WHAT IS APPLE PASCAL™?

Questions

Q: What is PASCAL ?

A. PASCAL is a relatively new programming language first implemented in 1970 by its inventor, Professor Niklaus Wirth. It was devised to overcome some of the problems and deficiencies in existing programming languages. The language is named after the famous mathematician Blaise Pascal .

Q: What improvements does PASCAL offer with respect to other languages?

A: There are two innovations that set PASCAL apart from other contemporary programming languages. The first is its consistent, straightforward design that makes programming easier for a number of reasons, not the least of which is that there is less to remember. With this simplicity comes a great deal of power, since PASCAL offers recursive routines, elegant features for structuring programs in terms of the user's needs, and relatively efficient use of storage space without sacrificing speed.

The second innovation lies in its use of data structures. Instead of having to state a problem only in terms of abstract computer-science structures (such as arrays or files), you can create data structures that reflect the way you are already used to thinking about your work.

Q: What are the major benefits of using PASCAL ?

A: There are a large number of benefits:
- PASCAL simplifies development of large problems by providing convenient mechanisms for breaking down a complex problem into manageable parts.
- PASCAL has built in error-checking that reduces debugging time, thus lowering programming costs. This error-checking goes beyond the usual syntax testing provided by other languages. It includes type and range checking that catches many logical errors.
- PASCAL lowers maintenance costs. It is easier

Specifications

APPLE PASCAL™, incorporating UCSD PASCAL™, offers extended features in a complete, interactive package employing today's most sophisticated structured programming language. It provides advanced capabilities that boost performance and cut development time for large business, scientific, and educational programs.

The software package provides a powerful set of tools for the serious programmer:

EDITOR
- Fast, screen-oriented editor for program development and word processing
- 80-character lines (upper/lower case) available with external CRT terminal
- 80-character lines available in standard APPLE using horizontal scrolling.

COMPILER
Standard PASCAL plus extensions for strings, disk files, graphics, system programming:
- Hi-Res Graphics: "Turtlegraphics": simplifies display production:
  INITTURTLE, PENCOLOR, TURNTO, TURN, MOVE, TEXTMODE GRAFMODE
- Text: GOTOXY procedure for cursor addressing
  Split screen or horizontal scrolling
  FUNCTION KEYPRESS tells whether character available
- Library Routines:
  FUNCTION RANDOM
  PROCEDURE RANDOMIZE
  FUNCTION PADDLE
  FUNCTION BUTTON
  PROCEDURE TTLOUT
  FUNCTION KEYPRESS
  And more.

FILER
General purpose program for manipulating disk files

SYSTEM UTILITIES
- CALCULATOR – performs basic calculations
- SETUP – allows examination and modification of system operating environment

PASCAL operates in a 48K Apple with one disk drive and an Apple Language Card. An external 80-column terminal can be attached. The package includes:

Language card (16K RAM, 2K ROM)
5 diskettes, including
  Integer Basic
  Applesoft Extended Basic
  PASCAL System

IC puller
Full set of manuals
1 PASCAL reference card
(Order No: A2B0006)

Questions and Answers about PASCAL

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to find errors due to the clear structure and modularity of PASCAL. Every programming manager knows how difficult it can be for a second programmer to "pick up" a program written by someone else. This problem is minimized by PASCAL.
■ PASCAL programs, in their ready-to-run, compiled form, take less space and execute more quickly than their equivalents in BASIC.
■ PASCAL is extensible — you can add your own commands and data types so that the program will reflect your needs, not those of the language designer. You cannot do this in BASIC, FORTRAN or COBOL.
■ PASCAL can run large, powerful applications on inexpensive hardware.

Q: Why is PASCAL said to be the future major language for microcomputers?

A: It gives the full power of a mature, sophisticated language in an inexpensive, microprocessor-based environment. Apple's PASCAL is not a stripped-down mini-PASCAL, but a full-feature implementation.

Q: I already know BASIC. How difficult is it to learn PASCAL?

A: You can get results while discovering how easy it is to learn this new language. Programmers appreciate the easy, free style of PASCAL that saves them time and money, and most BASIC users can write their own PASCAL programs after a few hours of reading the manuals and working with the system.

Q: What is UCSD PASCAL™? How is it different from other Pascals?

A: UCSD PASCAL is the full PASCAL language, and includes a complete operating system with utilities and extensions for commercial programming and system development. It has the advantage of being supported and standardized by a major university.

Q: Can the Apple run PASCAL programs written for other computers?

A: PASCAL is more uniform from installation to installation than BASIC. Most PASCAL programs found in magazines and books will run in APPLE PASCAL. All programs written for any computer in UCSD PASCAL will run directly on the Apple.

Q: I already have an APPLE II. What else do I need to program in PASCAL ?

A: The minimum requirements are 48K of memory, at least one disk drive, and our new Language System.

Q: What is the Language System?

A: The Language System consists of 16K of write-protectable memory on a plug-in card, the Auto-Start ROM, and software that allows you to take advantage of this additional memory with Apple's BASIC languages as well as PASCAL. This package gives the Apple user a full 64K of RAM. The Language System comes with many tutorial and reference manuals.

Q: How much does it cost?

A: The complete package has a suggested retail price of $495.

Q: When will this package be available?

A: The Language System including PASCAL will be available in the third quarter of '79.

Q: I do not have an 80 character display device in my home, can I still program in PASCAL?

A: Yes, Apple's ability to scroll horizontally easily accommodates PASCAL formats on the standard 40-character CRT.

Q: If I have questions when I'm programming in PASCAL, can I get help from Apple?

A: Yes. The Apple hot line service is available five days a week.

Q: How do I buy PASCAL ?

A: See your nearest Apple dealer.

Get a free poster!

Just bring this pamphlet to your APPLE dealer!
For the number of your local dealer call:

In California
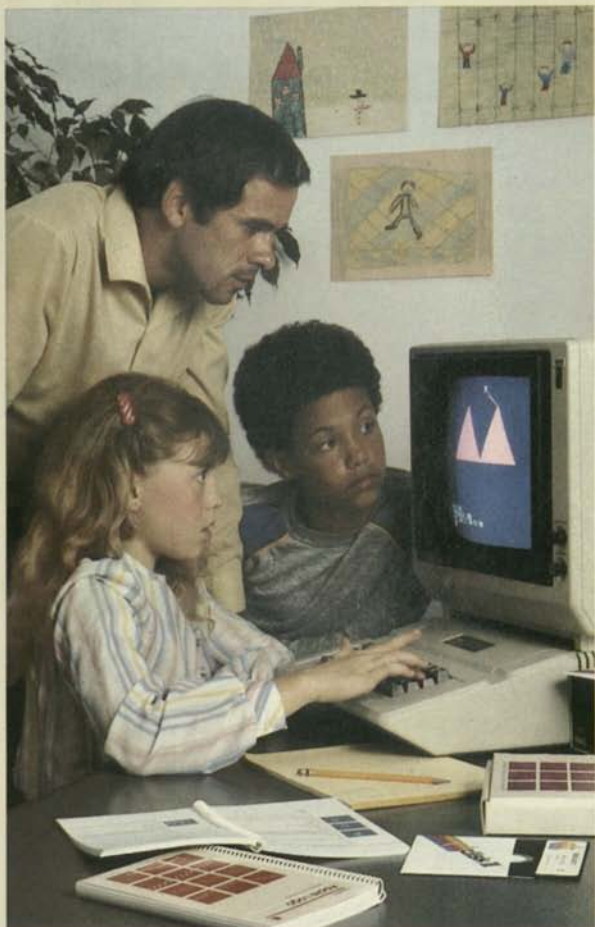# 800-662-9238

In all other states
800-538-9696

Apple Logo

**The Accessible Learning Language
for Children and Adults.**

A product of
Logo Computer Systems, Inc.

Exclusively manufactured for and distributed by
Apple Computer, Inc.

New Directions in Learning...for Everyone.

Here's the first computer language that's dedicated to education. It's friendly. It's powerful. It's accessible to virtually everyone. And for the minds it has touched—and the minds that have touched it, the world of the computer will never be mysterious again.

It's Apple Logo—the exciting, new computer language that's easy to learn and easy to use. If you're a parent or a teacher, Apple Logo represents an effective, fresh approach to education. If you're a student—child or adult, it represents a remarkably rewarding learning experience.

