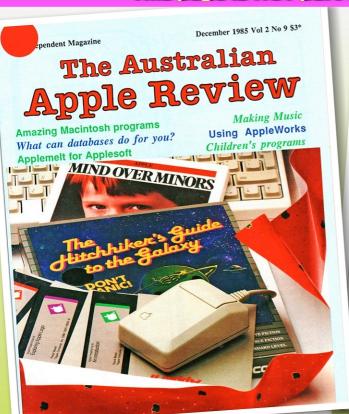
Cover of The Australian Apple Review (December 1985) showing a small part of the promotional liftout in its full colour glory

→ aar.applearchives.com

This page is NOT part of the original liftout







Christmas Apple

In the full spirit of Christmas, Apple Australia has done a lot

of special bundling of bargains at special prices. It is taking the Apple IIe and IIc and for the normal recommended retail price is bundling in programs and

With the IIc you get the AppleMouse II and Mousepaint peripherals exceeding \$550 in value. graphics program, MasterType's Writer wordprocessing program, the magazine on a disk, Microzine, and Hitchhikers Guide to the Galaxy. Plus the Human Edge program Mind over Minors which teaches you how to cope with ankle biters and is

The lie is being bundled with the new UniDisk drive which gives you a whopping 800K of memory on each 3.5" disk. Also fairly controversial. thrown in is AppleWorks, the three in one program, Typequick and Microzine. Plus a book of vouchers whichgets you 20% off

AllA stresses need for The pros and cons trading edge

IN A recent appearance before the Senate Stan-ding Committee on Science, Technology and the En-vironment, the Australian Information Industry Association stressed the importance of technological change on the in-ternational competitiveness of industry.

In its submission, the AIIA said the committee's investigations should primarily address how Australia must incorporate this technology into its own industries to make them more competitive.

Mr Bob Mounic, executive director of the AIIA, said this was director of the AHA, said this was particularly important in Austra-lia's case because we were essen-tially a trading nation. Improved international competitiveness was cruical to the economic viability of our industrial base. The committee's terms of reference cover the adequacy of cur-rent mechanisms to investigate and monitor the introduction and current applications of new technology and the need for a national technology assessment

In response to questions raised by the committee, the AHA noted that some traditional job defini-tion would change and new jobs would emerge in evolving indus-

It is claimed that evidence of this is apparent. In Australia in the software industry where there is a major shortage of skilled people. "This area of the information technology industry promises a bright future and we should not

technology industry promises a bright future and we should posi-tively encourage its develop-ment," Mr Mounic said. A number of initiatives had already been made by the Gov-ernment in this regard, including the 150 per cent tax-based re-search and development incen-tives and the review of the offsets policy.

'Issue question'

"In the association's view the issue question is one of training, ertraining and re-deployment of staff rather than examining the introduction of new technology in order to protect obsolete industrial processes," said Mr Mounic.

rial processes, said Mr Mounic.

The AIIA hoted that new growth areas were emerging in the value-added services sector and therefore it was important that an economic and freely accessible telecommunications environment was provided in Australia. This would ensure the free flow of these gervices to Australian industry.

of ID cards

ONE of the most important challenges facing the Australian computer industry would be to ensure that any federal ID card systems of the control of the contr trolled and safe, with-out any potential for

Australian Computer Society (ACS) WA branch president, Mr branch president, Mr Peter Sumner, says in this month's society newsletter that the newsletter that t.
proposed system coulead to an Australitragedy if a huge doss
of partly-correct, realy-available informatiwas to be developed.

Tonight's branch meeting will comprise an open forum on the subject to discuss the pros and cons of the proposed introduction proposed introduction of a national identitional card and personal re

Though designed to be interactive and aimed at establishing either a corporate ACS view or general industry opinon, the meeting will be launched by several lead speakers on the controversial subject.

Because computers would be used in the establishment of such a vast database, Mr Sum ner emphasises that in dustry members should be keen to see that any such system complies with recognised stan-dards and safeguards.

The absence of any privacy legislation in Australia could leave the national ID card

scheme open to abuse.
"The ID card system is intended to stop fraud." Mr Summer said.

"Therefore, suspicion is at the core of the scheme and when the powers that be approach it with that attitude, then potentially no one is safe."

