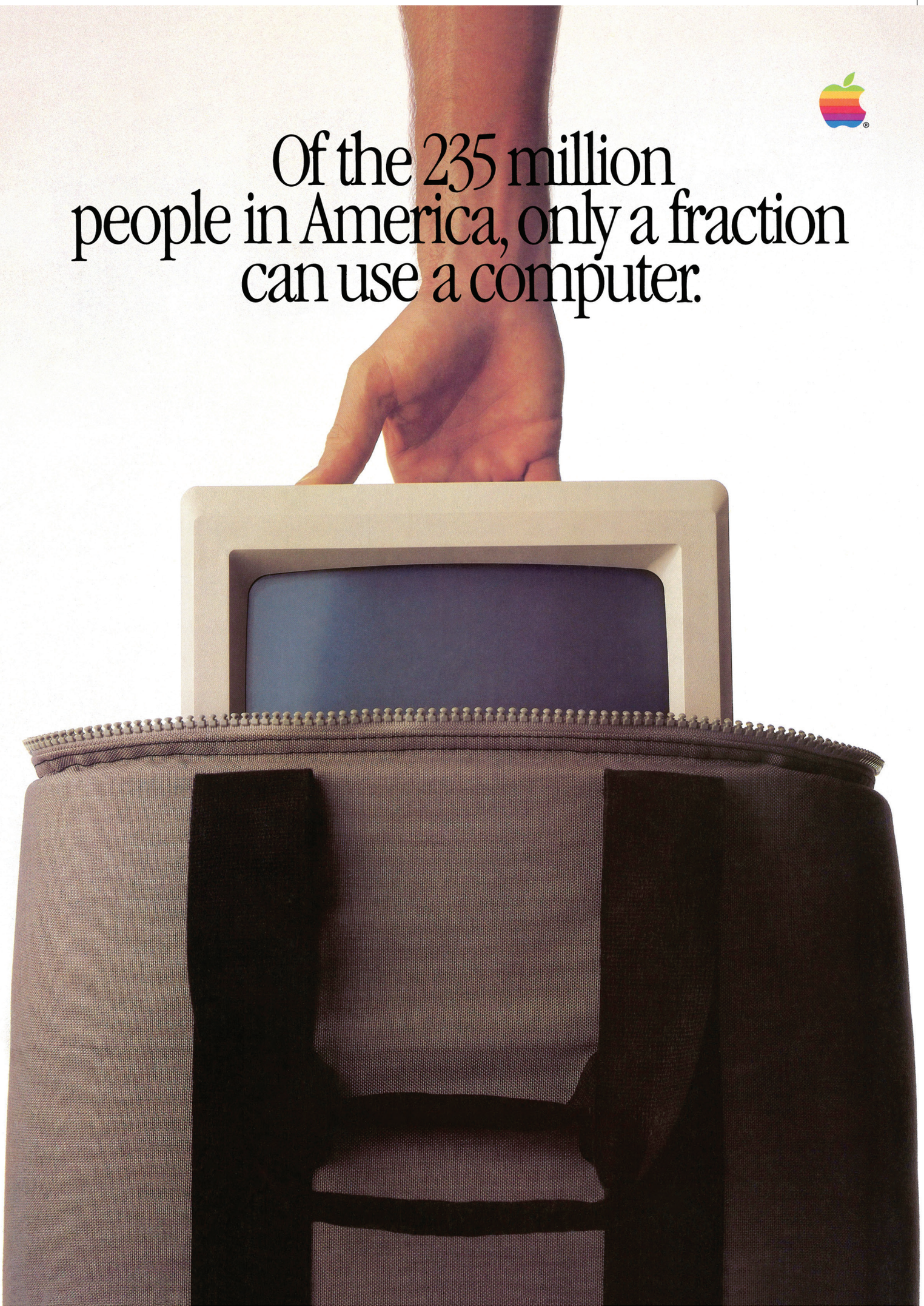
Of the 235 million people in America, only a fraction can use a computer.



Now there's Macintosh. For the rest of us.

In the olden days, before 1984, not very many people used computers.

For a very good reason.

Some particularly bright engineers.

Not very many people knew how.

And not very many people wanted to learn.

After all, in those days, it meant listening to your stomach growl through computer seminars. Falling asleep over computer manuals. And staying awake nights to memorize commands so complicated you'd have to be a computer to understand them.

Then, on a particularly bright day in Cupertino, California, some particularly bright engineers had a particularly bright idea: since computers are so smart, wouldn't it make more sense to teach computers about people, instead of teaching people about computers?

So it was that those very engineers worked long days and late nights and a few legal holidays, teaching tiny silicon chips all about people. How they make mistakes and change their minds. How they refer to file folders and save old phone numbers. How they labor for their livelihoods, and doodle in their spare time.

For the first time in recorded computer history, hardware engineers actually talked to software engineers in moderate tones of voice, and both were united by a common goal: to build the most powerful, most portable, most flexible, most versatile computer not-very-much-money could buy.

And when the engineers were finally finished, they showed us a personal computer so personable, it can practically shake hands.

And so easy to use, most people already know how.

They didn't call it the QZ190, or the Zipchip 5000.

They called it Macintosh.™

And now we'd like to show it to you.

File Edit Aids Font FontSize Style
Macintosh
hello.

If you can point, you can use a Macintosh.

You do it at baseball games. At the counter in grocery stores. And every time you let your fingers do the walking.

By now, you should be pretty good at pointing.

And having mastered the oldest known method of making yourself understood, you've also mastered using the most sophisticated personal computer yet developed.

Macintosh. Designed on the simple premise that a computer is a lot more useful if it's easy to use.

So, first of all, we made the screen layout resemble a desktop, displaying pictures of objects you'll have no trouble recognizing. File folders. Clipboards. Even a trash can.

Then, we developed a natural way for you to pick up, hold, and move these objects around.

We put a pointer on the screen, and attached the pointer to a small, rolling box called a "mouse." The mouse fits in your hand, and as you move the mouse around your desktop, you move the pointer on the screen.

To tell a Macintosh Personal Computer what you want to do, you simply move the mouse until you're pointing to the object or function you want. Then click the button on top of the mouse, and you instantly begin working with that object. Open a file folder. Review the papers inside. Read a memo. Use a calculator. And so on.