No Experience Necessary

Apple Logo gives you the ability to exercise full control over a rich and challenging microworld, while developing your problem-solving skills. Its unique entry paths lead you directly to the central ideas of computer science. And no experience is necessary!

A beginner may perform many simple and intriguing projects in a very first session. Yet, the language is sufficiently powerful for experienced programmers.

The Using is the Learning

The process of using Apple Logo *is* the learning. It is this which sets it apart from conventional computer languages. It is this which makes Apple Logo such a valuable educational tool.

Users are active participants in their own learning experience. You learn by doing. As you create language and graphics programs,

you learn to think in a logical manner. Difficult to grasp concepts and ideas become easily understood realities—applicable to the world beyond the computer as well. With Apple Logo, something is gained every step of the way.

The Evolution of Apple Logo

The original Logo was developed by a group led by Dr. Seymour Papert, winner of the prestigious 1981 Marconi Award. It was designed for educational purposes, to make its users more reflective, more receptive learners. As Dr. Papert has said, "It is the language for learning."

Over the past 14 years, Logo has undergone considerable change and development. Many people in many countries have contributed to its evolution —including the students for whom it was initially created.

In 1980, Logo Computer Systems, Inc. was formed. It reunited Dr. Papert and members of his research team who together developed Apple Logo.

The Apple Logo Package

Inside the package, you'll find an Apple Logo diskette, a back-up diskette, and 2 manuals—*Introduction to Programming through Turtle Graphics* and *The Apple Logo Reference Manual.* Apple Logo runs on any model Apple II with 64k of memory, an Apple II Disk Drive with 16-sector controller and either a TV or a monitor.

A Friendly Entry into the World of Computer Programming.

Apple Logo helps you to think in a logical manner, since the computer must be given logical instructions. You teach the computer how to solve problems. And as you proceed, the style of the language allows a smooth growth in your ability to use its advanced features.

Language Without Limitations

'No threshold, no ceiling' is the principle behind the design of Apple Logo.

'No threshold' means that you can begin using Apple Logo with no previous computer experience. 'No ceiling' means that intellectual growth is never blocked by the limitations of the language. Sure, Apple Logo is easy enough for young children to use, but it is *not* a toy language.

The strength of Apple Logo is its simplicity. And, at its heart, is the renowned *turtle.*

The Flexible and Friendly Turtle

The turtle is a triangular 'creature' that obeys simple commands, laying down a track to show where it has been. It is a most friendly entry into the world of computer programming.

With the turtle you draw lines relative to the turtle's current position and heading, not in terms of absolute screen position. For example, once you have written a simple turtle program to draw a square,
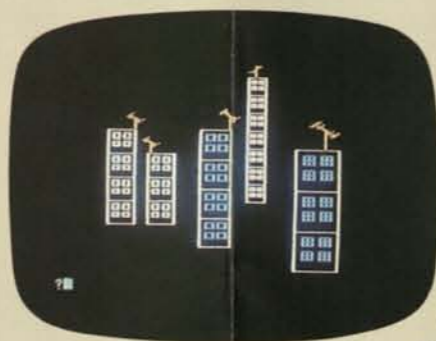
it can be used to draw other squares in any orientation.

Learning With the Turtle

In working with the turtle, you learn programming and more! Knowledge of space, time, geometry, and logic is increased. The abstract becomes less abstract— more understandable.

Letters, Words, and Sentences

Translate a word into Pig Latin? It's a two-line procedure with Apple Logo.

Translate an entire sentence? It's only another two-line procedure.

The unique data structures of Apple Logo support natural ordering of letters, words, and sentences. Other programming languages see the same structures merely as strings of characters, some of which may happen to be spaces.

Apple Logo deals with words and lists of words, not just character strings. Communication between you and the computer becomes clear, concise, and effective.

Other projects in the area of human language processing include the creation of quiz programs, random sentences, and language games like the always popular 'hangman'.

```
TO PIG  WORD
IF MEMBERP FIRST  WORD [A E I O U]
  [OUTPUT WORD  WORD "AY]
OUTPUT PIG WORD BUTFIRST  WORD FIRST
  WORD
END

?PRINT PIG "PROGRAM
OGRAMPRAY
?

TO LATIN  SEN
IF EMPTYP  SEN [OUTPUT []]
OUTPUT SENTENCE PIG FIRST  SEN LATIN
  BUTFIRST  SEN
END

?PRINT LATIN [LET US ALL PROGRAM LOGO]
ETLAY USAY ALLAY OGRAMPRAY OGOLAY
```

What Makes it Powerful?

No other language can compete with Apple Logo as a learning language. Here are some of the key characteristics which contribute to its exceptional power.

APPLE LOGO IS PROCEDURAL. A problem may be divided into components, with a separate procedure written for each part. Procedures may be used as building blocks to develop other procedures.

APPLE LOGO IS EXTENSIBLE. Any procedures that you write, effectively become part of the language. You can write procedures to deal with any specific type of problem and then use them exactly like the commands and functions built into the base language.

APPLE LOGO IS INTERACTIVE. Commands are executed right away. Error messages are immediate and comprehensive. Changes can be made quickly, easily. If only one procedure in a large program needs changing, you don't have to deal with any other procedures.

APPLE LOGO IS RECURSIVE. A procedure can be a sub-procedure of itself.

APPLE LOGO HAS LISTS. A list is a collection of words, numbers, or other lists. Logo primitives (initial vocabulary)

allow for the manipulation of lists.

APPLE LOGO ALLOWS VARIABLES TO TAKE ON ANY VALUE. Variables are not restricted to one data type. A variable may contain a numeric value at one time and a list of words later on.

Watch Your World Expand

As you learn, Apple Logo learns with you. So whether you're a student of five or fifty-five, you'll always be challenged— but not overwhelmed.

Make Apple Logo part of your computer world and watch your world expand!

Wherever Logo has been used, the results have been outstanding. Children as young as three years old have demonstrated a grasp of number and spatial relationships, decision-making, and logic.

Apple Logo adapts to your way of thinking. You are not forced to adapt to the machine. It places within your and your children's reach an understanding of the more complex ideas of computer science.

Experience its power. Ask your local Apple dealer for a hands-on demonstration.

Apple and Dow Jones

Together, They Put Wall Street at Your Fingertips

Apple Gives You an Edge

It takes more than instinct and intelligence to make sound investment decisions. You need reliable information. And you need it fast. Winning on Wall Street means knowing a little more, a little bit sooner, than the other guy. An Apple II personal computer can help give you that competitive edge.

Apple now offers two programs that connect you directly to current business developments via the Dow Jones News/Retrieval Service. Interested in information "hot off the wire"? It's just a telephone call and a few keystrokes away. You can stay on top of events as they happen—or catch up at your convenience. While you do your work, Dow Jones follows the stock-market and the news. Then, when you're ready to look at prices, edit your portfolio, or check the latest rumor, you can log into the Service. It's available 20 hours a day.
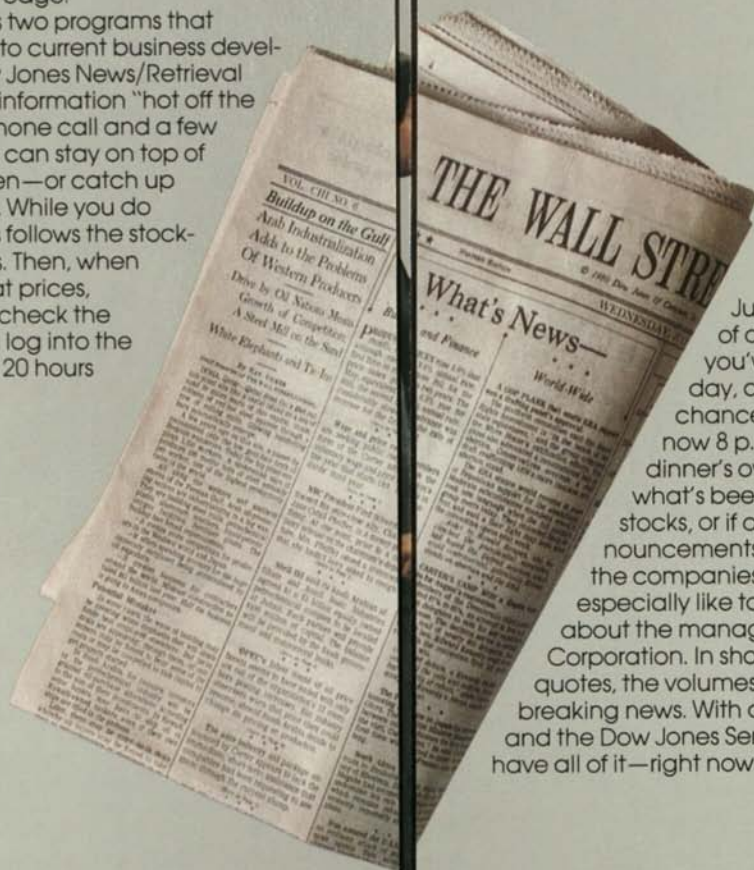
Just think what that kind of access means. Say you've been in meetings all day, and there was never a chance to call your broker. It's now 8 p.m., you're at home, dinner's over, and you wonder what's been happening to your stocks, or if any important announcements have been made at the companies you're watching. You'd especially like to verify what you heard about the management shift at XYZ Corporation. In short, you want closing quotes, the volumes traded, any late-breaking news. With an Apple II computer and the Dow Jones Series software, you can have all of it—right now.

