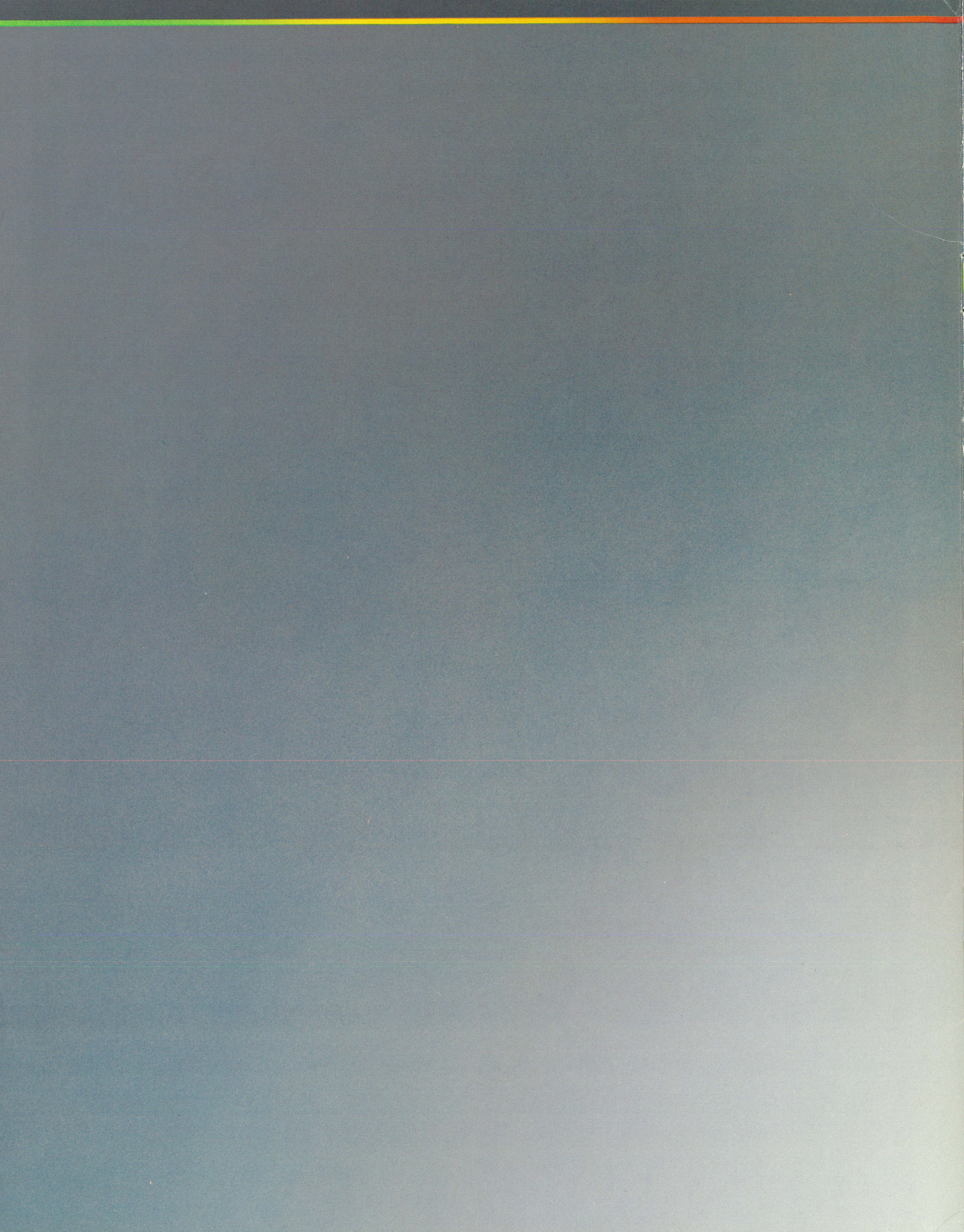


Apple At A
Glance



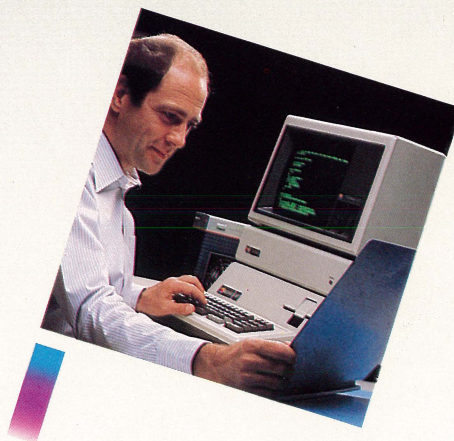


Apple At A Glance is designed to give you a brief look at the extensive selection of hardware, software, and peripheral products manufactured and marketed by Apple.

More than 400,000 people now own Apple personal computers and use them in business, education, industry, and the home. They're discovering how Apple systems can expand their horizons, while making their lives more productive.

An Apple computer can change how you live and work, too. No bigger than a typewriter, an Apple system packs more processing power than many large computers did just a few years ago. And you can use an Apple computer without any special training or knowledge of programming. Thousands of ready-to-run programs—the largest selection in the industry—let you put your computer to work right away.

For additional information, visit your full-support Apple dealer, who can propose customized solutions to your personal computer needs. Authorized Apple dealers carry a complete line of product literature, including Apple In Depth, the Special Delivery Software catalog, and individual data sheets that explain in detail the products described on the following pages.



■ The Apple II Personal Computer System

The Apple II is a powerful problem-solving tool that's been designed to make your working time more productive, your learning time more exciting, and your leisure time more entertaining and creative. With 48K bytes of internal memory capacity, it allows you to perform a wide range of sophisticated tasks, from programming to text editing to financial modeling.

