

Any questions?

"What kind of warranty is available?"

All Apple hardware products come with a one-year limited warranty. We also offer AppleCare®, an extended service plan that protects your Macintosh or PowerBook investment after your warranty expires.

"How about financing?"

For those who qualify, we offer several financing options, including the Apple Credit Card, the Apple Business Credit Card, the Apple Business Lease, the Apple Operating Lease, and the Apple Computer Loan for Higher Education. Your authorized Apple reseller can give you information about these programs.

"Where can I get more information?"

For the name and location of the authorized Apple reseller or representative in your area, call 1-800-446-3000, ext. 445.

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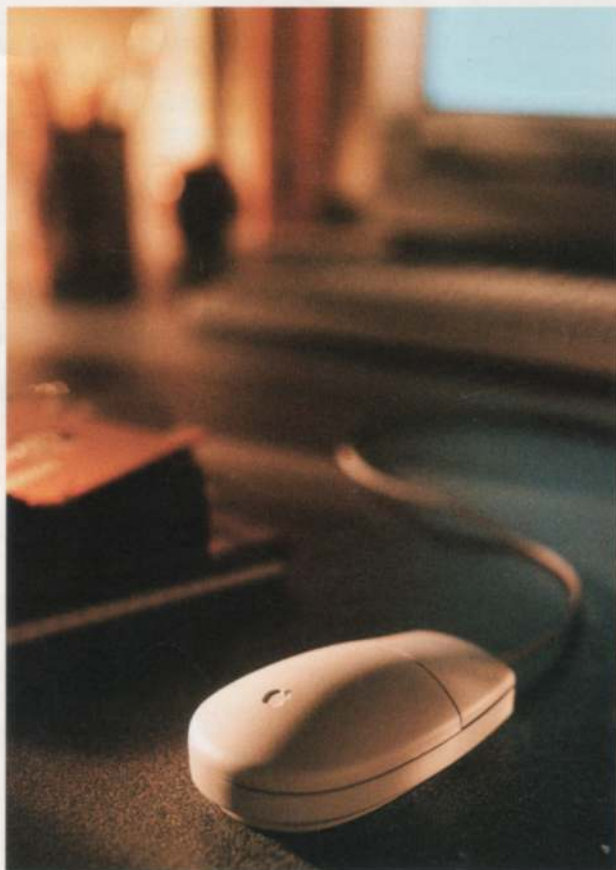
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Printed in the U.S.A. 7/93 RICE/DG 350K L0501LL/A  Printed on recycled paper.



An Overview of Apple Products

*Choosing the system that's
right for you.*



Apple Computer, Inc.

Why do so many people choose Apple computers?

Apple is a sales leader in personal computing.

More than ever before, people are choosing Apple® Macintosh® and PowerBook™ computers. In the first half of calendar 1992, Apple Computer sold more personal computers worldwide than any other vendor.¹ More than Compaq. More than Dell. And more than IBM.

To understand the success of our sales is to understand our computers: Macintosh and PowerBook computers are complete, powerful, integrated systems that are exceptionally easy to use. They don't require any technical expertise to get up and running. The graphics-based user interface is incredibly intuitive. And all you need to know in order to expand the capabilities of your Macintosh computer is how to use a plug. These are just some of the factors contributing to our success. And the reasons why we've sold more than 10 million computers to date.

More people prefer Macintosh over Windows.

Macintosh has been rated not only as a computer that's easy to use, but also as the one people prefer to use, according to Evans Research.² Information systems managers rate Macintosh as better than Microsoft Windows by a margin of 5 to 1, according to International Data Corporation.³ But the most convincing proof of our success over Windows lies in the millions of satisfied customers who put Macintosh computers to use every day—in their businesses, their schools, and their homes.



