



Apple 32 SuperMicros

An introduction
to the Macintosh and
Lisa product family



A Tradition of Innovation

The Apple 32™ SuperMicros were created by the company that invented the personal computer.

Apple Computer.

Of course, other companies have since come out with personal computers. But our starting points are really very different.

Because we believe that a computer system should start with *people*.



That means computers so *useful*, everyone wants what they can do. So *easy to use*, anyone can take advantage of their capabilities. And so *affordable*, anyone can own one.

How did Apple do it?

By developing a new technology—we call it *Lisa Technology*—that encompasses a wide range of hardware and software breakthroughs.

Now those breakthroughs are yours in a unique family of microcomputers. Computers that continue a tradition of innovation.

Apple 32 SuperMicros. Macintosh™ and Lisa™



Whether you're a junior analyst or chairman of the board, there's an Apple 32 SuperMicro to meet your needs and budget.



Macintosh

If you're a manager, professional, or businessperson, take a close look at the Macintosh personal computer.

With a 32-bit microprocessor, bit-mapped graphics, and mouse, it offers the advantages of the Apple 32 SuperMicros at a price that's nothing short of incredible.

For analysis, project management, graphics, writing, and much more, this fully transportable, personal productivity tool sets a new standard for the industry.



Lisa 2

Managers, professionals, and businesspersons with greater computing needs owe it to themselves to consider Lisa 2.

If you work with large financial models or extensive word-processing documents, this unique SuperMicro gives you a huge 512 kilobytes of memory capacity (that's enough room to work with over one-half million characters of data).

Macintosh programs run on Lisa 2, taking advantage of many of Lisa's additional capabilities. And giving you access to scores of programs from Apple and numerous independent developers.

Lisa's expandability means the system can grow with your business. For example, adding a hard-disk drive and more memory brings Lisa's fully integrated applications to your fingertips.



Lisa 2/5

If you're looking for a low-cost, hard-disk system, you can get it with Lisa 2/5.

Lisa 2/5 includes a 5-megabyte external hard-disk drive, so all your application programs and data files can be stored in one place.

The system is perfect if you want to take advantage of the many programs created especially for Lisa by independent developers, as well as programs written for other operating systems.

In addition, by adding more memory, you can run Lisa's integrated applications. You'll be able to handle multiple applications at the same time. Print a document while working on another. Download information from a mainframe while doing other work on the screen. And much more.



Lisa 2/10

If you need the extra capacity of a 10-megabyte hard-disk drive, consider Lisa 2/10.

Lisa 2/10 gives you all the advantages of the Lisa 2/5—and then some. A built-in 10-megabyte hard disk replaces Lisa 2/5's external 5-megabyte hard-disk drive.

With Lisa 2/10, you can take maximum advantage of Lisa's integrated applications, as well as programs from independent developers and programs written for other operating systems, such as UNIX.[™]

No other personal computer comes close to Lisa 2/10 in power and performance. Or offers as much for the price.

Lisa Technology: A New Standard for the Industry

Macintosh and Lisa are more than powerful personal computers. They're the triumph of a new technology that transforms raw power into incredibly easy-to-use productivity tools.

Macintosh and Lisa—the Apple 32 SuperMicros—share this revolutionary integration of hardware and software breakthroughs.

We call it *Lisa Technology*.

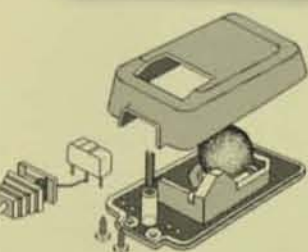
More than a microprocessor, or windows, or a mouse, Lisa Technology is the combination of hardware and software innovations that make the Apple 32 SuperMicro special.

32-Bit Microprocessor. The MC68000, an advanced 32-bit microprocessor, is at the heart of the Apple 32 SuperMicro. We've taken the power and speed of the MC68000, and used it to set new standards for performance and ease of use.



Bit-Mapped Graphics.

