfully animated activities: Name a Shape, Pick a Shape, and Find a Shape. When the child makes a correct choice using the keyboard or the optional AppleMouse, he or she is rewarded with an animated picture, complete with music or sound.

This specially enhanced Apple IIc version of *Stickybear Shapes* incorporates the ultimate in high-resolution graphic animation to delight you and your children. With each program you also get a 32-page hardcover *Shapes* book, a full-color poster, Stickybear stickers, and a parent's guide.

Ages: 3 to 6

Color video display recommended



### GRANDMA'S HOUSE™ — from Spinnaker Software

Over the river and through the woods...

What could be more fun than a visit to GRANDMA'S HOUSE? Here's a game that lets children furnish their own playhouse with a potpourri of colorful objects. Players start by picking who they want to be from a choice of 30 characters. Then they set off to explore special places near and far. They'll find many unusual things to bring back to the house—a bathtub from the furniture store, a parking meter from the city, even a tiger from the jungle.

Once they've brought back their treasures, they'll have fun arranging the rooms any way they want—and finding special surprises Grandma has left for them. This game of exploration and creativity promotes familiarity with basic computer functions as it entertains your children into the computer age.

Ages: 4 to 8

Color video display recommended



### Fact and Fiction Toolkit— from Scholastic Software

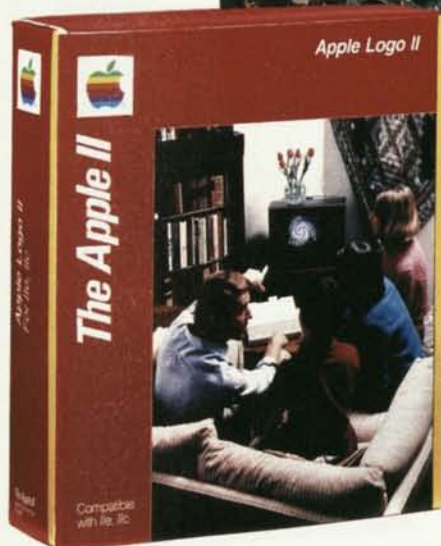
Story writing and file organizing for children

Open the *Fact and Fiction Toolkit* and find two programs. *Story Teller* allows your children to create simple storybooks with beautiful graphic images. They can either draw their own pictures with an AppleMouse or select from a library of ready-made pictures. They can also choose from a variety of type styles that add sparkle to their stories.

*Secret Filer* lets your children create, sort, and edit their very own computerized file cards. They can view the first line on a stack of cards in three-dimensional perspective. And using an AppleMouse, children can easily search through their files and move throughout the program itself. *Secret Filer* is a simple electronic file cabinet that teaches children that organizing can be fun.

Ages: 6 to 13





■ **Apple Logo II—**from Apple Computer

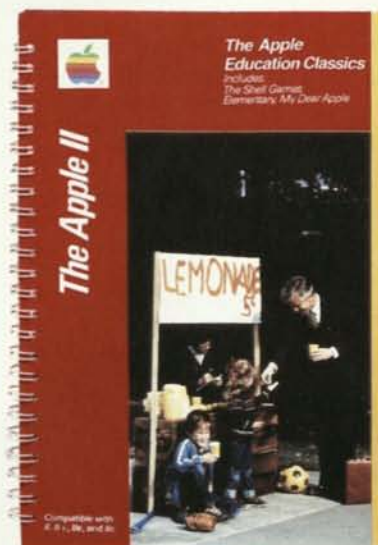
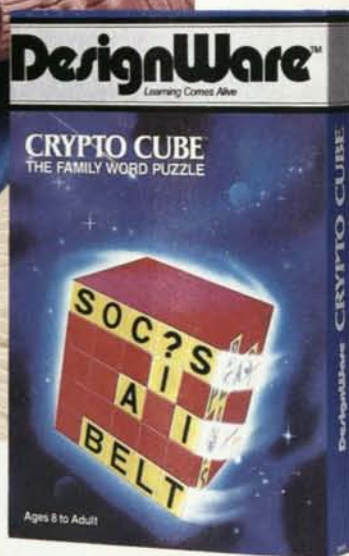
*Everyone's computer literacy tool*

Take the entire family into the computer age with Apple Logo II, the computer language that enables you to write exciting programs without previous computer instruction. You and your family will enjoy using Apple Logo II's colorful "turtle graphics"—even the youngest person can create and print graphic designs. And because it lets you break problems down into small components, Logo makes complex programming tasks simple and attractive.

What's more, you can manipulate information, create and play music, write assembly language programs, and use the full 128K Apple IIc memory. There are built-in "help" screens so you can't get lost and sample programs for trying out new ideas. You'll also get an interactive training disk as well as easy-to-follow introductory and reference manuals.

*Ages: 6 to adult*





■ **The Apple Education Classics—  
from Apple Computer**

*Bringing out the fun in learning*

The *Classics* combine two time-tested educational packages, *Elementary, My Dear Apple* and *The Shell Games* on a single disk. *Elementary, My Dear Apple* consists of four different programs. *Lemonade* simulates a lemonade stand to teach math and business skills. *Darts* is a computerized dart-throwing game that teaches fractions. *Supermath* uses electronic flashcards with explanations to teach several levels of basic math. And *Don't Fall*, a "hangman" game, tests word recognition and spelling.

*The Shell Games* turn standard drill and practice into an exciting computer exchange. The games include *The Match Machine* (matching items), *Mr. Multiple* (multiple choice), and *Professor True* (true-false quizzes). Some 180 quiz questions are built right in and you can easily create your own quizzes, too.

*Ages: 8 to adult*

■ **Crypto Cube™ — from DesignWare™**

*The 3-D computerized family word puzzle*

This animated brain teaser, a three-dimensional cousin of the crossword puzzle, asks you to guess the letters in a colorful cube chock-full of hidden words. Each of the program's 50 different puzzles contains a different category of words: from animals to cities to transportation. Use the power of the Apple IIc to create original 3-D puzzles from your own word lists. The more letters and words you guess correctly, the higher your score.

Lively sound effects and animation make *Crypto Cube* more than a learning exercise—it's also a great deal of fun. You can select one- or two-player modes for individual and group play, and use either the AppleMouse or the keyboard to select letters.

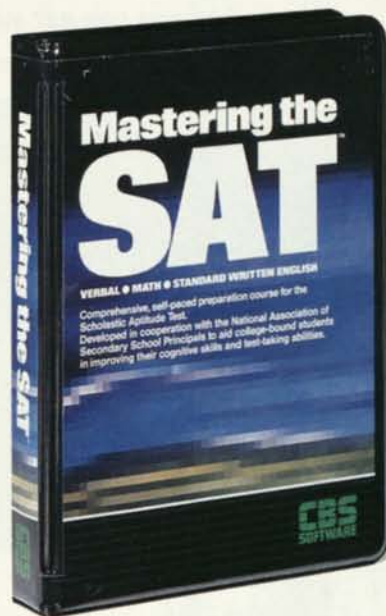
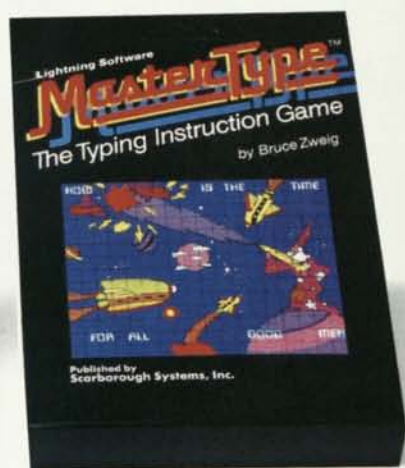
*Ages: 8 to adult*



*In your home, an Apple IIc serves as a tireless teacher, ready to give your children all the time they need. It can work with a child who's struggling with the three R's. Or show an achiever how to branch out and make new discoveries. Or help both children and adults bolster logic, problem-solving, and strategic thinking skills.*

*The programs featured here have all met the most exacting design standards—standards that you should bear in mind when you're in the market for educational software:*

- Easy instructions
- No programming knowledge required
- Simple recovery from mistakes
- Variety of skill levels



■ **Rocky's Boots™** —  
from the Learning Company™

*As entertaining as an arcade game...as thought-provoking as a physics course*

Acclaimed by educators as a landmark in program design, *Rocky's Boots* introduces children to logic and circuit design in the most effective ways possible—through colorful animation, captivating sound effects, and competitive challenge. Think of it as an electronic erector set.

By using the step-by-step tutorial, children can fully grasp the fundamentals in less than one hour. But because *Rocky's Boots* is actually 40 different games rolled into one, it will continue to challenge and educate your child for years to come. Never before has an arcade game offered so much educational content. As the *New York Times* put it, "*Rocky's Boots* promises to become another software classic."

Ages: 9 to adult  
Color video display recommended

■ **MasterType™** —  
from Scarborough Systems

*Blast the aliens away at 100 words a minute*

The alien invaders are ominously approaching. You'll have to think fast to destroy them before they crash into your spaceship. To fire your weapons you must correctly type the letters, words, and numbers that appear on your screen. The more words you accurately type, the more invaders you zap. *MasterType* can be played on 18 different skill levels to thrill the novice and expert typist alike.

After each game, *MasterType* tells you the number of words you typed per minute and how many you typed correctly. The *MasterType* manual contains hints for winning, suggestions for successful touch typing, finger charts for the keyboard, and directions for creating customized lessons. It's so much fun to play, you'll be amazed at how dramatically it improves your typing.

Ages: 9 to adult

■ **Mastering the SAT™** —  
From CBS Software

*Conquer the college boards without getting bored*

The Scholastic Aptitude Test (SAT) is considered one of the key hurdles of college admissions. *Mastering the SAT* helps students confidently jump over the SAT hurdle—and attain a score that approaches their potential. Developed in conjunction with the National Association of Secondary School Principals, *Mastering the SAT* provides on-screen tutoring tailored to the needs of the individual student.

The program begins with a pretest that electronically determines the student's weaknesses so that he or she may choose from randomly generated problems in those specific subjects. It also provides problem-solving hints and test-taking strategies. The package includes a total of four full-length simulated SAT tests: two on the disk and two in the 144-page workbook.

Ages: 14 to 18

## ■ **Productivity: A simple strategy for success**

*With an Apple IIc computer you can put away your typewriter. Equipped with a word processing program and a printer, the Apple IIc can produce letters, reports, school papers, and other documents—without the drudgery of correcting mistakes.*

*You can put away your file cabinet. Data-base programs let you keep track of membership rosters, mailing lists, household inventories, and more. You can sort and summarize your information within seconds.*

*And you can put away your pencil and calculator. Spreadsheet programs transform the Apple IIc into a huge electronic worksheet, perfect for running a business from your home and for saving time in financial planning.*



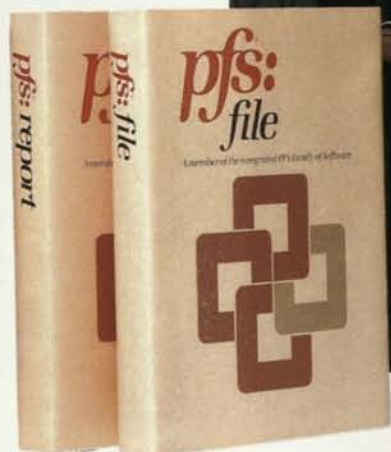
### ■ **Bank Street Writer™ — from Broderbund Software**

*Word processing has never been simpler*

Do you write letters and memos? Do you have children with book reports and term paper assignments? Are you looking for easy-to-learn yet feature-packed word processing software at the lowest possible cost? If you answered "yes," *Bank Street Writer* for the Apple IIc may be the solution for your entire family.

Ease of use, power, and exceptional value make *Bank Street Writer* one of the world's most popular word processors. Less complicated than other word processors, it allows you to organize ideas without computerese getting in the way. Directions at the top of the screen guide you throughout.

This enhanced *Bank Street Writer* comes with a choice of 80- or 40-column display, makes use of the Apple IIc's extra memory, and takes full advantage of the optional AppleMouse.