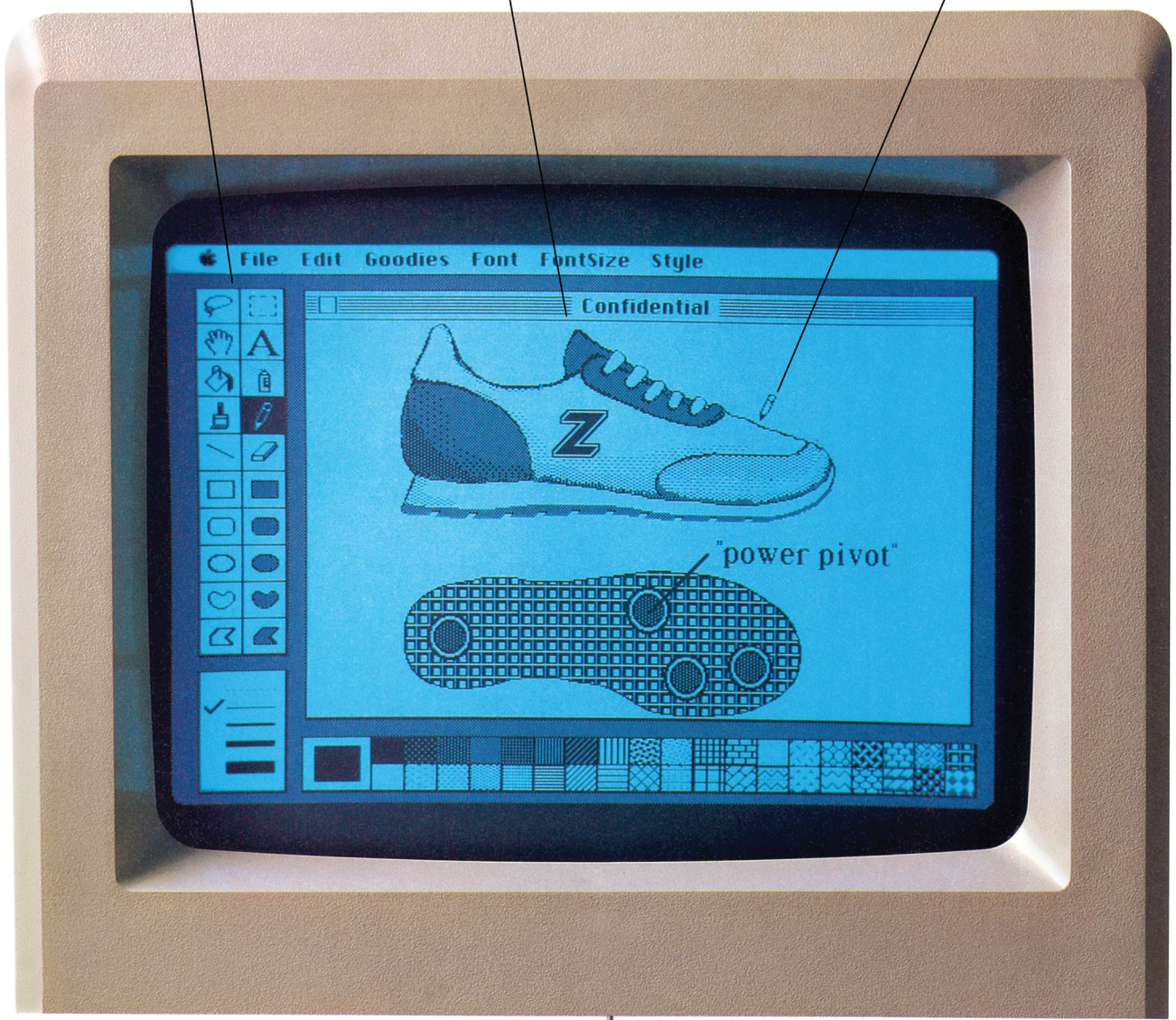
And whether you're working with numbers, words or even pictures, Macintosh works the same basic way. In other words, once you've learned to use one Macintosh program, you've learned to use them all.

If Macintosh seems extraordinarily simple, it's probably because conventional computers are extraordinarily complicated.

3 palettes display available tools, line widths, and patterns.

You're not limited to the work area you see here. You can scroll up and down, left and right.

The pointer becomes whatever tool you select to work with—in this case, a pencil.



Point. Click.

To tell Macintosh what you want to do, all you have to do is point and click.

You move the pointer on the screen by moving the mouse on your desktop. When you get to the item you want to use—click once, and you've selected that item to work with.

In this case, the pointer appears as the pencil you've selected to put some finishing touches on an illustration you'd like to include in a memo.

"Pull-down menu" displays all your options.

To select whatever you want "cut" from the screen, just put a rectangle around it.

Macintosh stores the image you've "cut" out on a "clipboard" in its memory.

Cut.

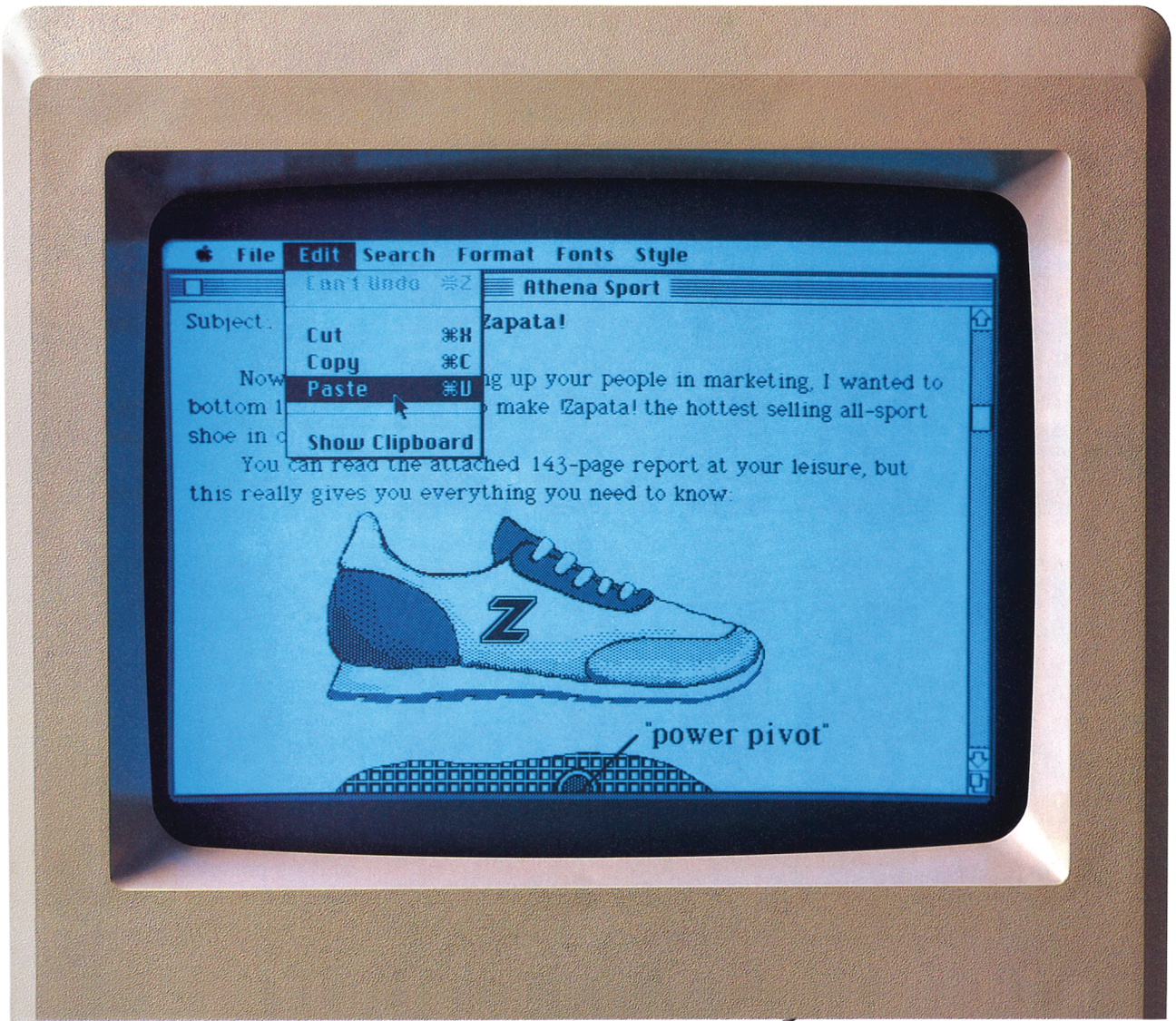
Once you've completed your illustration, you need to cut it out of the document you created it on, so that you can put it into the word processing program you used to write your memo.