Dow Jones News & Quotes Reporter

T his program can revolutionize the way you do business. Within minutes, you can obtain information it would take hours—in some cases, days—to compile otherwise. It offers the services of a stock ticker, a fulltime researcher, and a comprehensive business library all in one package.

First, consider what News & Quotes Reporter can do for you as a research tool. Perhaps you want to look up that Wall Street Journal article on the mining industry that you remember reading two (or was it three?) weeks ago. With News & Quotes Reporter, you don't need to sift through a stack of newspapers. By typing in the industry symbol, you can scan the headlines of every mining story carried by the worldwide Dow Jones News/Retrieval Service, Barron's, or The Wall Street Journal in the previous three months. Then, when you find the right headline, you can display the story, page by page, on your screen.

Want to save it for your files? If you have a printer attached to your Apple II, you can have a paper copy of the article in minutes.

All the Facts—
From 90 Seconds to 90 Days Ago

But it's not just news of selected industries that's available. It's every Dow Jones story on any topic that could possibly impact the market, from Iranian politics to the California wine harvest. There's a company or category symbol which can access them all.

If you've ever missed a crucial news item— one that could have saved you a bundle, had you seen it in time . . . you'll appreciate this kind of completeness. You don't need to worry about an important Wall Street Journal story slipping by you. News & Quotes Reporter keeps track of each one. And you don't have to bother with the categories that don't interest you. Use the program's selectivity to meet your needs as an investor. (Some stories may be capsulized rather than carried in their entirety.)

You can also take advantage of News & Quotes Reporter to get a jump on tomorrow's news. Much of what others will have to wait to read in the morning papers will be available on the Dow Jones News/Retrieval Service today.

Imagine the possibilities for spotting trends. For getting industry overviews. For learning more about your competitors. For building a file that you can refer to a year from now.

Big Board Access—Instantly

Keeping you in touch with the news is only part of what News & Quotes Reporter offers. This program also puts stock quotations for more than 6,000 companies at your fingertips. Interested in what one of your stocks is doing? Query the Stock Quote section of the program. It will display yesterday's closing and today's opening prices, the high/low, the last price, and the volume traded. (Prices are delayed at least 15 minutes to conform with the various exchange regulations.)

An investor is only as good as his information. That's why News & Quotes Reporter exists. To help you play the market smarter and faster. It's an indispensable tool for busy executives, financial planners, or any dedicated industry watcher.

Dow Jones Portfolio Evaluator

W ith Apple's Portfolio Evaluator program, you can keep your stock portfolio as current as the latest market prices. It allows you to store, modify, and update as many as 100 individual portfolios— of up to 50 stocks each —on a single diskette.

Like the News & Quotes Reporter program, it gives you access to current quotations for stocks, bonds, mutual funds, and treasury notes for more than 6,000 companies. In most locations, all it takes is a local phone call connecting you to the Dow Jones News/Retrieval Service.

The Investor's Timesaver

Portfolio Evaluator saves hours of busywork. You don't need to call your broker every time you want a quote. Or do the math involved in assigning new values as prices change; your Apple II instantly tabulates the gains or losses and displays them on your screen.

Such instant retrieval and display makes it possible to monitor performance closely, to spot both the winners and losers early. You can use Portfolio Evaluator to track your actual holdings. Or to test the market with "dream" portfolios. To assess the "what-ifs" before you tell your broker to buy or sell.

This kind of flexibility makes Portfolio Evaluator an invaluable personal investment tool. You will be able to create scenarios that are totally yours, to play with "results" that no one else will ever see.

And Portfolio Evaluator allows you to retrieve your investments at your convenience. You don't need to keep broker's hours. Or to rush decisions. With the mundane cataloging, bookkeeping, and tabulating chores done for you, you have more time for analysis and research. To think creatively about all those intangibles a computer just can't measure.

Where Can I Find Them?

You can try out Apple's Dow Jones Series programs at more than 700 Apple dealers in the U.S.* Your local dealer understands thoroughly how these programs work and exactly what accessories you'll need to add—if any—to run them on your present system. He also knows that serious investors have special computer needs. He can't tell you how to play the market. But he sure can show you what an Apple can do to make it easier.

What Will I Get?

When you buy either News & Quotes Reporter or Portfolio Evaluator, you will receive your own password (which is included in the price of each program), and a Dow Jones Directory containing thousands of symbols that access the system.

If you now own Portfolio Evaluator, you already have a password, so Dow Jones will apply the password fee toward connect time when you purchase News & Quotes Reporter. At that time, you'll also receive free additional introductory non-prime connect time.

If you buy the programs together, you'll receive both the password credit and the introductory connect time. Should you purchase News & Quotes Reporter only, you'll receive only the introductory non-prime connect time.

*Access to Dow Jones News/Retrieval Service limited to continental United States.

APPLE: EXCELLENCE IN PERSONAL COMPUTERS

apple computer inc.
10260 Bandley Drive, Cupertino, California 95014

©1980 Apple Computer Inc.

MSR #M92-0880 150M

Apple Personal
Computer Systems

For the Way You Live and Work

Apple Power

Your Best Investment

If you're thinking about buying a personal computer, stop. Think about buying an Apple Personal Computer System. Why Apple?

Apple has become the innovative leader in personal computers by designing systems with you in mind. Whether you're a skilled computer user or a beginner, you'll appreciate Apple's outstanding user benefits. Like extensive, easy-to-use documentation. Local service. The lowest-priced, optional extended warranty in the industry. And a demonstrated commitment to continued user support through new products and enhancements.

The Apple Personal Computer is designed for growth. That's why it's a system, not just a computer—with the accessories professionals look for. And attachment is quick and easy. No complicated installation procedures to follow. No control programs to write No additional power supplies or electronics required.

But hardware is only half the story. Think about what you want your system to do for you. Then look at the library of programs available. A small business owner can put an Apple on the payroll to manage accounts receivable and maintain the general ledger. A financial planner can use it to cut forecasting and budgeting time in half. An office manager can put an Apple to work for full function word processing. An engineer or scientist can use it in the lab to model physical processes and perform data analysis. An educator can enroll an Apple to develop courseware and teach computer science. And in the home, a family can use an Apple for everything from managing the household budget to helping with homework.

Concerned about language capability? Don't be. All Apples speak BASIC, the ideal language for beginning programmers. So you can write your own software, or take advantage of the thousands of BASIC programs already available. And that's not all. There's Apple Pascal for the advanced programmer. PILOT for the courseware author. FORTRAN for the scientist. And more.

Apple offers solutions to all your creative and professional computing needs. If you want to make your working time more productive, your learning time more exciting, and your leisure time more entertaining and creative, put an Apple Personal Computer System into your life.