All branch members and others interested in and others interested in the "ordered develop-ment and issues of the information technology industry" are urged to attend the forum from 5.15pm at the Commer-

COMING EVENTS

Tomorrow: Fourth monthly meeting of ATUG (Australian Telecommunications Users' Group), 430pm, Rugby Union Club, Perry Lakes Guest speaker Tony Henniker (Hamersley Iron), will speak on Voice and Data Integration – Users' solutions: Hamersley's integrated network.

Integrace network.

November 23 (repeated Nov 25): Audiovisual Applications of the Microcomputer. A seminar with Dr Anne Russell at the Nedlands Campus of the WACAE. Inquiries 386 0242.

November 27: Computel seminar on Videotex. Inquiries: 321 4822.

November 28: Meeting of WA Society for Computers and the Law Inc on legal aspects of repetitive strain liquir and computers. Inquiries: 271 1388.

December 14: Computer Assisted Learning in Conting Sociation Conference at University of Melving Conference at University of Melving Computers in Tertiary Education. December 3: WA Macintosh User Group meeting at UWA's Wetherburn Lecture Theatre.

December 3-5: Computer Communications '85 -Bingapore. Call for papers.

December 4: Effective Applications of Microcomputers in Project Management. All-day seminar at Merlin Hotel organised by ACADS and the WA Project Management Association. Fee: \$70 (members), \$120 (non-members). Inquiries 321 9925.

December 9: First day of 20-hour (3.307.30pm December 9, 10, 16, 17 and 18) course on Introduction to Personal Computers. Sessions cover hardware, software, operating systems, word processing using Wordstar, spreadsheets using Superciac, database using disase and programming using Basic Fest 23-20. Inquiries to Mrs Fesgy Hogan on 350 7782.



THE BONUSES CONTINUE...

- FREE Educational sessions with Xmas Package Sold. FREE special Xmas Present for first 10 customers

W.A.'s LARGEST BUSINESS CENTRE & COMPUTER SUPERSTORE IS NOW OPEN



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IFICATIONS AND EXPERIENCE: remany quation in compounting highly desirable, mum requirement of Certificate of Seconda ucation (Year 12) with Grade 7 or better in English 4 equivalent ASAT moderated grades in three oth bjects. OR approved equivalent qualifications. Education (Year Lc) moderated grades in three subjects OR approved equivalent qualification Applicants should have significant relevant expellent programming using COBOL in a comenvironment. Experience with IBM or Facon servironment.

NERAL: The Water Authority uses a FACOM M380R mainframe operating OSIV/F4 MSP, AIM DB/DC, CICS, TSS (TSO), PFD, Programming Languages COBOL, FORTRAN, FOCUS and SAS.

Roger Severn Manager, Computer Services Branch Telephone: 094 20 2848

APPLICATIONS: Standard application forms can be obtained from the undersigned or by telephoning 322 1300 ext 265. per 5, 1985. Appl

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If this page were Christmas wrapping, which computer would vo hope to find when you opened it up?

The Apple Christmas Packages from only \$2,295. The computers will be around a long time. We wish we could say the same about the prices.

It has been something of a tradition with Apple to offer special packages at special prices over Christmas

Computers make wonderful gifts and the Festive Season is one time such a purchase can be

(Although your child's development and your own productivity should be priorities at any time.) At this time of year, however,

we like to play Santa. And put together packages which place a complete computer system within closer reach

This year is no exception. We have put together two different packages around two different models, to cater for both

family and professional home computing. What is exceptional this year is the value of the offers.

The Family Package Offer.

Between now and February 6 (unless we happen to sell out beforehand), we are offering a special price on a complete solution for family use.

It centres around the Apple IIc personal computer and includes a high-resolution monochrome monitor, a mouse, four selfteaching disks, a graphics package, and a bundle of four software

This is not superseded equipment or obscure software, this is the very latest and most popular product, some only newly released.

The entire package would normally set you back a good \$2,800.

This Christmas we offer it for just \$2,295; \$500 worth of extra

But perhaps the true value is that it offers serious home

Not the fast-fading novelty of an overpriced toy.

The IIc Computer.

Introduced in 1984, the IIc is a powerful (128K), yet very compact and portable unit. (The disk drive is actually built in.)