To do this, you simply use the mouse to draw a box around the illustration, which tells Macintosh this is the area you want to cut.

Then you move the pointer to the top of the screen where it says "Edit." Hold the mouse button down and Edit will then show you a list, or "pull-down menu" of all the editorial commands available. Then pull the pointer down this menu and point to the command, "Cut," highlighted by a black bar.

Release the mouse button and, zap, it's done.

Macintosh automatically makes room for your illustration in the text.



Paste.

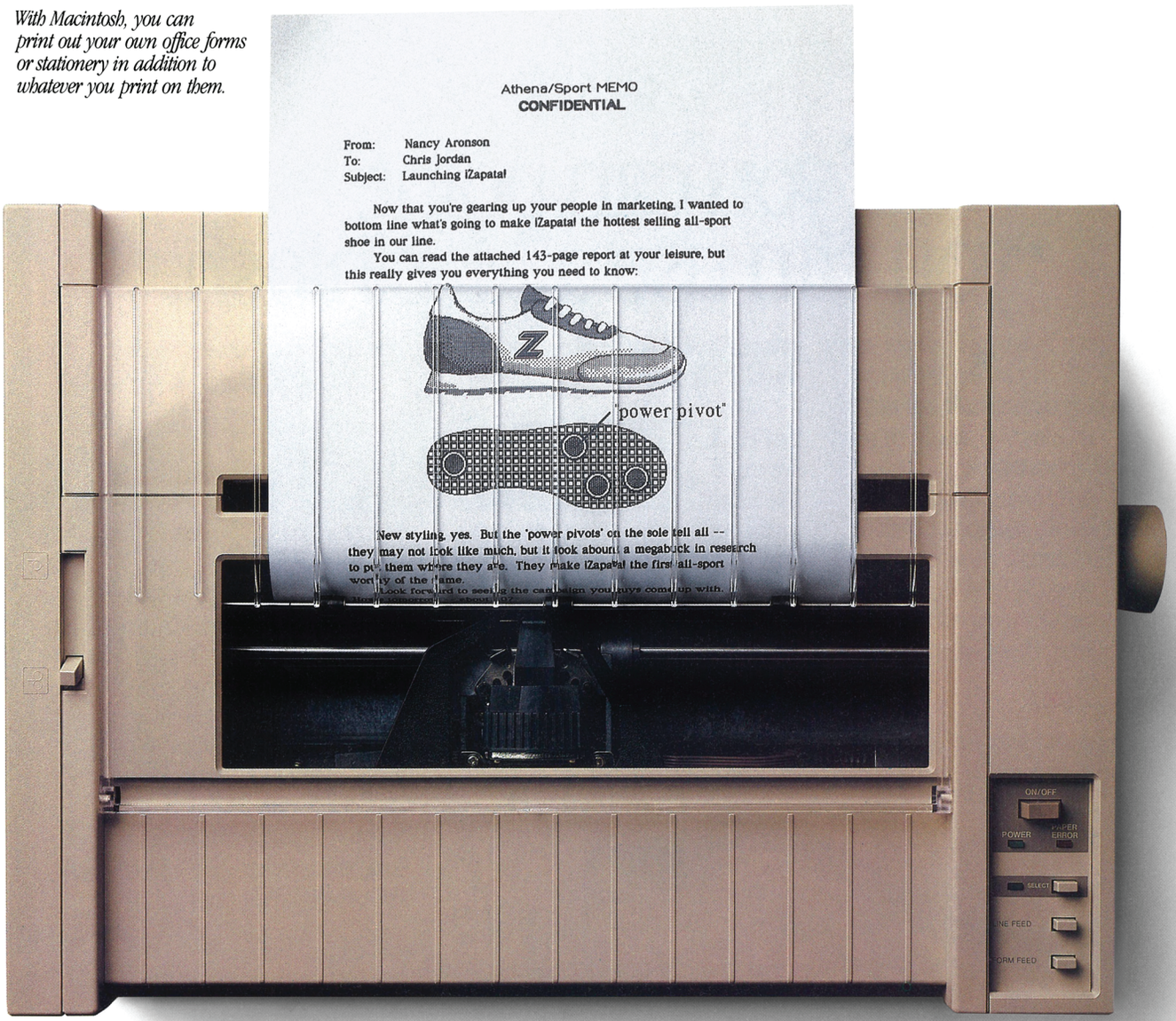
And now, to finish your memo, bring up MacWrite,™ Macintosh's word processing program. Just pick a place for your illustration.

In the meantime, your illustration has been conveniently stored in another part of Macintosh's ample memory.

To paste the illustration into your memo, move the mouse pointer once again to the Edit menu at the top of the screen.

This time, you pull the mouse down until "Paste" is highlighted by a black bar. Release the mouse button and, once again, zap.

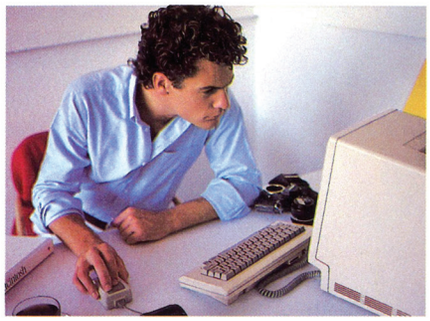
With Macintosh, you can print out your own office forms or stationery in addition to whatever you print on them.

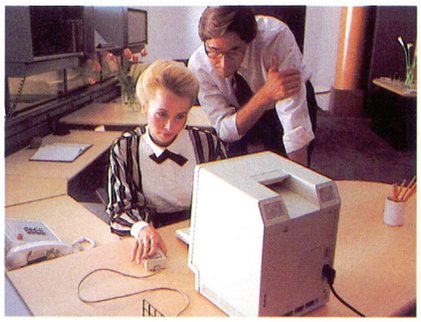


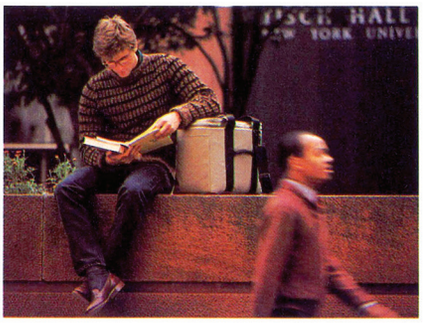
And print.