Whether you use your Apple II in your office, classroom, laboratory, or home, you'll be impressed with its powerful built-in capabilities, including high-resolution and color graphics, as well as sound-generating features. Eight accessory expansion slots allow you to connect the Apple II to a wide variety of peripheral devices.

DOS 3.3, the Apple II operating system, allows you to take full advantage of the Apple Disk II Floppy Disk Subsystem. It automatically keeps track of files, saves and retrieves information on diskette, dynamically allocates diskette space (maximizing diskette capacity) and performs a variety of other "housekeeping" chores.



The Apple III Personal Computer System

The Apple III is a powerful desktop computer system designed to meet the complex application needs of managers, financial planners, programmers, and scientists. Available with either 128K or 256K bytes of internal memory, it gives professionals the results they need quickly, whether they're forecasting, performing word processing, plotting financial data, developing software, or printing out reports.

Standard Apple III features include: a built-in, 140K-byte flexible disk drive; a sculptured keyboard for maximum typing speed and accuracy; a calculator-style numeric keypad; built-in RS-232C and Silentype printer interfaces; four accessory slots that make system expansion easy and economical; and an emulation mode that allows you to run most programs that run on the Apple II.

The Apple III Sophisticated Operating System (SOS)

is a powerful software interface that allows you to take advantage of the Apple III's advanced system capabilities. With SOS, you don't need to worry about most internal system functions, such as which disk drive contains a file, which bank of memory is being used, or which slot a peripheral interface card occupies. These and other functions are all controlled automatically by SOS.



Apple II Applications Software

The Controller is a comprehensive small business accounting system consisting of Accounts Receivable, Accounts Payable, and General Ledger modules that offers a quick and effective alternative to manual bookkeeping.

Apple II Business Graphics lets you transform any numerical data into a wide range of easy-to-understand charts and graphs. Curve fitting—one of its powerful statistical analysis features—can help make forecasting a breeze.

Senior Analyst is a powerful, easy-to-use corporate financial tool that facilitates data analysis and data sharing by allowing users to create and consolidate a wide variety of models. It will automatically generate formal reports and documented assumptions.

The BPI Business Accounting System consists of individually available General Ledger, Accounts Receivable, Inventory Control, Payroll, and Job Cost packages that interface with one another to provide users with as much or as little accounting capability as they need.

Plan80 is a versatile modeling tool for financial planning and analysis that allows you to create budget and planning models, profit and loss reports, cash flow projections, forecasts.

Apple Writer (version 1.1) turns the Apple II into a powerful text editor that allows you to compose, revise, edit, and print letters, reports, memos—any kind of document—quickly and accurately.

Apple Writer II gives you the same capabilities as Apple Writer 1.1, plus it offers sophisticated word processing features, including paragraph and column tabulation, underlining, automatic print formatting, and, when the Apple II is equipped with a Sup'R Terminal board, an 80-character-per-line screen.

Goodspell is a fast, reliable spelling verification system for use with Apple Writer text files that helps you safeguard against misspellings and rid your copy of embarrassing typographical errors.

Script II allows you to format any text written using the Apple Pascal Editor. With it, you can designate line spacing, margins, and page breaks; paginate using headers or footers; underline; center-, left-, and right-justify text, and more.

Apple Plot allows you to convert any numerical information—caloric intake, miles per gallon, budget information, sales activities—into highly detailed charts and graphs.

Apple Post is a mailing list system that enables you to enter, edit, store, and print names, addresses, and telephone numbers—up to 500 records per single diskette.

Formulex lets you design data entry screens to match your business forms (shipping orders, invoices, questionnaires, etc.) so you can consolidate paperwork details into a comprehensive data system.

Order Tracking System enables independent sales professionals to calculate commissions, maintain monthly sales reports, analyze sales effectiveness, and keep tabs on principal revenue generators.

Comm-Pac allows your Apple II, when equipped with a D.C. Hayes Micromodem,™ to communicate with other computers, timesharing systems, networks, newswires, and more. It offers "auto-dial" and "auto-logout" features.

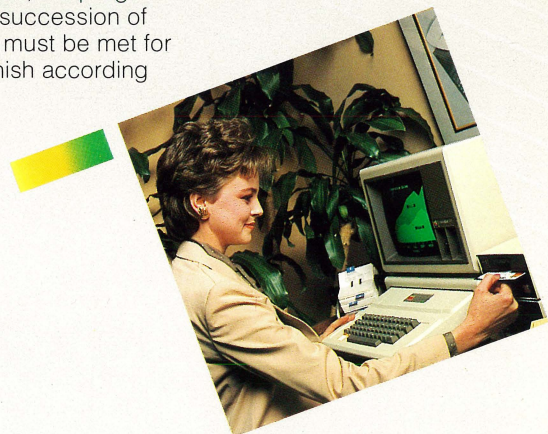
The Dow Jones Series Portfolio Evaluator lets you store and update approximately 100 individual portfolios of up to 50 stocks each on a single diskette. It also permits you to access stock quotes for thousands of companies using the Dow Jones News/Retrieval Service by connecting your Apple II to a telephone equipped with a modem.

