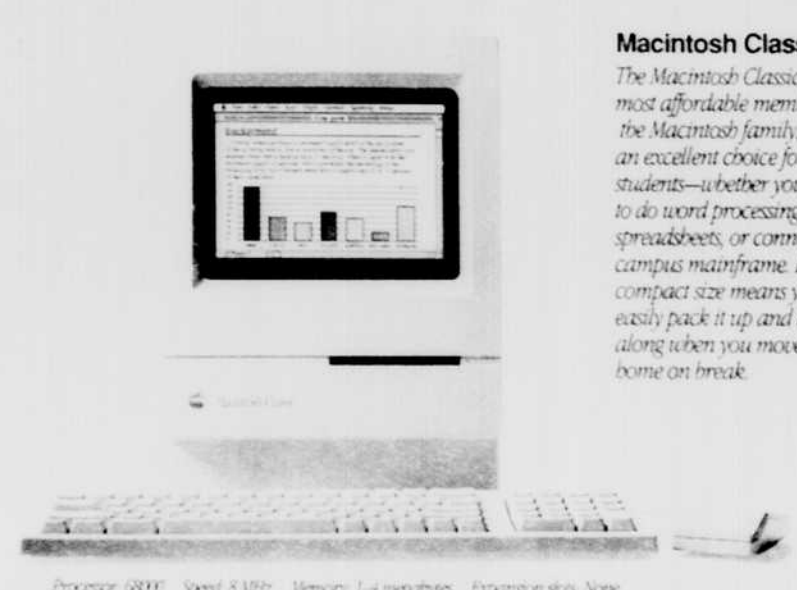


how to choose a Macintosh

Macintosh Classic
The Macintosh Classic is the most affordable member of the Macintosh family, and it's an excellent choice for college students—whether you want to do word processing, create spreadsheets, or connect to the campus mainframe. Its small, compact size means you can easily pack it up and take it along when you move or go home on break.



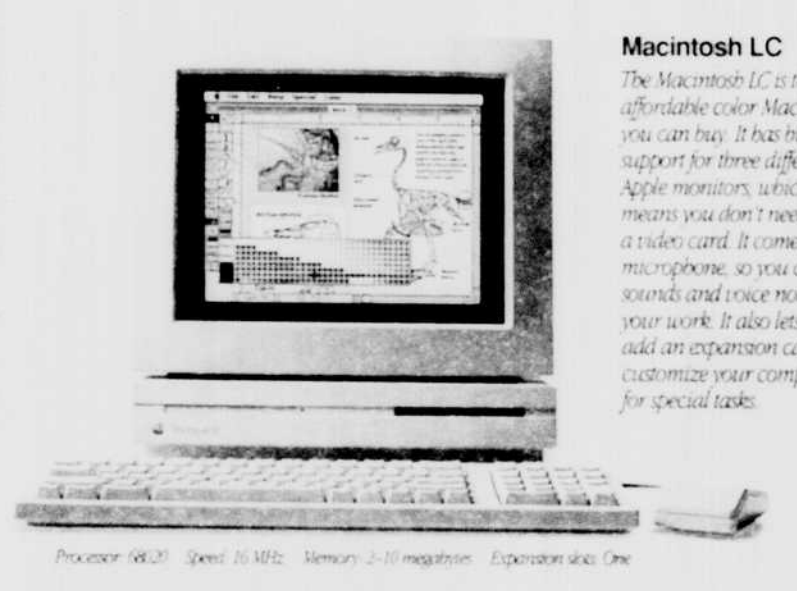
- What's the difference between a Macintosh Classic and a Macintosh SE/30?**
- The Macintosh SE/30 can run applications up to two times faster than the Macintosh Classic.
 - The SE/30 uses the more powerful 68030 processor and has a built-in math coprocessor for higher performance.
 - The SE/30 lets you add an expansion card to expand its capabilities.
 - The SE/30 can be expanded to have up to 8 megabytes of memory.
 - The SE/30 can run Apple's version of the UNIX® operating system.

Macintosh SE/30
The Macintosh SE/30 is ideal for students who need extra performance, but don't have extra desk space. It's great for advanced spreadsheets and word processing—and because of its built-in math coprocessor, it's especially good for number-intensive work. It can also take advantage of the virtual memory feature of System 7, which means you can do more without having more memory.



