Get connected with one Macintosh. Or a Macintosh Officeful.

A Macintosh Office can be a single Macintosh running one of hundreds of Macintosh business programs.

Or an officeful of Macintoshes connected to a LaserWriter printer. A mainframe. And any of dozens of Macintosh Office peripherals.

The choice is yours.

And should you be interested in low monthly payments, the Apple Credit Card* or Apple Leasing may be your answer. If you qualify, in most cases you can take a Macintosh Office with you the very same day.

What's more, every Apple product in The Macintosh Office is backed by one of the best service programs in the industry.

Which makes owning a Macintosh Office just as easy as using it.

Now to prove all of this to yourself, get a demonstration from your authorized Apple dealer or representative.

Or, you can go on with business as usual.

*The Apple Credit Card is not available in all areas.

For the authorized Apple dealer nearest you, call (800) 538-9696. In Canada, call (800) 268-7796 or (800) 268-7637.

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20525 Mariani Avenue
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The Macintosh Office

Apple introduces an alternative to business as usual.

The Macintosh Office.

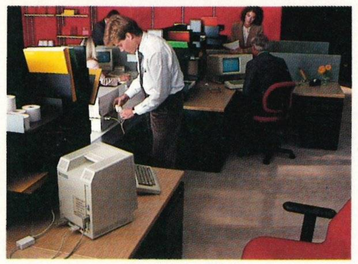
If you're still thinking of business computers as highly sophisticated calculators or just as a way to access a mainframe, you're considering computers for a fraction of the right reasons.

For a fraction of the right people.

But then, that's been business as usual—something we've never believed in at Apple.

Which is why we designed The Macintosh™ Office around what we do believe in:

That people, not mainframes, are the most important information centers in any office.



That communication, not just number crunching, is a computer's most valuable contribution.

That the most important communication is between people, not computers.

That the basic unit of American business—even in the largest corporations—is the workgroup of 5 to 25 people working together as a team.

And that the people who can most benefit from using computers—managers and professionals—are the least likely to take the time to learn how.

So in 1984 we introduced the first component of The Macintosh Office: the Macintosh personal computer.

Its powerful technology reduced the time it takes to become productive with a computer from the better part of a 40-hour workweek to just about a lunch hour.

And for the first time, managers and professionals had a computer they could actually use. In their choice of three sizes:

The Macintosh 128K, the entry-level computer in The Macintosh Office.

The Macintosh 512K, the computer of choice for business.

And the Macintosh XL, Apple's most powerful business computer—with up to 1 megabyte of memory and a built-in 10-megabyte hard disk.

What did business think?

In the first year alone, we sold more than 250,000 Macintoshes, the most ever sold in any business computer's first year.

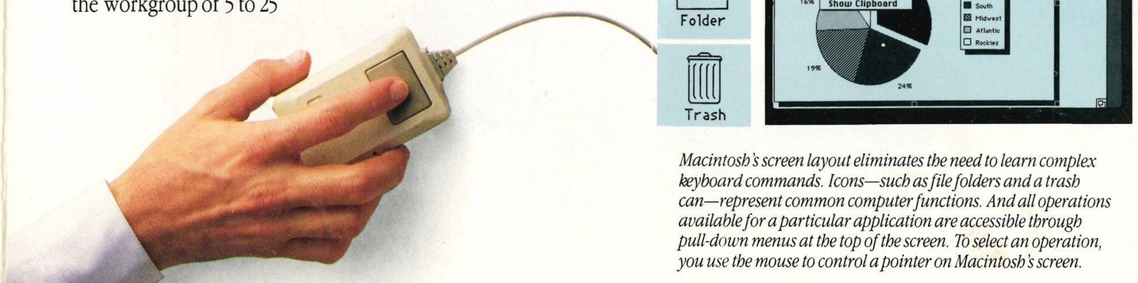
Fortune and several industry magazines named Macintosh their product of the year for 1984.