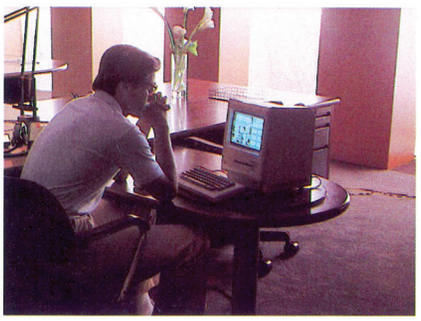
You tell a Macintosh Personal Computer to print the same way you tell it to do everything else—move the mouse pointer to "File" and pull it down until "Print" is highlighted in a black bar. And, provided you have a printer, you'll immediately see your work in print.

Your work, all your work, and nothing but your work. Because with Macintosh's companion printer, Image-writer, you can print out everything you can put on a Macintosh's screen.

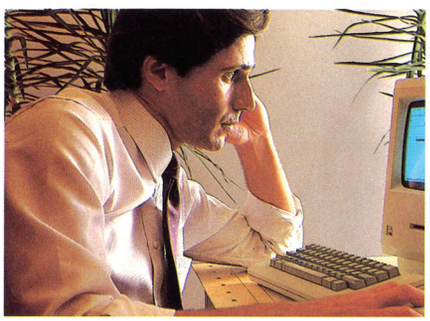


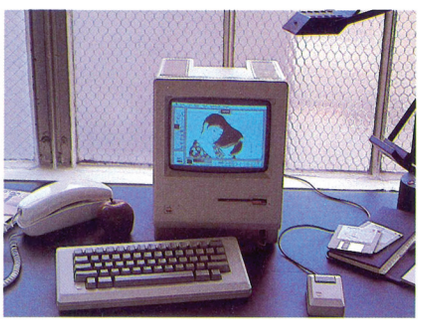


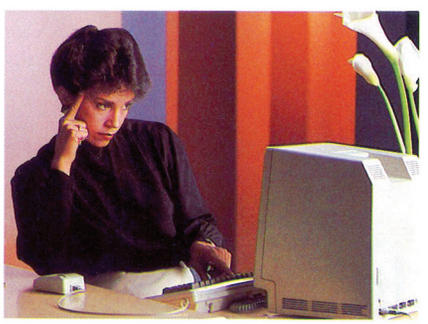


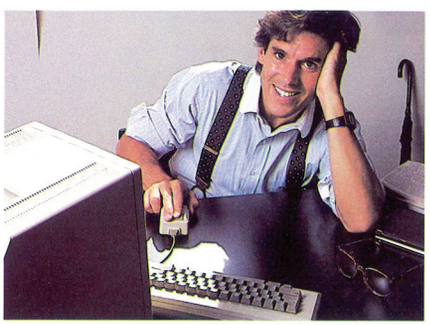


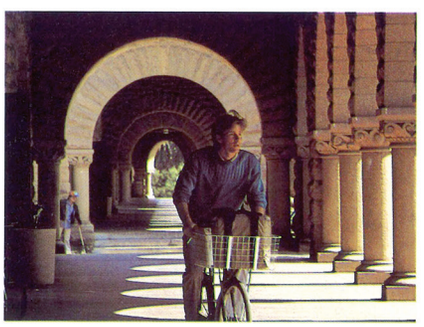
ALL BEEF
FRANKS
HOT SAUSAGES
HOT KNISHES
ICE COLD
SODAS
JUICES

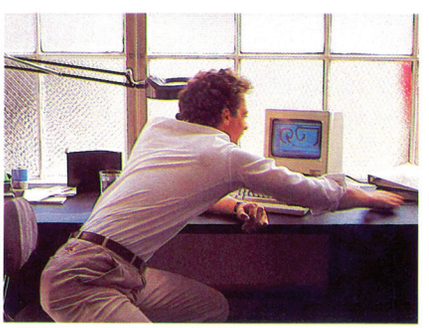












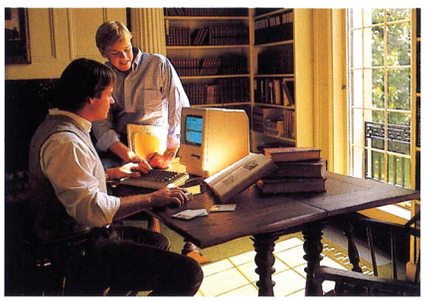
If you have a desk, you need a Macintosh.

Macintosh was designed for anyone who handles, collects, distributes, interprets, organizes, files, comprehends, generates, duplicates, or otherwise futzes with information.

Any information. Whether it's words, numbers or pictures.

We've narrowed it down to anyone who sits at a desk.

If, for example, your desk is in a dormitory, Macintosh isn't just a tool, but a learning tool. For doing everything from problem sets in Astrophysics 538 to term papers in Art Appreciation 101. Not to mention perfecting skills in programming languages like Macintosh BASIC and Macintosh Pascal. Which explains why colleges and universities across the country are ordering Macintoshes by the campus-full.



If you own your own business, owning your own Macintosh Personal Computer could mean the difference between getting home before dark, and getting home before Christmas. With software programs like MacWrite, MacProject,™ MacTerminal,™ MacDraw,™ MacPaint,™ data base managers, business graphics programs and other personal productivity tools available from leading software developers, you can spend more time running your business, and less time chasing after it.

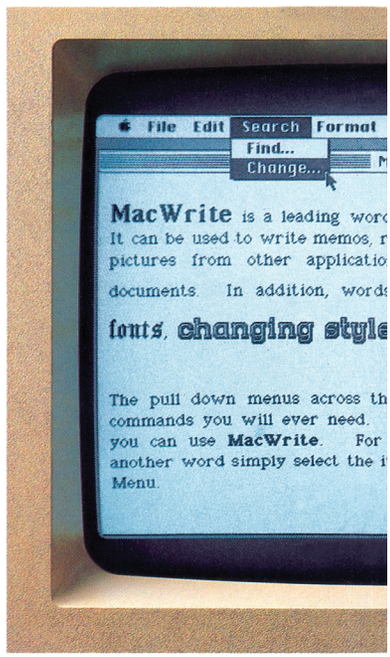
And even if you work for a company big enough to have its own mainframe or minicomputer, Macintosh can fit right in. It's fluent in DEC® VT100, VT52 and plain old TTY. With additional hardware, it can talk to IBM® mainframes in their very own 3278 protocols.

If your company has a subsidiary abroad, your colleagues there can use all the same tools. Because Macintosh will be available in international versions with local conventions (alphabets, currencies, dates, etc.).

In other words, wherever there's a desk, there's a need for a Macintosh.

And the less you can see of your desktop, the more you could use one.

An ordinary personal computer makes Macintosh even easier to understand.



Word processing before Macintosh.

In 1977, Apple set the first standard for the personal computer industry with the first generation Apple II.

In 1981, IBM set the second standard with their PC.

And in 1984, Macintosh will set the third industry standard, redefining the term "personal computer."

To give you an idea just how far the technology has advanced over the past three years, we're going to compare, screen-to-screen, the way IBM's PC and Macintosh perform five typical personal computer functions.

Take word processing, for example.

Any computer worth its weight in silicon does an adequate job of shuffling words. Provided, of course, you know all the keystroke "command sequences" to make it happen. And the IBM PC is no exception.

Macintosh, on the other hand, is quite an exception.

Using Macintosh's word processing program, MacWrite, anything and everything you might want to do with words can be done with a point-and-click of the mouse.

