Some computers are trying to make headlines with features Macintosh had four years ago.

Now for today's news.

The latest addition to the Macintosh family, Macintosh IIx. Its fundamental strength is its consistent, intuitive Macintosh way of working. But with its 68030 chip, up to 8 megabytes of RAM, NuBus™ architecture and math coprocessor, it's no slouch in purely technical terms, either. Macintosh II comes with a CPU (not shown) and a mouse. The keyboard and monitor are sold separately for the sake of custom configuration. In this piece, we have shown Macintosh IIx with the extended keyboard and 13" color monitor.

How things change.

Not too long ago, Macintosh® computers were something of a novelty in the business world.

Now MBAs stand in line to snap up tickets to the latest Macintosh productivity seminars.

Blue suits and gray suits outnumber sweat-suits at Macintosh trade shows and exhibitions.

Fortune 500 companies bring thousands of Macintosh computers in through the *front* door.

And the same computer-makers who just four years ago elbowed each other in the ribs at the sight of Macintosh are introducing computers with strangely familiar features.

How things change, indeed. Just how much they've changed is indicated by a recent, independent survey of *Fortune 1000* MIS managers.

This notoriously uncompromising group, who buy computers by the truckload, have just rated the Macintosh system far higher than the other leading personal computer system. Specifically: 34% higher for ease of learning, 31% higher for ease of use and 27% higher for learning new programs.

Of course, other computer companies recognize a bandwagon when they see one.

But, in the computer business, playing "if you can't beat 'em, join 'em" isn't quite so easy.

Because Macintosh isn't just a mouse. Or icons. Or pocket-sized disks. Or adjustable windows. Or even desktop publishing. Macintosh is a total system.

Designed from the very first microchip with the idea that a computer should simplify your life instead of complicate it.

It seems so logical. Yet to this day, only Apple has managed to do it: build a complete personal computer system

that accommodates the demanding needs of human nature and common sense. And American business is reaping the benefits.

Now the Macintosh system has grown. With computers and printers for almost every conceivable job. And thousands of programs that all work in the same graphic, intuitive way. Utilizing the innovative Macintosh features to the fullest extent.

HyperCard® software, the latest Macintosh exclusive, makes the personal computer more personal than ever.

No other computer system works like it. Not four years ago. Not today. Maybe not ever.

The obvious conclusion being, if you really want a computer that works like a Macintosh, it's a good idea to go out and get yourself a Macintosh.
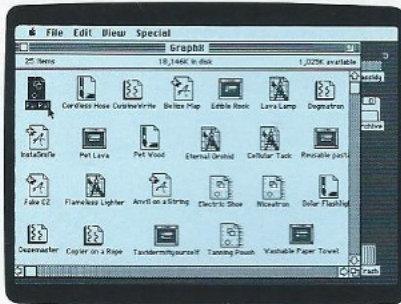
Then you can take advantage of this year's real news: Macintosh as your own, personal key to computers of almost every size, shape and brand name. Allowing you, for the first time, to use a Macintosh and its point-and-click simplicity to work with virtually *all* computers, no matter how large or complex. Exploiting their vast resources with the ease and efficiency that Macintosh made famous.

In other words, more power to be your best. No matter what it is that you do best.

Of course, all the original Macintosh features are still good news. It's just that they're old news. And if you turn the page, you'll understand why.
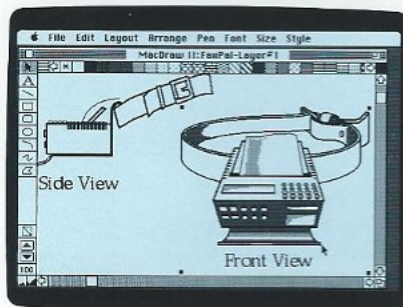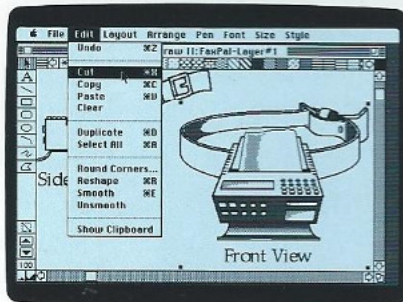
Old news.

Point.