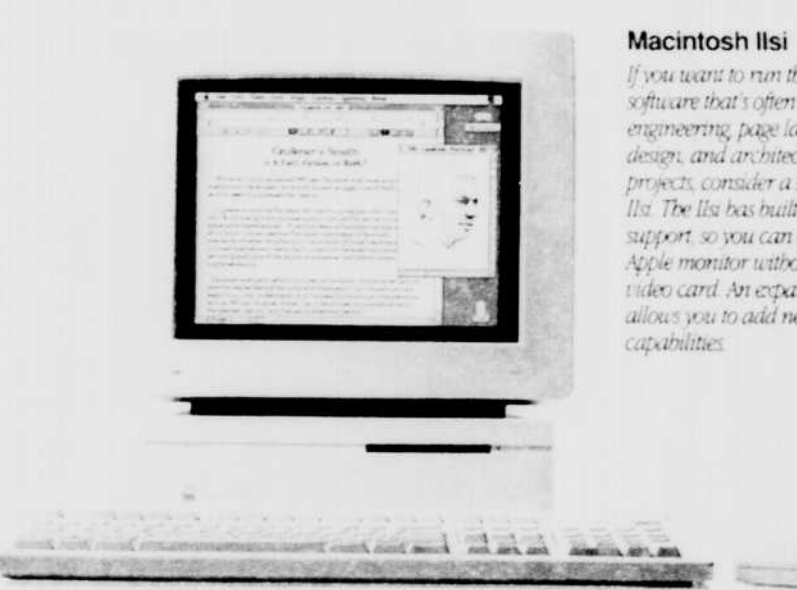
- What's the difference between a Macintosh SE/30 and a Macintosh LC?**
- The Macintosh SE/30 is an integrated system (it has a built-in monitor); the Macintosh LC is modular. With an LC, you can select the kind of monitor you want.
 - The LC lets you use a color monitor, and has video support built in.
 - The LC uses a 68030 processor; the SE/30 uses a 68010. For most applications, however, performance is comparable.

Macintosh LC
The Macintosh LC is the most affordable color Macintosh you can buy. It has built-in support for three different Apple monitors, which means you don't need to buy a video card. It comes with a microphone, so you can add sound and voice notes to your work. It also lets you add an expansion card to customize your computer for special tasks.



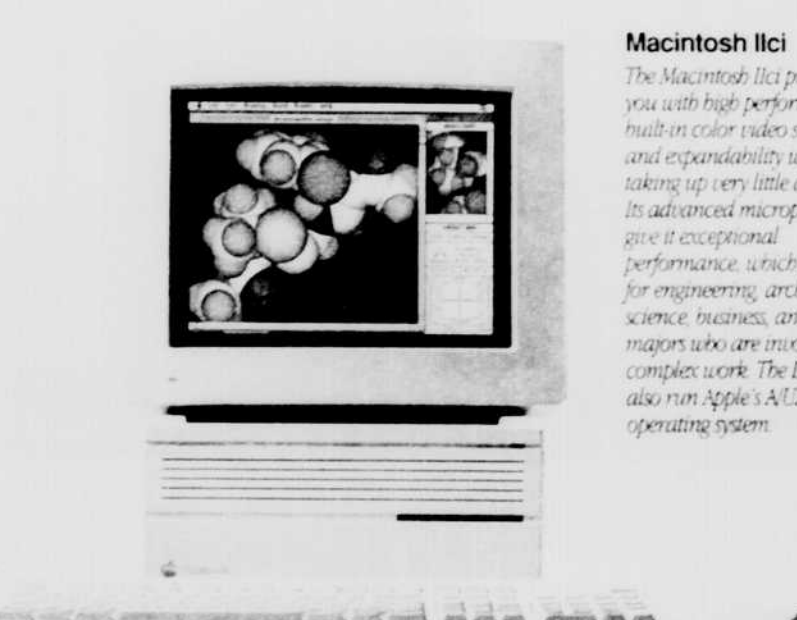
- What's the difference between a Macintosh LC and a Macintosh IIfx?**
- The Macintosh IIfx runs most applications 50 percent faster than the Macintosh LC.
 - The IIfx can hold more memory and can run the AIX operating system.
 - The IIfx can take advantage of the virtual memory capabilities of System 7.

