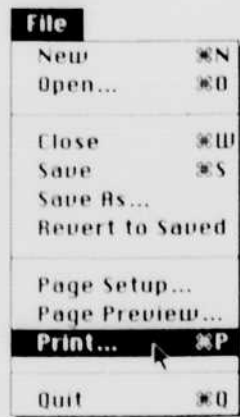


## All Macintosh programs work in the same way.

If you learn to drive one automobile, you basically know how to drive them all. That's because the most important functions—starting, steering, accelerating, and braking—are done in the same, consistent way in all automobiles.



Likewise, once you learn to use one Macintosh program, you've learned the basics of them all. For example, the commands you use, such as Open, Close, Copy, Paste, Save, Cut, Print, and Undo, are found in the same place—every time.

### 28 It's been imitated, but never duplicated.

Try working with an MS-DOS computer and then with a Macintosh, and you'll notice an immediate difference: The Macintosh is easier to use.

That's precisely what drove Microsoft Corporation to invent Windows 3.0 for MS-DOS computers. It was an attempt to make them easier to use, more like Macintosh computers.

But here's the catch: If you choose to use Windows on an MS-DOS computer, you'll need to install it in addition to MS-DOS. You'll need more power to run it. And you'll need more patience to figure out how everything works, because programs that run under Windows don't necessarily work in a consistent way.

The bottom line: Windows can't make an MS-DOS computer as easy to use as a Macintosh.

That's because the things that make a Macintosh easy to use are built in—from the microprocessor on up to the operating system. And the programs that run on the Macintosh all work in the same, consistent way.

Consistency has been part of the plan for Macintosh from the very beginning.

At Apple, we believe that true ease of use shouldn't be an afterthought—it should be designed in from the start. That's the whole idea behind Macintosh.

30

Because it's

fun

It lets you work with others.



16

Whether you need to share a file with a friend or connect to a network, Macintosh makes it easy. You'll find that Macintosh computers become even more powerful when you connect them together and use them to work with other people.

### 17 Macintosh lets you work with disks from different computers.

Every Macintosh is equipped with an Apple SuperDrive™, a unique floppy disk drive that can read from and write to not only Macintosh disks, but also MS-DOS and OS/2 disks created on IBM and IBM-compatible computers.

### 18 You can use software from other computers.

SoftPC from Insignia Solutions allows you to run MS-DOS applications on your Macintosh computer. You can even copy text and graphics from an MS-DOS application and paste them into a Macintosh application.



### 19 You can connect to your school's library.

At many schools, you can use your Macintosh and a modem to connect directly to the library, and do things such as browse through the card catalog—even when the library is closed.

### 23 An independent study confirms that it's the computer of choice.

A recent study by Diagnostic Research, Inc., an independent research firm, asked computer users and MIS managers (people who are responsible for computers in large corporations) to compare Apple Macintosh computers with MS-DOS computers running Microsoft Windows 3.0. The chart to the right shows which computer system was rated higher in each area. As you can see, Macintosh is the clear favorite.

### 24 It's backed by a company that's here to stay.

It started with two guys in a garage. Now Apple Computer, Inc. is a Fortune 100 company with more than five billion dollars in annual sales.

### 20 You can connect to information services.

Computer information services, such as CompuServe, Prodigy, and America Online, are only a phone call away. You can use these services to get concert tickets, make airline reservations, join on-line discussions, and more.

### 21 You can connect to your school's mainframe or minicomputer.

With Macintosh, you can send in assignments, gain access to software you need for a class, and receive lecture notes, class schedules, and other information—right from your own room.



### 22 It's a breeze to connect Macintosh to a network.

There are only three simple steps to connect a Macintosh to a network. First, use an inexpensive LocalTalk™ cable to connect your Macintosh to another Macintosh. Second, select the Chooser from the Apple menu and select the AppleTalk™ network. Third, type in your name. A point of reference: Connecting an MS-DOS computer to a network requires at least eight complicated steps, including disassembling your computer, messing with costly networking cards, and installing special networking software.



	Windows 3.0	Macintosh
<b>Users</b>		
Ease of use		●
Performance as a business tool		●
Recommended for purchase		●
<b>MIS Managers</b>		
Overall satisfaction		●
Ease of use		●
Lowest training costs		●
Least amount of support needed		●
<b>Managers and Users</b>		
Overall satisfaction		●

### 25 There's a Macintosh for everyone—and every budget.

Whether you're a computer novice or a power user, you'll find a Macintosh that meets your needs—and your budget, especially with the special student pricing available from your authorized Apple campus reseller.

### 26 Macintosh prices are lower than ever.

Not only are prices lower than ever, but you may also qualify for financing—which makes it even easier to get your Macintosh now.

# love Macintosh?