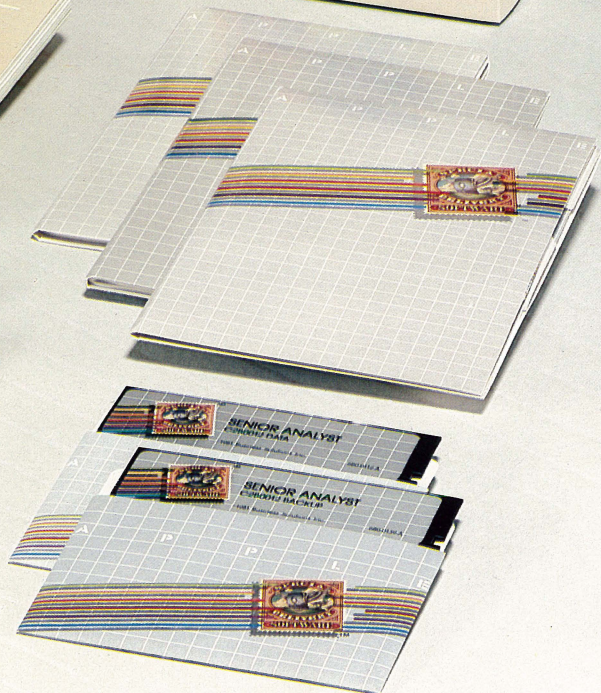
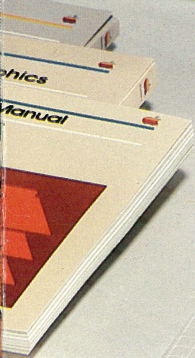
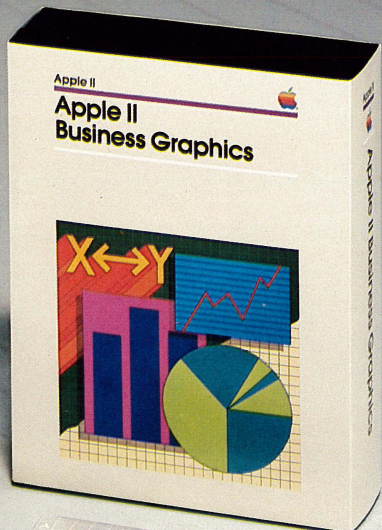
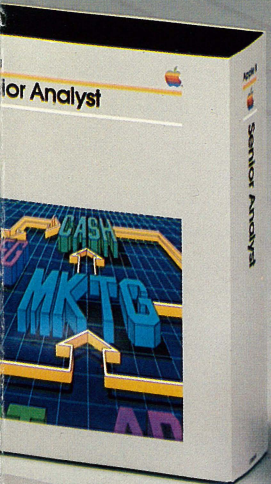
The Dow Jones News & Quotes Reporter allows users to retrieve over telephone lines past and current news stories and headlines from the Dow Jones News/Retrieval Service, The Wall Street Journal, Barron's, as well as quotations for more than 6000 securities traded on the major stock exchanges.

Micro-Courier™ is an electronic mail program that allows you to transmit and receive messages, reports, correspondence—any information—to and from other Apple computers, minicomputers, and timesharing systems. It can handle your communications automatically day or night over standard telephone lines.

Micro-Telegram™ lets your modem-equipped Apple II access Western Union™ services worldwide. With it, you can send Mailgrams,™ send and receive TWX,™ Telex,™ international cables, and much, much more.

APM is a CPM (Critical Path Management), or "network analysis" program that allows you to organize hundreds of work activities into a single network of interrelated tasks. Based on time estimates you assign each task, the program computes the succession of deadlines that must be met for your work to finish according to plan.





Datree™ is a powerful, easy-to-use file management system that lets you format and maintain a wide variety of data, including client lists, mailing lists, patient records, and inventories.

VisiCalc™ Real Estate Templates enables property managers, brokers, realtors, and speculators to automate time-consuming property analyses. It also features options useful for projecting cash flows and estimating income tax deductions.

Agenda Files is an easy-to-use calendar filing system that allows you to schedule appointments and special occasions until the end of the 20th century.

Circuit Analysis lets you modify and improve the AC or DC circuits you design to meet your specifications—without picking up a soldering iron.

Topographic Mapping allows you to present topographic information with three-dimensional realism. You can create seven different types of video displays on your Apple system, all from a single set of data.

Stepwise Multiple Regression, designed especially for the professional researcher, consists of 11 statistical analysis programs on a single master diskette—five for data management, four for calculations and reporting results, and two for system integration.

Pascal Animation Tools allows you to develop distinctive fonts of graphic shapes, then string them together in sequences that mimic movement. You can build a library of shapes that can be accessed quickly and reused in new animations. This program works only with Pascal 1.0.

PILOT Animation Tools, used in conjunction with the Apple PILOT Author System, allows teachers to add animation to courseware in order to illustrate important points, dramatize concepts and principles, and to capture students' attention.

Designer's Toolkit lets you use the Apple Graphics Tablet to generate detailed graphics for mapping, architecture, drafting—anything you would use a drafting table for.

Personal Finance Manager is an easy-to-use family budget management program that helps you keep better records of expenditures, analyze your spending patterns, validate checkbook statements, and maintain tax records.

Hand Holding BASIC will give anyone just beginning to learn the BASIC language a clear understanding of how its commands, statements, and other features work together to form programs. If you already know BASIC, this program will help improve your programming and debugging abilities.

Diet Analysis helps you analyze your diet for carbohydrates, calories, and protein, as well as for 21 vitamins, minerals, and other components, such as saturated fats and fiber. It allows you to monitor your diet easily and accurately on an Apple computer.



Bridge Tutor can teach novices and experienced players all the tricks of better bridge, beginning with the basics and building to tournament-level exercises.

"The World's Greatest Blackjack Program" turns your Apple computer into a home blackjack casino complete with built-in dealer and opponents. It teaches basic blackjack strategy, a sophisticated card-counting system, and contains practice drills to help you learn advanced playing techniques.

Artist Designer takes advantage of the Apple computer's superb graphics capabilities, allowing you to "draw" and "paint" virtually any color composition you wish using your color monitor or color TV screen as a "canvas."

Speed Reader consists of challenging drills and exercises that can help you double—even triple—your reading speed, and increase your comprehension in the process.

Apple Music Theory, designed to teach music fundamentals to children as well as adults, uses the Apple computer's sound and graphics capabilities to generate musical tones and display sheet music on the video screen.

Musicomp provides an electronic music sheet that lets you compose, arrange, store, and play your very own tunes using your Apple II.