The Apple 32 SuperMicros feature extraordinarily high-resolution text and graphics. And what you see on the screen is exactly what you get on the printed page.



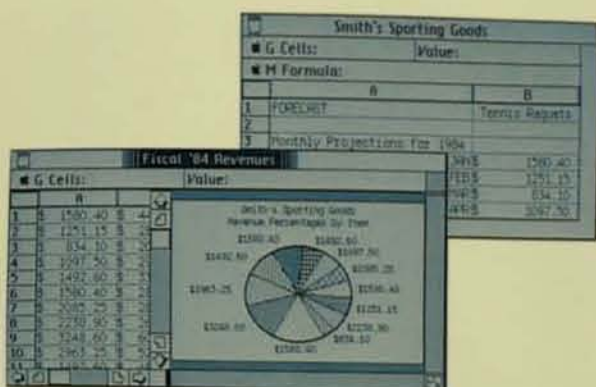
Mouse. You use the mouse to tell your SuperMicro what you want to do. This ingeniously simple tool lets you say goodbye to complicated commands and function keys.



Graphic User Interface. The Apple 32 SuperMicros are specially designed to be easy to use—to work the way you do. That means the screen layout resembles your desktop, with pictures of objects you'll recognize immediately.



Cut-and-Paste Integration. Moving information from one application to another is as easy as point, click, cut, and paste.



Lisa Technology Means Family Compatibility

The Apple 32 SuperMicros are built on Lisa Technology. So they have a lot in common.

Macintosh programs run on Lisa, taking advantage of many of Lisa's extra capabilities.



In addition, Macintosh and Lisa share a common disk technology: 3½-inch microdisks. Microdisks are hard-shelled and fully encased, so you can handle them as casually as anything on your desk. And a disk holds a desk full of information.



The Apple 32 SuperMicros also talk to one another. And to other computers. So SuperMicros work within the system you're already using.

With MacTerminal™ and LisaTerminal, the Apple 32 SuperMicros are able to communicate with mainframes, minicomputers, and information services such as The Source™ and Dow Jones News/Retrieval®. And because the terminal emulators work with other Apple 32 programs, moving information from one application to another is as easy as cut and paste.



Need to exchange data with your corporate mainframe? The Apple® Cluster Controller allows up to seven SuperMicros and other Apple computers to be connected to a remote IBM® mainframe. If you already have an IBM 327X Controller, you can take advantage of the Appleline coax connection.

With AppleBus, Macintosh computers, Lisa computers, and a whole range of Apple peripherals can be tied together in a network that can also be linked to your company's mainframe or minicomputer. AppleBus uses hardware already built into the SuperMicros, dramatically lowering the cost of the connection. And it's as easy to use AppleBus as it is to use a SuperMicro.

Lisa Technology Gives You All the Advantages

You'll Work Faster Than Ever Before. With the Apple 32 SuperMicros, you're up and running right away. That's because they're so easy to use you already know how.



For example, we made the screen layout resemble your desktop. With pictures of familiar objects. Like file folders. Documents. Even a trash can for your "wastepaper."



In addition, all operations available for a particular SuperMicro application are always accessible through pull-down menus at the top of the screen. So you don't need to learn—and remember—complicated keyboard commands.

And harnessing the power of an Apple 32 SuperMicro is as simple as pointing.

To tell a SuperMicro what to do, you just move the pointer on the screen by moving the mouse on your desktop. When you get to the picture of the item you want, just click once and you've selected that item to work with.

With incredible speed, you can open a file folder and review its contents. Or analyze a business plan. Or move data from one application to another. Or access valuable information from your company's mainframe.

And once you've learned one application, the others are a snap. Because all operations—filing documents, editing, printing, moving data—are handled the same way from program to program.

No wonder you'll find yourself doing useful work faster than ever before.



Point. Click.

Most operations on an Apple 32 SuperMicro are as simple as point and click. Here, the pointer appears as a pencil you've selected (from the MacPaint™ "palette" at left) to put some finishing touches on an illustration for a memo.