MacWrite not only shuffles words, it can shuffle them in many different type styles and sizes (not to mention boldface, italics and underlining). So you can create documents that look like they came from a typesetter, not a computer. For your foreign correspondence or scientific documents, the Macintosh keyboard gives you 217 characters including accented letters and mathematical symbols.

But what really separates Macintosh from the blue suits is its extraordinary ability to mix text with graphics. You can actually illustrate your words, memos and letters with tables, charts and free-hand illustrations composed on other graphics programs. All by cutting and pasting with the mouse.

That capability alone makes Macintosh its very own form of communication. A new medium that allows you to supplement the power of the written word with the clarity of illustrations. In other words, if you can't make your point with a Macintosh, you may not have a point to make.

Actually, the difference between Macintosh and the IBM PC becomes obvious the minute you turn both of them on.

The two screens top right show you

precisely how each of them greets you. Notice the IBM presents you with a laundry list of files available for accessing. And multiple steps are required to "get at" the particular file you choose to work with.

Macintosh, on the other hand, shows you everything you've saved (charts, graphs, illustrations and documents), pretty much the same way you'd see them arranged on your desk. Choose one with the mouse, click, and you're ready to work.

Even comparing a program as commonplace as the electronic spreadsheet clearly shows you that Macintosh is anything but commonplace.

Microsoft's® Multiplan™ for Macintosh has been designed to take full advantage of Macintosh's built-in Lisa Technology —clumsy cursor keys are replaced by a point-and-click of the mouse.

Let's say you want to change the width of a column in your spreadsheet. On the IBM PC, that's a 4-key command sequence. On Macintosh, you simply move the pointer and click.

Should you need to make a few quick computations before entering new spreadsheet figures, you can use the built-in desk calculator, for example.

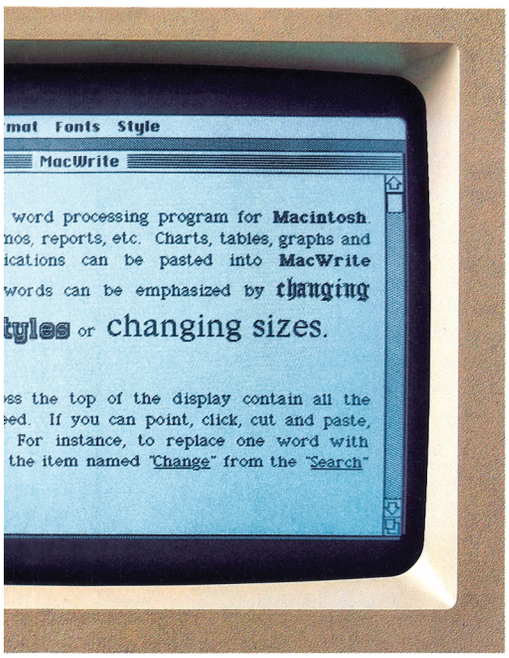
When it comes to business graphics, in all fairness, IBM has color and bar charts to spare. Provided you can spare the additional cost to add the color card and separate color monitor required to make use of them.

When you compare the actual unit you purchase initially with our Macintosh, the IBM PC not only comes up short a few bar and pie charts, it draws a complete blank.

Macintosh uses its graphics program, Microsoft's Chart, to turn numbers nobody understands into charts and graphs that everybody understands. With it, you can "cut" numbers you want charted from another Macintosh program and "paste" them directly into Chart. Just choose the style of chart you want from a "pull-down" selection of pie and bar charts, line and scatter graphs. Then customize your graph with legends and labels in whatever type style your little chart requires.

There is one thing that the IBM PC manages to do as well as Macintosh: IBM 3278 terminal emulation, so you can communicate with heftier IBM's.

But with MacTerminal software, your Macintosh can also fully emulate all the popular DEC terminals.

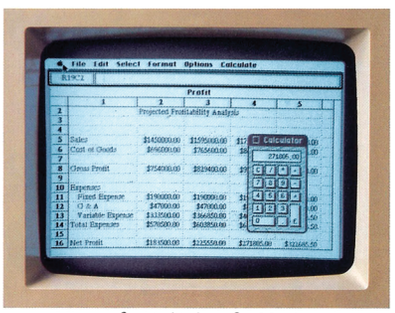


MacWrite.

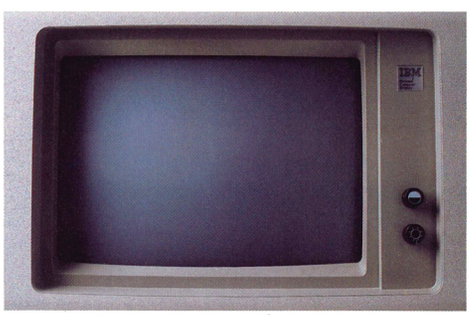
File listings before Macintosh.

Macintosh's Finder.

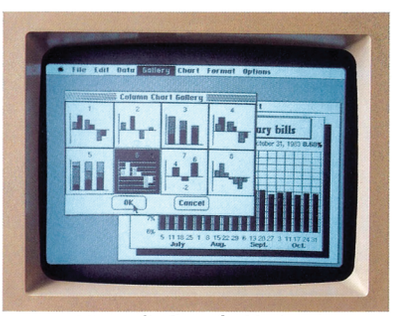
Spreadsheets before Macintosh.



Microsoft's Multiplan for Macintosh.

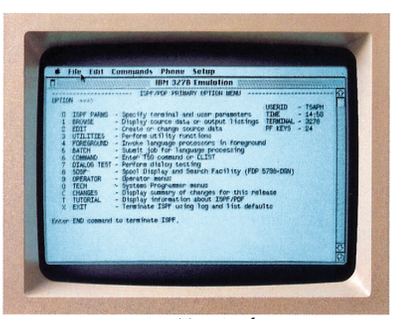


Business graphics before Macintosh.



Microsoft's Chart for Macintosh.

Terminal emulation before Macintosh.



MacTerminal.

Comparisons made using standard configuration Macintosh and IBM PC (5150 2-disk unit, 256K bytes RAM, 5151 monitor), November 5, 1983.

And here's where ordinary personal computers draw a blank.

You've just seen some of the logic, the technology, the engineering genius and the software wizardry that separates Macintosh from conventional computers.

MacPaint produces virtually any image the human hand can create.

Now, we'd like to show you some of the magic.

First, there's MacPaint. A program that transforms Macintosh into a combination architect's drafting table, artist's easel and illustrator's sketch pad.

With MacPaint, for the first time, a personal computer can produce virtually any image the human hand can create. Because the mouse allows the human hand to create it.

MacPaint gives you total freedom to doodle. To cross-hatch. To spray paint. To fill-in. To erase.

And even if you're not a terrific artist, MacPaint includes special tools for designing everything from office forms to technical illustrations. Plus type styles to create captions, labels and headlines.

So you can have custom-designed graphics without hiring a design studio. Make your presentations more presentable by enlarging MacPaint illustrations or making transparencies for overhead projection. Or clarify a memo or report by "cutting out" your illustration and "pasting" it into your text.

What MacPaint does for helping you visualize your wildest imaginings, MacProject does for helping you visualize the unforeseen.

You simply enter all the tasks and resources involved in a project—whether it's opening a new office or producing a brochure—and MacProject will chart the "critical path" to completion, calculating dates and deadlines. If there's a single change in any phase of the project, it will automatically recalculate every phase.