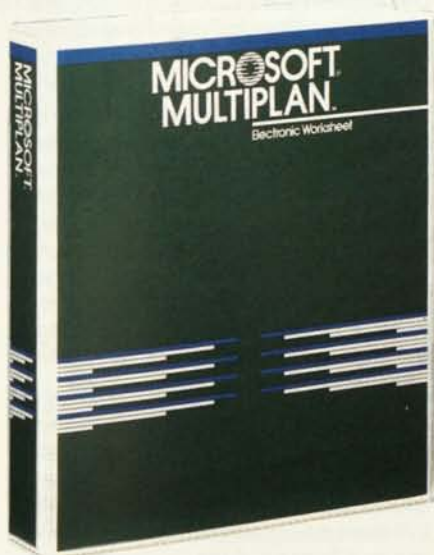
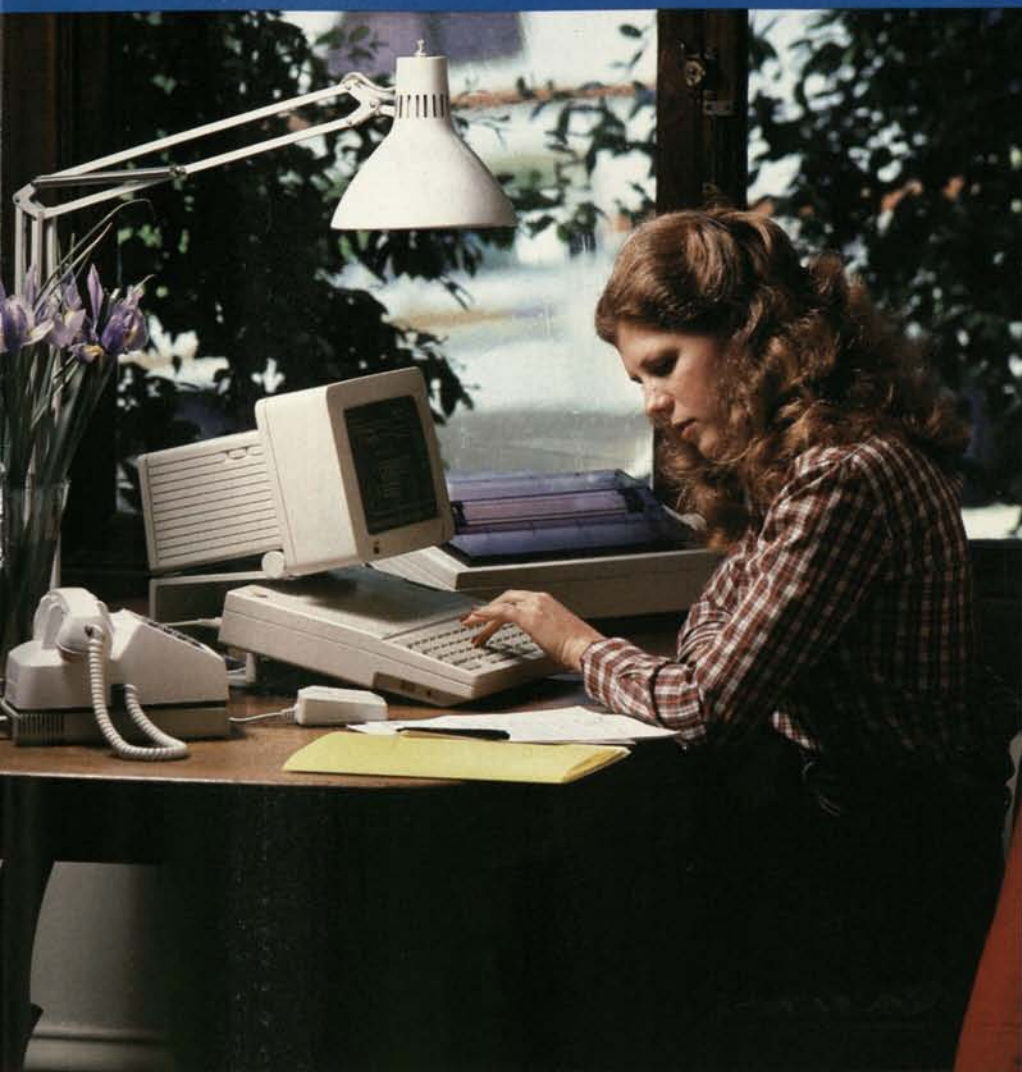
### ■ **PFS®:FILE and PFS:REPORT — from Software Publishing**

*The easy way to greater productivity*

Would you like to keep better track of your critical information without becoming a computer expert? You can with *PFS:FILE* and *PFS:REPORT*, two programs for the Apple IIc that work together to automate information management and report presentation.

*PFS:FILE* allows you to record, retrieve, and review up to 1000 customized "forms" of information in each electronic file. Once you've entered and stored your information with *PFS:FILE*, you can use *PFS:REPORT* to summarize and perform calculations on it. *PFS:REPORT* produces neat, presentation-quality tabular reports.

Both programs feature main menus, screen options, and manuals that are written in plain English. Moreover, these exclusive Apple IIc versions include an automatic data-entry feature that enables you to enter repetitive information with a single keystroke.



#### ■ Multiplan®—from Microsoft®

*The next generation in electronic worksheets*

Financial planning used to involve grinding out worksheets using pencils, ledger paper, calculator, and lots of patience. Then worksheet programs were invented to automate the process.

Now there's Multiplan. More powerful and easier to use than other electronic worksheets, it can help you get fast answers to all kinds of financial planning questions.

Starting with a blank grid of rows and columns, you'll build your Multiplan worksheet on the screen just as you would on ledger paper—but with far less hassle. Just enter numbers such as sales figures and expenses, and connect them with formulas you ordinarily use. Your Apple IIc then handles the tedious calculations. What if sales rise by 20 percent? What if inflation boosts costs by 12 percent? Your answers will be calculated in seconds.

#### ■ AppleWorks—from Apple Computer

*Integrated data-base management, word processing, and spreadsheet analysis*

Designed for Apple IIc owners who want to increase productivity at home and at the office, *AppleWorks* combines the three most popular productivity applications into one powerful, easy-to-use package. With *AppleWorks*, you can easily write and edit professional-looking letters and reports, perform sophisticated financial calculations, and keep important information up to date and at your fingertips.

Because it's integrated, *AppleWorks* allows you to switch rapidly among applications, cutting and pasting information from any file to produce your final letter or report. And you'll be able to master *AppleWorks* quickly and easily because of its help screens and interactive training disks, as well as its consistent screen layout and command structure.



## ■ **Personal Finance: It all adds up**

*Do you want to gain control over your personal finances? Carefully plan your financial future? Analyze and prepare your taxes? Make better investment decisions?*

*With the Apple IIc and the following featured software, you can do all of these things and more.*

*The Apple IIc fits your financial needs, no matter how large or small your personal budget. It can keep track of your expenses and keep you up to date on your mortgages and loans. It can perform complex calculations in seconds, leaving you plenty of time to compare alternatives and thus make better decisions. There's no more efficient and accurate way to manage your personal finances.*

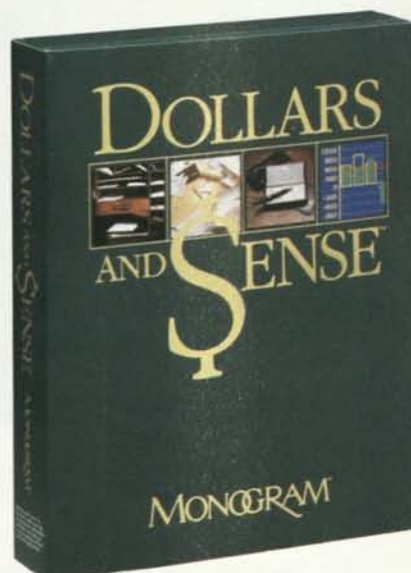


### ■ **Financial Cookbook™ — from Electronic Arts™**

*The calculator that does all the work*

This remarkably simple-to-use tool gives straightforward answers to dozens of typical personal financial questions. Planning ahead for your child's college education? Looking for a quick way to compare buy-vs.-lease options for your next car? Trying to calculate your mortgage with variable interest rates?

*Financial Cookbook* can help you answer these and many other questions with just a few simple keystrokes. It will give results adjusted for taxes and inflation, and calculate "What if?" scenarios instantly. All you have to do is plug in the relevant numbers. *Financial Cookbook* does the rest. And since the program has been specially redesigned to accept commands either from the keyboard or via an AppleMouse, it can be as easy as "point and select."

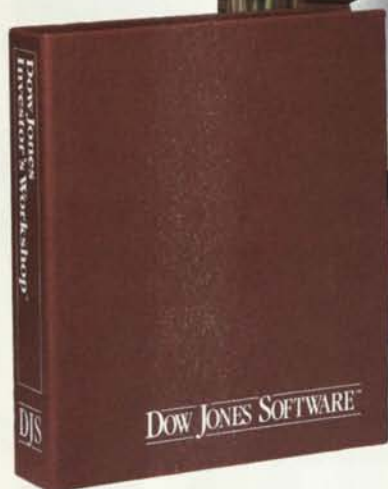


### ■ **Dollars and Sense — from Monogram/Tronix Publishing**

*It saves you money by organizing your money*

Money. It takes a lot of work to bring it in. And a lot of work to keep track of how it goes out. But now money management has been simplified with *Dollars and Sense* for the Apple IIc, a program designed to bring your financial picture into focus quickly and easily. Put together income statements, cash flow analyses, balance sheets, year-to-date summaries, and more. All at the touch of a key.

*Dollars and Sense* takes two very complex subjects — accounting and computing — and puts them to work for people who don't understand either. As well as for people who are experts at both. Whether you're a novice or expert, *Dollars and Sense* will tell you a whole lot more about your financial behavior. For a lot less effort than you imagined.



■ **Dow Jones Investor's Workshop™ — from Dow Jones Software™**

*The effective way to manage your investments*

Are you trying to improve your investment decisions? Now there's help from the most respected name in investment software, Dow Jones. With *Dow Jones Investor's Workshop* and a password to Dow Jones News/Retrieval®, you can keep close tabs on your entire portfolio of stocks, bonds, and other securities. You'll be able to get instant information about current values, unrealized gains and losses, and daily price fluctuations.

What's more, the program produces detailed graphs showing historical price trends. You can even catch up on the latest news from *The Wall Street Journal*, *Barrons*, and other financial sources.