You'll Accomplish More. The Apple 32 SuperMicros perform all the tasks you'd expect. Such as word processing, financial modeling, data communications, business graphics, and data-base management. But they also provide much more.

Like applications that work together. You can, for example, quickly cut data from a LisaCalc spreadsheet and transform it into an easy-to-understand graph by pasting it into LisaGraph.

Our Apple 32 SuperMicros also offer one-of-a-kind applications like MacPaint and LisaDraw for preparing high-quality graphics for reports and presentations.

In addition, you'll be able to draw from a wide range of software programs specially designed to meet your needs. From well-known companies like Ashton-Tate, BPI, Lotus, Microsoft, Open Systems, Software Publishing, Sorcim, and scores of others.



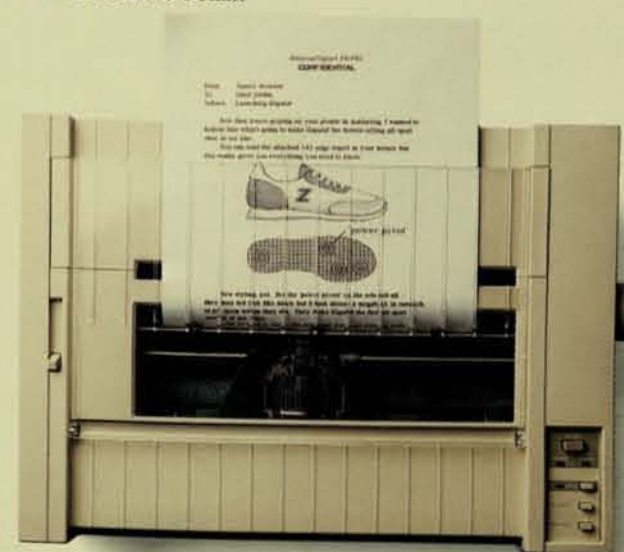
Cut. Paste.

Cut-and-paste integration makes it easy to move information from one application to another. For example, using just the mouse and pull-down menus, you can quickly and easily cut an illustration from MacPaint and paste it into a MacWrite™ memo.

You'll Work Better, Too. The Apple 32 SuperMicros give you the tools to do more thorough analysis—and then communicate the results more effectively and creatively.

How? By providing one-of-a-kind programs like MacProject™ and LisaProject that enable you to better manage projects. And terminal emulators like MacTerminal and LisaTerminal that give you access to the information you need from your corporate mainframe or a remote data base.

With the Apple 32 SuperMicros, you'll also find that presentation graphics have finally come of age. Our extraordinarily high-resolution bit-mapped display delivers crisp, clear images of text and graphics. Images that can then be printed just as they appear on the screen—in incredible detail.



Print.

One printout is all you'll ever need, because what you see on the screen is what you get on the printed page—including high-resolution graphics and text in a variety of type styles and sizes.

Meet the Apple 32 SuperMicros

Macintosh

- 192 kilobytes of memory with 128 kilobytes of RAM and 64 kilobytes of ROM
- Built-in 400-kilobyte 3½-inch microdisk drive
- 9-inch bit-mapped display
- Detached keyboard
- Mouse control
- 2 built-in serial ports and 1 external microdisk-drive port

Lisa 2


- 512 kilobytes—expandable to 1 megabyte—of main memory
- Built-in 400-kilobyte 3½-inch microdisk drive
- 12-inch bit-mapped display
- Detached keyboard with numeric keypad
- Mouse control
- 2 built-in serial ports, 1 parallel port, and 3 internal expansion slots

Lisa 2/5

- All the features of Lisa 2, plus an external 5-megabyte hard-disk drive

Lisa 2/10

- All the features of Lisa 2, plus a built-in high-speed 10-megabyte hard-disk drive (no parallel port)

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

Take a look at the future today. Take a look at Macintosh and Lisa at your authorized Apple dealer.

For the authorized Apple dealer nearest you, call (800) 538-9696. In Canada, call (800) 268-7796 or (800) 268-7637.

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