This basic human skill is also the basic Macintosh skill. So working with a Macintosh seems like second nature. And that's the whole point.
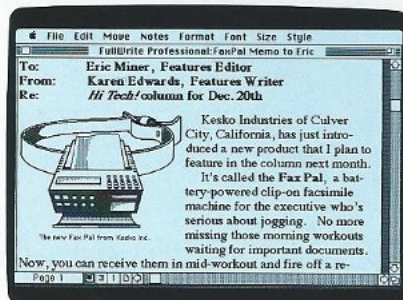

Click.

After you point at what you want to do, just push a button to do it. That's how you work with almost every Macintosh program, not just a select few.
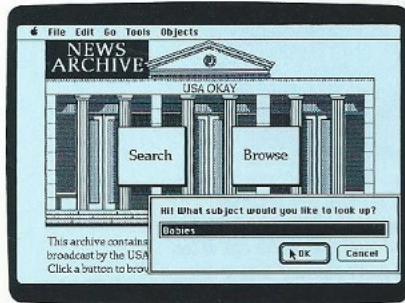

Cut.

Try this with any other computer and you'll understand what makes Macintosh Macintosh. Pick any program, do some work, then cut…
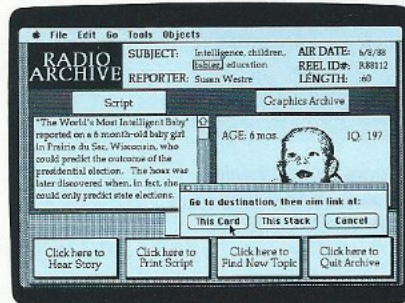

Paste.

…and paste it into another program. It works with text, numbers, even pictures. And virtually every Macintosh program.

News.

Look.

HyperCard, a radically different kind of information organizer, now comes with every Macintosh. It lets you search through forests of knowledge with exhilarating speed.
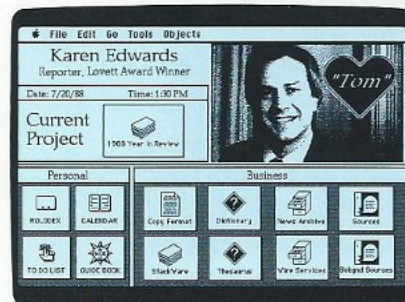
Link.

After you've found what you're looking for, you can connect it to other pieces of information. And almost any form of information: text, graphics, sound, animation, even video.

Create.

HyperCard lets you customize information with splashy video effects and dynamic graphics you have to experience to believe. It's easy (obviously) and fun (really).

Control.

HyperCard includes the first programming language for the rest of us. To give you a personal say in how your Macintosh works. And something no other computer system offers.
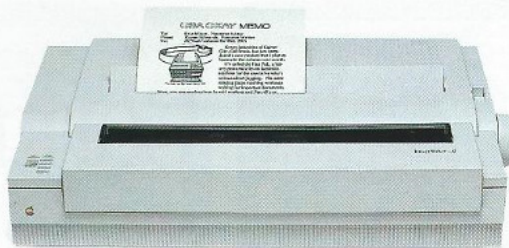
Old news.

A mouse. *Used to be only Macintosh had these simple, elegant devices. But ours still stands out. It has only one button. So you can't push the wrong one.*

Hard disks. *Today, they're the most popular method of storing information. So Apple offers six different models with up to 80 MB of storage.*
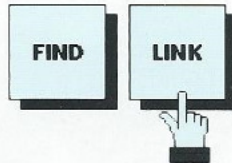
Pocket-sized disks. *It doesn't take a Ph.D. from M.I.T. to realize that a disk in a protective case that slips in your pocket is better than a flimsy one that doesn't.*

What-you-see-is-what-you-get. *Macintosh users have always been able to print on paper what they see on the screen. And it's a built-in talent, not a costly option.*

News.

