

1 It's easy to use.

In the beginning, there was the computer.

And it was confusing.

Confusing to set up, confusing to learn, and confusing to use.

So at Apple, we decided to make a new kind of computer—an easy-to-use computer. Before we designed it, we did extensive research on how human beings think, learn, read, communicate, remember, and understand, as well as how they interact with technology and machines.

We took what we learned and created Macintosh—the personal computer designed to work the way people work. It was the world's first *intuitive* computer. And it was quickly recognized as a major breakthrough in personal computing.



3 You don't have to read computerese.

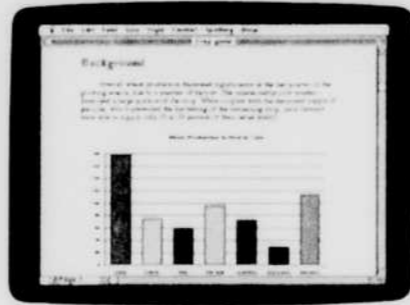
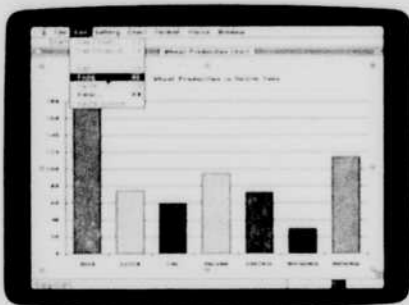
Do you recognize the images to the left? If so, you can use a Macintosh. That's because the images, or icons, you see on a Macintosh screen look and act like everyday objects you already use. The report you write is represented by an icon that looks like a report. The file folder you store your report in has an icon that looks like a file folder. And the trash can you use to throw away files has an icon that looks like a trash can.

4 You don't have to be a computer science major to set it up.

There are just three simple steps to set up a Macintosh.

1. Plug in the keyboard, monitor, mouse, and power cord.
2. Flip the "on" switch.
3. Oops, sorry. There is no step three. You're already done. You don't have to hassle with formatting the hard disk or installing the system software, because it's done for you. And you don't have to tell the computer what components—such as printers, modems, and CD-ROM drives—are hooked up to the system, because the Macintosh knows automatically.

2 It's a breeze to copy information and paste it...



...into another document.

5 You don't have to speak computerese.

Instead of cryptic MS-DOS commands such as COPY C:\WORDPROC\ DRAFT\DOC A\WORK, Macintosh uses familiar words that are easy to understand and use—such as Copy, Save, and Print.

6 You can give files any name you like.

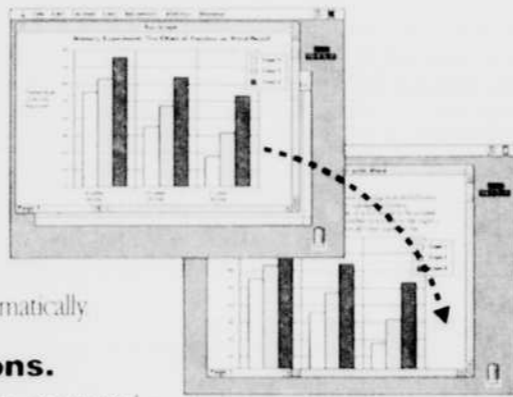
A file containing notes from your Clinical Psychology class should be named something like "Clinical Psychology Notes," right? With Macintosh, you can name it just that. In comparison, MS-DOS and Windows 3.0 systems limit your file names to eight characters—forcing you to name your file something like "CLPSYNTS." Three months later, you'll be wondering what in the world could be in a CLPSYNTS file.

7 It runs HyperCard.

HyperCard was invented by a team of software engineers at Apple. It's a revolutionary program that lets you store, organize, and present information in new and better ways.

8 It keeps things up to date.

The publish and subscribe features help you keep information in your Macintosh up to date by providing an automatic link between documents. With a few clicks of the mouse, you can "publish" information, such as a chart you've created with a spreadsheet program, and then "subscribe" to the information from another document, such as a report you're writing with a word processing program. Whenever you make changes to the chart in the spreadsheet, your report is updated, too—automatically.



9 It's got connections.

To connect a printer, a modem, an external hard disk, or just about any other peripheral to a Macintosh, simply plug it in. That's all there is to it.



11

It can grow with you.

This week you're majoring in philosophy, next week it's nuclear physics. After all, no one knows exactly what the future will bring. That's why millions of students have found that investing in a Macintosh is a smart move. Because Macintosh can immediately help you do whatever you do—better. And if,

"I bought my Macintosh in the summer of 1984 and I'm still using it to do just about everything—word processing, charts, spreadsheets, and games. I even take floppy disks from my Macintosh and work with the data on newer Macintosh models, such as the Classic, SE/30, or IIsi.

I've upgraded my Mac twice—once to add memory and once to install a double-sided floppy disk drive. Upgrading was easy and the transition was smooth. My programs and everything else still worked. I was just able to do more."

—Lisa de las Fuentes
Senior, Human Biology

come tomorrow, you find that you want to do something different, no problem. It's easy to upgrade your Macintosh to help you rise to the challenge.

12 It's great for college and beyond.

Doing your work better, faster, and more creatively is also a plus in the working world—and that's precisely why Apple Macintosh computers are used in 74 percent of Fortune 1000 companies.*

13 It's what you'd expect from Apple.

Apple consistently produces innovative technology that sets industry standards. That's why the features that set Macintosh apart today will probably be found on other computers tomorrow. Well, perhaps a few years from tomorrow.

14 Whatever you do, you can use Macintosh to do it better.

Thousands of programs are available for the Macintosh, to help you take on anthropology, zoology, and everything in between.

*Based on a survey conducted by Computer Intelligence in February 1991.



15 People love it for the same reasons Abhi does.

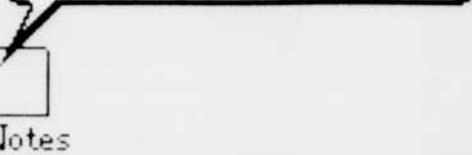
"I don't read manuals—never have. But I use all the most popular programs. The menus for Macintosh programs are so similar, you just say to yourself, 'This one can't be that different.' If you make a mistake, you just use the Undo command and you're right back where you started. And you don't have to memorize any fancy commands, such as Control-F1 or Shift-F7. Use a Mac once and you can come back years later and use it again. It's like riding a bike."

—Abhi Vakil
Senior, Sociology

10 Getting help is as easy as clicking the mouse.

With Balloon Help,SM you can point to any object on the screen, and a balloon will appear that tells you what the object is and what it does. Balloon Help lets new users learn

the basics of Macintosh quickly, and gives experienced users a convenient way to explore more advanced features.



Bio Notes

Why do people