- For two years in a row, J.D. Power and Associates has ranked Apple Computer highest in overall personal computer customer satisfaction.⁴
- In 1992, the same organization recognized our laser printers, and ranked Apple highest in overall customer satisfaction for laser printers.⁵

¹ Based on unit shipments for the first half of calendar year 1992 (InfoCorp, 1992). ² Results of a nationwide survey of computer users by Evans Research, 1992. ³ International Data Corporation survey on operating systems and application migration, April 1992. Information systems managers who had a preference rated Macintosh as better than Windows by a margin of 5 to 1. ⁴ J.D. Power and Associates 1991 and 1992 Computer End-User Satisfaction Studies. 1992 study conducted among 2,255 end users at 1,145 business sites. ⁵ J.D. Power and Associates 1992 Computer End-User Satisfaction Study, Printers. Study conducted among 1,707 business end users at 848 business sites.

The reasons are simple.

Setting up a Macintosh is a snap.

You can take an Apple Macintosh or a PowerBook computer out of the box and have it up and running in virtually no time. Connecting everything is easy—you match the pictures on the cables with the pictures on the computer. We've even loaded System 7—the latest version of Apple's award-winning, easy-to-use system software—onto the hard disk for you. Connecting a printer or a scanner to your Macintosh is also easy—all you have to do is plug it into the back of your computer, turn it on, and run an automatic software installer. You don't have to set any switches or type in any confusing commands, like you may have to do with other computers.



System 7 operating system software comes with every Macintosh and PowerBook computer, and makes many of the easy-to-use features of Macintosh software even easier to use.

It's a complete, integrated system.

Every Macintosh and PowerBook computer comes with either a built-in display or built-in video support, which allows you to connect a display simply by plugging it in.

Every Macintosh and PowerBook also has an Apple SuperDrive™, a high-capacity floppy disk drive that works not only with Macintosh disks, but also with MS-DOS, Windows, OS/2, and ProDOS® disks.*

Every Macintosh and PowerBook has a SCSI (Small Computer System Interface) port, which allows you to connect scanners, CD-ROM drives, hard disk drives, and other peripherals to your computer. In addition, every Macintosh and PowerBook has an ADB (Apple Desktop Bus™) port, so you can use your choice of input devices, such as a mouse, a keyboard, or a graphics tablet.

And every Macintosh and PowerBook has a LocalTalk® serial port, so you can connect a printer—or create an entire AppleTalk® network—simply by plugging in a cable.



The Apple SuperDrive lets you read from and write to disks formatted for use with Macintosh, MS-DOS, Windows, OS/2, and ProDOS operating systems.



Macintosh is remarkably easy to set up. You plug the display cable into the port marked with a picture of a display, the printer cable into the port marked with a picture of a printer, and so on.

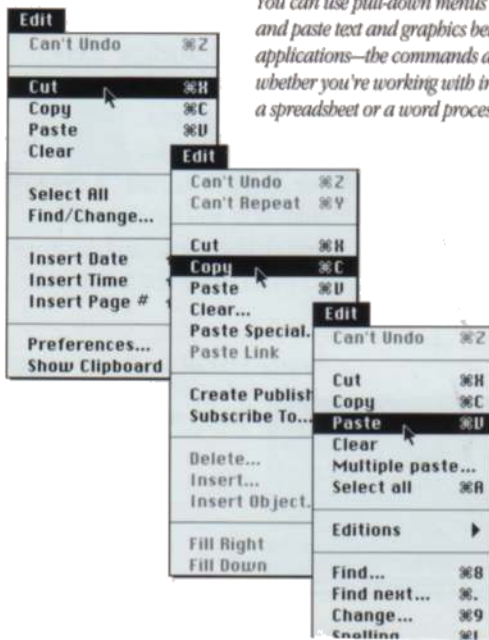


Working with Macintosh and PowerBook is easy.

The working area on a Macintosh computer's screen is called the desktop. It shows you small pictures, called icons, that represent things you might find on your actual desktop—documents, applications, disks, printers, and other items. The graphics-based user interface makes it easy to use these icons—along with pull-down menus—to start up an application, copy a disk, print a document, organize your files, and share your work with other people.