Interested? Take a look at what Apple has in store for you.
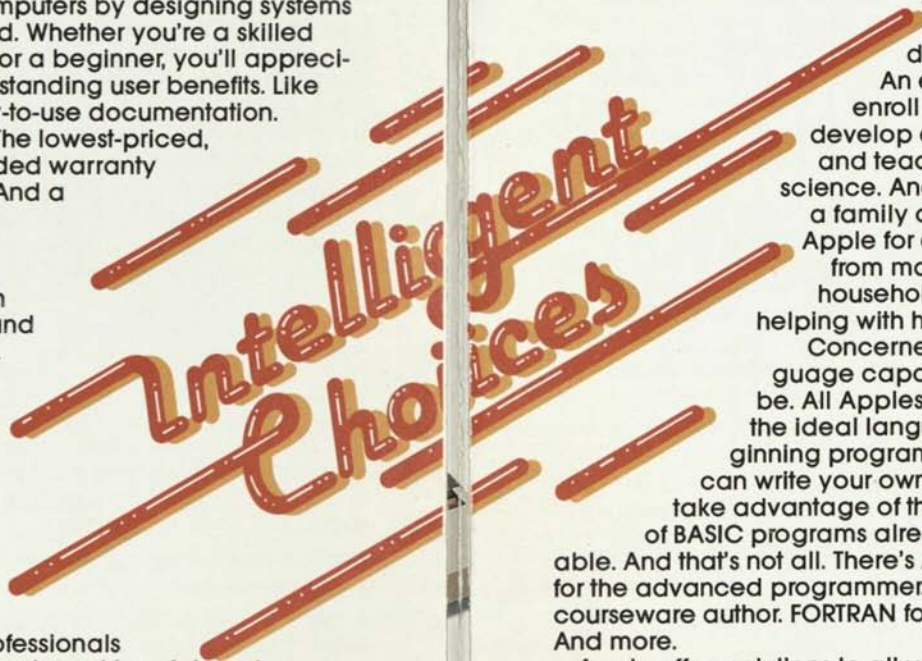
Apple II

The Most Popular Personal Computer In Its Class

This is the one that started it all. The quality, performance, and user support that made Apple II the number-one selling, full-feature system in the world are keeping it the most sought-after system anywhere.

- Overwhelmed by the cost of maintaining your accounting records?
- Can't seem to find time to help your slower students with math and spelling?
- Tired of drawing and re-drawing charts and graphs for presentations?

Turn to Apple II, the personal computer system with solutions to these problems — and more. It's the smart answer to educational, industrial, home management, and many business computing needs. If you want to own the very best personal computer available, choose the Apple II Personal Computer System.

Apple III

The Most Powerful Professional Computer In Its Class

Introducing Apple III, the system that will revolutionize the way you think about personal computers. If you're serious about personal computing and have some complex application needs, Apple III is designed for you.

- Frustrated that the paperwork bottleneck resists your best efforts to unclog it?
- Stymied by the rising costs of developing accurate forecasts and budgets?
- Losing business because you can't keep your prospective customer list current?

Turn to Apple III, the powerful solution to problems of all shapes and sizes. Apple III is the most flexible tool you'll find to increase productivity. And, in the tradition of all Apple products, it is easy to learn, simple to use, and backed by unparalleled user support. If you want to own the very best desk-top professional computer available, choose the Apple III Professional Computer System.

Why Apple II?

Special Features and Performance

A System that Works For You

The Apple II Personal Computer System has been designed with your needs in mind.

For the small business owner, effectively managing the books means profitably managing the business. But often, accounting work is confusing, tedious, and time-consuming.

Solve that problem with Apple II. The Apple II Business System will cost-effectively maintain your general ledger, accounts receivable, and accounts payable records — and allow you to react more quickly to items affecting the financial health of your business. The result: a more profitable "bottom line."

For the educator, successfully preparing students for the world in which they'll live is a substantial personal achievement. Because computers will be an important part of that world, computer literacy should be a part of that preparation. Often, however, tight budgets prevent a teacher from using computers in the classroom.

Solve that problem with Apple II. It's the ideal way to introduce students to computer capabilities. An Apple II Personal Computer System is rugged, reliable, and affordable. And, because programming the Apple II is an exercise in the skill of problem-solving, students become more clear thinking, logical, and thorough. The result: better preparation for the world of tomorrow.

And the applications don't stop there. You can use an Apple II to manage a personal investment portfolio. Create detailed charts and graphs. Program in several different languages. And more. There's just no end to what an Apple II Personal Computer System can do for you.

Say It In Color

Apple II's advanced graphics hardware provides brilliant, effective color displays. It lets you use multi-color charts and diagrams to "humanize" your programs, communicate information quickly, and increase interest and comprehension.

Apple's high-resolution (54,000-point) graphics help you explore applications ranging from architectural design to video games. Detail your diagrams with arrows, Greek letters, or special symbols. Or create your own unique character sets. Apple II makes it easy.

Sound Adds a New Dimension

Apple II's built-in speaker lets your computer speak for itself. Most programs use sound to prompt you for input, warn you of errors, or simply entertain you. In your own software, you can include sound wherever and whenever you wish. You can even create computer music or simulate the human voice.

A System That Grows with You

Apple II is designed to grow with your needs. Want to add memory, a printer, or a disk drive? Easy. Modular design lets you add accessories whenever you want. And plug-in installation takes just minutes.

Hand Controls for Special Applications

Discover another way to input data to your Apple instead of the keyboard. Use the rotary hand controls and push buttons in applications ranging from graphic design to "ball and paddle" games.

BASIC: The Language That Makes Programming Easy

A fast, powerful BASIC language is built into every Apple II system. Applesoft Extended BASIC, resident in Apple II Plus computers, is ideal for the majority of BASIC programming applications. Integer BASIC, resident in Apple II computers, is well suited to entertainment use. Its high performance makes realistic animation possible.

If you're new to programming, you'll find that Apple makes it easy to learn. Comprehensive, illustrated manuals — the most complete on the market — teach you to write your own programs step-by-step. If you've programmed before, you'll like the choices from Apple's library of languages — Pascal, PILOT, FORTRAN, and more.

The Apple II Personal Computer System. Practical. Versatile. Affordable.

It's the system you've been looking for.

Why Apple III?

A Highly Integrated System

Special Systems for Special Applications

Apple III is available in specific configurations to meet your requirements.

The **Apple III Information Analyst** has been specifically designed to tackle the time-consuming tasks of budget development, forecasting, scheduling, pricing, return-on-investment, time value of money, and other activities. You can ask "what if...?" as often as you wish, to solve thousands of different problems. The Apple III Information Analyst offers work saving features that make it the most powerful, easy to use timesaver available.

The **Apple III Word Processor** has been human-engineered from the ground up for full function word processing. It offers state-of-the-art features that rival those of systems selling for $10,000 and more. With its extensive editing, formatting, and printing capabilities, the Apple III Word Processor is the last word in personal computer word processing.

Professional Features for Professional Needs

Apple III offers all the features that have made the Apple II the world's most popular full-feature personal computer. Like high-resolution color graphics to differentiate data. A sound capability to indicate errors or request input. And system modularity for quick and easy expansion.

Apple III also offers an 80-character, upper/lower case display for easy text formatting. Up to 128K characters (bytes) of RAM for increased data handling. Four dedicated cursor keys for single-keystroke cursor movement. And a sculptured keyboard for fast data entry.

Integrated Data Storage — A built-in disk drive makes the Apple III a compact, space-saving unit. And Apple III's Sophisticated Operating System (SOS) provides faster data retrieval and storage — increased productivity for you.

Integrated Interfaces — Apple III's built-in interfaces offer you cost savings and convenience. The serial interface allows your Apple III to communicate with a letter-quality printer or other serial accessory; the Silentype™ interface supports direct connection with Apple's Silentype thermal printer. You don't need to buy interface cards or use any of the expansion slots in your Apple III for attaching these products.

Integrated Numeric Pad — For fast, easy, numeric data entry, Apple III has a built-in, calculator-style numeric pad. Enter figures as you would when using a standard calculator. It's that easy.

Integrated Clock/Calendar — If you've ever revised a budget or letter and forgotten which copy was the revision, you'll appreciate Apple III's built-in clock/calendar. It automatically date stamps your files. Long-life replaceable batteries keep the clock/calendar running even when the Apple III is unplugged.