HyperCard buttons. *The biggest news in controlling your computer since the mouse. Now you can link information any way you want. And actually put it to work.*

AppleCD SC™ Drive. *CDs give you access to enormous archives of words, pictures and sounds. CD ROM is the future of information storage. And Apple has it now.*

Apple FDHD™ 1.4 Drive. *Reads MS-DOS and Apple® II as well as Macintosh formats, making it easy to transfer non-Macintosh files to work on a Macintosh IIx.*
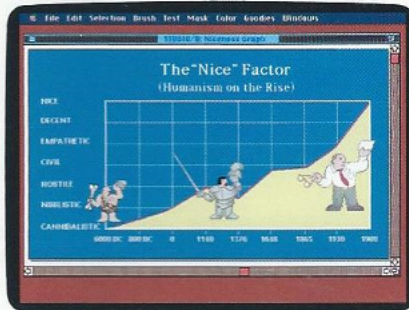
LaserWriter® family. *Choose the LaserWriter II that meets your needs. And print what you see on a Macintosh screen with stunning precision.*
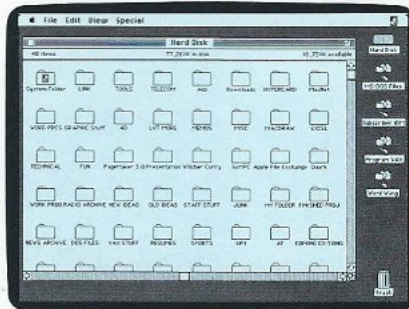
Old news.

Basic applications. *Once, other computers had all the great software and Macintosh had all the promises. Now others are making promises Macintosh has already kept.*

Adjustable windows. *On a Macintosh, they've always been standard equipment. With most other computers, they're an expensive option.*

Icons. *Pointing at a familiar symbol is a lot easier than typing commands like "ERASE A:INSREV .23." But today, we've taken the idea a lot further.*
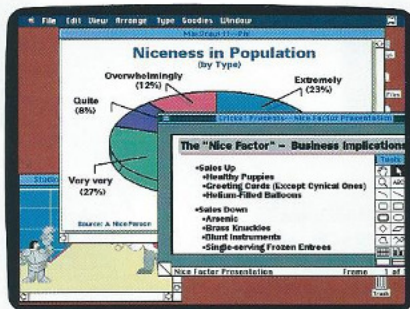
The Macintosh desktop. *Perhaps the single most influential computer screen of all time. Simple, graphic and as easy to understand as the top of your desk.*

News.

Over 3,000 second-generation applications.
The most advanced business software is now available on Macintosh. And from word processing to CAD/CAM, it all works the same intuitive way.
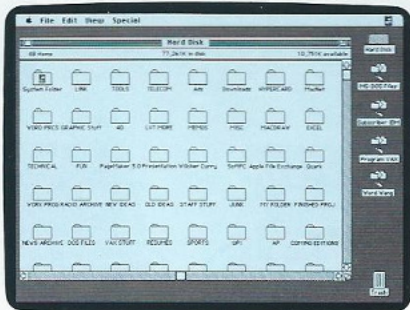

MultiFinder.™ *Just click to jump between programs. A big advantage on a computer that lets you cut work from one program and paste it into another.*
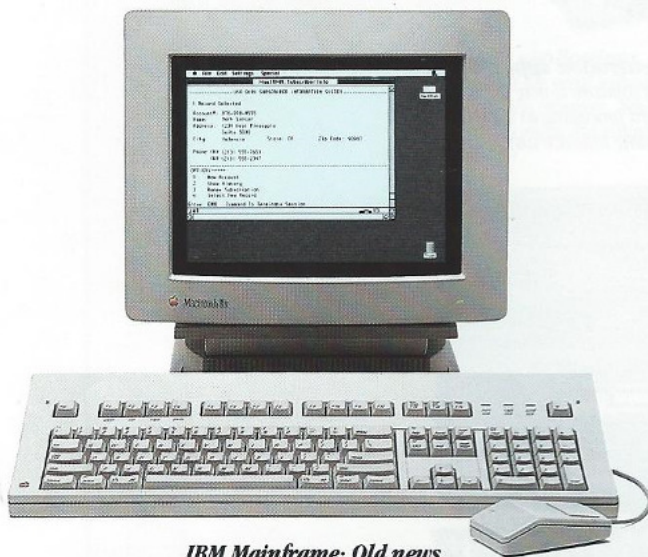

System/36   DEC VAX   AppleShare

Macintosh connects. *Even the most dauntingly complex computer can now work as productively as a Macintosh. But only if you connect it to a Macintosh.*

The Macintosh desktop. *Thousands of improvements later, the desktop still looks familiar. So if you learn one Macintosh, you've learned them all. Even those we haven't invented yet.*

The good news abo
Brought to you

IBM Mainframe: Old news.
Connected to an IBM mainframe, a Macintosh works like any
good computer terminal. But when you're not using
it as a terminal, you get all the advantages of a Macintosh.