*Modem required*

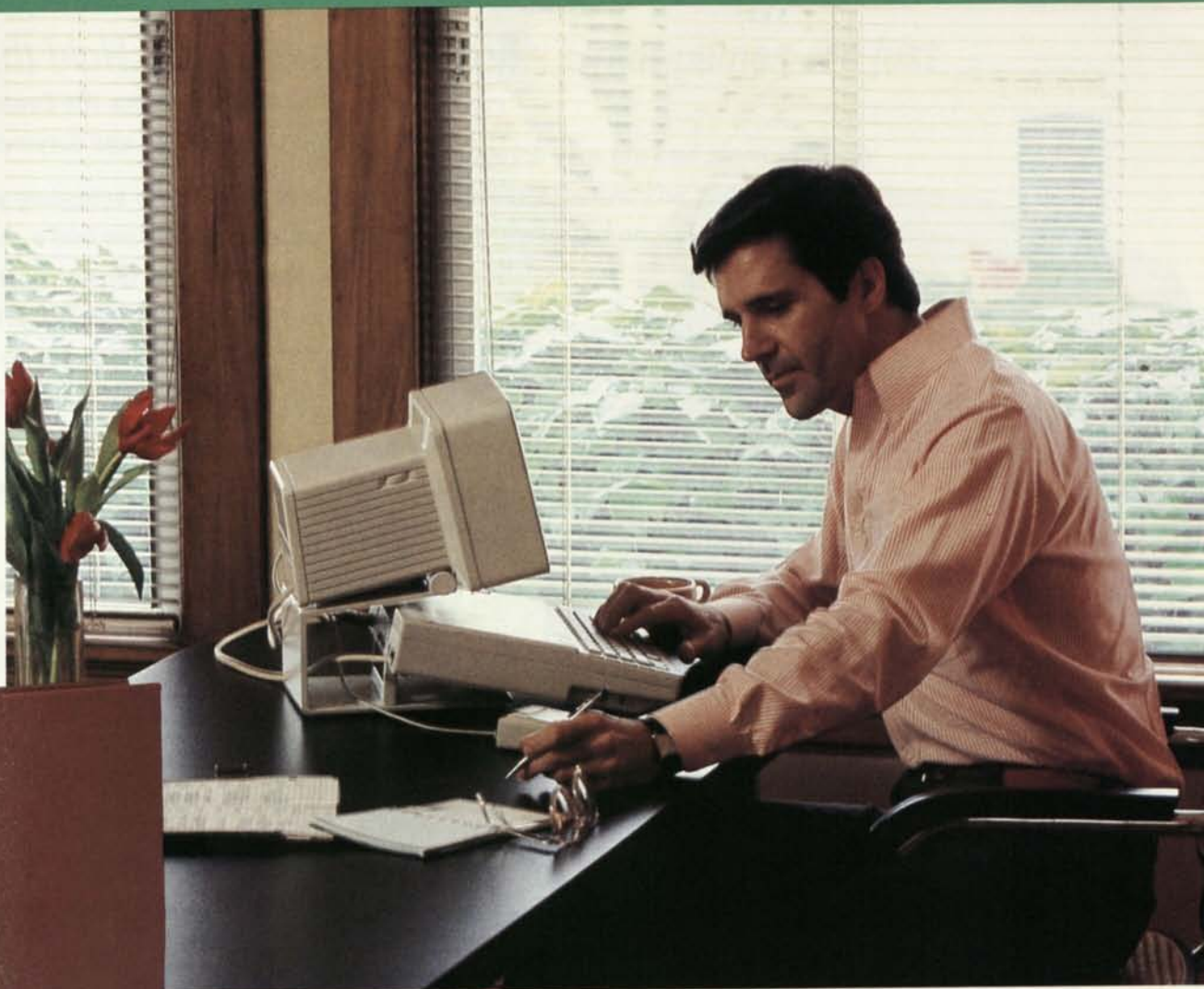


■ **Personal Tax Planner — from Aardvark/McGraw-Hill**

*The taxpayer's tax-saver*

Now you can deduct the aggravation from planning your taxes — and save money, too. *Personal Tax Planner* for the Apple IIc gives you fast, accurate solutions to even the most complex tax problems. With it, you'll instantly see the impact of any financial decision, save hours of calculations, increase accuracy, and reduce the need for tables, booklets, and forms.

*Personal Tax Planner* takes the guesswork out of tax planning, because the most current tax rate schedules and tables are built into the program, reflecting recent changes in tax laws. And the program's tax-saving features are designed to help everybody — renters and homeowners, one or two-earner households, and IRA participants alike.



## ■ **Communications: Hold the phone!**

*Thousands of computers across the country are linked together, sharing information and services.*

*Yours can be one of them. By equipping your Apple IIc with a communications program and a modem—a simple plug-in device that connects the computer to a standard phone line—you can gain access to a world of information. From instant news and stock quotes to encyclopedia entries to official airline schedules and fares.*

*In addition, you can transmit your own information to and from other personal computer systems or large main-frame systems.*

*Communications. It's the next wave in the personal computer revolution.*

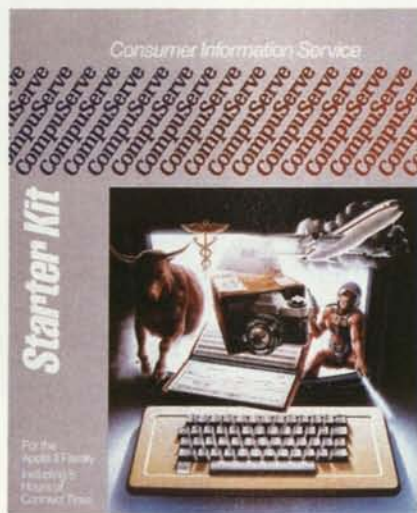


### ■ **Apple Access II— from Apple Computer**

*Plugs you into the world of electronic communications*

*Apple Access II—used together with an Apple-compatible modem—enables your Apple IIc to communicate over telephone lines with other computers throughout the world. That means, for example, you can join, automatically dial into, and log onto computerized information services such as CompuServe and Dow Jones News/Retrieval.*

*Access II is loaded with features that transform your Apple IIc into an "intelligent communications terminal," allowing you to save, change, and print any information you retrieve via the phone lines. You can also transmit letters, mailing lists, and files you may have prepared with other software programs. What's more, Access II presents its instructions right on your screen, so you won't need any prior knowledge of modems and computers to use it.*



### ■ **CompuServe® Consumer Information Service**

*Information, communications, and entertainment at your fingertips*

*By subscribing to CompuServe, you and your Apple IIc will gain instant access to a wealth of useful, profitable, and time-saving information, such as:*

- national news wires and electronic magazines
- shop-at-home services
- financial data bases (for current stock and security prices)
- electronic mail service
- airline schedules and fares
- electronic encyclopedia
- computer games

*All this and more—brought to you in the comfort of your home. And CompuServe adds new services and information on a regular basis.*





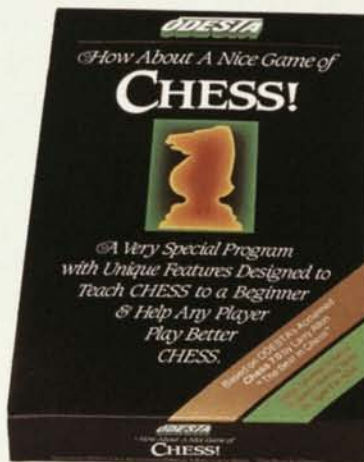
■ **Entertainment:** Great games are just the beginning...

The Apple IIc can enrich your life and promote family togetherness in dozens of ways. You and your family can make music with it, create art on it, or learn more about a favorite hobby.

And, of course, we've got some fabulous games. Games that can take you into exciting new worlds of adventure and fantasy. Games that challenge and develop your imagination, your reflexes, and your ability to think.

Games that help you improve your hand at chess, bridge, and blackjack. Or that simulate what it's like to fly an airplane. Or coach a football team.

Fun never took you this far before.



■ **How About a Nice Game of Chess!—from Odesta**

*The chess game for the entire family*  
Your bishop flashes across the board capturing your opponent's queen and locking the king into checkmate! You've just won your first match against *How About a Nice Game of Chess!*, the acclaimed computerized chess game for the Apple IIc. With six interactive, on-screen teaching chapters that make it fun to learn chess, the program is ideal for the entire family.

Developed by four-time world computer-chess champion Larry Atkin, the program is fast, intellectually stimulating, and easy to use. It lets you take back and replay moves, gives you advice, and even has built-in "practice" sessions. And as you learn to win at the beginning level, nine more levels are available so that you can grow into an advanced player. Using the optional AppleMouse, you can play a whole game using all 17 features without ever touching the keyboard.

■ **ZAXXON™—from Datasoft®**

*A 3-D mission through enemy territory*  
Now on the Apple IIc you can play the official home computer version of SEGA's ZAXXON. Double high-resolution color graphics surround you as you pilot your plane through a 3-dimensional battlefield complete with enemy aircraft, fuel tanks, concealed missiles, antiaircraft tanks, and nerve-shattering sound effects.

From the daring attack on the enemy's floating fortress and the blazing battle against the enemy's fighter fleet to the final showdown with the deadly armored robot, ZAXXON challenges the skill and imagination of every player at every skill level. It's a gripping flight of altitude strategy. Put your flying skills to the ultimate test.

*Color video display recommended*



## ■ Getting the most out of your Apple IIc

*Now that we've presented a sampling of the outstanding things an Apple IIc can do, we've probably just begun to whet your appetite. Remember, the software featured here is only a sampling of the thousands of available Apple IIc programs. Your local authorized Apple dealer is your first and foremost source for further information. He or she can give you personal software demonstrations and tell you about software directories, users groups, magazines, books, and add-on peripherals. Your growth paths are unlimited.*

### ■ Software directories

Once you've settled on the type of application programs you want, it's a good idea to invest in one of the many software directories available on the market. They describe individual programs in detail and tell you how much each one costs. Ask your authorized dealer for a listing of the directories that describe and rank Apple software.

### ■ Friends and users groups

It's a good idea to build your software collection carefully, the way you build your book and record libraries. And choose software the way you choose books—on the recommendations of friends. If you don't know many people who use computers, you may want to join an Apple users group.

Also known as computer clubs, users groups are a good place to learn about your computer and programming short cuts. They usually have a beginner's group, and there are plenty of old hands to help you learn the ropes.

Ask your dealer for the Apple club nearest you or contact:

International Apple Core  
908 George Street  
Santa Clara, CA 95050  
(408) 727-7652

### ■ Computer magazines and books

Computer magazines are another good source of information about software. For starters take a look at some of the computer magazines dealing exclusively with Apple computers: *Apple Orchard*, *A+*, *Call-A.P.P.L.E.*, *inCider*, *Nibble*, *Peelings II*, and *Softalk*. You're likely to find these magazines, as well as a number of excellent books dealing with personal computers, at your local Apple dealer. You may also want to check out some of the many fine general-purpose computer magazines available at most newsstands.

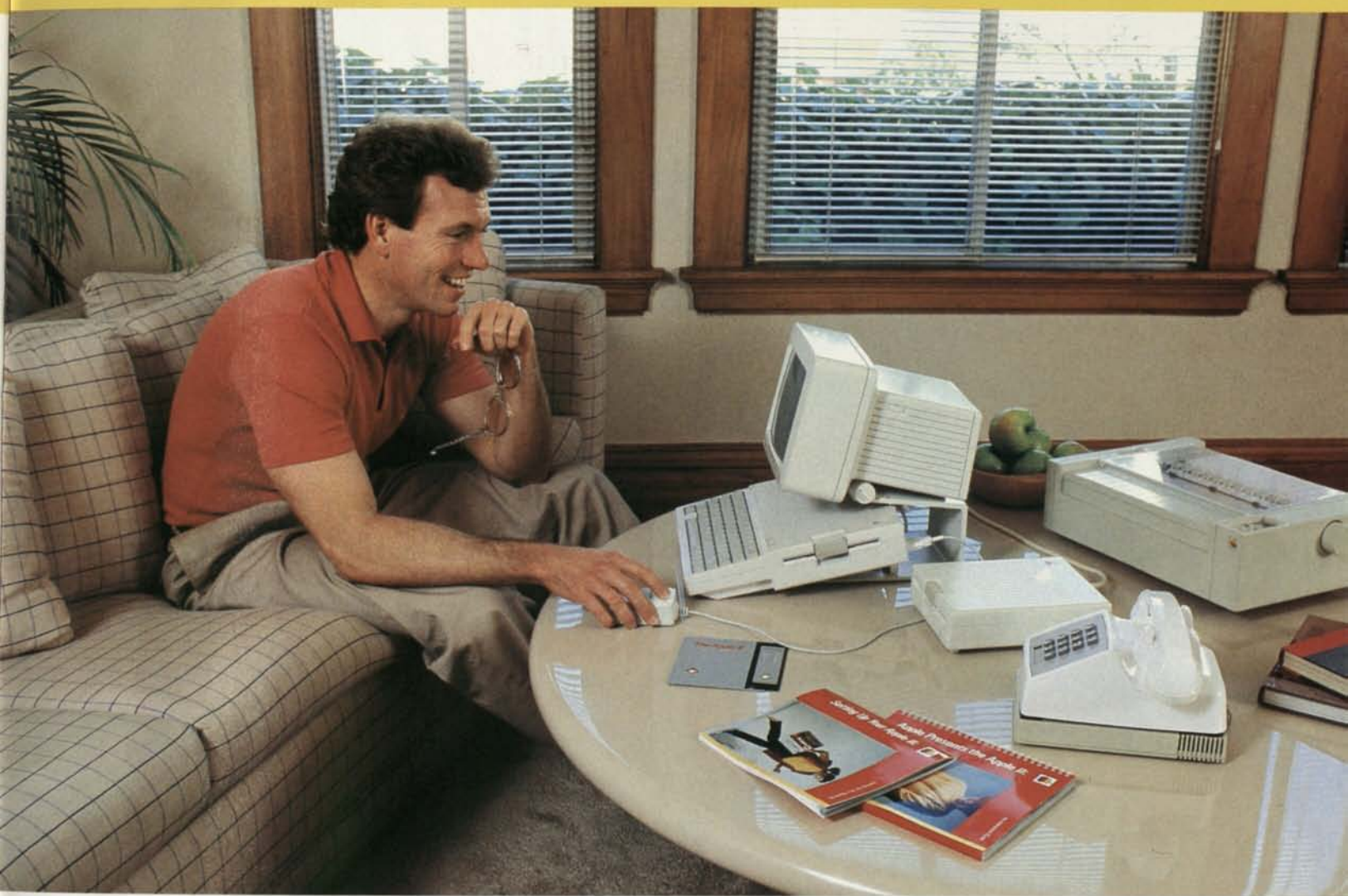
### ■ But what about add-ons?