Apple Business BASIC

Apple III systems offer Apple Business BASIC, a versatile and friendly programming language that's easy to learn. With Apple Business BASIC, you can put thousands of other BASIC programs to work for you, too. Or you can write your own programs and take advantage of Business BASIC's improved formatting capabilities.

If you've programmed before, you can choose from other languages in the Apple software library, including UCSD Pascal™. Since UCSD Pascal is recognized as the microcomputer industry standard, using it as a basis for Apple Pascal gives a user portability. It is this portability and the ease of maintaining Pascal programs that has led Apple to use Pascal for all software currently under development.

Apple II Emulation

A special emulation capability "converts" an Apple III system to an Apple II in just seconds. This means greater flexibility for you, because most programs designed for the Apple II will run on an Apple III in emulation mode.

The Apple III Professional Computer System. Practical. Versatile. Affordable.

It's the system you've been waiting for.

Ask the Expert – Your Local Apple Dealer

Apple has a nationwide network of more than 600 dealers and service centers. There's probably one located near you. Your local dealer understands your needs and is in the best position to individually address them.

If you're undecided about which Apple system best fits your requirements, visit your dealer for a personal demonstration. Talk to him about what you want your system to do for you. Then tell him you want to put an Apple to work. He'll do the rest.

APPLE: EXCELLENCE IN PERSONAL COMPUTERS

Apple Seed

A Computer Literacy Program
For Your School
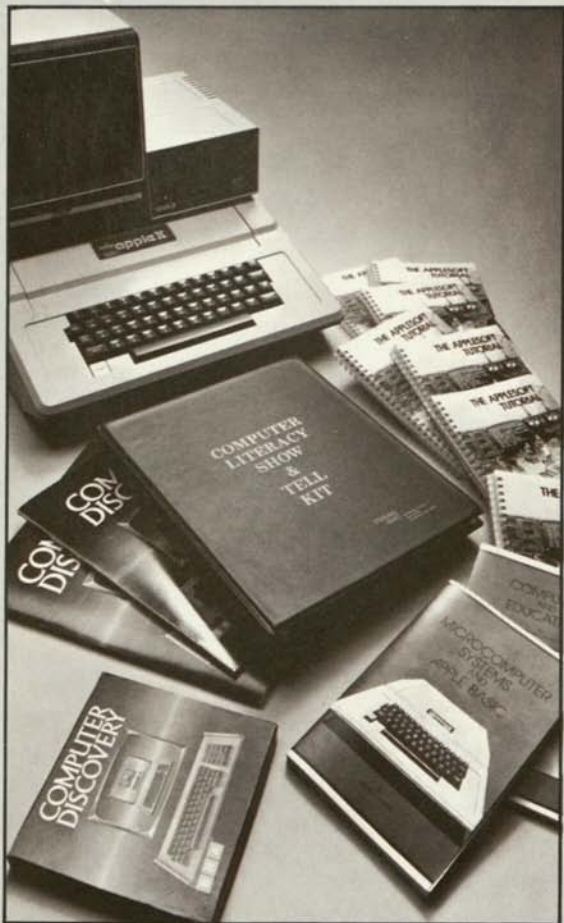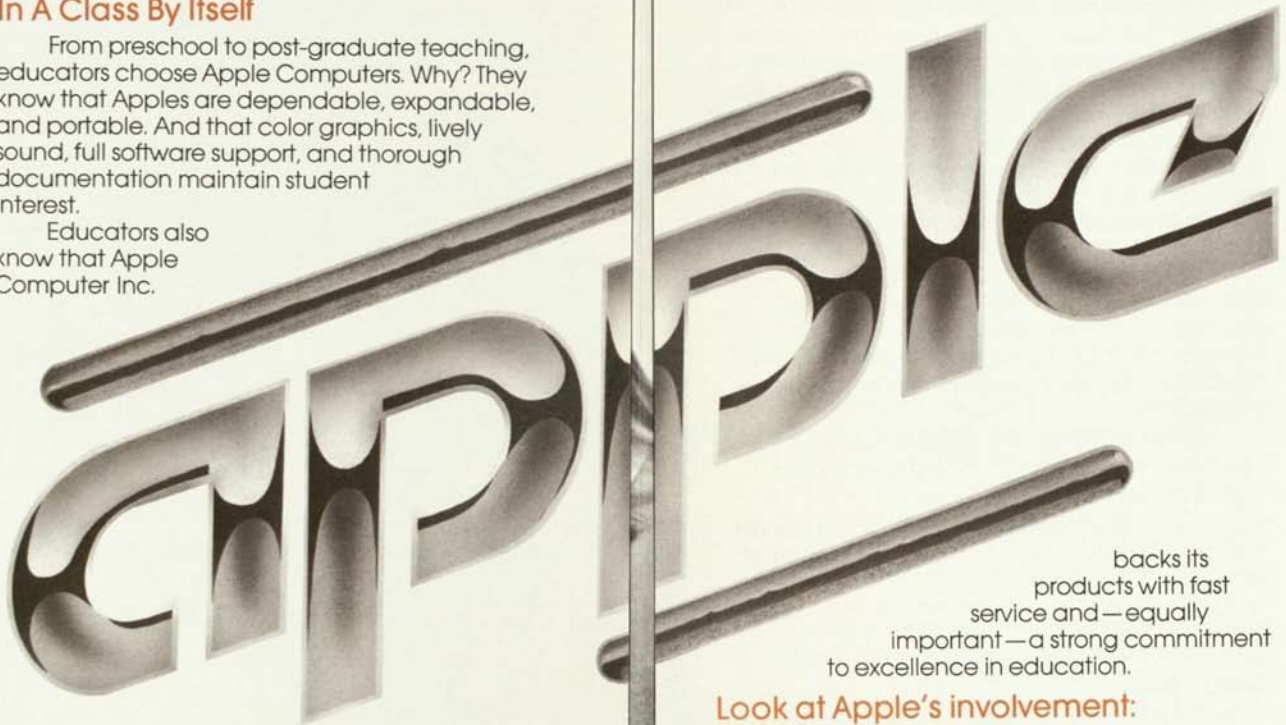
The Apple II Education System

In A Class By Itself

From preschool to post-graduate teaching, educators choose Apple Computers. Why? They know that Apples are dependable, expandable, and portable. And that color graphics, lively sound, full software support, and thorough documentation maintain student interest.

Educators also know that Apple Computer Inc.

backs its products with fast service and — equally important — a strong commitment to excellence in education.

Look at Apple's involvement:

• Apple sponsors the Apple Education Foundation, which annually grants hundreds of thousands of dollars worth of equipment to further the use of personal computers in education.

• Apple publishes the Apple Education News to facilitate an exchange of information among educators around the world.

• And Apple now makes an exceptional offer — Apple Seed: a $500 set of tools for implementing computer literacy — free of charge to new school users.

Computer Literacy

Apple Seed

The Skill Everyone Needs

Computer literacy: You hear the term repeatedly. Our jobs and our lives will rely on our understanding of computers and their effect on society.

You may already use computers when you order a hamburger, check out library books, or pay bills. And in the classroom you may use computers to drill students, manage records, or track pupil progress.

But computer literacy is more than just having the ability to apply tools. It is understanding computer concepts, gaining "hands-on" computer experience, and being able to create your own programs.

Computers once were too bulky, complex, and expensive to be classroom tools. But the advent of the microprocessor has made it possible for you to bring computer power—and computer literacy—directly to your students.

How can you introduce computer literacy at your school? Just plant an Apple Seed.

Your Way To Begin

The Apple Seed package is a "start-up-kit" for introducing computer literacy to your school. It consists of six separate components, each blending to form a concise, sound, entertaining approach to this exciting subject. You read, you teach, you do with Apple Seed.

With your Apple Seed package you'll receive:

• Show and Tell Kit. Have you ever wondered what a floppy disk looked like? Or an integrated circuit? Or a magnetic tape? Show and Tell answers your questions. Developed for teacher and students, Show and Tell contains examples of real computer hardware. With each piece of hardware is an explanation of its importance. Bound in a durable, vinyl notebook, Show and Tell traces computer technology from the abacus to today's micros. The "see-and-touch" approach of Show and Tell appeals to all ages.

• Computers and Education. Written by Dr. James Poirot, this 89-page paperback discusses computer history, educational computer applications, learning games, and current computer trends among educators. The book also provides a guide to the selection of equipment, recommendations for setting up a computer lab—and even suggestions for classroom bulletin board displays.

