Appendix 1
Details of the Apple IIe

A Transcript of Apple's announcement of the new Apple IIe

ENHANCED APPLE IIe PERSONAL COMPUTER
FEATURES
MORE MEMORY, NEW KEYBOARD, LOWER PRICE

London, January 19, 1983 – Apple Computer (UK) Ltd, British subsidiary of Apple Computer, Inc, the company that has sold over 750,000 personal computers since 1977, today announced a new version of its popular Apple II.

Called the Apple IIe (for enhanced), the new personal computer (see Figure A1.1) is being introduced simultaneously around the world with

Figure A1.1 The new Apple IIe.

local-language keyboards and manuals. Priced near a comparably configured Apple II Plus, the standard Apple IIe has a new main logic board, keyboard, case design and other features – some completely new for an Apple II series computer, and others available previously only as options.

The Apple IIe will gradually replace the Apple II Plus. However, Apple Computer will continue to support owners of older systems with service and parts.

"The Apple IIe is a logical evolution of the premier personal computer," said Keith Hall, Apple UK's Sales and Marketing Director. "We have responded to consumer desires by adding features that most of our customers want, while keeping the capabilities and valuable software library of the Apple II. With its enhancements, the Apple IIe offers extraordinary performance and value for users with a wide variety of needs – professionals, managers, small businesses, educationalists, home users, and hobbyists."

Hardware

There have been 13 revisions to the Apple II's basic design since it was first introduced in 1977, but none has been as extensive as the Apple IIe.

For example, the Apple IIe has a new main logic board that uses only one-quarter as many integrated circuits as earlier Apple II models. This design efficiency means greater reliability for users: with fewer circuits the system uses less power, generates less heat, and as a result operates more reliably.

As with earlier Apple IIs, eight expansion slots have been built into the typewriter-sized computer, including one designed to save money for users desiring an 80-column display. The special slot accepts either an 80-column Text Card, or Extended 80-column Text Card, both new from Apple for the Apple IIe. Both cards are low-cost because much of the 80-column circuitry is already built into the logic board as a standard feature.

The Apple IIe comes standard with a 64 thousand character (64-kilobyte or 64K) random access memory. If more is desired, the user can easily expand to 128K, simply by plugging in the Extended 80-column Text Card. More memory allows users to run more sophisticated programs that are simpler to user – such as powerful word processing systems, large spreadsheet programs and intricate data base software.

On the outside, the Apple IIe's new and standard features include an expanded keyboard for easier typing, four-direction cursor movement, and faster operation. Also, an improved case design makes it easier to connect accessories, like printers and hand controls, and allows users to lock the lid for security.

Software

Over the past five years, thousands of useful software programs have been written for the Apple II series of personal computers. This means a huge base of existing software programs will be immediately compatible with the new Apple IIe.

Older programs may not take advantage of the Apple IIe's enhancements, but software producers – like Microsoft Corporation, with a spreadsheet program called **Multiplan** – are already issuing new versions of existing programs and developing new software applications specifically for the Apple IIe.

Along with the Apple IIe, Apple Computer is introducing a new set of software programs in German, French and English that have been designed to use all the Apple IIe's enhancements, including the additional memory. These include Apple Writer II, a new version of the company's popular word processing program, and Quick File II, a versatile new filing system program that lets you quickly sort and search through address, calendar and other types of business or personal files.

Simultaneous International Introduction

International versions of the Apple IIe have been designed with special power supplies, logic boards, and keyboards appropriate for Germany, France and, of course, the UK. PAL or NTSC (as appropriate for the country) colour video output is standard.

The keyboards conform to ISO standards, and have both local language and American characters on the same keys. An easily accessible switch allows the use of either character set at any time. Fourteen other European language keyboards will be available this Spring, including Swedish, Italian, Dutch, Spanish, Portuguese and others.

Service, Price, and Availability

The Apple IIe will continue to enjoy service and support from Apple's extensive network of authorised dealers. It will be available from Apple UK dealers by early February. Suggested retail price for the Apple IIe is £845 (ex VAT).