Just as there are all sorts of software programs for your Apple IIc, there are dozens of peripheral devices that can make it a more powerful machine. Whether your needs involve printers, monitors, plotters, mice, modems, or graphics tablets, Apple can provide an Apple solution.

### ■ Scribe and Imagewriter: Apple printers with a difference

The Scribe is the first low-cost thermal-transfer printer that works with standard paper. It combines the virtues of quietness and speed (up to 80 characters per second) in an Apple IIc-style case designed to match the computer itself. An optional four-color ribbon provides maximum printing flexibility.

The Imagewriter is an impact printer that flawlessly reproduces anything on the Apple IIc screen—both text and graphics. And it accomplishes printing tasks at up to 120 characters per second at a sound level quieter than typical office background noise. It even has a built-in pin-feed mechanism for convenient multi page output.



■ **The Apple Modem 300 and Apple Modem 1200**

*Connect your Apple IIc to the rest of the world*

The Apple Modem allows your Apple IIc to use the telephone to communicate with other computers. When used in conjunction with appropriate communications software, such as Apple Access II, the Apple Modem enables you to send and receive messages, programs, graphs, and data files automatically.

High in reliability and features but low in price, the Apple Modem comes in two versions: the Apple Modem 300, which operates at speeds of up to 300 baud (300 bits per second), and the Apple Modem 1200, with an additional high-speed mode of 1200 baud (1200 bits per second).

■ **The AppleMouse**

*It's as easy as "point, select, and click"*

The AppleMouse is a hand-held pointing device for your Apple IIc that virtually eliminates the need for complicated keyboard commands when used with many new software programs. Smaller and lighter than a deck of playing cards, the AppleMouse lets you maneuver the pointer on your screen intuitively; as you move the mouse around your desktop, your movements are matched by the pointer on the display screen.

To activate a command, just click the AppleMouse button. Whether you're using your Apple IIc as a word processor, an electronic spreadsheet generator, or a learning tool, the AppleMouse adds a new dimension of efficiency, simplicity, and fun to your computer.



■ This brochure features products that we believe — based on our testing and experience — to be good values and suitable for use on the Apple IIc. Inclusion in this brochure does not guarantee that a product represents the appropriate solution for you. Be sure to visit your authorized Apple dealer\* for further information and a demonstration of the products that interest you.

In the case of third-party software, the manufacturer, not Apple, is responsible for performance, quality, revisions, and support.

\*Not every dealer carries every product featured.

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*Merchandising  
Guide*

# *The Apple IIc*



*The Apple IIc lends itself to promotion. With its enticing red-and-yellow color scheme and its upbeat, spirited consumer look, this computer is a natural draw for consumer prospects. With just a little creativity you can really show off the Apple IIc to your advantage. **The Apple IIc Starter Kit** contains a variety of merchandising tools specifically designed to attract prospects—and turn them into buyers.*

**The Apple IIc carton:** The Apple IIc carton is far more than a functional container; it's a colorful in-store point-of-purchase display that answers customer questions about the IIc's major benefits and features. Stack the cartons up any way you like—they're sure to draw attention to what's inside.



*The Apple IIc*



Compact. Capable.  
A complete computer  
in just one box.



*The Apple IIc*



Compact. Capable.  
A complete computer  
in just one box.



*The Apple IIc*

For home. For work. For everywhere in between.

- **It's fast & powerful**  
The Apple IIc is the fastest computer in its class. It's also the most powerful. It can handle 128K of random access memory (RAM) and 5.25-inch floppy disks. It can even handle a hard disk.
- **It's in one box**  
The Apple IIc is a complete computer in just one box. It includes everything you need to get started: the computer, keyboard, mouse, and software.
- **It's fun to use**  
The Apple IIc is easy to use. It has a simple, intuitive interface that makes it a pleasure to use. It's also fun to use. It has a variety of built-in games and applications.
- **It's an investment**  
The Apple IIc is a long-term investment. It's built to last and is backed by Apple's legendary customer support.



Apple logo



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Apple logo



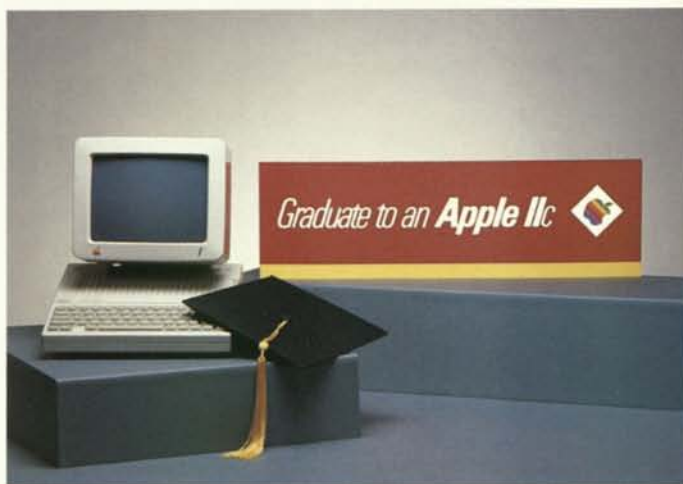
*The Apple IIc*



Compact. Capable.  
A complete computer  
in just one box.

**Window banner:** The Apple IIc window banner draws in outside street traffic as no other sales tool does. We've designed the banner to hang either horizontally or vertically. For added flexibility, you can display it facing inside or outside—whichever works best in your store.

**Seasonal window displays:** You can use your window space creatively to display the Apple IIc during specific holidays and seasonal occasions. High school graduation is also an ideal time to promote the IIc to families of prospective college freshmen.



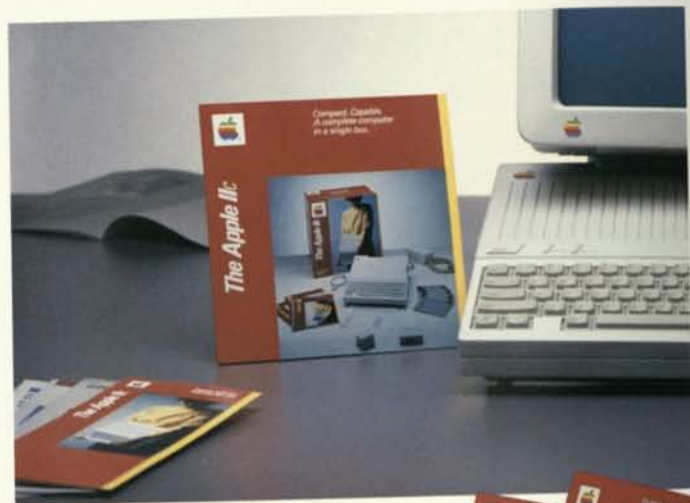
**Brochures and flyer:** The Apple IIc system brochure, solutions flyer, and Software Sampler are all designed to capture the imagination of interested buyers. The brochure provides a detailed yet nontechnical system description; the flyer presents a general IIc overview with emphasis on growth paths and add-on peripherals; the Software Sampler describes 21 featured software products that have been specially enhanced for the IIc.



**Counter cards:** Four counter cards have been designed to direct customers' attention to specific product benefits and features.

**The Apple DemoStation** provides the most attractive way for you to present the Apple IIc to the world and generate a high level of customer enthusiasm.

- Features illuminated panels with Apple IIc graphics.
- Eligible for 100 percent co-op reimbursement.



**Consumer videotape—  
an introduction to  
personal computers  
in the home:** There's no more captivating way to introduce the Apple IIc to potential customers than through this professionally produced videotape. It covers features, benefits, and applications in an entertaining, thorough, and noncommercial manner. Use it in your stores with a standard VCR, and for classes and offsite seminars, too.

**Apple Information Center:**

The Apple Information Center is a versatile point-of-purchase display that combines a touch-screen monitor and interactive videodisc. It helps introduce your customers to the Apple //c through a stimulating and thought-provoking video presentation. Customers simply touch the screen to select the Apple //c feature of their choice. The Apple Information Center then describes that feature in detail.



**Featured product demonstration disk:**

To help your customers become better acquainted with featured Apple //c software, we are providing your store with an interactive demo disk that points out the most important product benefits and features.



**Framed poster:** This attractively designed poster fully captures the energy and spirit of the Apple //c. Colorful and vibrant, it adds vitality to the interior of your store no matter where you hang it.



**The Apple IIc**





## Advertising

You and your sales personnel are the experts at closing the sale once the customers arrive. We want to help drive them to your store in the first place. Through our strategically designed advertising campaign, the Apple IIc message is expected to reach 70 percent of our target market an average of 10 times.

**National advertising:** Apple has selected some of the best spots for network television and print advertising. You can expect to see ads on all three networks, as well as the *Wall Street Journal*, *Time*, *Newsweek*, *People*, and *National Geographic*.

**Co-op advertising:** Apple is providing you with an exciting array of high-quality advertising and promotional materials for local use. Whether your choice is eye-catching ad slicks, a radio spot, or local television advertising, the Apple IIc Co-op Program has got you covered.

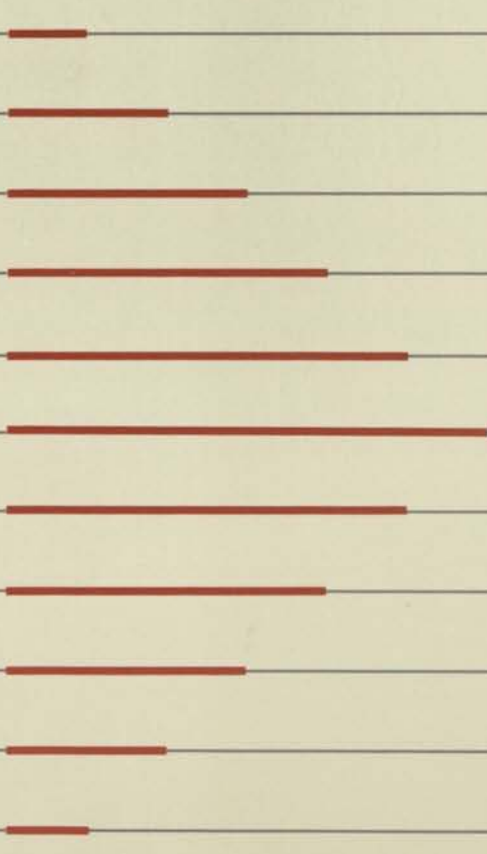
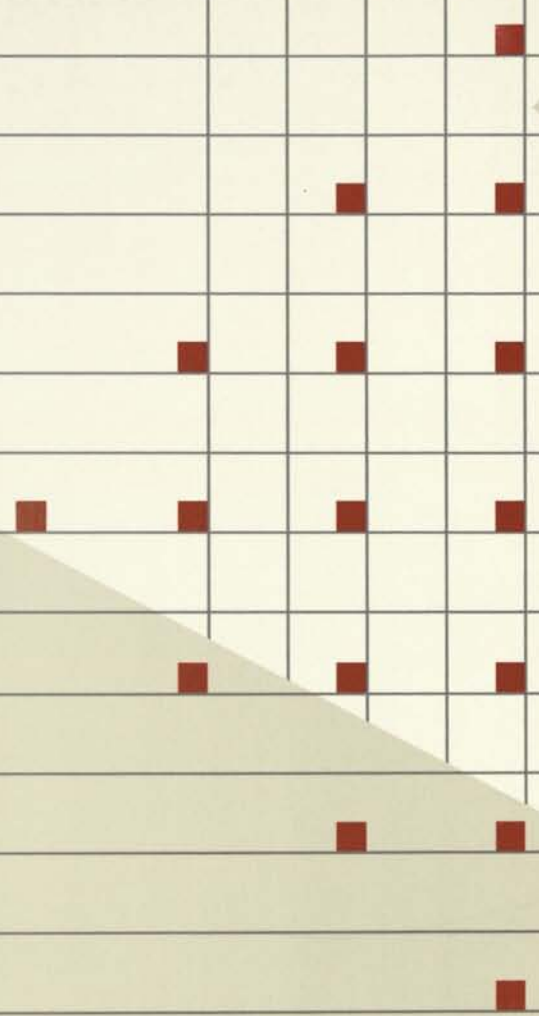
**Apple IIc appearances:** Apple will continue its tradition of giving Apple products premium exposure in top national trade shows and seminars.