Macintosh IIfx
If you want to run the advanced software that's often needed for engineering, page layout and design, and architecture projects, consider a Macintosh IIfx. The IIfx has built-in video support, so you can connect an Apple monitor without having a video card. An expansion slot allows you to add new capabilities.



- What's the difference between a Macintosh IIfx and a Macintosh IIfx?**
- The Macintosh IIfx runs most applications 57 percent faster, on average, than a Macintosh IIfx.
 - The IIfx includes a built-in math coprocessor and can accommodate a cache card for faster performance.
 - The IIfx has three "NuBus" expansion slots that let you expand its capabilities.

Macintosh IIfx
The Macintosh IIfx provides you with high performance, built-in color video support, and expandable video space. Its advanced microprocessors give it exceptional performance, which is useful for engineering, architecture, science, business, and design majors who are involved in complex work. The IIfx can also run Apple's AIX operating system.



- What's the difference between a Macintosh IIfx and a Macintosh IIfx?**
- The Macintosh IIfx is approximately 1.5 times faster than the Macintosh IIfx—4.5 megahertz compared with 3 megahertz.
 - The IIfx has an NuBus expansion slot (three more than the IIfx), giving you virtually unlimited ways to expand its capabilities.
 - The IIfx can accommodate a higher-capacity hard disk drive—up to 130 megabytes—giving you more space to store your work.
 - The IIfx has a built-in SRAM cache, which further improves performance.

Macintosh IIfx
The Macintosh IIfx, our highest performance computer, is the perfect choice for students who require maximum power and expandability. It's incredibly fast and can run all the most sophisticated applications. It can also run the AIX operating system.



“How will I use my computer?”

What do you do?

- Writing: Papers, lab reports, problem sets, proposals
- Basic spreadsheets
If you expect to use a computer for these things, and not much more, you'll want to look at the Macintosh Classic and Macintosh SE/30—they're our most affordable Macintosh computers and are exceptionally good choices for these tasks.
- Accounting, business, or analytical assignments that require using advanced spreadsheets
- Design or architecture projects: logos, flyers, newsletters, floor plans, site plans, three-dimensional models, product drawings, exploded views
- Engineering or scientific work that involves data visualization
If you check any of the three boxes in this category, you should look at our modular computers, which offer higher performance and better flexibility than the compact models. You're probably going to want a color monitor or even a full-page monitor for your work—very complex.
- Statistical and spreadsheet analysis, including analyzing data stored on a mainframe or gathered from laboratory instruments
If you're going to be doing the kind of work that involves processing a lot of numbers, you'll want a computer that offers a math coprocessor, which will greatly speed up your work. Take a look at the Macintosh SE/30, IIfx, and IIfx.
- Presentations, overheads, slides, or multimedia presentations that include sound, voice annotations, or video
If you'd like to take your work on color, then you'll want a color monitor. You'll also want animation or multimedia work. You'll want to look at our higher performance modular Macintosh computers: the Macintosh LC, IIfx, and IIfx.
- Simulations, chemical modeling, advanced animation, three-dimensional modeling
If you're going to be doing extremely complex, advanced work in any of these areas, you may want to consider our higher performance computers: the Macintosh IIfx, IIfx, and IIfx.

What's your major?

- Humanities Business Engineering
- Law Sciences Design and architecture

If you're going to be doing extremely complex, advanced work in any of these areas, you may want to consider our higher performance computers: the Macintosh IIfx, IIfx, and IIfx.

What do you think you might be doing next year? How about the year after?

A final question that an important one: If you think your needs might grow over the next few years, you may want to look at our modular computers—the Macintosh LC, IIfx, and IIfx—because they offer you the largest number of options for memory, storage, and expandability, and they can grow as you grow.

About how much money do you have to spend on a computer?

- Less than \$1,500
Consider the Macintosh Classic.
- \$1,500-\$3,500
Consider the Macintosh SE/30, LC, and IIfx.
- \$3,500-\$6,000
Consider the Macintosh IIfx, IIfx, and IIfx.
- \$6,000 or more
Consider the Macintosh IIfx.

Do you think you might want help in financing your computer?

- Yes No

2 “Which Macintosh is the right Macintosh for me?”

Chances are, there's more than one Macintosh that will meet your needs.