• Microcomputer Systems and Apple BASIC. In simple, non-technical language, Dr. Poirot explains the general development of computers, gives an overview of computer languages, and offers a step-by-step guide to Applesoft BASIC. In 150 pages he shows you first how to formulate problems for the computer, then how to program your Apple Computer.

• Computer Discovery. Developed by SRA (Science Research Associates), a division of IBM, Computer Discovery gives beginners "hands-on" experience with computers. It enables students to understand, to use, and to program computers. Geared to junior or senior high reading levels, Computer Discovery consists of an Instructor's Guide, Student's Workbook, and two Apple diskettes. Computer Discovery not only introduces you and your students to the use of computers, it also teaches the history, applications, components, programming, analysis, and social and economic impacts of computers.

Using a lighthearted robot to illustrate programming and analysis, Computer Discovery encourages a high level of interaction between student and computer. While programming the robot to move across a playing field and to kick a soccer ball, the student learns something about algorithms, variables, conditional structures, and debugging.

For the classroom teacher, Computer Discovery includes an Instructor's Guide that details educational objectives on which to base an advanced curriculum. It also includes references, resources, and additional project suggestions.

Computer Discovery answers educators' need for a sound program to introduce kids to computers.

• Applesoft BASIC Tutorial. Written for the person new to computers, this tutorial leads newcomers to a firm understanding of how to use and program the Apple II Plus computer. As part of the Apple Seed package, each school receives a classroom set (25 copies) of the Applesoft BASIC Tutorial.

• The Educational Software Directory: Apple II Edition. The ONLY comprehensive directory of educational software available for the Apple, this directory eliminates flipping through catalogues and clipping ads in computer magazines. Listed in it is a short description and price for each piece of software, plus ordering information. A concise, complete, and essential guide for all Apple users, The Educational Software Directory is a valuable reference for your resource shelf.

Obtaining Apple Seed
Is As Easy As A-B-C

A. ASK the local Apple expert, your authorized dealer, about Apple Seed. Look at Show and Tell, and try out Computer Discovery. Then note the wide availability of quality educational software for Apple.

B. BUILD your system. Your local Apple dealer will help you assess your needs, and advise you on the size of system and the type of equipment you need.

C. CASH in on Apple's offer. Find out why Apples pull top grades throughout the country—from students and teachers alike. Apple Seed is available free-of-charge to any school purchasing their first Apple Computer system. If your school district has already installed Apples, but your individual school hasn't, then you're still eligible for the Apple Seed program. Districts with Apples in all their schools may receive a free Apple Seed package by buying an additional Apple during the offer period.

APPLE SEED: IT HELPS MAKE THE MOST OF A GREAT INVESTMENT.

Terms and Conditions

• Free offer expires on July 31, 1981. Offer limited to schools buying their first Apple II Plus Computer system (minimum configuration 32K and one disk). The Apple Seed package will be shipped direct from Apple upon receipt (from authorized dealer) of proof of purchase, signed SRA license agreement, and a letter from the school on school letterhead indicating the school's eligibility for the program. Only one Apple Seed package per qualifying school.

• Computer Discovery is a licensed product of Science Research Associates, Inc. (SRA), 155 N. Wacker Drive, Chicago, Illinois. The rights to the product are owned or controlled by SRA and may be used only in accordance with the provisions of such license. The retail price of Computer Discovery is $128.25. The License must be signed by customer to be eligible for offer.

• The Show and Tell kit, Computers and Education, Microcomputer Systems and Apple BASIC, and The Educational Software Directory are all available from: Sterling Swift Publishing Co., P. O. Box 188, Manchaca, Texas, telephone: 512-444-5750.

The retail price of the School Computer Literacy Kit, including the Computer Literacy Show and Tell kit, Microcomputers and Apple BASIC, and Computers in Education is $99.95. The retail price of The Educational Software Directory is $11.95.

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apple computer inc.

10260 Bandley Drive
Cupertino, California 95014
(408) 996-1010

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Presenting The Apple II Business System

Apple Computer presents a new, cost-effective way to help you control your business and improve bottom-line profits. From the moment you turn the power on, the APPLE II BUSINESS SYSTEM will help you control cash, organize information, and make better decisions.

MAKE YOUR BUSINESS MORE PROFITABLE

Imagine running your business without a typewriter or an adding machine. The APPLE II BUSINESS SYSTEM will be even more indispensable, because it allows you to:

Control Your Cash

Apple's exclusive business software package, THE CONTROLLER, helps you manage your cash with General Ledger, Accounts Receivable, and Accounts Payable systems.

Identify Your Slow Payers

THE CONTROLLER'S Account Aging feature allows you to rapidly identify your slow-paying receivable accounts, and prints monthly statements automatically.

Plan Your Expenditures

Because it automatically tracks accounts payable by due date and cash requirement, THE CONTROLLER helps you customize bill paying to take full advantage of discounts and varying net terms.

Reduce Clerical Time

THE CONTROLLER'S automatic posting and updating feature will make your bookkeeper far more productive by eliminating redundant writing, calculating, and typing.

Reduce Bookkeeping Errors

A unique information handling system allows THE CONTROLLER to detect typing errors and help you verify the accuracy of your data.

Reduce Paperwork

THE CONTROLLER automatically prints management summaries, detailed reports, vendor and customer lists, checks, mailing labels, and account statements.

Eliminate Last-Minute Accounting

At the end of each month, THE CONTROLLER helps you speed the process of closing the books and automatically creates archives of the month's activities for your historical records.

The Controller

THE CONTROLLER
Easy to use "menus" ask you in plain English for your choice of options.

Journal entries can be made easily with **THE CONTROLLER'S** "bulletproof" error detecting features.

THE CONTROLLER'S powerful programs help you organize information and get at the data you need.

Other Options

THE CASHIER (OPTIONAL)
Generate sales receipts, billing records, and accounting summaries automatically.

APPLE POST (OPTIONAL)
Search for phone numbers and names, sort lists, and print mailing labels for up to 2500 companies or individuals.

More business packages are currently under development.

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Standard Features

Easy to Use
When you turn the APPLE II BUSINESS SYSTEM on, easy to follow instructions appear on the video screen to tell you in plain English what options you may choose. Once you get going, THE CONTROLLER'S exclusive video features tell you exactly what the system is doing.

Expandable and Compatible
Any APPLE II computer can be expanded to operate THE CONTROLLER business software. With APPLE II, you can start small and build a larger system as your computing needs grow. And the APPLE II BUSINESS SYSTEM can be expanded to operate any of our three programming languages, including PASCAL.

Variety of Applications
Apple also provides additional software programs as options, such as THE CASHIER, APPLE POST, and the DOW JONES SERIES (see our Catalog). In addition, The APPLE II BUSINESS SYSTEM has a powerful computer language built-in that allows you to create your own customized problem-solving programs.

Quality Service
Any Authorized Apple Service Center nationwide can provide same-day or faster service on any Apple product. All Apple products come with a full 90-day warranty for parts and labor, and optional extended warranties are available at very low rates for any time period you desire.

Reliable
Quality engineering has helped the APPLE II become the most reliable personal computer in the world, greatly outdistancing its competition. There are more APPLE II computers working reliably today than the worldwide total of large mainframe computers, including the IBM System/370.

Affordable
The APPLE II BUSINESS SYSTEM is available at your local computer dealer now for less than $5,000. (Ask him about optional dealer training, installation, and support, also available at very affordable rates.)

The Apple II Business System - Less Than $5000.

The Ultimate in Cost-Effective Business Equipment
Every APPLE II BUSINESS SYSTEM includes an APPLE II PLUS personal computer with 48K bytes of RAM memory, two DISK II Floppy Disk Drives, Video Monitor, PRINTER IIA (Centronics 779), and THE CONTROLLER business software. A complete set of manuals is also included.

Why is The Apple II Business System So Affordable?

Other small business computers cost $15,000 or more. How can the APPLE II BUSINESS SYSTEM be so affordable? One reason is that it has been designed for smaller businesses than some of the others, where you may be paying for power that you don't really need. Another reason is that Apple Computers are sold in computer stores. We won't make expensive sales calls. But if you visit your local computer dealer and buy the APPLE II BUSINESS SYSTEM, we won't charge you for those sales calls either.