If you ever need assistance, you can use Balloon Help™, a feature of the Macintosh system software. With Balloon Help, you can move the cursor to an object on the screen, such as a menu command or an icon, and a “balloon” will appear that describes the function of the object.

These ease-of-use features help new users get started more quickly, and let experienced users spend their time being productive—rather than executing complex MS-DOS commands just to get their computer to work.



Macintosh lets you work with familiar images. The report you write looks like a piece of paper. The place you store your work looks like a file folder. There's even a trash can for throwing away files.



It's the most compatible computer.

Every Macintosh and PowerBook computer is compatible with MS-DOS and Windows systems in a variety of ways.** For example, the Apple SuperDrive, available with every Macintosh and PowerBook, can read from and write to MS-DOS, Windows, and OS/2 disks as well as Macintosh disks.

Apple Macintosh PC Exchange™ software lets you open MS-DOS and Windows files directly from Macintosh applications and work with them. For example, you can open the MS-DOS version of a Lotus 1-2-3 spreadsheet using a Macintosh spreadsheet program—such as Lotus 1-2-3 for Macintosh, Claris® Resolve™, or Microsoft Excel—and save it as either a Macintosh file or an MS-DOS file. Apple's PowerBook/DOS Companion™ package includes Macintosh PC Exchange software.

Using SoftPC software from Insignia Solutions, an Orange386 card from Orange Micro, or RunPC from Argosy Software, you can even run MS-DOS applications on your Macintosh. They appear in a window on the screen of your Macintosh, right beside your Macintosh applications.

*PowerBook Duo computers can be purchased with an external Apple SuperDrive.
**For more information, call 1-800-446-3000 to request a free copy of the brochure "Macintosh for DOS Users."

The possibilities are endless.

Applications for every need.

Today applications for Macintosh are available in virtually every area you can think of—from word processing, spreadsheet, and database programs to accounting, education, and computer-aided design programs. In fact, you'd be hard-pressed to find a computer that runs more applications than Macintosh. Which means that no matter what you need to do, there's a Macintosh application that can help you get it done.

You won't have to spend much time learning new applications, either, because all applications for Macintosh provide commands in convenient menus—with frequently used commands in the same place in most applications. And Macintosh commands are easy to understand and use, with familiar names such as Open, Close, Copy, Print, and Quit.

TrueType

TrueType is our advanced font technology that works with Macintosh software, making it possible to display crisp, sharp type on the screen in any size, and to print it on different types of printers.



QuickTime

QuickTime allows Macintosh computers to play sound, animation, and video files. You can view corporate presentations, watch animated scientific simulations, and learn from expert demonstrations.

You'll find Macintosh applications to meet every need—from affordable word processing, accounting, and drawing programs to advanced financial analysis, desktop publishing, and three-dimensional modeling programs.



MacWrite II



Kid Pix



Adobe Photoshop™



Microsoft Excel



Quicken



QuarkXPress®



4th Dimension



AutoCAD



Aldus FreeHand

Tools to make your work look great.

Using a Macintosh or a PowerBook computer has always made it easy to create what you want by combining text and graphics. For example, the Apple Font Pack for Macintosh lets you use a variety of text, display, and symbol fonts to enhance any document you're working on. And with built-in TrueType™ font technology, you'll be guaranteed impressive and consistent results—both on the screen and when you print.

You can even bring your work to life, by using Apple's innovative QuickTime™ software. QuickTime makes it easy to work with video, sound, and animation. You can copy and paste QuickTime "movies" into your documents and presentations in the same way that you copy and paste text and graphics.



It's well connected.

Every Macintosh and PowerBook computer comes with built-in AppleTalk networking capabilities, which means you can connect your computer to a network simply by plugging in an inexpensive LocalTalk cable. Then you'll be able to use the network's printers, exchange electronic mail, and share files with other people on the network.