Geometry & Measurement Drill & Practice, recommended for students in junior high school and up, tests users on areas, perimeters, lengths, angles, polygons, volumes, and circles.

Math Strategy/Spelling Strategy are two separate programs offering self-paced instruction that teach youngsters how to use the "Mind's Eye" to sharpen math and spelling skills.

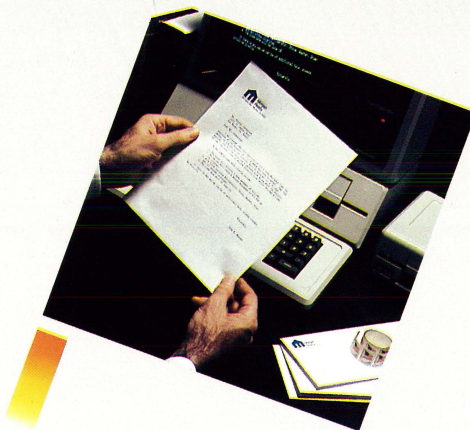
Elementary, My Dear Apple is a collection of four challenging, entertaining programs designed to help youngsters nine years of age and older to learn spelling, arithmetic concepts, and to sharpen problem-solving skills.

The Shell Games offers youngsters brain-teasing multiple choice, matching, and true-false quizzes on a wide variety of subjects. Using the Shell Games Editor, parents and teachers can create new quizzes of their own.

Magic Spells is a colorful educational game for home and school use designed to develop children's spelling skills. An easy-to-use editor allows anyone to add new words.

Moptown offers children four years of age and up 11 exciting and colorful logic games that help sharpen conceptual and reasoning skills.

Apple HOW TO! is a collection of four interactive programs designed to teach math and computer literacy principles.



Apple III Applications Software

Discovery Games from Children's Television Workshop software, a series of four individually available program diskettes, offers educational games aimed at children four years of age and up. The programs help children increase language and logical thinking skills; they also enhance creativity and develop problem-solving skills.

Supermap is an easy-to-use, entertaining program that teaches children about the state capitals and geography of the continental United States.

Apple Adventure will keep you mesmerized for hours avoiding monsters and wandering through an underground maze as you push on toward the 350-point Grand Master rating.

Apple Stellar Invaders bombard you from above—if any reach the ground or blast your tank five times, the game is over. Zap the invaders out of the ozone before they annihilate you!

Galactic Wars is a game of strategy and skill: as both commander and warrior, you'll position baseships, build your fleet of fighter craft, try to outshoot your opponent in battle, and establish your supremacy in the galaxy.

The Wreck of the B.S.M. Pandora is a science-fiction adventure game in which you work with fellow crew members to repair the craft while warding off attacks by alien creatures.

Apple Bowl is a bowling alley simulation that lets you bowl non-stop to your heart's content.

Apple Writer III lets you create, edit, format, and print a wide range of documents quickly and accurately. It offers the sophisticated features professionals look for in a word processing system: paragraph and column tabulation, underlining, automatic print formatting, 80-character-per-line upper/lower case display and more.

Quick File III is an easy-to-use information management package that helps you organize small-to-medium-sized collections of details such as address lists, appointment calendars, expense reports, and investments. With it, you enter the information on forms you design, arrange them in the order of your choice, and generate personalized reports and mailing labels.

VisiCalc III is a powerful "electronic spreadsheet" for modeling and forecasting that virtually eliminates calculator, pencil, and paper in developing financial plans and analyzing results. It allows you to examine "What if?" questions without having to perform tiresome recalculations.

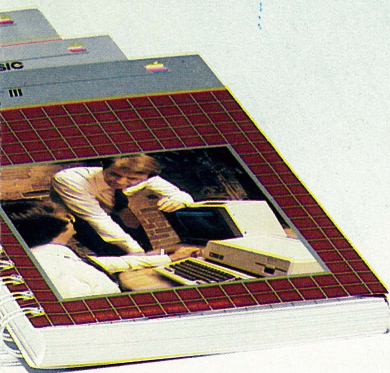
Mail List Manager allows you to store, sort, edit, and print mailing labels and phone lists in their entirety, or selectively by ZIP code, name, or any user-defined field. A single diskette (containing as many as 960 six-line entries) can be sorted in less than two minutes.

Apple III Business Graphics lets you transform any numerical data into a wide range of easy-to-understand charts and graphs. Curve-fitting—one of its powerful statistical analysis features—can help make forecasting a breeze.

Script III allows you to format any text written using the Apple III Pascal Editor. With it, you can designate line spacing, margins, and page breaks; paginate using headers or footers; underline; center-, left-, and right-justify text; and more.

Senior Analyst III is a powerful, easy-to-use corporate financial tool that facilitates data analysis and data sharing by allowing users to create and consolidate a wide variety of models. With it, you can generate documented assumptions and formal reports.

Product Training Paks, tutorials that teach you how to use VisiCalc III, Apple III Business Graphics, Mail List Manager, and Apple Writer III are also available at your dealer.



■ Apple II Languages and Utilities

Apple Pascal is a fully integrated software development environment that incorporates an Apple II adaptation of the UCSD Pascal Operating System with enhancements for color graphics, sound generation, and Apple's special input/output features. It is the language of choice for large business, scientific, and educational programs.

Apple Logo is a program language designed to make computers accessible as tools for learning and to make programming easy for students of all ages. Its use encourages the development of good programming habits and problem-solving skills.

Apple PILOT is a powerful, easy-to-use courseware development system designed for computer-assisted instruction. Graphics editor, sound effects editor, and a character set editor allow authors to incorporate words, pictures and sounds in their lessons.

Apple Co-PILOT is an interactive tutorial designed to bring first-time users of Apple PILOT quickly up to speed in creating computer-assisted lessons.

Apple SuperPILOT offers industrial trainers and educators all the advantages of Apple PILOT plus a set of powerful, new courseware development capabilities, including a 64K memory environment, faster execution, various options for color, character size, control of external video devices, and "turtle" graphics for discovery learning.