Is The Apple II Business System For You?

Ask your computer dealer to help you assess your business computing needs. If yours is a business with fewer than 500 customer accounts, 100 vendors, and dollar transactions typically under $1 million, THE CONTROLLER will fit your business. But don't exclude Apple if your business is larger. Even if the APPLE II BUSINESS SYSTEM can't automate your entire business, it is probably still the most cost-effective way to tackle one or more of your information processing problems. Apple is the affordable business problem-solver. Thousands of Apples are already in operation in businesses ranging from proprietorships to huge corporations.

Visit Your Local Computer Dealer
Ask To See The APPLE II BUSINESS SYSTEM
For the Apple Dealer nearest you, call toll free
(800) 538-9696
California (800) 662-9238

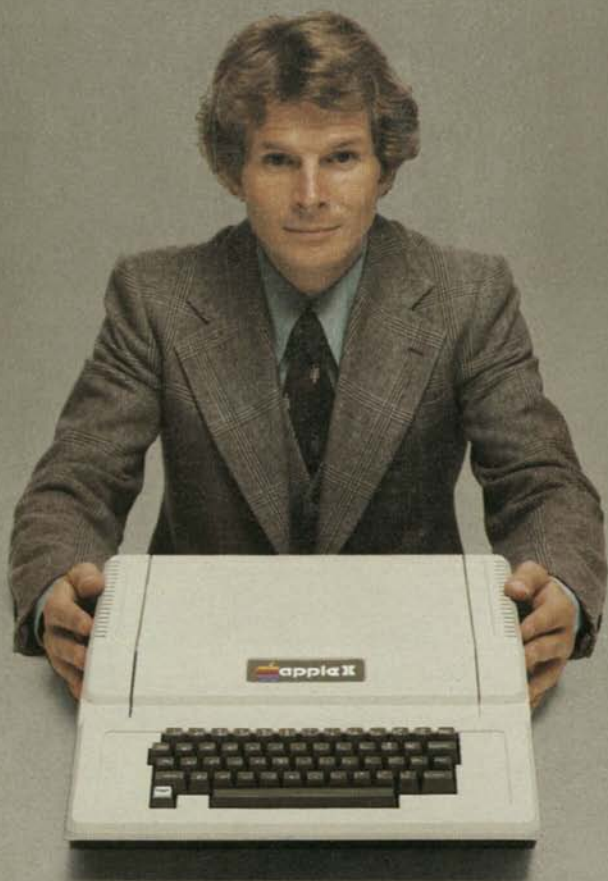**APPLE: EXCELLENCE IN PERSONAL COMPUTERS**

Why Apple II

Apple Computer has built a reputation for advanced design with innovations like:
- Color Graphics
- High Resolution Dot Graphics
- Sound Synthesis
- Analog Inputs

Apple understands product support: documentation, software, accessories; and the system capacity to take advantage of them. Additionally, more than 60 other companies produce hardware and software products for Apple II, making the system an industry standard.

We take care of our customers. More than 75% of them say they would recommend an Apple to a friend. Here are some unsolicited comments:

"My own enthusiasm for the system has made me . . . a missionary with regard to its application in serious scientific work. . . . you have made a qualitative step ahead of everyone else in the field."
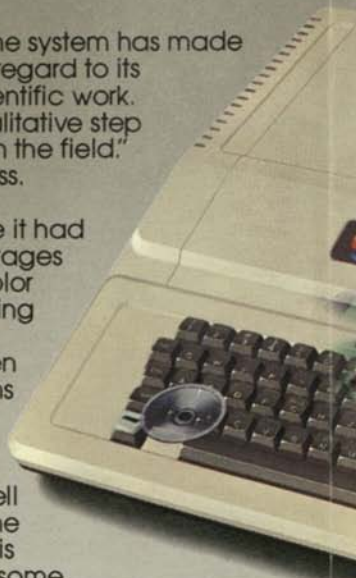RB: Research Dir., Mass.

"I chose Apple II because it had several significant advantages over the others. It offers color and sound, plus outstanding documentation. My son, age 16, has already written several complex programs . . ."
DMI, Ph. D., Mass.

" . . . the Apple II might well dominate the market in the near future. The machine is dependable and, unlike some others, you can expect it to work when you plug it in."
WCA, Insurance Exec., N.C.

Making The System Work For You

In Business
An Apple is the modern manager's personal tool for creatively solving his unique business problems. Throughout the company it saves time and effort. Marketing will track important projects and

prepare price lists with it. Field offices will use the telecommunications capabilities to enter sales orders. The stockroom will prepare inventory reports. And the lab will appreciate a low-cost alternative to time-sharing services.

In Schools
Apple computers help teachers be more effective by serving as teaching assistants, A/V equipment, test administrators, and grade calculators. Their graphics programs help science students visualize the equations they study. Exciting simulations let humanities students conduct "experiments" that would be too expensive or impractical to try in the real world. But an Apple is more than a courseware medium. As students master its operation, it becomes a powerful personal tool for problem solving in any area.

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WCA, Insurance Exec., N.C.

The Apple II Computer Features

Apple II is a state-of-the-art personal computer. It is not a toy or a video game, but a sophisticated system for the person who appreciates quality tools. It's worth more, because its unique features help you do more.

Color Graphics
Apple's color graphics permit applications ranging from business charting to architectural design. They make any presentation more effective.

Sound Synthesis
A built-in loudspeaker lets you explore audio applications from computer music to synthesized human speech.

Languages
Apple speaks BASIC, so you can use the programs already available in hundreds of publications. We offer a powerful scientific BASIC, with all the string and mathematical functions a programmer could want. We also offer assembly language and PASCAL for advanced users. More languages are under development.

Dependability
Apple backs its quality with a solid warranty. We bet on it, so you can too.

Expansion Capacity
Apple II can handle complex applications, with up to 48k bytes of user memory space. And it can expand as your needs do, with a hefty power supply and eight connector slots for disks, printers, and other peripheral interfaces.

Apple is a system, not just a computer. It offers the peripherals and accessories the professional looks for. Whether you want printers, voice recognition, telecommunications, or high-density floppy disks, Apple can meet your needs.

The Apple system offers smart peripherals, so you can use them immediately without developing special control programs. They let you expand the capability of your system without adding boxes and power supplies.

Apple helps you learn, with the most complete documentation on the market. Whether you're an engineer designing computer interfaces or a beginner curious about programming, you'll find the information you need in our detailed manuals.

An Apple computer is an advanced personal tool for business, education, and home applications. If you appreciate the very best, it may be the system for you. Find out today at your Apple dealer.

At Home

Apple is your key to a wealth of entertainment, education, and home management activities. Its color graphics and sound put you right into the action with exciting action games like Space War, and strategy games such as Chess. Apple handles credit and financial chores, keeps track of recipes, remembers birthdays and Christmas card lists. It can help the kids with their homework, drill them for tomorrow's test, and provide an outlet for their creative energies. And it helps develop problem solving skills that will aid them throughout life.
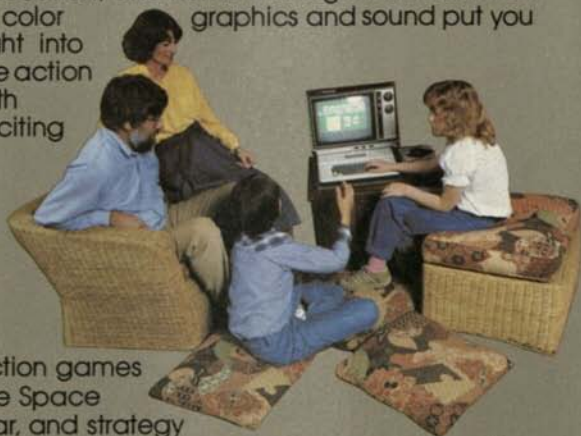
Anywhere

Apple brings professional quality standards to personal computing. It gives you the features, appearance, and "feel" that make for ease of use and lasting pride of ownership. The Apple name is your guarantee of satisfaction.
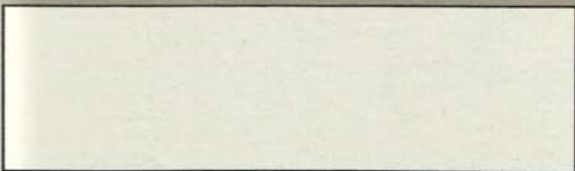
apple computer inc.