It's simple to use and simple to

Plug the monitor into the computer, plug the computer into the power socket and away you go.

Some killjoys wonder if serious computing shouldn't be harder -

We think that only a serious computer has the power to be this simple.

Learning is easy; the IIc comes with a self-teaching, four-disk tutorial as a matter of course.

Adding accessories is as easy as plugging them in. All the necessary circuitry is already inside, bought and paid for.

The IIc is also very stylish to look at.

When you design a computer to be around for a while, those are important considerations. (See separate box.)

'Tis the night after Christmas, and all through the house, every creature is stirring, including our mouse.

The Family Package comes complete with a mouse.

An exciting by-product of our revolutionary Macintosh technology, the mouse makes it possible to control the computer without using the keyboard.

Together with the accompanying MousePaint graphics package, you can create pictures on the screen of your IIc.

MasterType's Writer.

Word processing is fundamental to personal computing.

We give you one of the best examples, MasterType's Writer from Scarborough Systems.

It features dual windows, help files, sorting, macros, a selection of typefaces and a tutorial disk.

Despite quite sophisticated functions, its operation is remark-

The first word processing program capable of performing in colour, it perfectly suits an optional colour monitor and colour printer.

Giving you not just the ability to process words, but the power to express yourself colourfully.

Mind Over Minors. How well do you know your kids?

Mind Over Minors is software that helps you manage and motivate youngsters.

You can identify your child's (and your own) personality traits to improve communication and

Sounds like the sinister side of computers they warned us about, but far from it.

Fascinating to the point of

Hitchhiker's Guide to the being addictive, it's a sometimes Galaxy. See the Universe the safe. funny, sometimes thoughtprovoking program.

Microzine.

Microzine is a complete activity magazine in electronic form, providing you with eight complete programs on two separate disks.

Teachers cite it as a most exciting innovation in electronic

Microzine challenges your children's minds while it captures their imaginations.

it talks back.

kids become the stars of

Hitchhiker's package contains your Don't Panic! Button, authentic fluff, peril-sensitive sunglasses, Kids can talk to Microzine and microscopic space fleet and Adventures and mysteries let their own stories Microzine also comes complete

sure money-saving way!

ABC TV series as an adventure/

author himself, Douglas Adams.

than a passive reader. You can

actually shape the course of the

time travel game.

Recreates the highly popular

Co-written by the incorrigible

For the first time you're more

with student's handbook. Scarborough Syste MasterType's Microz, inc



While the needs for family computing require one sort of solution, the needs for professional home computing require another.

That's why we're offering two completely different packages this Christmas.

The other being this Personal Productivity Package based around the Apple IIe.

The Personal Productivity Package Offer.

Until February 7 (if they last that long), we offer a special price on this complete solution for professional home use.

Apart from the IIe 128K Central Processing Unit, or CPU, you also get a UniDisk 5.25 – a standard 143K external disk drive – as well as the incredible new 800K Unidisk 3.5 mass storage external disk drive, high-resolution monochrome monitor, and a bundle of 4 software packages.

This high-powered lineup is all yours for \$3,295, well over \$500 worth of free extras.

The IIe Computer.

The IIe has its origins in the Apple II, launched in 1977. (The 'e' stands for enhanced.)

So closely related is the family line that people who bought an Apple II in 1977 can upgrade it with today's add-ons to give them the performance of a 1985 model.

Almost all the software written since 1977 runs on the latest model.

(Well over 10,000 programs so far.)

The IIe design is 'open system' architecture, with eight slots to give you the ability, as time goes on, to add hard disk capacity, networking, mouse, numeric key pad and a host of other functions.

This is reassuring stuff when you're just about to plonk money down on your first computer.

There are already over 2.5million Apple II systems in use.

million Apple II systems in use.

It's been time-tested to be free of bugs, glitches and gremlins.

In short, it has been perfected.

The 800K External Disk Drive.

The 128K IIe in standard trim is already a powerful computer for professional home use.

The 800K UniDisk 3.5 external disk drive included in the Christmas package provides additionally huge file power.

This 3.5-inch microfloppy is the very latest disk technology.

What it amounts to is six times the file storage capacity of a

standard disk drive and three times the speed.