IBM Mainframe: News.
New programmers' tools like MacAPPC™ and MacWorkStation™
let you work with the same mainframe like you work
with a Macintosh. A graphic improvement, as you can see.

IBM PC: Old news. A Macintosh II or
SE can run MS-DOS programs. Or, you can convert MS-DOS
files to Macintosh files and enhance your information
with the graphic capabilities Macintosh is so famous for.

IBM PC: News. An AppleShare® file server
lets workgroups of different computers work together. Macintosh
users see the group's work as Macintosh file folders.
MS-DOS users see the work as subdirectories. Everybody's happy.
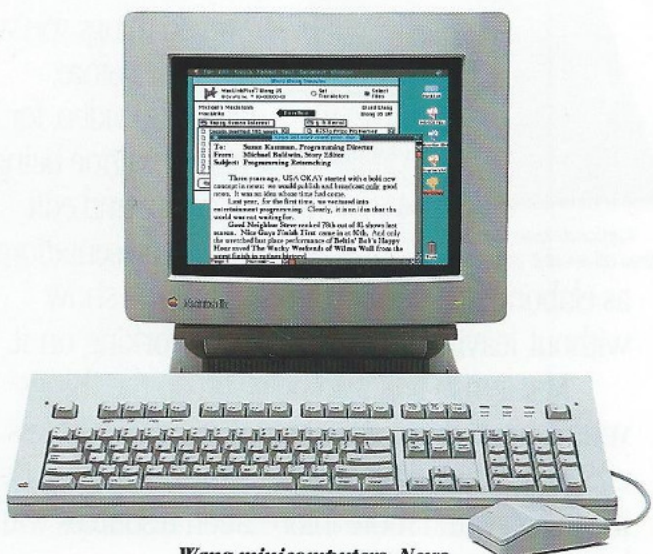
ut other computers.
by Macintosh.

Digital VAX: Old news. *Macintosh can connect to a VAX minicomputer, too, and tap its enormous power like any workstation. Of course, if you don't know the VAX way of working, you'll have to learn.*

Digital VAX: News. *Now Macintosh can also bring you the same power in the familiar point-and-click Macintosh form. So if you don't know the VAX way of working, you won't have to learn it.*

Wang minicomputers: Old news.
Macintosh can work with the Wang word processors found in thousands of companies. Then give you the consid-erable advantage of Macintosh productivity when you work alone.

Wang minicomputers: News.
Now Macintosh can work with the same Wang documents and bring them to life with a nearly infinite choice of fonts, type styles and sizes. Giving you Macintosh productivity all the time.

And now for tomorrow's news.

Apple invented the personal computer as you know it today. And we're working on how you'll know it tomorrow. One concept: The Knowledge Navigator," incorporating video images, a video camera, voice recognition and much of today's Macintosh.

What will the Macintosh computer of the future look like? It probably won't fit in your wallet, hover in mid-air or come when you call it.

In fact, it will likely bear a striking similarity to the Macintosh of today. Except it will let you do things you've never done before.

Desktop video, for example. Imagine being able to create and edit multimedia presentations as elaborate as a Super Bowl halftime show without leaving your desk. We're working on it.

Macintosh will also help you do the things you've been doing all along. But with ruthless efficiency. Extending the Macintosh way of working to more and more information resources with better and better tools.

And no matter what new things we build into

Corporate America loves Macintosh.
Read all about it: 800-446-3000, ext. 480.

Macintosh, they'll be built on what you already know. Just like always. To protect not only what you've invested in your computers, but also what you've invested in yourself.

Speaking of which, it's time you found out just how good an investment Macintosh computers really are today. If you call 800-446-3000, ext. 480, we'll be happy to send you a copy of the survey of *Fortune 1000* MIS managers we mentioned way back in the beginning. It shows you, in hard numbers, what a powerful impression Macintosh has made on people who buy computers in quantities most of us reserve for groceries.

Of course, it's only the beginning of why Macintosh will continue to be the most exciting story in computers for years to come.

And that's the way it is.

The power to be your best.™