Price list for the Apple IIe, January 1983

BDL 2E001 128K Starter System

Apple IIe 64K	845.00
Disk Drive + Controller	345.00
Monitor III + Stand	170.00

80 Col Extender Card	180.00
price if bought separately	1540.00
Special Price of pack	£1281.00

BDL 2E002 AIIe 128K Executive System

Apple IIe 64K	845.00
Disk Drive + Controller	345.00
Disk Drive only	245.00
Monitor III + Stand	170.00
80 Col Extender Card	180.00
Multiplan	185.00
price if bought separately	1970.00
Special Price of pack	£1684.00

Back Cover

William Turner

LEARNING TO USE THE APPLE II/IIe COMPUTER

This beginners' guide really does begin at the beginning. It assumes that you want to learn to *use* the Apple II/IIe computer in your work or leisure, not become a theorist in computing. *Learning to Use the Apple II/IIe Computer* provides a simple, down to earth, jargon-free introduction to the machine and its software. Follow the text and illustrations and you will end up operating the Apple II/IIe and understanding its many capabilities.

Many applications of the Apple II/IIe are described, including business, educational and hobby uses. Additionally, a simple and direct introduction to programming the Apple II/IIe is given in a way which will help motivate the user to further investigation of the Apple II/IIe's capabilities. The Apple II/IIe's ability to produce and draw pictures and diagrams is explored and explained, and programs for a large number of graphics applications are presented.

This book will appeal to new Apple II/IIe owners, students in schools and colleges where Apple II/IIes are used, businessmen who wish to learn about how to use the Apple II/IIe and program it. It will help those who are already learning to use the Apple II/IIe, but find their current manuals difficult to follow. It also provides the would-be purchaser of microcomputers with information on how the Apple II/IIe operates and performs, which will help him to assess whether the machine will suit his need.

About the series

As the layout and content of the books in the series are similar, each book may be used in conjunction with others for purposes of comparison of performance and capabilities. The *Learning to Use* series is an inexpensive way of checking that the would-be purchasers' provisional choice of machine is the correct one.

The series is open-ended and will cover new models of microcomputers as they appear on the market.

Titles in the series

GB £ NET +004.95

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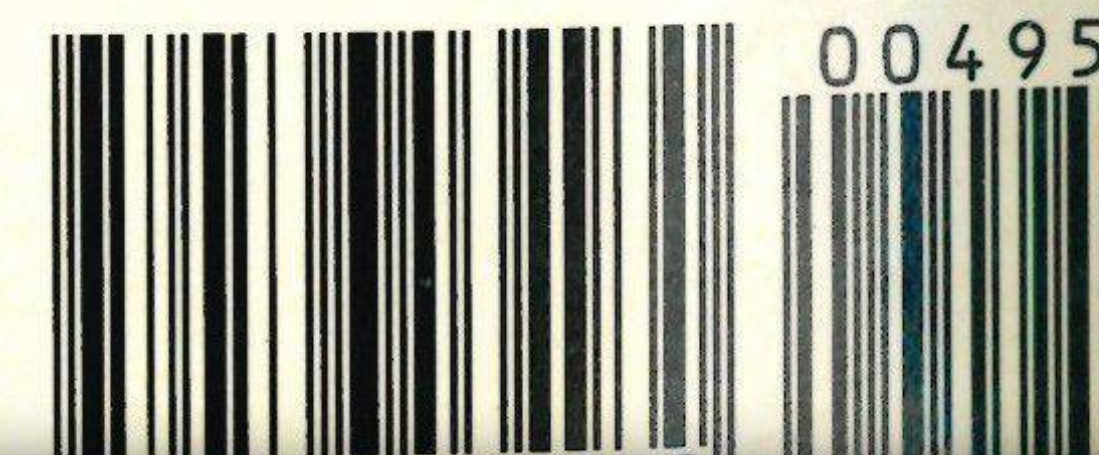
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William Turner   LEARNING TO USE THE APPLE II/IIe COMPUTER

Front Cover

William Turner

·LEARN TO·USE·

APPLE II/IIe

COMPUTER