10260 Bandley Drive, Cupertino, California 95014

The Apple® II Starter System

Power to Grow!

Power to Grow...

The Apple Starter System is your entry to the wonderful world of small computers. It gets you started right, with the equipment you need; and it doesn't overload you with a lot of things you don't need. It's the intelligent choice for the newcomer to personal computing.

You'll find that this Apple system is not a toy or a video game. You'll immediately appreciate the quality and advanced features that have made it the standard of excellence in personal computers. And of course, you'll be glad to know that the Starter System can keep up with your expanding interests. It's every bit an Apple, with lots of room to grow.

A Personal Tool

The Starter System will assist you in a variety of ways:

- **COMPUTER LITERACY**
Computers are a part of our society. The Starter System is the ideal way to begin learning how to make them work for you.
- **BASIC EDUCATION**
Quizzes, learning games, and simulations help children of all ages learn quickly in a stimulating, nonthreatening environment.

- **AUDIO**: Apple's built-in speaker allows you to incorporate synthetic music and speech into your programs. Plug-in synthesizers are available for elaborate, multichannel musical effects.
- **DIRECT CONTROL**: Hand controls supplied with each Apple make the computer ideal for games, graphic design, and other applications that go beyond a keyboard's capabilities.
- **ECONOMICAL PROGRAM STORAGE**: The Starter System stores programs and data on inexpensive cassette tape. And Apples load tape programs up to five times faster than competitive systems!
- **READY TO GROW**: The Starter System has built in capacity to grow: all the way up to a complete business or lab configuration! Just plug any of these powerful accessories in to one of the eight connectors provided:
  - ☐ **FLOPPY DISK DRIVES** — Allow fast access to programs and data and provide 116K bytes of storage each.
  - ☐ **GRAPHICS TABLET** — Permits direct computer input of drawings, charts, etc.
  - ☐ **PRINTERS** — For reports, listings, labels, and other paper output needs.
  - ☐ **MODEMS** — Handle direct computer-to-computer communication through the phone system.
  - ☐ **LANGUAGE SYSTEM** — Allows the use of other advanced languages.
  - ☐ And many more...

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- **BASIC EDUCATION**
Quizzes, learning games, and simulations help children of all ages learn quickly in a stimulating, nonthreatening environment.

- **ENTERTAINMENT**
Whether you prefer the strategy of Chess or action games like Space Wars, Apple can oblige. It's ready to be whatever you want it to be.
- **HOME FINANCIAL MANAGEMENT**
Programs like Checkbook and Finance will help you manage your money and make sound financial decisions.
- **SCIENTIFIC CALCULATION**
Whether you're studying Trig in school or analyzing experimental data in the lab, Apple's math function library, and graphic output capability help you understand problems better and solve them more quickly.

Here are some unsolicited comments from satisfied users:

"The Apple II is just about the best investment I have ever made, and I am 50 years old."

A.M.M., CA

"Let me commend you on...Apple II. A very well thought out...piece of hardware. Couple that with your excellent software and you get a bit of magic."

G.B., MI

"Let me congratulate you on a beautiful machine, well designed for the home user."

C.E., IL

System Capabilities

The Apple Starter System provides the features our customers have said were important:

- **EASY TO USE:** built in BASIC language and comprehensive documentation get you started writing your own programs the first day.
- **COLOR GRAPHICS:** Apple's spectacular color capability and 54,000-point, hi-resolution graphics bring your programs to life. You can achieve dramatic displays right from the start.

Programs Available for the Starter Systems

Programs are already available to adapt your Starter System to a variety of applications, and more are under development. Below is a partial list of programs that will run on this system. An asterisk (*) indicates software included with the system.

APPLE II

SAMPLER*
BRICK OUT*
SPACE WAR*
COLORSKETCH*
APPLEVISION*
PINBALL*
COLOR DEMO*
APPLE TREK*
SUPERMATH*
BIORHYTHM*
INFINITE NO. OF
   MONKEYS*
CALIF. DRIVING TEST
MORSE CODE
CHESS

APPLE II PLUS

BRICK OUT*
COLOR DEMOSOFT*
PENNY ARCADE*
RENUMBER/APPEND*
LEMONADE*
HOPALONG CASSIDY*
PHONE LIST*
BRIAN'S THEME*
CURVES
HI-RES CHARACTER SET*
FINANCE I
AIRFOIL
CHESS

And your authorized Apple computer dealer has a wide variety of other programs available for your Apple II Plus computer.

Visit your local computer dealer
Ask to see the Apple II
For the Apple dealer nearest you, call toll free
(800) 538-9696
California (800) 662-9238

APPLE: EXCELLENCE IN PERSONAL COMPUTERS

 apple computer inc.

10260 Bandley Drive, Cupertino, California 95014

The Apple One-Year Extended Warranty:

A Commitment to Continuing Product Excellence

"Why should I buy an Apple Extended Warranty?"

Whether you manage a business, teach a class, or keep a home running smoothly, you probably watch your budget very closely. And nothing can unbalance that budget more quickly than an unexpected expense.

For Apple Extended Warranty owners, there are no unanticipated service costs. A fixed maintenance program covers all Apple-manufactured hardware and system software

for one full year. It's an insurance policy for your Apple — designed with your budget in mind. You'll enjoy other benefits, too, such as:
- corrective updates to system software;
- a special provision for Apple products added to your system;
- guaranteed renewal;
- low cost — unequalled in the industry.

Your Apple Extended Warranty — A Closer Look

Your Apple Extended Warranty will be presented to you in an attractive folder — designed for easy, convenient storage. Inside you'll find:
- A booklet explaining how you can take full advantage of Apple's warranty and service programs.
- A document containing all terms and conditions of the warranty.
- A warranty agreement in triplicate — one copy for you, one for your local dealer, and one for Apple's Worldwide Headquarters.
- Warranty validation labels to identify your warranty and prevent others from using it.

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for one full year. It's an insurance policy for your Apple – designed with your budget in mind. You'll enjoy other benefits, too, such as:
- corrective updates to system software;
- a special provision for Apple products added to your system;
- guaranteed renewal;
- low cost – unequalled in the industry.

The Apple Extended Warranty Pledge: Continuing Product Excellence, Outstanding Service, and a Low Price Tag.

Apple's Extended Warranty covers all Apple-manufactured hardware – and system software – for one full year.

Apple Backs Every Extended Warranty

Apple's Worldwide Headquarters stands by to help you through your Apple dealer with any problem. Technical assistance by telephone is available when needed, and Apple will provide parts to your dealer if he runs out-of-stock. Additionally, Apple authorized service personnel receive ongoing training – they're your local Apple experts.

Low-Cost Protection and Local Service

Apple offers the Extended Warranty at less than 3/4% per month of a typical system's price – the lowest in the industry. And Apple guarantees that your Extended Warranty will be honored at all Apple authorized service centers – added insurance should you move to a new area. Local service means you won't have to wait extra days while your Apple is shipped to and from a repair center.

Continuing Product Excellence with Apple's Software Updates

Apple has become a leader in the personal computer industry by providing the best prod-

ucts available on the market – and keeping them the best by finding ways to improve them. When you're part of the Apple Extended Warranty Program, any corrective update to Apple system software is yours – free. System software includes Integer BASIC, Applesoft II BASIC, DOS, Apple Pascal and many more.

Your Warranty Grows With Your System

The Apple Extended Warranty covers all your Apple manufactured products – including those you buy during the one-year extended warranty period. You don't have to purchase additional coverage or another warranty.

Guaranteed Renewal – A Promise from Apple

Your Apple Extended Warranty may be renewed in one-year increments. Although the price in future years can't be guaranteed, you're assured of the same outstanding coverage – and benefits – that you enjoyed in the first year.

An Apple Special Option

Although Apple recommends – for your maximum protection – that you buy your Extended Warranty with your system, Apple gives you the option to do so at any time. However, should your Apple be out of its initial 90-day warranty period, you'll need to take it to your local service dealer for an owner-paid inspection before you can purchase the Extended Warranty.