Macintosh also fits right into networks of MS-DOS computers, minicomputers, and mainframes. With the appropriate software, you can connect your Macintosh to any major computing network—and interact with other computers on that network through the familiar, intuitive Macintosh user interface.

And Macintosh is the first personal computer to make file sharing a standard feature. If your Macintosh or PowerBook is connected to an AppleTalk network, you can share files and folders with other computer users on the network. No additional hardware or software is needed: Just choose the disk you want to share, and it appears on your desktop.

Macintosh computers have built-in networking capabilities, so they fit right into networks of mainframes, minicomputers, and other personal computers.

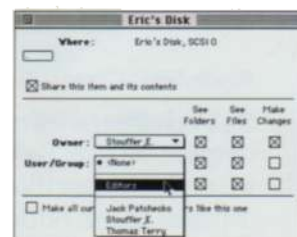


You can connect your Macintosh computer to an Apple Color OneScanner and an Apple Color Printer just by plugging in two simple cables.



To begin file sharing with your Macintosh, you simply open the Sharing Setup control panel and click the Start button.

From this window, you choose which folders you want to share and with whom you want to share them. You can allow other users to make changes to the files, or merely to see the files and review their contents.



It's up to the task.

Every Macintosh and PowerBook computer features multitasking, which means you can run several software programs at the same time, and switch from one to another with a single click of the mouse. Most Macintosh computers can take advantage of virtual memory, allowing you to work with larger files and to run more programs simultaneously—without purchasing additional memory.

It's designed to grow with you.

There are thousands of Apple and third-party products that can make your Macintosh or PowerBook even more powerful and useful. The SCSI port makes it easy to connect peripherals to your system. And because Macintosh automatically recognizes what types of expansion cards, printers, and other peripherals are connected, there's no complicated system configuration to do, which makes enhancing and expanding your system incredibly easy.

The Macintosh Classic Line



Macintosh Classic II

If you're looking for high performance in a compact personal computer, the Apple Macintosh Classic® II may be just what you need. Its compact design offers a built-in monochrome display, an Apple SuperDrive floppy disk drive, and networking capability—with the advanced performance of a Motorola 68030 microprocessor. And like all Macintosh computers, the Classic II is easy to use and runs thousands of applications.



Macintosh Color Classic

The Apple Macintosh Color Classic offers you everything the Macintosh Classic II does—and it adds vivid color and expandability to your work options. It allows you to display up to 256 colors (expandable to 32,768 colors) on its built-in Sony Trinitron® screen. Its processor-direct slot lets you add a variety of options, such as an Apple IIe Card (which enables you to run the thousands of programs available for Apple IIe computers). And its all-in-one design makes it easy to transport.



Apple Desktop Bus Mouse II

The Apple Desktop Bus Mouse II has a round shape to fit the palm of your hand. The large button contouring the tip of the mouse allows easy clicking and dragging, and its front ball design allows fine movements with ease.

	Processor	Memory	Storage	Networking	Expansion	Ports
Macintosh Classic II	16-MHz 68030 processor	4MB of RAM, expandable to 10MB	Apple SuperDrive; 40MB or 80MB internal hard disk	Built-in LocalTalk connection; AppleTalk networking software	—	Two serial ports, SCSI port, Apple Desktop Bus (ADB) port, floppy disk drive port, sound-input/output ports
Macintosh Color Classic	16-MHz 68030 processor; 68882 math coprocessor optional	4MB of RAM, expandable to 10MB	Apple SuperDrive; 40MB, 80MB, or 160MB internal hard disk	Built-in LocalTalk connection; AppleTalk networking software	LC processor-direct expansion slot	Two serial ports, SCSI port, two ADB ports, sound-input/output ports; integrated microphone
Macintosh LC II	16-MHz 68030 processor	4MB of RAM, expandable to 10MB	Apple SuperDrive; 40MB or 80MB internal hard disk	Built-in LocalTalk connection; AppleTalk networking software	LC processor-direct expansion slot	Two serial ports, SCSI port, ADB port, video-output port, sound-input/output ports
Macintosh LC III	25-MHz 68030 processor; 68882 math coprocessor optional	4MB of RAM, expandable to 36MB	Apple SuperDrive; 40MB, 80MB, or 160MB internal hard disk	Built-in LocalTalk connection; AppleTalk networking software	LC processor-direct expansion slot	Two serial ports, SCSI port, ADB port, video-output port, sound-input/output ports
Macintosh LC 520	25-MHz 68030 processor; 68882 math coprocessor optional	5MB of RAM, expandable to 36MB	Apple SuperDrive; 80MB or 160MB internal hard disk; AppleCD 300i CD-ROM drive	Built-in LocalTalk connection; AppleTalk networking software	LC processor-direct expansion slot	Two serial ports, SCSI port, two ADB ports, sound-input/output ports