SuperPILOT Log is a student record-keeping and analysis program for use with SuperPILOT lessons. A manual entry capability also allows the program to be used as a "grade book" for non-computer-based testing.

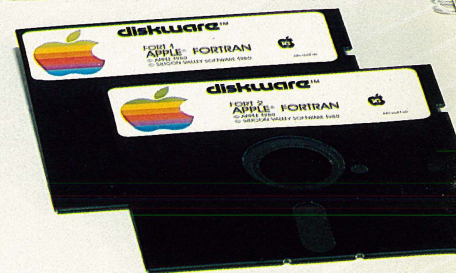
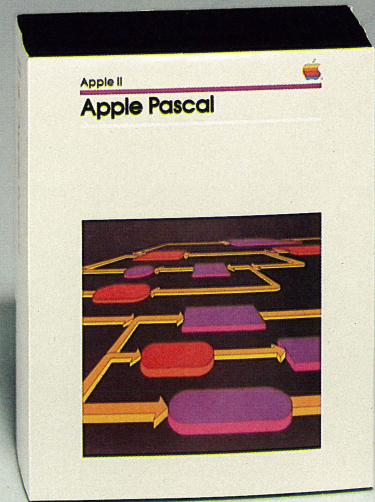
Apple FORTRAN is a powerful programming language especially suitable for mathematics, engineering, and scientific applications. It provides the sophisticated FORTRAN user with the capability to develop new—and modify existing—FORTRAN programs on an Apple computer.

CIS COBOL™ is a powerful, CP/M-based implementation of COBOL that allows Apple II users to create and modify business applications software. The **Forms-2™** utility enables you to quickly generate programs to handle screen input and to load data to files.

The DOS Tool Kit is a collection of programs and subroutines designed to aid the Apple II user in the development of Applesoft BASIC and 6502 Assembly Language programs.

Applegraphics II is a collection of high-resolution graphics programs and procedures for Pascal and FORTRAN programmers that simplifies graphics programming and expands the graphics capabilities of the Apple II.

Paralax is a collection of graphics utilities that lets you develop and manipulate high-resolution shapes for Applesoft BASIC programs.



■ Apple III Languages and Utilities

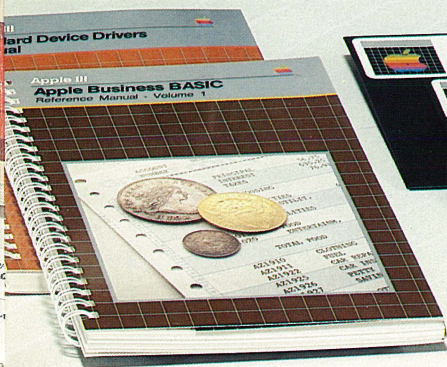
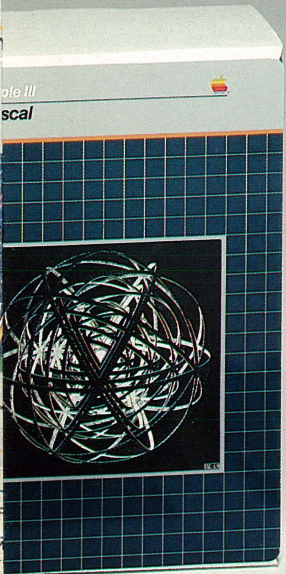
Apple Business BASIC is one of the most powerful versions of BASIC ever developed for a personal computer. It incorporates a number of innovative features—including a huge, 70K-byte workspace in a 128K system—that can be used to satisfy some of the most demanding business and scientific programming needs.

Apple III Pascal is a fully integrated software development environment that incorporates an Apple III adaptation of the UCSD Pascal™ Operating System with Apple III's Sophisticated Operating System. It is the language of choice for large business, scientific, and educational programs.

Apple III Record Processing Services (RPS) is a multi-keyed file access method that handles data storage and retrieval on the record level. It facilitates sophisticated program development by enabling Pascal programmers to store and access data by key values and by providing both direct and indexed sequential access to files.

COBOL III is a complete system for compiling, testing, debugging, and executing standard COBOL programs. It includes a powerful Animator source-level debugger and meets GSA certification at the high intermediate level.

The Apple III Pascal Utility Library speeds program development by eliminating time-consuming writing, testing, and debugging of commonly used procedures. It offers the experienced programmer a set of solutions to problems frequently encountered in user input validation, disk file handling, report generation, and screen display.



■ Apple II & Apple III Accessories

The Apple Disk II Floppy Disk Subsystem increases the capability of your Apple II through the use of flexible, or "floppy" disks for data storage. Expanded memory capacity, greater data retrieval speed, and random access to your stored data are all made available through the Disk II subsystem.

The Apple Disk III floppy disk drive allows you to increase the data storage capacity of your Apple III as your needs expand. The Apple III accepts up to three external Disk IIIs in addition to its built-in drive.

The Apple Silentype Printer is a quiet, compact thermal graphics printer. With a few simple keystrokes, you can change margins and line spacing, specify printing intensity, and print finely detailed charts and graphs using your Apple II or Apple III.

The Qume Sprint 5™ Daisy-wheel Printer is a fully-formed character impact printer that generates documents of better-than-typewriter quality at an average speed of 45 characters per second. It works with any Apple II or Apple III in applications ranging from word processing to business forecasting.

Monitor III is a custom-designed video display device for Apple III systems that is also ideally suited for use with the Apple II. Its 12-inch screen produces sharp, highly readable, 80-character by 24-line text and high-resolution graphics. It is available in green or black and white screen types.

ProFile is a 5¼-inch, Winchester technology hard disk for the Apple III. It dramatically increases the Apple III's on-line storage capacity to 5 million bytes, allowing you to safely store in one location information that would fill 35 floppy diskettes. Included is a bootable diskette that enables files to be backed up by a variety of user-defined options.

