

What's the 'e' stand for?

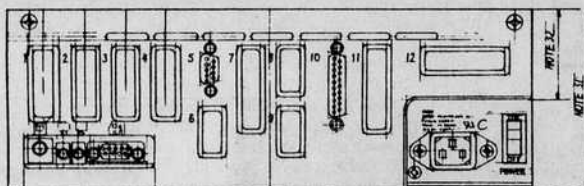
"Enhanced."

Which is another way of saying that Apple's come out with an impressive new version of the already impressive Apple® II, the world's most popular personal computer.

What's more, the Apple IIe has a bundle of features not found in the Apple II without the "e."

For example:

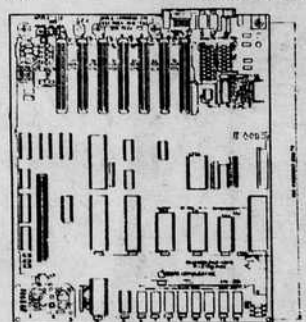
A standard memory of 64K



Improved peripheral ports make it easier to connect and disconnect disks, monitors, printers, game controllers and more.

(versus 48K) that's easily expandable so you can create fatter files and crunch larger numbers of numbers.

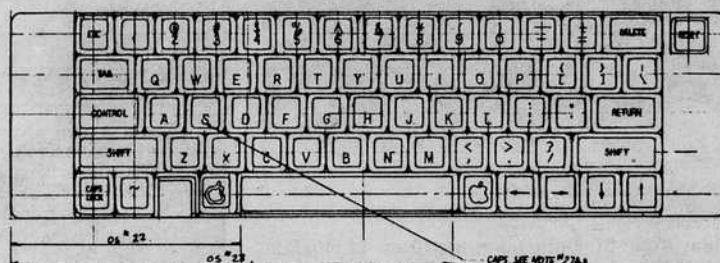
A new, improved keyboard, with a complete set of ASCII standard characters. Plus full cursor controls, programmable function keys and a rapid auto-repeat feature



The Apple IIe mother board provides more memory using far fewer components than that of its predecessor, for even more reliability.

built into every key on the board.

Both upper and lower case characters. (And if you want to



A full ASCII keyboard makes the IIe even easier to use.

see more of them on the screen at one time, a low cost 80-column display is available.)

Improved peripheral ports.

Which make it a lot easier to connect and disconnect printers, game controllers and all those other wonderful things

that go with an Apple Personal Computer.

Self-diagnostics. A special feature that makes it easy to

give your computer a thorough check-up.

Plus an even more reliable design. Achieved by reducing the number of components—which is to say, the number of things that could go wrong.

Also, bear in mind, all of the above makes the Apple IIe substantially easier to use.

Especially when you consider that it still has all those other virtues that made the Apple II the standard of the industry.

Including access to more accessories, peripheral devices

and software than any other personal computer you can buy.

So come on down to our store, to experience the IIe for yourself, and to learn more about what the "e" stands for.

We'll be happy to spell it out for you.



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