So with MacProject, you can generate business plans and status reports that reflect the realities of the job, not the limitations of your computer.

But more important than the practical benefits of programs like MacPaint and MacProject, they represent the very tangible difference an attitude can make.

An attitude that the only thing

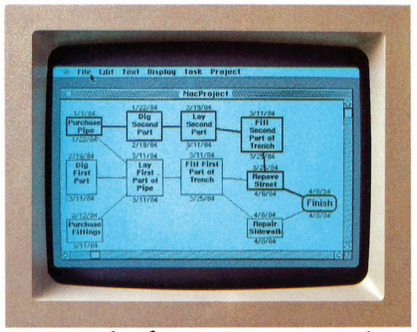
limiting what a computer can do, is the imagination of the people creating it.

Not just the engineers who design it, but software developers like Lotus® Development Corporation, currently developing a Macintosh version of their 1-2-3™ program.

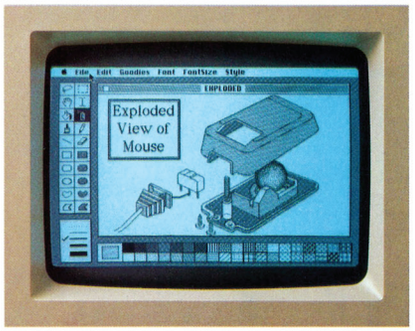
And Software Publishing Corp., with a new pfs:® filing program as easy to use as the Macintosh it was designed for.

And Microsoft, with Productivity-Tools, like Multiplan, Chart, File and Word.

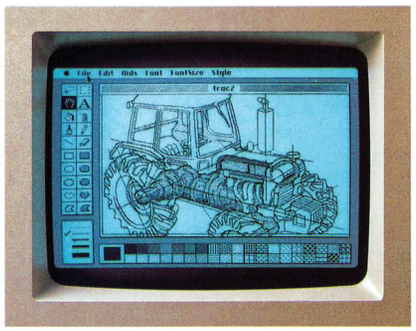
If Macintosh has an extraordinary future ahead of it, it's because of the extraordinary people behind it.



MacProject does for project management what VisiCalc® did for spreadsheets.



MacPaint can create both freehand sketches and precise technical illustrations.

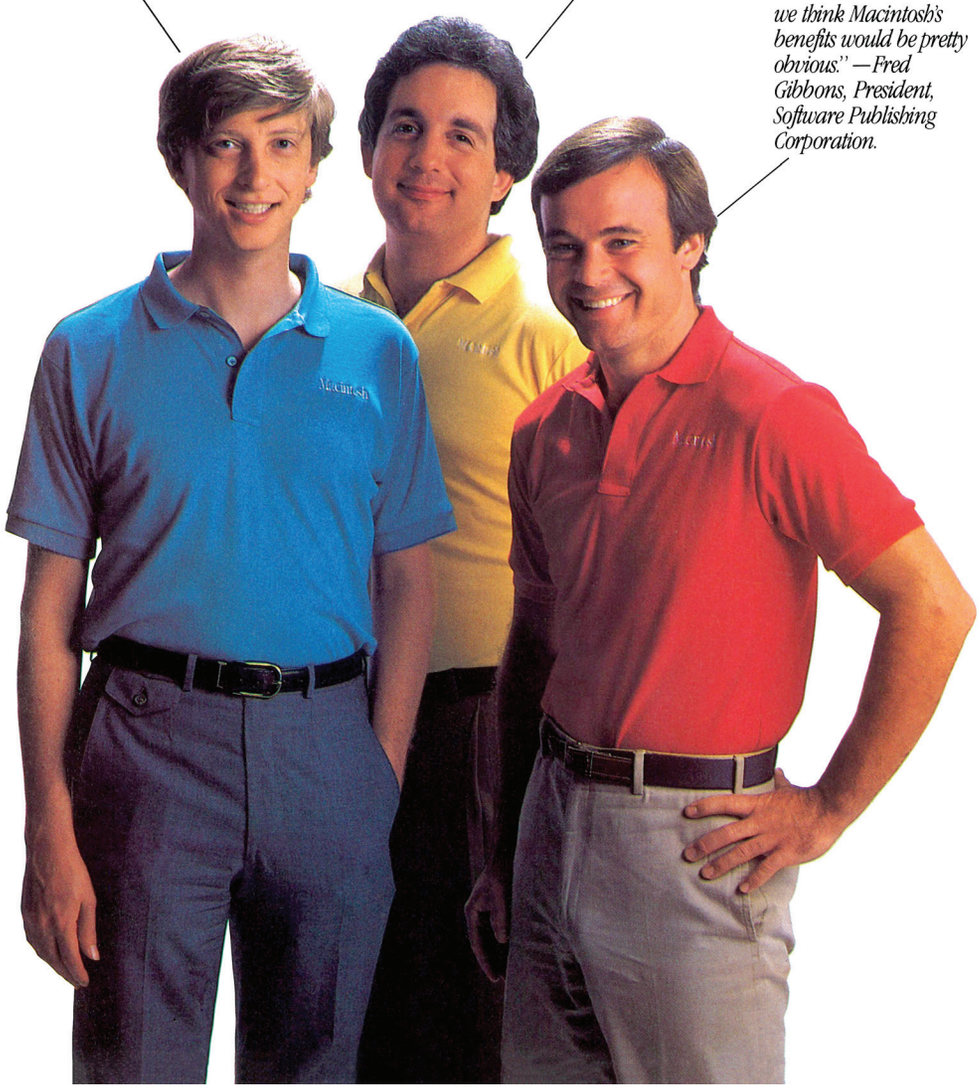


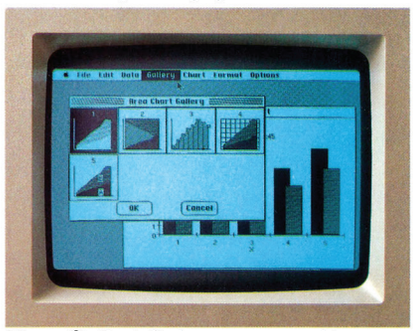
If you don't see a typeface you like here, Macintosh lets you design your own.

"To create a new standard takes something that's not just a little bit different. It takes something that's really new and captures people's imaginations. Macintosh meets that standard." — Bill Gates, Chairman of the Board & CEO Microsoft Corporation.

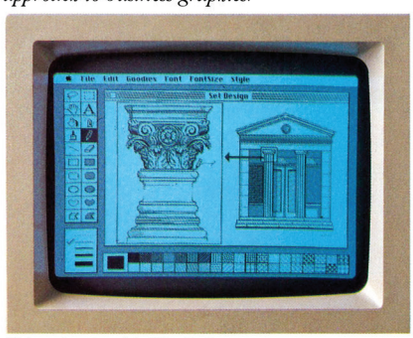
"Macintosh is much more natural, intuitive and in line with how people think and work… this is going to change the way people think about personal computers. Macintosh sets a whole new standard, and we want our products to take advantage of this." — Mitch Kapor, President & CEO, Lotus Development Corporation.