The first thing you should think about is whether you want a compact model or a modular model.

Our compact computers—the Macintosh Classic and the Macintosh SE/30—are smaller and have a built-in monitor. If you want the classic “all-in-one” Macintosh design, and you think you'll be doing primarily basic word processing, spreadsheets, page layout, and graphics, then one of the compact Macintosh computers will probably suit your needs just fine.

Our modular computers—the Macintosh LC, IIfx, IIfx, and IIfx—give you more features now, and more flexibility to adapt your computer in the years to come. If you think your needs will change a lot over the next several years, then you'll want to choose a modular Macintosh computer.

Take a minute now to glance over the Macintosh computers pictured on the right. Read the descriptions, always keeping in mind how you plan to use your Macintosh.

There's no rush to pick a specific model. But it's a good idea to start thinking about whether you want to buy a compact model or a modular model. Doing that will make thinking about the rest of the choices on this page easier.

3 “What type of monitor do I need?”

A monitor lets you see what you're working on. There are two major decisions to make about monitors: whether you want color or monochrome (black and white), and what size screen you want.

Both decisions depend on what you'll be using your computer to do.

If you plan to do primarily word processing and simple graphics, a small, monochrome display can meet your needs. Both the Macintosh Classic and the Macintosh SE/30 come with a 9-inch (measured diagonally) black-and-white monitor built in. The screen measures about 5 inches from top to bottom, and lets you see the width of the common term paper.

Some people prefer a larger screen, to see more of their work at once. If you're one of those people, or if you want to work with color, you should look at a Macintosh LC, IIfx, IIfx, or IIfx, because with these models you can choose from a variety of monitors. Apple has five monitors, pictured at left, that you should consider.

- Five reasons to get a color monitor:**
- Color helps you when you're working with charts and graphs. Color-coding the information makes it more understandable.
 - Color requirements are often needed for design projects. Being able to visualize something in color can be a real help in making the right choices.
 - Using color can help you when you write. For instance, you can color-code words, phrases, or paragraphs to indicate that you want to rewrite them. When you're glancing through your paper on the screen, you can go immediately to those sections that need further work.
 - It's useful in a number of other situations. For example, you can use color to highlight important information in a document, or to make it easier to find information in a large database.
 - You'll just like it. Besides, who wants to play Tetris or Chuck Tracer's Advanced Flight Trainer in black and white?



Macintosh 12-inch RGB Display
This is our most affordable color monitor. It can display up to 16.7 million colors simultaneously.



AppleColor™ High-Resolution RGB Monitor
This 13-inch color monitor sets the standard in color graphics and gives you more screen area for viewing your work than our 12-inch RGB monitor.



Apple Macintosh Portrait Display
This high-resolution monochrome monitor lets you see a full page of your work at once.



Apple Two-Page Monochrome Monitor
The largest monitor size makes it easy to display two full pages of your work.



Macintosh 12-inch Monochrome Display
This black-and-white display offers sharp text and graphics. It's our most affordable monitor.

4 “How much memory do I need?”

A computer needs working space—a place to hold information while it works. This space is called random-access memory (RAM), or memory for short.

Memory is measured in **megabytes**. To explain a complex topic in 50 words or less: The more memory your computer has, the more applications you can run at the same time, and the more information your computer can deal with at once. That is, the more memory, the more you can do with your Macintosh computer.

What is a megabyte?
Gawkier: a measure in gallons. Computer memory and disk storage are measured in bits. A byte is the amount of information your computer uses to represent the number, symbol, or letter of the alphabet. A megabyte is 1,048,576 bits—about the amount needed to store all the words that appear in the newspaper. The more megabytes of memory your computer has, the more information it can work with at once. And the more megabytes of hard disk storage space your computer has, the more information—software applications and data files—you can store on it.

2 megabytes
All Macintosh computers come with at least 2 megabytes of memory—usually quite enough for most people's needs. With this amount of memory, you'll be able to run most Macintosh word processing, spreadsheet, and basic drawing and painting programs.

4 or 5 megabytes
If you think you'll be using complex programs frequently—or if you plan to use more than five or six programs at the same time—you might consider equipping your Macintosh with 4 or 5 megabytes of memory.

