
100 DAYS THAT BROUGHT
COMPUTERS CLOSER TO EVERYONE.

The year was 1984. And Apple launched not just another new model, but a whole new concept in personal computing. With a new range of capabilities. A new simplicity of operation. A new margin of superiority over its competitors.

And a now world-famous name. Apple Macintosh.

Here, for the first time, was an enormously powerful personal computer that actually extended users' capabilities, because it allowed them to work and think like people, not like machines.

The response was immediate and astounding.

In the first 100 days of the Macintosh era, 50,000 were sold.

People everywhere quickly realised that Macintosh enabled them to concentrate on the tasks they were doing, rather than the tool they were using.

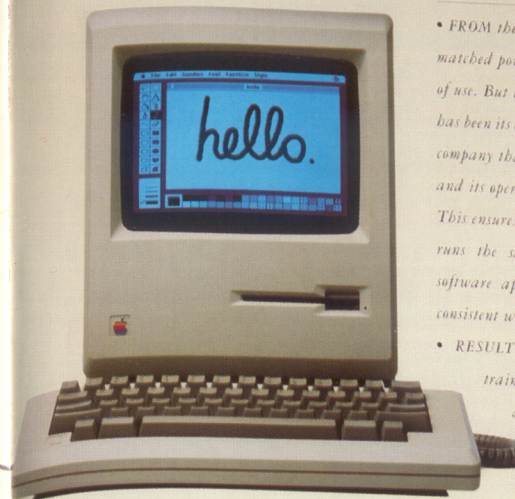
It enabled them to try out new ideas and explore new possibilities. To perform more tasks more quickly. To do things they didn't think they could do.

The runaway success of the Apple Macintosh



dramatically underlined the soundness of Apple's basic philosophy; the simple belief that, always and without exception, people matter most.

By the end of the decade, Macintosh was the world's favourite computer; the one people really wanted to use, because they enjoyed using it.



• FROM the beginning, Macintosh has matched powerful technology with ease of use. But the real secret of Macintosh has been its consistency. Apple is the only company that makes both its hardware and its operating system software.

This ensures each and every Macintosh runs the same software. And every software application works the same consistent way.

• RESULT: dramatically reduced training and support costs, plus a smooth upgrade path as your computing requirements grow.

1984. Apple introduces the revolutionary Apple Macintosh, the easiest-to-use computer ever.

Working the way people do, it soon sets the standard in personal computing.