**Apple Computer, Inc.**  
20525 Mariani Avenue  
Cupertino, California 95014  
(408) 996-1010  
TLX 171-576

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# APPLE FEATURED PRODUCT





Apple IIc

## Featured Product Program

### What is the Program?

A special promotion of 21 popular software products (covering typical consumer uses) from Apple and third-party companies.

the Apple IIc introduction.  
c; enhancements will appear only  
ion.

our customers.

### Materials

no system.  
cts.

covered by Apple co-op funds.  
companies that chose to contribute

Representatives (can't be

IIc can do and presents

The Apple IIc



### Featured Software Ordering Information

**Product Name**  
Bank Street Writer  
CompuServe Consumer  
Information Service  
Crypto Cube  
Dollars and Sense  
Fact and Fiction  
Toolkit  
Financial Cookbook  
GRANDMAS HOUSE  
How About a Nice  
Game of Chess!  
Dow Jones Investor's  
Workshop  
Mastering the SAT  
Multiplan  
Personal Tax Planner  
PFS:FILE and  
PFS:REPORT  
Rocky's Boots  
Stickybear Shapes  
Zaxxon



**The Apple IIc**

## **Featured Software** *Ordering Information*

<i>Product Name</i>	<i>Company</i>	<i>Out of State</i>	<i>In State</i>	<i>State</i>
Bank Street Writer	Broderbund Software Inc.	415-479-1170	415-479-1170	CA
CompuServe Consumer Information Service	CompuServe Corp.	614-457-8600	614-457-8600	OH
Crypto Cube	DesignWare Inc.	800-572-7767	415-546-1866	CA
Dollars and Sense	Monogram/Tronix Publishing Inc.	800-645-3355	800-645-3355	CA
Fact and Fiction Toolkit	Scholastic, Inc.	212-505-3497	212-505-3497	NY
Financial Cookbook	Electronic Arts	800-448-8822	800-448-8822	CA
GRANDMA'S HOUSE	Spinnaker Software	800-323-8088	617-868-4700	MA
How About a Nice Game of Chess!	Odesta Corporation	800-323-5423	312-498-5615	IL
Dow Jones Investor's Workshop	Dow Jones & Co. Inc.	800-222-0081	609-452-7040	NJ
Mastering the SAT	CBS Software Inc.	203-622-2525	203-622-2525	CT
MasterType	Scarborough Systems	800-882-8222	914-332-4545	NY
Multiplan	Microsoft Corporation	800-426-9400	206-828-8088	WA
Personal Tax Planner	Aardvark/McGraw-Hill	800-558-1538	414-225-7500	WI
PFS:FILE and PFS: REPORT	Software Publishing Corporation	800-647-7403	800-221-7742	CA
Rocky's Boots	The Learning Company	415-328-5410	415-328-5410	CA
Stickybear Shapes	Xerox Education Publications	800-852-5000	800-852-5000	CT
Zaxxon	Datasoft Inc.	800-423-5916	818-701-5161	CA

## Dealer Support Information

<i>Product Name</i>	<i>Company</i>	<i>Out of State</i>	<i>In State</i>	<i>State</i>
Bank Street Writer	Broderbund Software Inc.	415-479-1170	415-479-1170	CA
CompuServe Consumer Information Service	CompuServe Corp.	614-457-8600	614-457-8600	OH
Crypto Cube	DesignWare Inc.	800-572-7767	415-546-1866	CA
Dollars and Sense	Monogram/Tronix Publishing Inc.	800-645-3355	800-645-3355	CA
Fact and Fiction Toolkit	Scholastic Wizware	800-325-6149	212-505-3000	NY
Financial Cookbook	Electronic Arts	800-448-8822	800-448-8822	CA
GRANDMA'S HOUSE	Spinnaker Software	800-323-8088	617-868-4700	MA
How About a Nice Game of Chess!	Odesta Corporation	800-323-5423	312-498-5615	IL
Dow Jones Investor's Workshop	Dow Jones & Co. Inc.	800-222-0081	609-452-7040	NJ
Mastering the SAT	CBS Software Inc.	203-622-2525	203-622-2525	CT
MasterType	Scarborough Systems	800-882-8222	914-332-4545	NY
Multiplan	Microsoft Corporation	800-426-9400	206-828-8088	WA
Personal Tax Planner	Aardvark/McGraw-Hill	414-225-7500	414-225-7500	WI
PFS:FILE and PFS:REPORT	Software Publishing Corporation	800-232-2897	800-221-7742	CA
Rocky's Boots	The Learning Company	415-328-5410	415-328-5410	CA
Stickybear Shapes	Xerox Education Publications	203-347-7251	203-347-7251	CT
Zaxxon	Datasoft Inc.	800-423-5916	818-701-5161	CA



## Customer Support Information

<i>Product Name</i>	<i>Company</i>	<i>Out of State</i>	<i>In State</i>	<i>State</i>
Bank Street Writer	Broderbund Software Inc.	415-479-1170	415-479-1170	CA
CompuServe Consumer Information Service	CompuServe Corp.	800-848-8990	614-457-8650	OH
Crypto Cube	DesignWare Inc.	800-572-7767	415-546-1866	CA
Dollars and Sense	Monogram/Tronix Publishing Inc.	213-215-0529	213-215-0529	CA
Fact and Fiction Toolkit	Scholastic Wizware	800-325-6149	212-505-3000	NY
Financial Cookbook	Electronic Arts	415-571-7171	415-572-ARTS	CA
GRANDMA'S HOUSE	Spinnaker Software	800-323-8088	617-868-4700	MA
How About a Nice Game of Chess!	Odesta Corporation	800-323-5423	312-498-5615	IL
Dow Jones Investor's Workshop	Dow Jones & Co. Inc.	800-257-5114	609-452-1511	NJ
Mastering the SAT	CBS Software Inc.	Write to: Mr. Joseph Daly CBS Software One Fawcett Place Greenwich, CT 06836		CT
MasterType	Scarborough Systems	800-882-8222	914-332-4545	NY
Multiplan	Microsoft Corporation	206-828-8088	206-828-8088	WA
Personal Tax Planner	Aardvark/McGraw-Hill	414-225-7500 414-289-9988	414-225-7500	WI
PFS:FILE and PFS:REPORT	Software Publishing Corporation	415-962-0191	415-962-0191	CA
Rocky's Boots	The Learning Company	415-328-5410	415-328-5410	CA
Stickybear Shapes	Xerox Education Publications	614-253-0892	203-347-7251	CT
Zaxxon	Datasoft Inc.	800-423-5916	818-701-5161	CA

# The Apple IIc System Data Sheet



The Apple IIc

## Introduction

The Apple® IIc is a compact and capable personal computer that can enhance the way you live, learn, work, and play.

About the same size as a loose-leaf notebook, the Apple IIc is small enough to fit in a briefcase, and light enough to carry with you. But it's powerful, too, with 128 kilobytes of user memory, a built-in disk

drive, and a full-size keyboard. In addition, it runs thousands of programs from the Apple II software library, and comes packaged with a six-program interactive computer course.

## Standard Features

The Apple IIc comes equipped with everything you need to get started in computing:

- 128K RAM and 16K ROM.
- Enhanced version of the processor used in the Apple IIe.
- Built-in 5¼-inch disk drive.
- Full-size keyboard that produces

the entire ASCII character set in both 80-column and 40-column formats.

- Three separate color graphic modes.
- Built-in speaker with volume control and a headphone jack.
- Two built-in serial ports for adding a modem and printer, as well as built-in connectors for attaching a

mouse, joystick, hand controllers, second disk drive, and television display.

- External, floor-mounted or table-mounted power unit.
- Built-in Applesoft, which is Apple's BASIC language.

## The Apple IIc Package Order No. A2S4000

The Apple IIc package comes with the following:

- The Apple IIc computer with built-in disk drive.

- "Setting Up Your Apple IIc," an installation guide.

- "Apple Presents the Apple IIc," a system introduction containing four floppy disks and an owner's manual.

- External power supply.
- Power cord.

- Monitor cable.
- System utilities disk.
- RF modulator, for connecting the IIc to a television.
- Warranty and product registration card.

## Apple IIc Technical Specifications

### Display

Five different video display modes can be selected for the IIc. The selection is made primarily through software, although the user can alternate between 40 and 80 columns by means of a switch on the front of the machine. The five display modes are:

- 40-column text mode (40 columns by 24 lines)
- 80-column text mode (80 columns by 24 lines)
- Low-resolution graphics mode (40 horizontal by 48 vertical dots) in 16 colors
- High-resolution graphics mode (80 horizontal by 192 vertical dots) in 6 colors
- Double-high-resolution graphics mode (560 horizontal by 192 vertical dots) in 16 colors

- The 40-column text mode, and all three color-graphics modes, can be displayed on either a TV or a

monitor. The 80-column text mode requires a monitor.

- The IIc generates the 96 ASCII characters in upper and lower case, and also generates 32 graphics characters, called Mousetext. Text is formed by a 5-by-7 dot matrix, and can appear on the screen as normal, inverse, flashing, or Mousetext.

- The color graphics modes can be configured to allow for four lines of text at the bottom of the screen. Color is output as an NTSC signal or, with an adapter, an RGB (red, green, blue) signal.

### Central Processing Unit (CPU)

The Apple IIc uses a 65C02 CPU, operating at 1.02 megahertz. The chip has an 8-bit data bus as well as five 8-bit registers: an accumulator, two index registers, a stack pointer, and a processor status register. The address bus is 16 bits wide, meaning the CPU has an address range of 65,536 (64K) bytes. The 65C02 supports 27 more internal instructions than the 6502.

### Memory

The Apple IIc comes with 128K RAM and 16K ROM. The ROM contains the IIc's system monitor, Applesoft interpreter, and 80-column-display firmware.

The system monitor includes a machine-language disassembler, automatic input/output-device assignment, keyboard and screen-editing features, and routines to examine and modify the registers.

The Apple IIc has a total of 40 integrated circuits.

### Disk Drive

The Apple IIc has a built-in, 5¼-inch disk drive. The disks have the following characteristics:

- Recording surface: 1
- Tracks per surface: 35
- Sectors per track: 16
- Capacity: 140K, with 137K available to the user with ProDOS™ and Pascal, and 124K with DOS.

## The Apple //c System Data Sheet

### Input and Output

#### Keyboard:

The //c comes with a full-size keyboard. This means a 128-character ASCII set, including 96 upper- and lower-case alphanumeric characters and 32 control characters. The keyboard contains 63 keys, including *shift, caps lock, control, escape, return, tab, delete, up arrow, down arrow, left arrow, right arrow, reset, Open Apple and Solid Apple*.