The Apple Graphics Tablet is a versatile electronic medium for creating computer graphics and computer pictures. It lets you use your Apple II to develop and display block diagrams, architectural renderings, logic diagrams, schematics, mechanical shapes—even fine art.

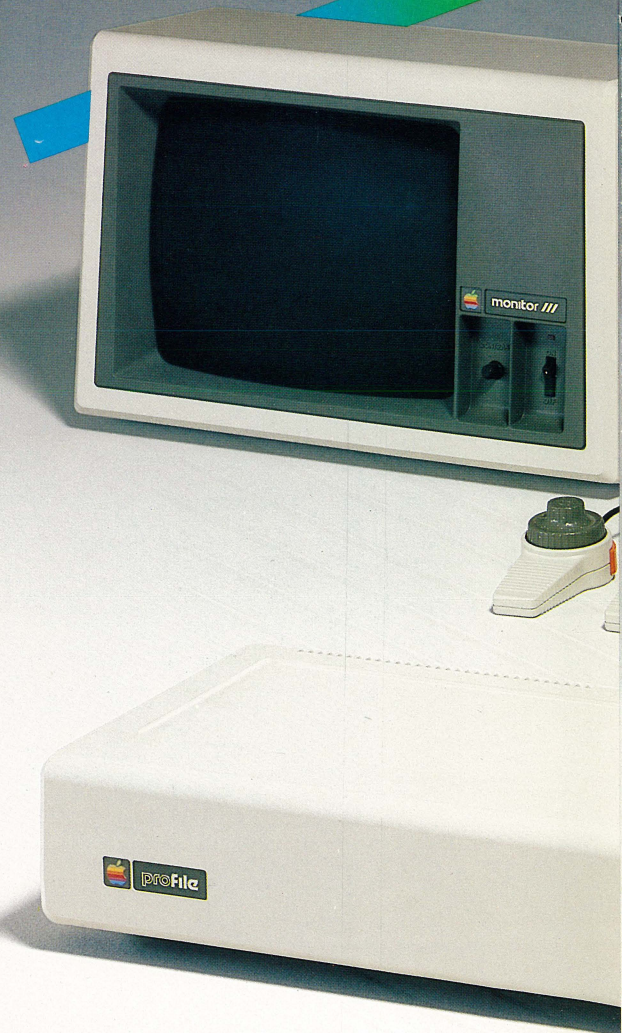
The Apple II Stand is a low-cost way to integrate your Apple II and monitor and at the same time gain easy access into the computer system.

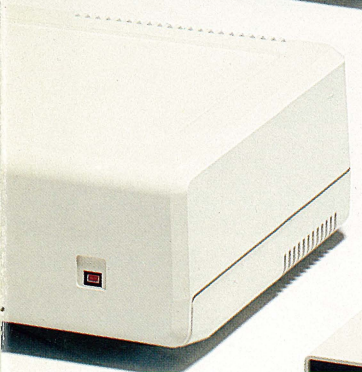
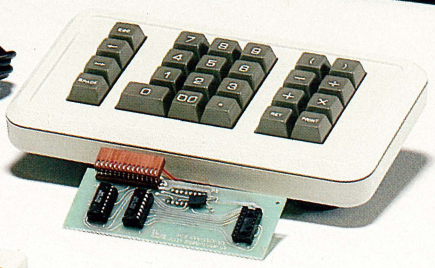
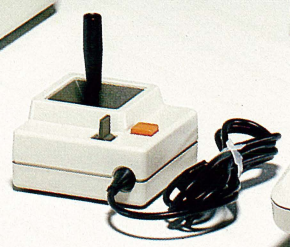
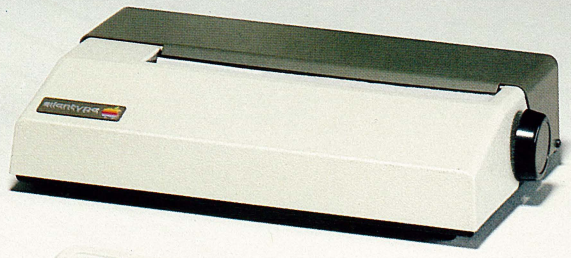
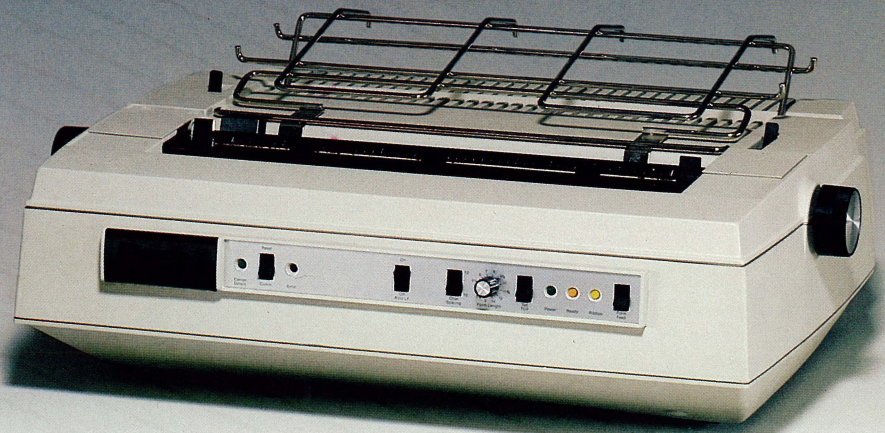
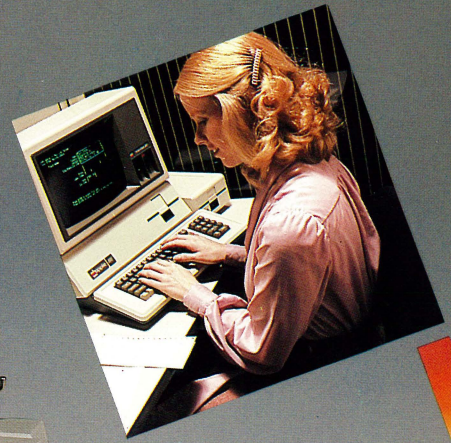
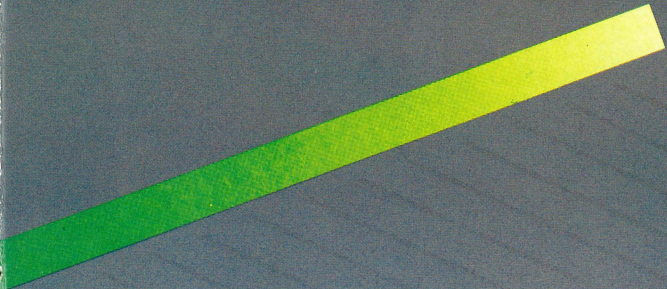
Hand Controllers are precision-built game paddles for relaxing and competitive game enjoyment. Each controller can be comfortably hand-held while moving the cursor and depressing the large firing switch.