"If you were to put machine "x" on the table and a Macintosh on the table beside it, and then put pfs software on both machines … like a taste test… we think Macintosh's benefits would be pretty obvious." — Fred Gibbons, President, Software Publishing Corporation.

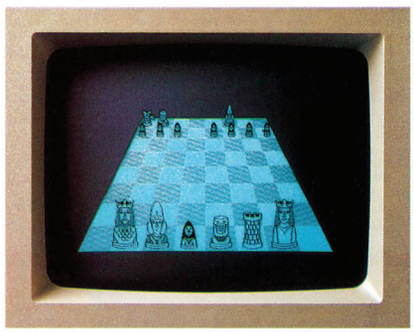




Microsoft's Chart displays a more graphic approach to business graphics.



Using insets with MacPaint, you can even illustrate your illustrations.



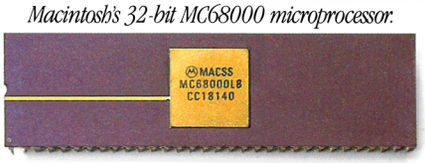
With Macintosh's unlimited graphics, there'll soon be no limit to the games it can play.

What makes Macintosh tick. And, someday, talk.

Macintosh has a lot in common with that most uncommon computer, the Lisa™ personal office system.

The garden variety 16-bit 8088 microprocessor.

Macintosh's 32-bit MC68000 microprocessor.



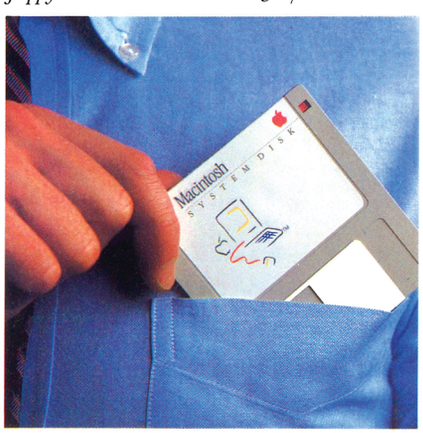
Its brain is the same blindingly-fast 32-bit MC68000 microprocessor—far more powerful than the 16-bit 8088 found in current generation computers.

Its heart is the same Lisa Technology of windows, icons, pull-down menus and mouse commands—all of which makes that 32-bit power far more useful by making Macintosh far easier to use than current generation computers.

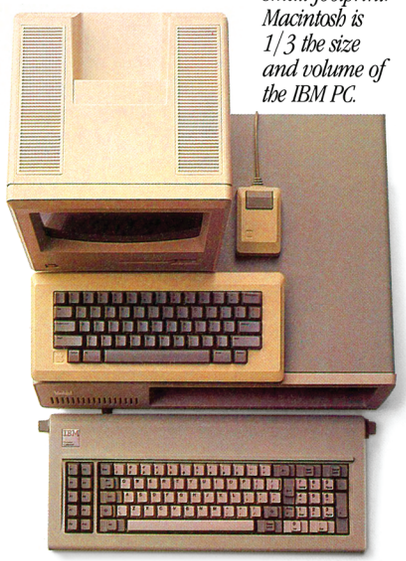
And, thanks to its size, if you can't bring the problem to a Macintosh, you can always bring a Macintosh to the problem. (Macintosh actually weighs 9 pounds less than the most popular "portable.")

Standard 5-1/4" floppy disk.

Macintosh's 400K 3-1/2" disk.



Small footprint. Macintosh is 1/3 the size and volume of the IBM PC.



Another miracle of miniaturization is Macintosh's built-in 3½" microfloppy drive. Its 3½" disks store more than conventional 5¼" floppies—400K. So while they're big enough to hold a desk-full of work, they're small enough to fit in a shirt pocket.

And speaking of talking, Macintosh has a built-in polyphonic sound generator capable of producing high quality speech or music.

On the back of the machine, you'll find built-in RS232 and RS422 AppleBus serial communications ports. Which means you can connect printers, modems and other peripherals without adding $150 cards. It also means that Macintosh is ready to hook in to a local area network. (With AppleBus, you can interconnect up to 16 different Apple® computers and peripherals.)

Should you wish to double Macintosh's storage with an external disk drive, you can do so without paying extra for a disk controller card—that connector's built-in, too.

And, of course, there's a built-in connector for Macintosh's mouse, a feature that costs up to $300 on computers that can't even run mouse-controlled software.

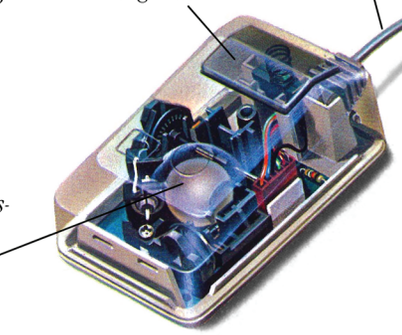
Of course, the real genius of Macintosh isn't its serial ports or its polyphonic sound generator.

The real genius is that you don't have to be a genius to use a Macintosh.

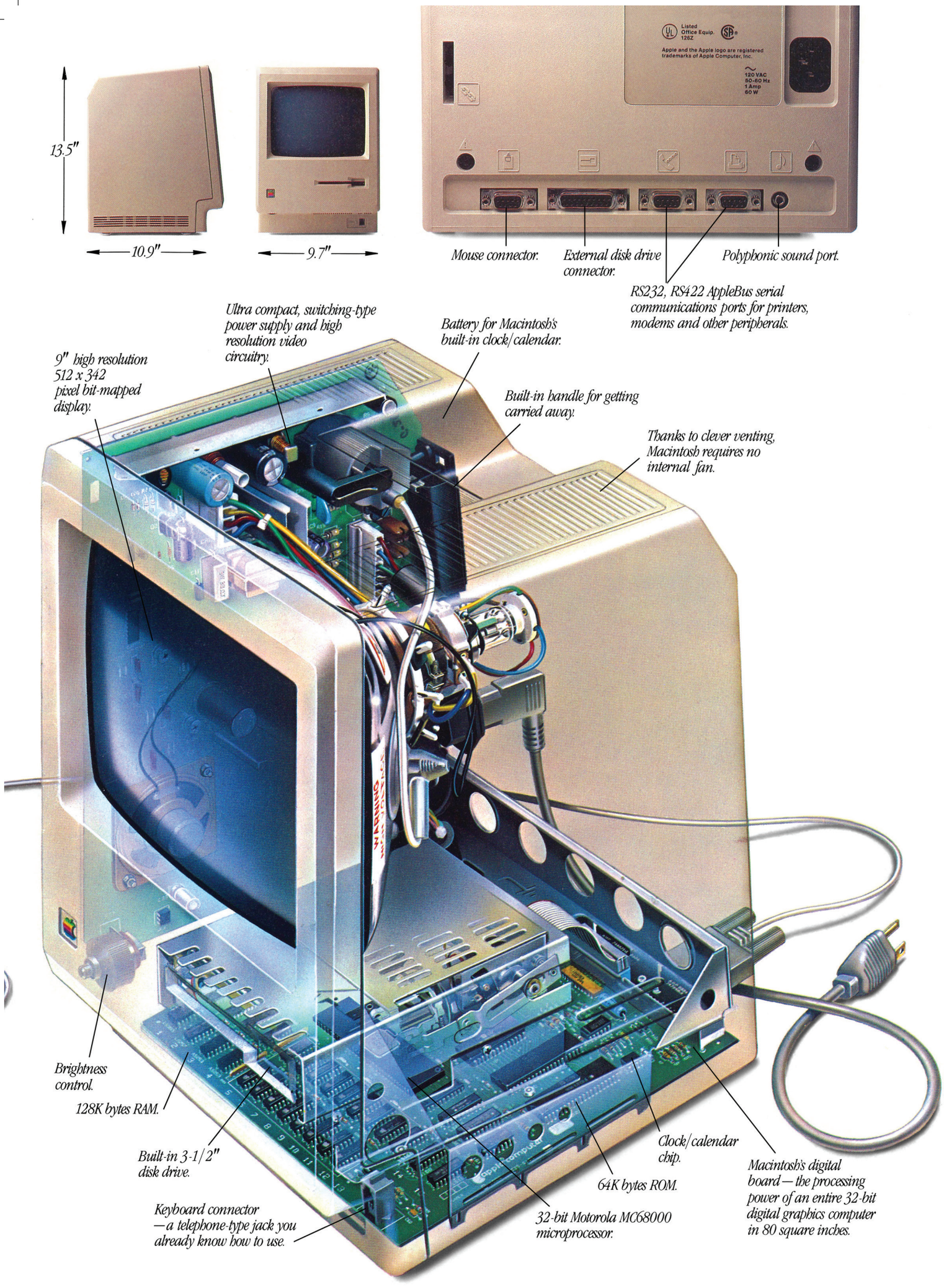
You just have to be smart enough to buy one.