AppleWorks.

Being a businesslike sort of package, we felt it would be appropriate to include an advanced business program in the form of AppleWorks.

This is an integrated package featuring spreadsheet, database and word processing capabilities.

AppleWorks is consistently at the top of the best-selling list of software packages both here and in the USA, business or otherwise.

Typequick.

Computers speed up the processing of words to such an extent, the slowest part of the whole process becomes the persontyping in the words.

Your output can be increased enormously by the ability to touch type.

Typequick is a program with a course of 10 real lessons designed to teach this skill in the shortest possible time.

It's so good it won the 1985 Australian Personal Computer Magazine Award for Australian software.

Microzine.

Microzine is essentially a hands-on computer activity magazine on disk.

(Hands-on is computertalk for very involving, which this certainly is.)

It is not just one program, but eight high-interest programs on two disks.

Microzine is an entertaining way to develop the skills that are the cornerstone of computer literacy; programming, word processing, problem solving, filing, database management and other skills.

It can also double, in a less serious way, as absorbing entertainment and tutoring for kids.

Print Shop.

Here's a program that can turn your computer into a personal print shop.

With only a few keystrokes you can write, design and print like a professional.

You can turn out letterheads, announcements, notes, cards, banners, stationery, notices and greeting cards.

Perhaps the first thing you'd like to do with this program is turn out a nice Thank You card for the thoughtful person who gave you this terrific package.

Even if the thoughtful person happens to be you.

Apple Computers. Presents that have a past as well as a future.

This Christmas, you're going to be tempted by a profusion of bright, shiny new computers.

And that's just the problem.

A lot of new models on the market will be unproven, let alone perfected.

And could well go the way of many other brands and models over recent years.

Leaving you stranded with a computer nobody wants to know about.

It may seem odd in an industry as young as ours but Apple is, for all its tender years, virtually the old timer.

Having invented the personal computer industry in the 1970s, we're now a world-wide company with proven products,

back-up, software, and a commitment to refining rather than changing our models every year.

This Christmas will mark the ninth year the Apple II family of products have been continually marketed.

Yet, while the lineage is permanent the technology is continually evolving.

Apple II products are at the very cutting edge of computing creativity.

It may seem unfair to other computer companies for us to be so immodest about our strengths.

But a computer costs a considerable amount of money.

Even if, over Christmas, not nearly as much with Apple.







we're offering at a special price this Christmas, you'll also find enclosed in every kit, a book of vouchers.

These vouchers will offer 10% to 20% discount on the retail price of a variety of hardware and software in the form of cash rebates.

So that in addition to being off to a good start, you're also in a position to add other equipment and programs at an economical

Vouchers will give you cash rebates on equipment like the new ImageWriter II printer, which will print out 'hard copies' of whatever you put up on the screen, in seven beautiful colours.

available in this country.)

That particular voucher is, for example, worth \$115.

You can also get generous rebates on our Apple Modem, the phone link device that puts you in touch with Telecom's Viatel and other computers, anywhere in the world if you wish.

Plus a stack of seventeen of the latest and most useful software packages.

In all, the vouchers offer rebates totalling over \$500.

It's nice to know that Apple computing is not only easy to do and easy to add to, but easy to afford as well.



I I I I I I Broderbund

We even have the perfect Christmas Card.

purchases.

A lot of people who buy Apple systems keep coming back for more.

For software, peripherals, enhancements and advancements. Even more computers.

And they buy them right away without upsetting their cash flow or having to wait for extra cash.

They do it with the Apple credit card which provides easy affordable credit terms and no down payment.

It could be a handy thing to have this Christmas, when the Festive Season causes the traditional meltdown of your other plastic. Why not apply now?

You can either use this easyto-fill-out application/agreement printed here. Or apply while you are in the store.

In most cases, with instant credit approval over the phone. At the same time, your total

credit line can be determined, completely free of other credit card commitments.

Once your credit's approved,

you can take your computer home.
The card will follow you home

Should you wish to make additional purchases before your Apple card arrives, simply show

- Apple Card Customer Credit Application

□ JOINT ACCOUNT: If another person □ INDIVIDUAL ACCOUNT: Where

your copy of the approval applica-

You know where you stand. Easy-to-read monthly statements give your current balance and the credit available for new They clearly indicate the minimum payment due.