The Joystick II is a high-quality input device that gives you real X-Y coordinate command of the cursor, with two precision firing switches. Use Joystick II for those games testing two-dimensional control skills on your Apple II.

The Numeric Keypad is a standard 10-key pad for the Apple II, with built-in functions for addition, subtraction, multiplication, division, and parenthesis. For VisiCalc users, there are special keys for entering data, deleting entries, and moving the cursor in four directions.

Cursor III is a powerful X-Y control system for the Apple III computer, with two precision firing switches. Use Cursor III for games, graphics development, and other applications.





■ Expansion Options

The Apple II Super Serial Card allows Apple II computers to exchange data with other computers, modems, printers, terminals, and accessories, employing a bi-directional RS-232C interface in serial format (one bit at a time). It features an on-board switch that lets you operate either a printer or modem port.

The Parallel Interface Card allows you to generate text with your Apple II using a variety of parallel-interfaced printers. The user can select interface characteristics via seven card-resident switches, eliminating the need to wire configuration blocks. The card can also function as a general purpose input/output port.

The Apple IEEE-488 Interface Card enables the Apple II to be used to program and operate virtually any test, measurement, or control instrument that is bus-compatible with the IEEE-488 interface standard. The card simplifies design and implementation of complex instrument systems.

The Apple III Universal Parallel Interface Card lets you attach a variety of parallel-mode printers—including most dot matrix models, plus some thermal and daisywheel units—to the Apple III. The UPI card is able to control your printer directly from Apple III software, and is compatible with all Apple II software running in emulation mode. The UPI Card can also be used with equipment other than printers, functioning as a general purpose input/output interface.

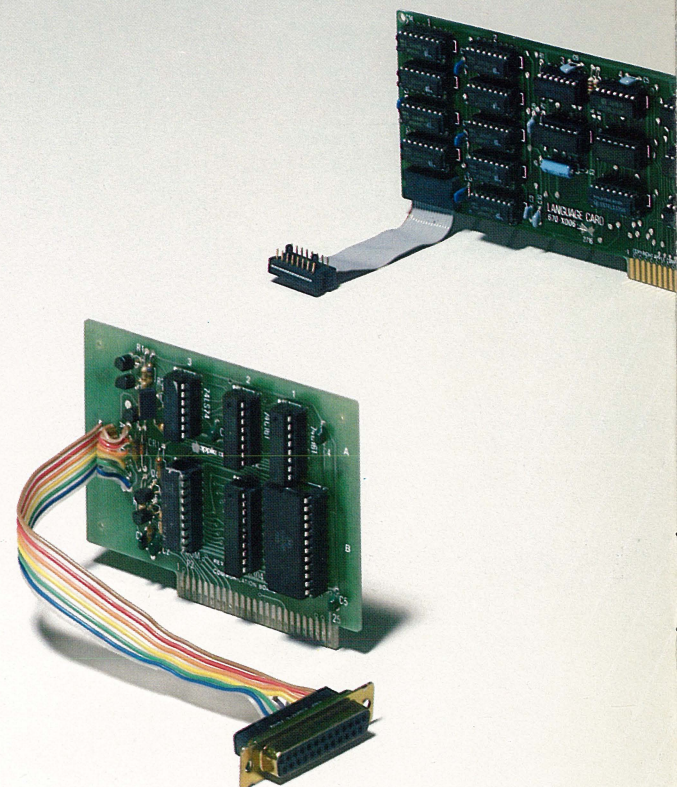
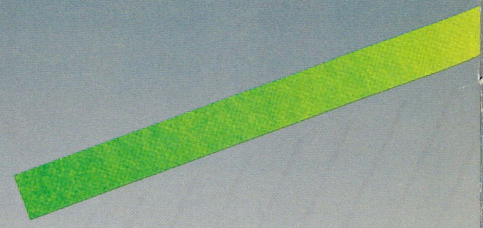
The Apple Language Card expands the capabilities of the 48K Apple II by increasing its internal memory to 64K bytes. Users interested in creating larger financial models, for example, will benefit from the additional memory space. The card also allows you to have both Applesoft and Integer BASICs available at one time in your system.

The 256K Upgrade Kit is a plug-in board that allows you to expand your 128K Apple III to a 256K system without losing expansion slot space. The 192K of addressable memory made available by the upgrade is especially useful for programmers, as well as for professionals interested in creating large financial models.

Apple SoftCard III system allows your Apple III to take advantage of the wide variety of CP/M Z-80 based application software. Consisting of a plug-in Z-80 microprocessor circuit board, four manuals, two diskettes (including the CP/M operating system, MicroSoft BASIC and PIP utilities) the SoftCard III system dramatically increases the amount of software available for your Apple III.