- The keyboard features automatic repeat with two-key rollover.
- A switch on the front of the machine allows the user to alternate between the standard (Q-W-E-R-T-Y) keyboard configuration and a DVORAK keyboard configuration. A separate switch allows the user to alternate between 40-column and 80-column text modes.

#### Speaker:

The //c has a built-in speaker, as well as a volume control knob. A headphone jack, when in use, turns off the speaker and sends all sound to a headset or an external speaker.

#### Back panel:

The back panel of the //c has a power switch, as well as seven connectors.

From left to right, these are the

seven connectors:

—9-pin D-type miniature connector for connecting a mouse, joystick, or hand controllers.

—5-pin DIN connector for serial input and output. This would normally be used for a modem.

—15-pin D-type connector for video expansion.

—RCA-type jack for a video monitor.

—19-pin D-type connector for a second disk drive.

—Second 5-pin DIN connector for serial input and output, normally used for a printer or plotter.

—Special 7-pin DIN connector for the 9-volt to 20-volt DC power unit.

#### Electrical Requirements

The Apple //c comes with an external power supply that should be plugged into a regular three-hole outlet. Power enters the machine through the connector pin on the back panel.

#### External power supply:

- Line voltage: 105 to 129 V AC (the normal U.S.A. voltage range)
- Maximum power consumption: 25 W continuous
- Supply voltage: +15 V DC (nominal)
- Maximum supply current: 1.2 A continuous

Internal converter:

- Input voltage: +9 to 20 V DC.
- Maximum power consumption: 18 W continuous
- Supply voltages:
  - +5 V  $\pm$  5%
  - +12 V  $\pm$  6%
  - 12 V  $\pm$  10%
- Maximum supply currents:
  - +5 V: 1.5 A
  - +12 V: 0.9 A continuous  
1.5 A intermittent
  - 12 V: 100 mA

#### Environmental Requirements

- Operating temperature: 10° to 40° C (50° to 104° F)
- Relative Humidity: 20% to 95%
- Line voltage: 105 to 129 V AC (the normal U.S.A. voltage range)

#### Physical Specifications

- Height: 2½ in. (6.35 cm)
- Width: 12 in. (30.48 cm)
- Length: 11½ in. (29.21 cm)
- Weight: 7½ lb. (3.4 kg)

#### Safety Qualifications

- The Apple //c meets the following agency regulations for safety and EMC:
- FCC Part 15, Class B Computing Devices
  - CSA 22.2, No. 154-1979
  - UL 126Z-Office Machines

Product specifications may change without notice.

Apple, the Apple logo, and ProDOS are trademarks of Apple Computer, Inc.



**The Apple IIc**

## ***Featured Product Program***

---

### **■ *What is the Program?***

- A special promotion of 21 popular software products (covering typical consumer uses) from Apple and third-party companies.
- Featured during the first three months following the Apple IIc introduction.
- All products have been enhanced for the Apple IIc; enhancements will appear only on Apple II systems for six months after introduction.

---

### **■ *How Does This Program Help You?***

- Turns the Apple IIc into a complete solution for your customers.
- Makes the software selection process easier.
- Helps you close system sales.

---

### **■ *Overview of Merchandising and Selling Materials***

- Software Sampler brochure.
- Software Sampler demonstration disk.
- Counter card for Featured Products—use near demo system.
- "Apple IIc Featured Product" banners on 17 products.
- Software Selling Guide—for dealers, sales people.
- Co-op ad slicks from six third-party companies; covered by Apple co-op funds.
- Box of free Featured Product software—from companies that chose to contribute a free sample or demo to each dealer.

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### **■ *The Apple IIc Software Sampler Brochure***

- 16 pages in full color.
- 250 copies per dealer; extras available from Sales Representatives (can't be reordered from Apple).
- Use with qualified prospects to help close sale.

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### **■ *The Apple IIc Software Sampler Demo Disk***

- Interactive; acquaints customer with what an Apple IIc can do and presents information about the 21 Featured Products.
- Copy both sides before use (side one = boot; side two = demo).
- Use with demo system; does not use AppleMouse.
- Requires 80-column display; does not work with NTSC color monitor.

---

### **■ *More Products...the Co-Announced Program***

- Watch for bright red and yellow stickers that read "Works on the Apple IIc."
- 100 selected third-party developers will use these stickers on their IIc-compatible software and hardware products.



**The Apple IIc**

## ***Products and Companies***

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### ■ ***Education***

- **Apple Education Classics** from Apple Computer, Inc.
- **Apple Logo II** from Apple Computer, Inc.
- **Crypto Cube™** from DesignWare Inc.
- **Fact and Fiction Toolkit™** from Scholastic Wizware™
- **GRANDMA'S HOUSE™** from Spinnaker Software
- **Mastering the SAT** from CBS Software Inc.
- **MasterType™** from Scarborough Systems
- **Rocky's Boots™** from The Learning Company
- **Stickybear™ Shapes** from Xerox Education Publications

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### ■ ***Productivity***

- **AppleWorks** from Apple Computer, Inc.
- **Bank Street Writer™** from Broderbund Software Inc.
- **Multiplan®** from Microsoft Corporation
- **PFS®:FILE & PFS:REPORT** from Software Publishing Corporation

---

### ■ ***Personal Finance***

- **Dollars and Sense™** from Monogram™/Tronix™ Publishing, Inc.
- **Dow Jones Investor's Workshop™** from Dow Jones & Co., Inc.
- **Financial Cookbook™** from Electronic Arts™
- **Personal Tax Planner** from Aardvark/McGraw-Hill

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### ■ ***Communications***

- **Apple Access II** from Apple Computer, Inc.
- **CompuServe® Consumer Information Service** from CompuServe Corp.

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### ■ ***Entertainment***

- **How About a Nice Game of Chess!** from Odesta Corporation
- **ZAXXON™** from Datasoft® Inc.



**The Apple IIc**

## **Featured Software**

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### ■ **The Apple Education Classics** from Apple Computer

Favorite learning games from the computer classroom.

---

### ■ **Target Customers**

Families with school-age children.

---

### ■ **Competitive Advantages**

- Combines the most highly regarded and time-tested educational programs on a single disk.
- Offers entertaining, interactive learning for children and adults.
- Provides an authoring system for creating customized lessons.

---

### ■ **Facts and Features**

- Incorporates two outstanding educational packages—*Elementary, My Dear Apple* and *The Shell Games*—on a single disk.
- Uses seven different game formats to teach English, math, social studies, and economics skills.
- Enables children and adults to create their own quizzes while learning the basics of programming.

---

### ■ **Ordering and Support**

Part No. A2D4504

---

### ■ **Works On**

Apple IIc, Apple IIe, Apple II, and Apple II Plus.

---

### ■ **Requires**

At least 48K, one disk drive, and a video display.

---

### ■ **Recommended**

Color video display and blank floppy disks for back-ups.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc.



**The Apple IIc**

## **Featured Software**

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### ■ **Apple Logo II from Apple Computer**

The computer literacy tool for personal growth and education.

---

### ■ **Target Customers**

Adults, families, and educators.

---

### ■ **Competitive Advantages**

- Includes "Apple Presents Apple Logo II," an interactive training disk.
- Takes full advantage of 128K memory and ProDOS™ operating system for fast storage of large programs.
- Offers many new built-in commands and debugging and editing tools, as well as the ability to create music, control the mouse, and write assembly language programs.

---

### ■ **Facts and Features**

- Lets computer novices control the computer and immediately create and print exciting graphic designs.
- Makes complex programming tasks simple and attractive.
- Includes complete and thorough documentation and sample programs for trying out new ideas.

---

### ■ **Sales Tools**

- Apple Logo flyer.
- "Apple Presents the Apple IIc... Exploring Apple Logo" disk included in every Apple IIc system.
- "Apple Presents Apple Logo II" product training disk.

---

### ■ **Ordering Information**

- Apple Logo II—Part No. A2D4502
- Apple Logo II: An Introduction to Programming Manual (pack of five)—Part No. A2L4034
- Apple Logo II Reference Manual (pack of five)—Part No. A2L4033

---

### ■ **Works On**

Apple IIc, and Apple IIe with extended 80-column card.

---

### ■ **Requires**

128K, one disk drive, and video display.

Apple, the Apple symbol, and ProDOS are trademarks of Apple Computer, Inc.



**The Apple IIc**

## **Featured Software**

---

### ■ **Crypto Cube™** from DesignWare™

The family hidden-word puzzle.

---

### ■ **Target Customers**

Families with children aged 8 and older.

---

### ■ **Competitive Advantages**

- Contains 50 word lists, each from a different subject category, and allows players to add their own.
- Generates new 3-D puzzles from existing word lists.
- Recipient of the Parent's Choice Award and *Learning Magazine* Educational Software Award.

---

### ■ **Facts and Features**

- Employs lively sound effects and 3-D animation to entertain and educate at the same time.
- Offers two different modes for individual and group play.
- Makes use of the optional AppleMouse.

---

### ■ **Sales Tools**

- Product features-and-benefits literature.
- Dealer kit.
- Product reviews.
- Co-op ad slicks.

---

### ■ **Ordering and Support**

- 800-572-7767
- 415-546-1866 California

---

### ■ **Works On**

Apple IIc, Apple IIe, and Apple II Plus.

---

### ■ **Requires**

At least 48K, one disk drive, and video display.

---

### ■ **Recommended**

AppleMouse or joystick; color video display.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Crypto Cube and DesignWare are trademarks of DesignWare.





The Apple IIc

## Featured Software

---

### ■ **Fact and Fiction Toolkit™** from Scholastic Wizware™

Creative story writing and filing for children.

---

### ■ **Target Customers**

Families with children 8 to 13.

---

### ■ **Competitive Advantages**

- Provides an entertaining introduction to computerized story writing.
- Offers a simple, enjoyable initiation to a basic productivity tool: the electronic filing system.
- Makes full use of the optional AppleMouse.

---

### ■ **Facts and Features**

- Incorporates two programs—*Story Teller* and *Secret Filer*—in a two-disk set.
- *Story Teller* allows children to create simple storybooks with beautiful graphic images.
- *Secret Filer* allows children to create, sort, save, and edit simple electronic files.

---

### ■ **Ordering and Support**

- |              |                  |                       |
|--------------|------------------|-----------------------|
| ■ Ordering   | ■ Dealer Support | ■ Customer Support    |
| 212-505-3497 | 800-325-6149     | 800-325-6149          |
|              | 212-505-3000     | 212-505-3000 New York |

---

### ■ **Works On**

Apple IIc, and Apple IIe with extended 80-column card.

---

### ■ **Requires**

128K, one disk drive, a video display, and an AppleMouse or joystick.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc.  
Fact and Fiction Toolkit and Scholastic Wizware are trademarks of Scholastic, Inc.



**The Apple IIc**

## **Featured Software**

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### ■ **GRANDMA'S HOUSE™** from Spinnaker Software

A magical playhouse for children.

---

### ■ **Target Customers**

Families with children aged 4 to 8.

---

### ■ **Competitive Advantages**

- Encourages children to expand the limits of their imaginations.
- Promotes familiarity with basic computer functions.
- Allows children to explore a wide variety of special places near and far.

---

### ■ **Facts and Features**

- Lets children choose who they want to be from a selection of 30 characters.
- Gives children total flexibility in arranging and furnishing their playhouse.
- Provides special surprise treats from "Grandma."

---

### ■ **Sales Tools**

- Promotional offers.
- Displays.
- 5 percent co-op ad allowance.

---

### ■ **Ordering and Support**

- 800-323-8088
- 617-868-4700 Massachusetts

---

### ■ **Works On**

Apple IIc, Apple IIe, and Apple II Plus.

---

### ■ **Requires**

At least 48K, one disk drive, and a video display.

---

### ■ **Recommended**

Color video display, and AppleMouse or joystick.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc.  
GRANDMA'S HOUSE computer program is a trademark of Spinnaker Software Corp.



**The Apple IIc**

## **Featured Software**

---

### ■ **Mastering the SAT™ from CBS Software**

Complete preparation for the college boards.