The Mouse itself. Replaces typed-in computer commands with a form of communication you already understand —pointing.

Some mice have two buttons. Macintosh has one. So it's extremely difficult to push the wrong button.



The inside story—a rotating ball and optical sensors translate movements of the mouse to Macintosh's screen pointer with pin-point accuracy.


13.5"
10.9"
9.7"
Listed
Office Equip.
126Z
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120 VAC
50-60 Hz
1 Amp
60 W
Mouse connector.
External disk drive connector.
RS232, RS422 AppleBus serial communications ports for printers, modems and other peripherals.
Polyphonic sound port.
Ultra compact, switching-type power supply and high resolution video circuitry.
Battery for Macintosh's built-in clock/calendar.
9" high resolution 512 x 342 pixel bit-mapped display.
Built-in handle for getting carried away.
Thanks to clever venting, Macintosh requires no internal fan.
Brightness control.
128K bytes RAM.
Built-in 3-1/2" disk drive.
Keyboard connector —a telephone-type jack you already know how to use.
32-bit Motorola MC68000 microprocessor.
64K bytes ROM.
Clock/calendar chip.
Macintosh's digital board—the processing power of an entire 32-bit digital graphics computer in 80 square inches.

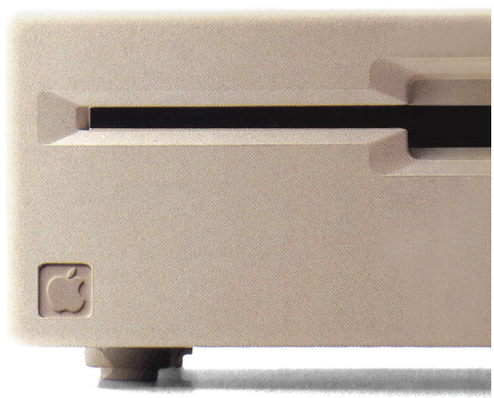
What to give the computer that has everything.

Macintosh comes well outfitted. The system includes the main unit (computer, display, built-in disk drive and firmware), a detached keyboard you can put wherever it feels most comfortable, the mouse, a System Disk (Finder and Desk Accessories), a Guided Tour of Macintosh tutorial disk and audio cassette, and one (count it), one manual.

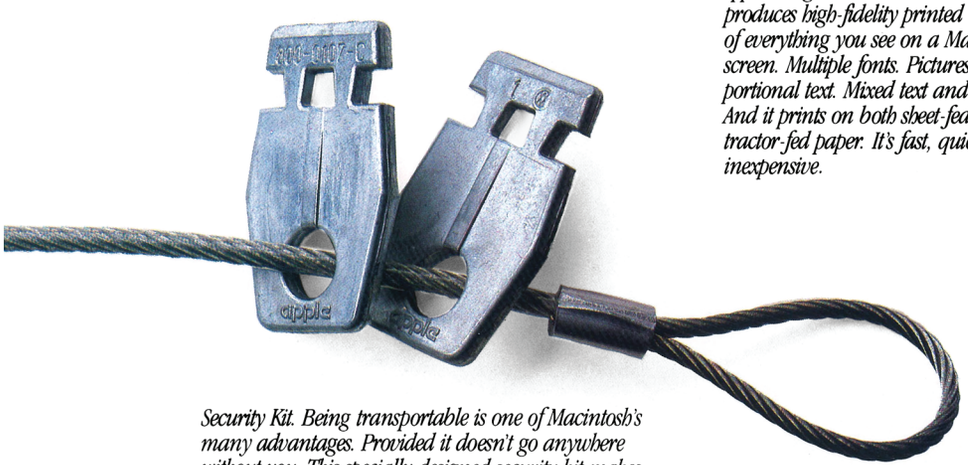
Everything you'll need to start doing everything you'll need to do.

But, should your needs suddenly expand, so can Macintosh. As easily as putting a plug in a socket.

Apple Numeric Keypad. Patterned after the standard accountant's calculator 10-key pad, the Numeric Keypad speeds up doing spreadsheets, accounting, any number of number-related tasks. It plugs directly into the keyboard, and works with Macintosh applications.



Apple Imagewriter Printer. Imagewriter produces high-fidelity printed copy of everything you see on a Macintosh screen. Multiple fonts. Pictures. Proportional text. Mixed text and graphics. And it prints on both sheet-fed and tractor-fed paper. It's fast, quiet and inexpensive.



Security Kit. Being transportable is one of Macintosh's many advantages. Provided it doesn't go anywhere without you. This specially designed security kit makes sure it doesn't. Metal plates snap into the main unit and keyboard. Then, a strong, steel cable loops through and locks to your desk.

Apple Modem. Using MacTerminal, a standard telephone and the Apple Modem, you can plug yourself into electronic information services like Dow Jones News/Retrieval,™ The Source℠ and CompuServe.® Or communicate with other computers. It operates completely automatically, with both auto-dial and auto-answer, and comes in 300 and 300/1200 baud models.

Soft Carrying Case. At less than 20 pounds in weight, Macintosh is easily carried from here to there. But handles always help. This durable, water-resistant carrying case is thickly padded so the Macintosh main unit, keyboard, mouse, manual and disks fit snugly inside.

Macintosh External Disk Drive. By adding a second high-capacity (400K bytes) 3-1/2"disk drive like the one already built into your Macintosh, you can access more documents and programs without swapping disks. It also speeds making back-up copies of your information.

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Over 1,500 of them are eagerly waiting to put a mouse in your hand. To prove that, if you can point, you can use a Macintosh.

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Which makes owning the world's newest computer just as easy as using it.

Soon there'll be just two kinds of people. Those who use computers. And those who use Apples.

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