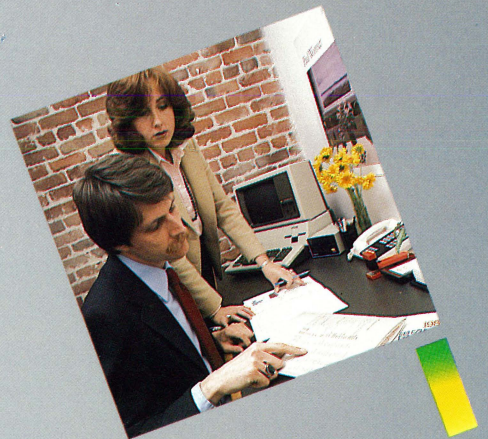
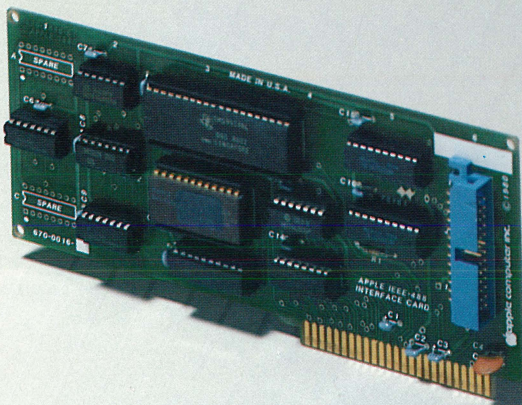
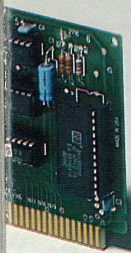
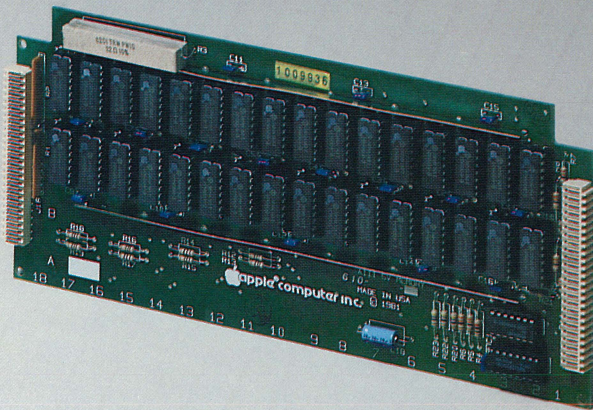
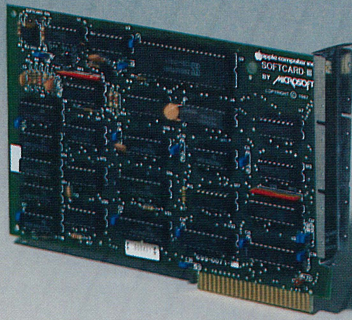
The Integer BASIC Firmware Card provides Apple II Plus users access to a variety of programs written in Integer BASIC. It contains hardware and software controls that allow it to electrically replace the existing Applesoft BASIC firmware in Apple II Plus computers.

The Apple II Hobby/Prototyping Card and the **Apple III OEM Prototyping Card** are modular-printed circuit cards on which you can build custom interfaces for the Apple II and the Apple III. They accommodate most integrated circuits and components, and have built-in facilities for attaching a variety of edge connectors and switches to your circuits.



D.C. Hayes Micromodem is a trademark of Hayes Microcomputer Products, Inc. Micro-Courier and Micro-Telegram are trademarks of Microcom, Inc. Datatree is a trademark of Arizona Computer Systems, Inc. Western Union, Mailgram, TWX, and Telex are trademarks of Western Union.

VisiCalc is the registered trademark of VisiCorp. CIS COBOL and Forms-2 are trademarks of Micro Focus, Inc. Sprint 5 is a trademark of Qume Corp. UCSD Pascal is a trademark of the Regents of The University of California.



**Apple Computer
Regional Sales Offices**

Northern CA, Northern NV

1335 Bordeaux Drive
Sunnyvale, CA 94086
(408) 734-3202

**AK, OR, WA, West MT,
West ID**

9450 S.W. Commerce Circle
Suite 160
Wilsonville, OR 97070
(503) 682-3544

Southern CA, Southern NV

1301 Dove Street, Suite 950
Newport Beach, CA 92660
(714) 752-0303

**AZ, CO, NM, East MT,
East ID, UT, WY**

3760 Highland Drive
Salt Lake City, UT 84106
(801) 278-0433

AR, LA, OK, TX

12201 Merit, Suite 700
Dallas, TX 75251
(214) 385-3553

IA, KS, MO, NE, South IL

700 Office Parkway
Suite 27
St. Louis, MO 63141
(314) 432-7883

MN, ND, SD, WI, North IL

Two Crossroads of Commerce
Rolling Meadows, IL 60008
(312) 577-2143

**IN, KY, MI, OH, WV,
West PA, Pittsburgh**

9916 Carver Drive
Cincinnati, OH 45242
(513) 793-0318

**NY, North NJ, Manhattan,
Long Island**

1 Penn Plaza, Suite 1620
New York, NY 10119
(212) 736-6680

CT, MA, ME, NH, RI, VT

80-B Turnpike Road
Westboro, MA 01581
(617) 366-5726

**DC, DE, MD, NC, SC, VA,
East PA, South NJ**

Clark Building, Suite 220
5565 Sterrett Place
Columbia, MD 21044
(301) 730-2255

AL, FL, GA, MS, TN

245 Perimeter Center Parkway
Suite 400
Atlanta, GA 30346
(404) 396-7643

Canada

Apple Canada Inc.
857 Don Mills Road
Don Mills, Ontario M3C 1V9
(416) 444-2531



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