The Macintosh LC Line



Macintosh LC II*

The Apple Macintosh LC II is Apple's most affordable modular Macintosh system, so you can choose from a variety of displays to find the one that best suits your needs. Video support for most Apple displays is built in, so you don't need to buy a video card. The processor-direct slot allows you to add a variety of options, such as the Apple IIe Card (for running Apple IIe software) or the Apple Ethernet LC Card (for high-speed Ethernet networking).



Macintosh LC III

Sharing the same slim-line design as the Macintosh LC II, the Macintosh LC III offers even more speed, display options, color support, and potential for expansion. It has built-in support for larger displays, such as the Macintosh Portrait Display, for full-page text, and the Macintosh 16-inch Color Display. You can add a math coprocessor to speed computation-intensive tasks, and an internal expansion slot accepts cards such as the Apple Ethernet LC Card or the Apple IIe Card.

*Product availability varies worldwide. Check with your Apple reseller.



Macintosh LC 520*

The new Apple Macintosh LC 520 offers the convenience of an all-in-one Macintosh—with the added versatility provided by multimedia tools such as a built-in 14-inch Sony Trinitron display, an internal AppleCD™ 300i CD-ROM drive, an integrated microphone, and stereo sound. Its 68030 processor running at 25 megahertz provides twice the performance of the Macintosh LC II. The Macintosh LC 520 can support up to 32,768 colors on its display. Additional features—such as convenient push-button sound and contrast controls, a front headphone jack, and the power switch on the keyboard—make the Macintosh LC 520 exceptionally easy to use.



The Macintosh Color Classic takes up very little room on your desk, and is easily transportable.

The Macintosh Centris Line



Macintosh IIvx

The Apple Macintosh IIvx is for users for whom expansion capability is a priority when choosing a computer. Its 32-megahertz 68030 processor, 68882 math coprocessor, and 32K memory cache will give you the power you need for complex tasks. The IIvx lets you show up to 256 colors on the 14-inch Macintosh Color Display, and can be upgraded to show as many as 32,768 colors. Three NuBus™ expansion slots let you add cards for a second display, networking, and other options. The Macintosh IIvx has an internal 5.25-inch expansion bay, so you can add a high-capacity storage device, such as a CD-ROM drive, a SyQuest drive, or a magneto-optical drive.



Macintosh Centris 610

The Apple Macintosh Centris™ 610 is ideally suited to users who value a highly responsive computer, but don't want to pay for extra expansion slots they don't need. It uses the Motorola 68040 chip, offering exceptional processing power. Its expansion slot lets you add a 7-inch NuBus card or a processor-direct card, so you can customize your system with extra networking capability—such as Ethernet—or multiple displays. You can also add an internal 5.25-inch peripheral, such as a CD-ROM or SyQuest drive, for extra storage space. And the Macintosh Centris 610 supports all Apple displays—as well as many third-party VGA and SVGA displays.