8 megabytes or more
If you're going to be using your Macintosh for sophisticated, engineering, and scientific work, modeling, statistical analysis, or any projects that involve color images, animations, or complex graphics, you might want 8 megabytes of memory or more.

160 MB
If you're going to be doing detailed technical drawings, performing complex simulations that involve a lot of data, working with color images—or even doing all a weekly magazine—then you might consider getting a 160-megabyte hard disk. Or, if you can spare all of your applications, countless files, an extensive file library, and enough games to keep your hard-eye coordination tuned well into the next century.

5 “How much storage do I need?”

Storage on a computer is similar to a file cabinet in your dorm room; it's where you keep all your work (and often your junk). How much storage you need depends on how much stuff you want to store.

Typically, on the hard disk drive inside your Macintosh, you'll store the computer's operating system (the core programs that control the internal workings of the computer), fonts, software applications, and the documents you create.

Some rules of thumb: Word processing documents, even lengthy papers, take up the least amount of space. Graphics and spreadsheet files take up more space. Paint files (such as scanned images) and sound files take up the greatest amount of space.

So what's the bottom line on storage? Get as much as you can; it's a luxury worth having.

40 MB
If you plan to use your Macintosh mainly to write papers and create basic spreadsheets and graphics, a 40-megabyte hard disk should suffice. You can store the equivalent of about 10,000 typewritten pages of work.

80 MB
If you plan to do a lot of drawings, graphics, or illustrations that will result in large files—or plan to work with a lot of different applications that will take up space—you may want an 80-megabyte hard disk. It'll let you store twice as much as a 40-megabyte hard disk.

6 “What do I need to make my Macintosh work with MS-DOS computers?”

The Macintosh is one of the most compatible computers you can buy—for college and beyond. Its SuperDrive floppy disk drive lets you work with files created by your friends and professors who use MS-DOS computers.

And if you want to do more than just work with MS-DOS files, you can actually get your Macintosh to act as though it's an MS-DOS computer. Using SoftPC by Insignia Solutions, you can run MS-DOS programs on your Macintosh, and you can even copy and paste information between MS-DOS programs and Macintosh programs.

So you can take full advantage of the best of both worlds: Macintosh and MS-DOS.

Reading MS-DOS disks.
Every Macintosh comes with a SuperDrive floppy disk drive, which can read from and write to Macintosh, MS-DOS, OS 2, and Apple II disks. In short, it lets you work with disks that other people use in their computers.

Working with MS-DOS files.
Some Macintosh applications can read MS-DOS files directly and work with the information in them. The table below gives a few examples of Macintosh programs that work with files created in popular MS-DOS programs.

| Type of program | File created with these MS-DOS programs | Can be read directly by these Macintosh programs |
|-----------------|---|--|
| Spreadsheets | Lotus 1-2-3 | Lotus 1-2-3 for Macintosh, Microsoft Excel, Insignia Wings |
| Word processor | WordPerfect | WordPerfect 5.1, Lotus® MacWrite™ II, Macintosh® Word 4.0 |
| Database | dBASE IV | dBASE Runtime Plus |

Translating MS-DOS files.
If you want to use a Macintosh program that doesn't have built-in file translation capabilities, you can use software such as MacLinkPlus from DataViz to translate MS-DOS files into files that can be used by Macintosh programs.

Running MS-DOS applications.
SoftPC from Insignia Solutions turns your Macintosh into an MS-DOS computer—temporarily—by letting you run MS-DOS programs on your Macintosh.

7 “Where do I go to get the best deal?”

Just by being a college student, you're entitled to special student pricing on a Macintosh computer and other Apple products.

To take advantage of these special student prices, all you have to do is to purchase your computer from an authorized Apple campus reseller.

Visit yours. It's probably located in your bookstore or campus computer center, or right off campus.

The people there will let you get your hands on a Macintosh and try it for yourself. They can also recommend other things you might want to buy along with your Macintosh: an Apple StyleWriter® printer or Personal LaserWriter® printer, a scanner, a CD-ROM drive, or an external hard disk drive, to name a few.

And for a limited time only, you can save even more on an Apple computer when you buy it with an Apple printer. (See page 16 for details.)

The people at your reseller's location may even be able to help you apply for a loan to finance your purchase.

They can also answer any other questions you might have—and, of course, help you choose the right Macintosh for you.