---

### ■ **Target Customers**

Parents of high school students.

---

### ■ **Competitive Advantages**

- Offers the *only* SAT preparation program developed jointly with a major national education association.\*
- Provides on-screen tutoring tailored to the needs of the individual student.
- Electronically determines a student's strengths and weaknesses.

---

### ■ **Facts and Features**

- Covers all SAT Verbal and Math subject areas.
- Provides four full-length simulated SAT tests and a 144-page workbook.
- Offers problem-solving hints and test-taking strategies.

---

### ■ **Sales Tools**

- Co-op ad slicks.
- CBS product catalog.

---

### ■ **Ordering and Support**

- Ordering and Dealer Support  
203-622-2525

- Customer Support

Write to:  
Mr. Joseph Daly  
CBS Software  
One Fawcett Place  
Greenwich, CT 06836

---

### ■ **Works On**

Apple IIc, Apple IIe, and Apple II Plus.

---

### ■ **Requires**

At least 48K, one disk drive, and a video display.

\*National Association of Secondary School Principals.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc.  
Mastering the SAT is a trademark of CBS Inc.



**The Apple IIc**

## ***Featured Software***

---

### ■ **MasterType™** from Scarborough Systems

The typing instruction game.

---

### ■ **Target Customers**

Anyone who wants to improve typing skills and computer literacy.

---

### ■ **Competitive Advantages**

- Provides feedback on words typed per minute after each game.
- Allows players to create customized games.
- Remembers high scores for each lesson.

---

### ■ **Facts and Features**

- Emulates the popular alien invaders arcade game.
- Lets players choose from 18 different skill levels.
- Includes a manual, with hints for touch typing and finger charts for the keyboard.

---

### ■ **Ordering and Support**

- 800-882-8222
- 914-332-4545 New York

---

### ■ **Works On**

Apple IIc, and Apple IIe with extended 80-column card.

---

### ■ **Requires**

128K, one disk drive, and video display.

---

### ■ **Recommended**

Color video display.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc.  
MasterType is a trademark of Scarborough Systems.



**The Apple IIc**

## ***Featured Software***

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### ■ ***Rocky's Boots™*** from *The Learning Company™*

The electronic logic game.

---

### ■ ***Target Customers***

Families with children aged 9 and up.

---

### ■ ***Competitive Advantages***

- Uses high-resolution color animation to simulate how electricity works.
- Offers 40 different logic games and also allows players to create their own.
- Field-tested with hundreds of children in schools, homes, and universities.

---

### ■ ***Facts and Features***

- Provides an electronic erector set, a toolkit that teaches children the basic elements of computers.
- Enables players to design logic machines and save them to a disk for future play.
- "Promises to become another software classic," according to the *New York Times*.

---

### ■ ***Sales Tools***

- Four-page, four-color brochure.
- Product flyer.

---

### ■ ***Ordering and Support***

415-328-5410

---

### ■ ***Works On***

Apple IIc, Apple IIe, and Apple II Plus.

---

### ■ ***Requires***

At least 48K, one disk drive, and a color video display.

---

### ■ ***Recommended***

AppleMouse or joystick.

Rocky's Boots and The Learning Company are trademarks of The Learning Company.



**The Apple IIc**

## **Featured Software**

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■ **Stickybear™ Shapes** from *Weekly Reader Family Software*, a division of Xerox Education Publications

A colorful introduction to shapes.

---

■ **Target Customers**

Families with children aged 3 to 6.

---

■ **Competitive Advantages**

- Entertains children as it introduces them to different kinds of shapes.
- Incorporates the ultimate in high-resolution graphic animation.
- Makes full use of the optional AppleMouse.

---

■ **Facts and Features**

- Teaches young children through three colorfully animated activities: Name a Shape, Pick a Shape, and Find a Shape.
- Rewards children with animated pictures accompanied by music or sound.
- Includes a 32-page hardcover *Shapes* book, full-color poster, Stickybear stickers, and parent's guide.

---

■ **Sales Tools**

- Advertising slicks.
- Demo disk.
- Co-op ad program.
- Product brochure.

---

■ **Ordering and Support**

- |              |                    |                  |
|--------------|--------------------|------------------|
| ■ Ordering   | ■ Customer Support | ■ Dealer Support |
| 800-852-5000 | 614-253-0892       | 203-347-7251     |
|              | 203-347-7251       |                  |

---

■ **Works On**

Apple IIc, Apple IIe, and Apple II Plus.

---

■ **Requires**

At least 48K, one disk drive, and a video display.

---

■ **Recommended**

Color video display and AppleMouse.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Stickybear is a registered trademark of Optimum Resource, Inc.



**The Apple IIc**

## **Featured Software**

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### ■ **AppleWorks** from Apple Computer

Integrated productivity tools.

---

### ■ **Target Customers**

Business professionals and serious home users.

---

### ■ **Competitive Advantages**

- Combines high-quality word processing, data-base management, and spreadsheet analysis in one package.
- Provides a consistent user interface, with most commands identical in all three applications.
- Makes it simple to "cut and paste" information from any of the three applications into the word processor.

---

### ■ **Facts and Features**

- The Word Processor displays page breaks, bullet points, and centered text on the screen as they occur in the printed document.
- The Data Base is fast and includes a built-in report writer.
- The Spreadsheet is big—999 rows by 127 columns.

---

### ■ **Sales Tools**

- Included in the March 1984 Featured Product Program mailing:
- AppleWorks Retail Selling Guide.
- AppleWorks Interactive Demonstration Disk.
- AppleWorks Take-One Flyer (Part No. A2F0178).
- "Apple Presents AppleWorks" product training disk (included with AppleWorks).

---

### ■ **Ordering and Support**

Part No. A2D4503

---

### ■ **Works On**

Apple IIc and Apple IIe.

---

### ■ **Requires**

80-column card and disk drive on Apple IIe, and video display.

---

### ■ **Recommended**

Printer, and second disk drive or ProFile,<sup>™</sup> for IIe only, extended 80-column card.



**The Apple IIc**

## **Featured Software**

---

### ■ **Bank Street Writer™** from Broderbund Software

The word processor for the whole family.

---

### ■ **Target Customers**

Adults and children who write.

---

### ■ **Competitive Advantages**

- Makes word processing simple and fun, without complex commands to memorize.
- Costs far less than most word processors.
- Takes full advantage of the optional AppleMouse.

---

### ■ **Facts and Features**

- Provides directions at the top of the screen to guide the user.
- Comes with a choice of 80- or 40-column display.
- Packed with such advanced features as universal search and replace, and automatic page numbering.

---

### ■ **Sales Tools**

- Co-op advertising.
- Sneak-preview program (free demo disk).
- Product brochure.
- Copyable on-disk tutorial.

---

### ■ **Ordering and Support**

415-479-1170

---

### ■ **Works On**

Apple IIc and Apple IIe with extended 80-column card.

---

### ■ **Requires**

128K, one disk drive, and a video display.

---

### ■ **Recommended**

Printer and AppleMouse.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc.  
Bank Street Writer is a trademark of Broderbund Software, Inc.





**The Apple IIc**

## **Featured Software**

---

### ■ **Multiplan® from Microsoft®**

The next generation in electronic worksheets.

---

### ■ **Target Customers**

Business people and professionals.

---

### ■ **Competitive Advantages**

- Allows linking together of different worksheets to share (and update) data.
- Provides commands in plain English and lists them right on the screen.
- Includes two consumer templates to aid in managing home budgets.

---

### ■ **Facts and Features**

- Lets users create variable column widths.
- Provides continuous access to help screens.
- Lets users sort columns of data.

---

### ■ **Sales Tools**

- Co-op program.
- Dealer introduction kit.
- Product catalog and brochures.
- Seminar kit.

---

### ■ **Ordering and Support**

- Ordering and Dealer Support  
800-426-9400  
206-828-8088 Washington
- Customer Support  
206-828-8088

---

### ■ **Works On**

Apple IIc, Apple IIe, Apple II Plus, and Apple II.

---

### ■ **Requires**

At least 64K, one disk drive, and a video display.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc.  
Multiplan and Microsoft are registered trademarks of Microsoft Corp.



**The Apple IIc**

## **Featured Software**

---

### ■ **PFS:® FILE and PFS:REPORT** from Software Publishing Corporation

The easy way to greater productivity.

---

### ■ **Target Customers**

Business people or professionals who want to keep better track of information without becoming computer experts.

---

### ■ **Competitive Advantages**

- So easy to learn, customers can be productive right away.
- Stores and retypes frequently used phrases.
- Offers full integration with the PFS family of software, including PFS:WRITE for personalized form letters and PFS: GRAPH for graphing of data.

---

### ■ **Facts and Features**

#### *PFS: FILE*

- Makes it simple to record, retrieve, and review up to 1000 customized "forms" of information in each electronic file.
- Provides enough space for 3200 item names per form (100 items per page, 32 pages per form); up to 1680 characters per item name; and multi-line text.

#### *PFS: REPORT*

- Allows users to summarize and perform calculations on information filed with PFS:FILE in presentation-quality, table-style reports.
- Makes it simple to sort and format reports with such features as centering, underlining, decimal point alignment, and page numbering.

---

### ■ **Sales Tools**

- PFS:SALES binder.
- PFS:ANSWERS technical support binder.
- PFS software brochures.

---

### ■ **Ordering and Support**

- |                         |                         |                    |
|-------------------------|-------------------------|--------------------|
| ■ Ordering              | ■ Dealer Support        | ■ Customer Support |
| 800-647-7403            | 800-232-2897            | 415-962-0191       |
| 800-221-7742 California | 800-221-7742 California |                    |

---

### ■ **Works On**

Apple IIc and Apple IIe.

---

### ■ **Requires**

At least 64K, one disk drive, and video display.

---

### ■ **Recommended**

Printer; second disk drive for sorting with PFS:REPORT.



**The Apple IIc**

## **Featured Software**

---

### ■ **Dollars and Sense™** from Monogram™ / Tronix™

The money manager that makes sense of your dollars.

---

### ■ **Target Customers**

Home and small-business money managers.

---

### ■ **Competitive Advantages**

- Provides sample categories for immediate use, such as tax preparation, household budgets, business expenses.
- Allows users to easily review their financial status by generating up-to-date reports and graphs—on screen or with printer.
- Provides integrated on-line help.

---

### ■ **Facts and Features**

- Keeps track of 2000 transactions, 120 accounts, and 12 checking accounts per disk.
- Provides extremely fast and powerful data retrieval.
- Offers full-screen review and "What if?" capabilities.

---

### ■ **Sales Tools**

- Demonstration disk.
- Four-color consumer brochures.
- Feature sheet and applications models.
- Co-op advertising program.

---

### ■ **Ordering and Support**

- Ordering and Dealer Support                      ■ Customer Support
- 800-645-3355    213-215-0529

---

### ■ **Works On**

Apple IIc, and Apple IIe with extended 80-column card.

---

### ■ **Requires**

At least 128K, one disk drive, and video display.

---

### ■ **Recommended**

AppleMouse.

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Dollars and Sense, Tronix, and Monogram are trademarks of Tronix Publishing, Inc.



**The Apple IIc**

## **Featured Software**

---

### ■ **Dow Jones Investor's Workshop™** from Dow Jones Software™

Sophisticated investment-management tools.

---

### ■ **Target Customers**

Home investors.

---

### ■ **Competitive Advantages**

- Combines portfolio management with securities charting.
- Provides instant information about current values, unrealized gains and losses, and daily price fluctuations.
- Developed by the most respected name in investment software, Dow Jones.

---

### ■ **Facts and Features**

- Lets home investors keep close tabs on their entire portfolio of stocks, bonds, and other securities.
- Delivers the latest news from the *Wall Street Journal*, *Barrons*, and other financial sources through Dow Jones News/Retrieval®.
- Provides 80- and 40-column display options.

---

### ■ **Ordering and Support**

- |                               |                         |
|-------------------------------|-------------------------|
| ■ Ordering and Dealer Support | ■ Customer Support      |
| 800-222-0081                  | 800-257-5114            |
| 609-452-7040 New Jersey       | 609-452-1511 New Jersey |

---

### ■ **Works On**

Apple IIc, Apple IIe, and Apple II Plus.