And, if you wish to avoid or lessen finance charges, you're free to exceed the minimum payment or pay the total balances at any



signing the agreement, complete entire application.	be relied upon to establish credit, CORPORATE CARD facilities available, complete entire application. Please contact our representative on (02) 8197555. Credit Limit Requested \$					
Applicant Information						
Last Name:	First Name:			Initial:	Birth Date:	Marital Status:
No. of Dependants:	Present A	ddress:				City:
State:	Postcode:		Own/Buying/Re	ent:	How long:	Monthly Payment:
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Diners Club						
Bankcard						
Other						
Personal References			Motor Vehicle Registration No		Driver's Lice	ence No:
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If-you wish your company's nan	ne to also ap	pear on	the Apple Card, please advise nam	ne of company.		
I/We hereby apply to Centrelea warrant that the information pro	se Finance o ovided abov	Corpora e is true	tion Pty Limited for an Apple Car and correct. I/We have not been l	rd on your usual cond bankrupt nor are the	ditions advised (re any unsatisfic	to me/us from time to time. I/We hereby
Signatures of Applicants:						Date:
codd a conduction of			orporation Pty Limited, PO Box 8	Darella 2020		•

Santa's little helpers. All the stores that provide Apple sales, service, advice- and this year's presents.

		• -	
There's no reason why you have to buy (or receive) one of the Apple	LANE COVE WEST New Generation Computer	COBURG Metropolitan Business	BUNDABERG Medlab Bundaberg Computer
Christmas Packages without first	Store427 4780	Machines 383 2222	Centre 72903
having had a chance to experience	 LINDFIELD 	CRANBOURNE	CAIRNS
them.	Compushack	Associated Micro	Computerworld Cairns 51 29
All around Australia, at these	LISMORE	Technology 96 4928	CHERMSIDE
Apple Dealers and department	Parry's Office Supplies 217331	DANDENONG	Computer Orchard
stores, we're setting up displays	LIVERPOOL	ComputerLand Ddnong 7948800	(Chermside) 35012
featuring either the He or Hc models	The Logic Shop 600 7044	Rob's Computer Centre 791 2900	CLEVELAND
and the special Christmas software	MAYFIELD/NEWCASTLE	DEEPDENE	Computer Orchard
bundles.	Computer Cellar 67 5700	Choice Computer Centre 817 6132	(Cleveland) 28637
So drop in and play around with	MIRANDA	DONCASTER EAST	INDOOROOPILLY
one of the units. It's a nice way to	Computer Connection 526 1404	Datapro Computer	Myer Computer & Business
get the feel of the equipment and see	NEWCASTLE	Systems	Centre
how well they perform.	Newtech 23343	EAST BURWOOD	MACKAY
It's also a wonderful opportunity	NCS Business Centres 26 1933	Astro Educational Services 232 4000	ComputerLand Mackay 5725
to drop the heavy hint to whomever	NEWCASTLE WEST	ESSENDON	MAROOCHYDORE ComputerLand Sunshine
you bring along.	ComputerLand Newcastle 263744	Bus-Stop Computer	Coast
AVAILABLE AT ALL PARTICI-	NORTH SYDNEY	Systems	MARYBOROUGH
PATING MYER AND GRACE	City Personal Computers 9223600	FOOTSCRAY Western Applied	Sugar Coast Computers 2240.
BROS, DEPARTMENT STORES.	ComputerLand North	Computers 689 8624	MORNINGSIDE
	Sydney	FRANKSTON	Computer City 395 68
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	ComputerLand Parramatta	Alpha Research &	Barkly Computer Centre 43 29
