

***What you see is what you get.***

The specifications are big, but the case isn't: 12 inches long, 11¼ inches wide, 2¼ inches high (30 x 29 x 6 centimeters). Just large enough for a full-size keyboard. Try it out for size.

The Apple //c personal computer contains many standard features that other comparably priced systems offer only as expensive add-ons:

**Extended memory.** Inside, the Apple IIc has 128 kilobytes of RAM (random-access memory) as standard equipment, allowing you to work with the equivalent of 50 double-spaced typewritten pages at any one time. In addition, there are 16 kilobytes of ROM (read-only memory), which contain the complete Applesoft BASIC language and other system instructions.

**Microprocessor.** We selected an advanced microprocessor, the 65C02, because it offers some exciting technical features and because it works with existing Apple programs.

**Built-in color graphics.** Great color graphics (in 16 colors) are built into the ultrahigh-resolution (560 x 192 dots), high-resolution (280 x 192 dots), and low-resolution (40 x 48 dots) modes.

**Speaker.** The built-in speaker creates a full range of sound over five octaves, providing music and sound effects for games and other programs.

**Volume control knob and headphone jack.** Located at the side of the system, the volume control knob lets you adjust the sound level of the internal speaker, and the jack allows you to add headphones so you can hear your computer without disturbing others.

**Full-size keyboard.** Put your hands right onto this photo. We fit a complete keyboard (63 keys, 94 characters, 2 programmable keys, and 4 directional arrows) on the Apple //c. It's a contoured, fast-action, full-featured keyboard, with the keys arranged just like a standard typewriter, and auto-repeat on every key.

**Dvorak switch.** In addition to the standard keyboard configuration, you can also switch to Dvorak mode, an alternative keyboard arrangement that many experts say is easier to learn and faster to use.

**40/80-column display switch.** Have it both ways. Whether you want to run programs designed for a high-resolution 80-column display (which requires a video monitor), or programs that use a standard 40-column display (which works fine on a television), everything you need is already built right in.

**Handle.** You can take it with you. And when you get it there, the handle props the computer at an ideal typing angle.

**Built-in disk drive.** No cards to connect. No wires to mess with. The Apple IIc contains a built-in 143-kilobyte disk drive that accepts the same standard 5¼-inch floppy disks as the Apple IIe.