---

### ■ **Requires**

At least 64K, one disk drive, and a modem (Apple II Plus and IIe require a serial interface card for the modem).

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Dow Jones Investor's Workshop, Dow Jones News/Retrieval, and Dow Jones Software are registered trademarks of Dow Jones, Inc.



**The Apple IIc**

## **Featured Software**

---

### ■ **Financial Cookbook™** from Electronic Arts™

Instant answers to common personal financial questions.

---

### ■ **Target Customers**

Parents and children 16 and over.

---

### ■ **Competitive Advantages**

- Provides straightforward answers to home/family-oriented financial questions.
- Automatically adjusts results to account for taxes and inflation.
- Includes 30 built-in formulas to solve the most often-asked financial questions.

---

### ■ **Facts and Features**

- Allows parents to plan ahead for retirement, or for their children's college education.
- Allows product purchasers to compare various options, such as buy-versus-lease options to assess value over life of product.
- Allows home buyers to examine different mortgage and refinancing options.

---

### ■ **Sales Tools**

- Demo disk.
- Selling and demo tips card.

---

### ■ **Ordering and Support**

- Ordering and Dealer Support  
800-448-8822

- Customer Support  
415-572-ARTS

---

### ■ **Works On**

Apple IIc, Apple IIe, Apple II Plus, and Apple II.

---

### ■ **Requires**

At least 64K, one disk drive, and a video display.

---

### ■ **Recommended**

AppleMouse.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc.  
Financial Cookbook and Electronic Arts are trademarks of Electronic Arts.



**The Apple IIc**

## ***Featured Software***

---

### ■ ***Personal Tax Planner*** from Aardvark/McGraw-Hill

The taxpayer's tax saver.

---

### ■ ***Target Customers***

All taxpayers.

---

### ■ ***Competitive Advantages***

- Incorporates the most current income tax rate schedules.
- Provides screen messages to guide the user through the program.
- Developed by CPAs and tax professionals.

---

### ■ ***Facts and Features***

- Lets users deduct the aggravation from planning their income taxes—and save money in the process.
- Instantly shows the impact of any financial decision.
- Provides fast, accurate solutions to even the most complex income tax problems.

---

### ■ ***Sales Tools***

- Demo disk.
- Brochures.

---

### ■ ***Ordering and Support***

- |                        |                               |
|------------------------|-------------------------------|
| ■ Ordering             | ■ Customer and Dealer Support |
| 800-558-1538           | 414-225-7500                  |
| 414-225-7500 Wisconsin |                               |

---

### ■ ***Works On***

Apple IIc, Apple IIe, and Apple II Plus.

---

### ■ ***Requires***

Video display; for Apple IIe and II Plus only, at least 64K, 80-column card, and one disk drive.

---

### ■ ***Recommended***

Printer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc.



**The Apple IIc**

## ***Featured Software***

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### ■ ***Apple Access II from Apple Computer***

A world of electronic communications.

---

### ■ ***Target Customers***

All Apple IIc and Apple IIe owners.

---

### ■ ***Competitive Advantages***

- Enables modem-equipped users to communicate over phone lines with other computers around the world.
- Emulates TTY, ANSI (VT100™), and VT52™ Terminals.
- Offers the same straightforward user interface as the popular AppleWorks integrated software program.

---

### ■ ***Facts and Features***

- Eases linkup to such computer information services as CompuServe® and Dow Jones News/Retrieval®.
- Allows users to save, change, and print any information retrieved via the phone lines.
- Makes it easy to transmit letters, mailing lists, and files prepared with other software programs.

---

### ■ ***Sales Tools***

Interactive product training disk included with package also serves as customer demo.

---

### ■ ***Ordering and Support***

Part No. A2D4503

---

### ■ ***Works On***

Apple IIc and Apple IIe.

---

### ■ ***Requires***

At least 64K, one disk drive, and a modem; for Apple IIe only, a Super Serial Card.

---

### ■ ***Recommended***

128K and 80-column display.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc.  
VT100 and VT52 are trademarks of Digital Equipment Corporation.  
CompuServe is a registered trademark of CompuServe Corp.  
Dow/Jones News Retrieval is a registered trademark of Dow Jones & Company, Inc.



**The Apple IIc**

## **Featured Software**

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### ■ **CompuServe® Consumer Information Service**

Information at your fingertips.

---

### ■ **Target Customers**

All Apple II product family owners.

---

### ■ **Competitive Advantages**

- Provides access to dozens of informational data bases covering hundreds of subjects.
- Allows people to exchange information via electronic mail and interactive forums.
- Adds new information and services on a regular basis.

---

### ■ **Facts and Features**

- Delivers news and information 24 hours a day on a low-cost-per-minute basis.
- Includes a shop-at-home service and an airline fare/schedule service.
- Also includes an electronic encyclopedia and computer games.

---

### ■ **Sales Tools**

- "Someday" brochure.
- Dealer sales notebook.
- CompuServe Information Service brochure.
- CompuServe magazine—*Online Today*.

---

### ■ **Ordering and Support**

- Ordering  
614-457-8600
- Dealer Support  
614-457-8600
- Customer Support  
800-848-8990  
614-457-8650 Ohio

---

### ■ **Works On**

Apple IIc, Apple IIe, and Apple II Plus.

---

### ■ **Requires**

Communications software (such as Apple Access II), a modem, one disk drive, and a video display. (Requires a serial interface card on the Apple IIe and Apple II Plus.)

Apple and the Apple logo are registered trademarks of Apple Computer, Inc.  
CompuServe is a registered trademark of CompuServe Corp., an H & R Block company.





**The Apple IIc**

## ***Featured Software***

---

### ■ ***How About a Nice Game of Chess!*** from Odesta

The chess game for the entire family.

---

### ■ ***Target Customers***

Anyone who would like to improve his/her chess game.

---

### ■ ***Competitive Advantages***

- Teaches beginners how to play chess right on the screen, while it lets more experienced players choose from 10 different skill levels.
- Written by world computer-chess champion Larry Atkin.
- Jam-packed with features at an extremely low price.

---

### ■ ***Facts and Features***

- Lets players take back and replay moves, and offers advice on "best" moves.
- Instructs the beginner, challenges the proficient—a perfect family activity.
- Takes full advantage of the optional AppleMouse—no need to touch the keyboard.

---

### ■ ***Sales Tools***

- Co-op slicks/flyer.
- National distribution or direct ordering.

---

### ■ ***Ordering and Support***

- 800-323-5423
- 312-498-5615 Illinois

---

### ■ ***Works On***

Apple IIc, Apple IIe, and Apple II Plus.

---

### ■ ***Requires***

At least 48K of memory, one disk drive, and a video display.

---

### ■ ***Recommended***

AppleMouse, joystick, or hand controllers.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc.



**The Apple IIc**

## **Featured Software**

---

### ■ **ZAXXON™** from Datasoft®

The game that puts space games in perspective.

---

### ■ **Target Customers**

All arcade-game enthusiasts.

---

### ■ **Competitive Advantages**

- Provides a close replica of the ever-popular ZAXXON arcade game.
- Combines ultra-high-resolution color graphics with unprecedented three-dimensional effects.
- Challenges the skill and imagination of players at every ability level.

---

### ■ **Facts and Features**

- Simulates a space mission through a treacherous battlefield of missiles, anti-aircraft tanks, and a fleet of enemy planes.
- Incorporates exciting sound effects and visuals.
- Culminates in a showdown with the fearsome Zaxxon Robot.

---

### ■ **Sales Tools**

- Co-op ad slicks.

---

### ■ **Ordering and Support**

- 800-423-5916
- 818-701-5161 California

---

### ■ **Works On**

Apple IIc, Apple IIe, Apple II Plus, and Apple II.

---

### ■ **Requires**

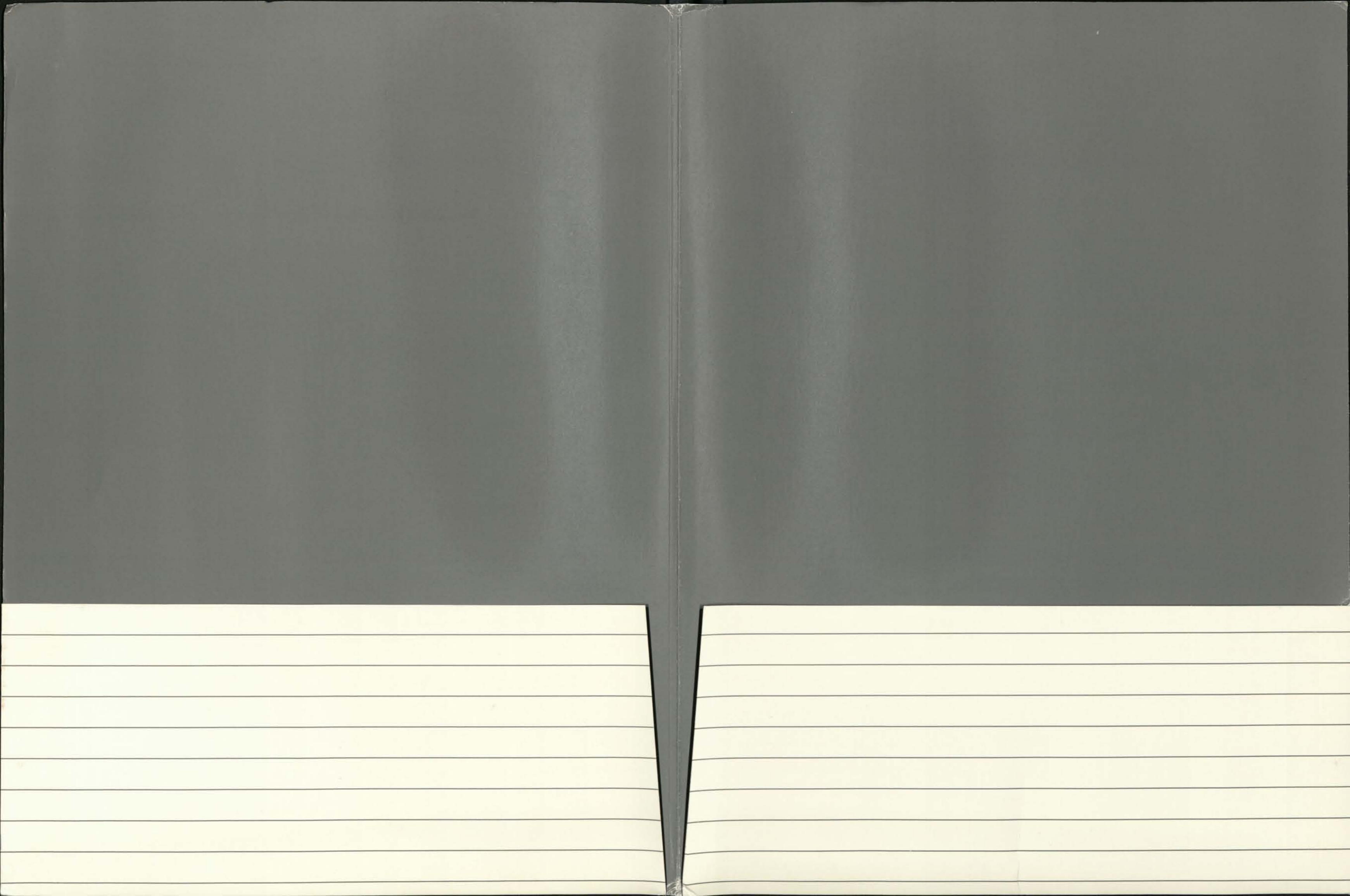
At least 48K of memory, one disk drive, joystick, and a video display.

---

### ■ **Recommended**

Color video display.

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Datasoft is a registered trademark of Datasoft, Inc.  
Zaxxon is a trademark of Sega Enterprises, Inc.





20525 Mariani Avenue

Cupertino, California 95014

(408) 996-1010

TLX 171-576