ALBURY	Coates Systems 683 3022	Development	SOUTHPORT
ComputerLand Albury 21 8899	PENRITH	GEELONG	ComputerLand Gold Coast 3283
NCS Business Centres 21 6322	Computer Lighthouse 31 4429	ComputerLand Geelong 222400	SPRINGWOOD
ANNANDALE	PORT MACQUARIE	Geelong Computer Centre 22 2844	Centrepoint Computer
The Computer Shop 517 2999	Computer Village 83 4433	HAMILTON	Sales 209 47
ARMIDALE Pacific Typewriters 727777	RHODES	Sovereign Office Machines 72 2333	SOUTH BRISBANE
New England Office	The Computer Group 7363211	HAWTHORN EAST	The Computer Shop 4469
Systems	RICHMOND	ComputerLand	TARINGA
BANKSTOWN	Kurrawood Computers 78 2377	Camberwell	The Byte Shop
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BATHURST	SYDNEY	Supplies 825511	Centre 3275
Coleman's Office Products 311966	City Personal Computers 29 5705	LEONGATHA	ComputerLand
BOMADERRY	ComputerLand Sydney 290 2955	Smith's Leongatha Computer	Toowoomba 3216
South Coast Computing	The Computer Group 27 1264	Centre 62 2937	WONDAI
Services	Computer Wave 29 1631	MELBOURNE	Medlab Wondai Electronics 6855
BONDI JUNCTION	TAMWORTH	ComputerLand	COLUMN
ComputerLand Eastern	Pacific Typewriters 665122	Melbourne	SOUTH AUSTRALIA
Suburbs	ULTIMO	Random Access 621339	ADELAIDE
BURWOOD	Logical Solutions 212 6655	Central Logic Systems 663 6888	& Services
ComputerLand Burwood 745 4311	WAGGA WAGGA	Myer Computer & Business	ComputerLand Adelaide 21273
CAMDEN	NCS Business Centres 21 5300	Centre 661 3342	Myer Computer & Business
Seahorse Computers 66 6520	WARNERS BAY	Select Micro Systems 267 1255	Centre 21701
CASTLE HILL	Computer Cellar 48 4050	HiSoft 529 2333	Random Access 223 25
Castle Computers 680 2202	WEST TAMWORTH	MILDURA	
CHARLESTOWN	NCS Business Centres 65 3355	Mildura Office Equipment 23 3611	WESTERN AUSTRALIA
NCS Business Centres 43 3099	WOLLONGONG	MOORABBIN	NEDLANDS
CHATSWOOD	Computer Spectrum 27 1666	ComputerLand	Computer Age 389 11
ComputerLand		Moorabbin5577834	PERTH
Chatswood	AUSTRALIAN CAPITAL	MOREWELL	Myer Computer & Business
Computertime 411 5757	TERRITORY	Latrobe Valley Computer	Centre 32101
COFFSHARBOUR	BELCONNEN	Services	ComputerLand Perth 32271
Comput-Ed 527530	ComputerLand Belconnen 513188	SALE	WEST PERTH
CROWS NEST	CANBERRA	Latrobe Valley Computer	Computer Choice 32256
The Logic Shop	NCS Business Centres 80 5743	Services 446155	NORTHERN TERRITORY
DEE WHY	FYSHWICK	SOUTH MELBOURNE	ALICE SPRINGS
Computermat 982 3288	ACT Office Equipment 80 4710	ComputerLand South	Mike Sandeman's
DUBBO		Melbourne	Computers 5224
Computer City 82 6455	PHILLIP	SURREY HILLS	DARWIN
NCS Business Centres 82 6477	ComputerLand Canberra 82 2911	IMA Computer Co 8368835	Kent ComputerPlus 81 47
GOSFORD	VICTORIA	SWAN HILL	The Computer Shop 8150
ComputerLand Central	ABBOTSFORD	Cygnus Computers 329011	
Coast 24 1811	Prologic 429 3188	WARRNAMBOOL	TASMANIA
GRAFTON	ARMADALE	Sovereign Office Machines 627958	HOBART
Parry's Office Supplies 42 4934	The Logic Shop 20 8767		BusinessWorld 23 53
GRIFFITH	BALLARAT	QUEENSLAND	NORTH HOBART
NCS Business Centres 62 3858	Harman Bros. Sales 31 3022	AITKENVALE	Prologic 3464
HORNSBY	BENDIGO	Computerworld Townsville 75 4300	Apple Computer Australia Pty. Lt
Computer City 477 6233	Cygnus Computers 42 4666	BRISBANE	37 Waterloo Road, North Ryde, N.
HURSTVILLE	BOX HILL	ComputerLand Brisbane 221 9777	Apple and the Apple logo are registered tradema