	Processor	Memory	Storage	Networking	Expansion	Ports
Macintosh IIvx	32-MHz 68030 processor; 68882 math coprocessor; 32K memory cache	4MB of RAM (5MB with AppleCD 300i), expandable to 68MB	Apple SuperDrive; 80MB, 160MB, 230MB, or 400MB internal hard disk; space for a 5.25-inch half-height internal storage device	Built-in LocalTalk connection; AppleTalk networking software	Three NuBus expansion slots; accelerator slot	Two serial ports, SCSI port, two ADB ports, video-output port, sound-input/output ports
Macintosh Centris 610	20-MHz 68040 processor with paged memory management unit (PMMU) and 8K memory cache	4MB of RAM (8MB with AppleCD 300i), expandable to 68MB	Apple SuperDrive; 80MB, 230MB, or 500MB internal hard disk; space for a 5.25-inch half-height internal storage device	Built-in LocalTalk and optional high-speed on-board Ethernet connection; AppleTalk networking software	Expansion slot for 7-inch NuBus card or processor-direct card (requires adapter)	Two serial ports, SCSI port, two ADB ports, video-output port, sound-input/output ports
Macintosh Centris 650	25-MHz 68040LC processor with PMMU and 8K memory cache; optional math coprocessor requires logic board upgrade	4MB of RAM (8MB with AppleCD 300i), expandable to 132MB	Apple SuperDrive; 80MB, 230MB, or 500MB internal hard disk; space for a 5.25-inch half-height internal storage device	Built-in LocalTalk and optional high-speed on-board Ethernet connection; AppleTalk networking software	Three NuBus expansion slots; 040 processor-direct expansion slot	Two serial ports, SCSI port, two ADB ports, video-output port, sound-input/output ports
Macintosh Centris 660av	25-MHz 68040 processor with PMMU, integrated 68882 math coprocessor, and 8K memory cache; 55-MHz AT&T 3210 digital signal processor	8MB of RAM, expandable to 68MB	Apple SuperDrive; 80MB, 230MB, or 500MB internal hard disk; space for a 5.25-inch half-height internal storage device	Built-in LocalTalk and high-speed Ethernet connection; AppleTalk networking software	Expansion slot for 7-inch NuBus card (requires adapter)	Two serial ports, SCSI port, ADB port, two video-input ports, two video-output ports, 16-bit stereo sound-input/output ports



Macintosh Centris 650

Apple's most expandable Macintosh Centris computer is equipped to handle the complex tasks that professional users require—from sophisticated spreadsheets to graphics-intensive publishing to database retrieval. The Macintosh Centris 650 has three NuBus slots, a processor-direct slot, and an optional Ethernet connection, which gives you access to a wide range of capabilities. It includes space for an internal 5.25-inch peripheral—such as a CD-ROM drive, a SyQuest drive, or even a 1-gigabyte internal hard disk—providing maximum storage capacity without minimizing your desk space.



Macintosh Centris 660AV

The Macintosh Centris 660AV allows you to communicate in more ways than ever before. It offers unique telecommunications, speech-recognition, and sound capabilities. Advanced video-input capabilities let you capture video from external sources, such as a camcorder or a VCR, and integrate it into your work. When you want to present your work, you can

connect the Macintosh Centris 660AV to a television or other projection equipment. Or you can connect a VCR to your computer to record your ideas on videotape. The Macintosh Centris 660AV has an integrated digital signal processor, which complements the Motorola 68040 processor. This computer supports up to 32,768 colors on most Apple displays, including the Macintosh 16-inch Color Display.

When paired with Apple's AudioVision™ 14 Display, the Macintosh Centris 660AV provides a complete multimedia solution.



Photo CD

With Photo CD™ technology from Kodak, you can easily add your own photographs to documents. Just drop off your film at a designated Photo CD processing center. Along with your usual prints, you'll receive a CD-ROM disc that contains digital Photo CD images of the photos on your film. With appropriate software, you can have access to those Photo CD images from your PowerCD, AppleCD 150, or AppleCD 300 CD-ROM drive, and copy and paste them into your work.



An AT&T digital signal processor complements the Motorola 68040 chip in the Macintosh Centris 660AV and the Macintosh Quadra 840AV.