Leading software developers wrote more than 350 programs for Macintosh during its first year.

And industry experts proclaimed Macintosh a new industry standard.

But there's something more important than what experts have to say about Macintosh.

It's what nonexperts are able to do with it.



Macintosh's screen layout eliminates the need to learn complex keyboard commands. Icons—such as file folders and a trash can—represent common computer functions. And all operations available for a particular application are accessible through pull-down menus at the top of the screen. To select an operation, you use the mouse to control a pointer on Macintosh's screen.

Now that there's a computer you can actually use, here's how you can actually use it.

Macintosh runs some of the most advanced business software available today.* Covering every major business application.

But Macintosh performs all those typical tasks in atypical ways.

With a professional word-processing program like Microsoft® Word, for example, reports and other business documents can be written in different typefaces, styles, and sizes. With graphs, charts, and drawings. And at great length.

Macintosh also has an idea processor, ThinkTank™ 512. Just enter your thoughts as they occur. Later, organize them into an outline and then into everything from a speech to a business plan.

With Macintosh's data-base management programs like PFS:® File and Report and OverVUE,™ you can manage information in any way and generate reports in any style—quickly and easily. Other programs, like Filevision™ and Helix,™ let you file and retrieve information in any form—even pictures.

Hundreds of business programs work in The Macintosh Office.

A Macintosh spreadsheet program, such as Multiplan,® can balance hundreds of variables to help you forecast, budget, and analyze.

Then, with a program like Microsoft Chart, you can turn all those nearly incomprehensible numbers into one instantly comprehensible graph.

Communications programs, such as MacTerminal,™ put a world of information—like stock quotes, yesterday's sales, and today's business news—right at your fingertip.

What's more, Macintosh programs—even if they're from different companies—can share information. So you can take sales figures from MacTerminal and move them into a spreadsheet program for analysis and then into a graphics program to prepare presentation overheads.

By now it should be clear that Macintosh has the basics covered. But what about your special business needs?

Macintosh has accounting programs like Back to Basics that not only take into account all the numbers important to your business, but also take into account the people who use them.

With a business calendar like Front Desk,™ Macintosh can even account for time, helping you to schedule up to 15 people in a professional office.

Now if you think all that's impressive, you haven't read anything yet. Because Macintosh also handles applications no ordinary computer can touch.

Like MacProject,™ a powerful project-management program for anyone who manages any kind of project.

And MacDraw,™ a sophisticated graphics program that can help you create everything from organization charts to product illustrations.

And Jazz™ from Lotus† the kind of business software you'd expect from the company that brought you 1-2-3™ and Symphony.™ And much more than you'd expect.

Jazz combines the five most important business applications—word processor, worksheet, data base and forms generator, business graphics, and communications—in one program that's as easy to use as Macintosh.

Taken individually, each Jazz application is a powerful professional tool. But taken together, the whole becomes much greater than the sum of its applications. Because every part of Jazz works in concert with every other part.

With Jazz, you have access to any application—at any time—through "windows" displayed on Macintosh's screen. So you can change from one job to another as easily as you shuffle papers on your desk.

What's more, Jazz is so well integrated that if you change a figure in one document, it will automatically update all related documents. Change a number in a worksheet, for example, and Jazz updates the shape of the graph you pasted into your report.

This time-saving feature is called "Hot View.™" And it means that, for the first time in recorded business history, "a few simple revisions" really will be simple.

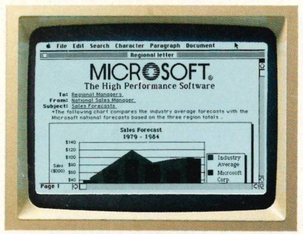
We hope we've made the point that The Macintosh Office is supported by advanced programs from every major software developer.

But perhaps more impressive than the sheer number of programs for The Macintosh Office is the sheer ease with which you can use them.

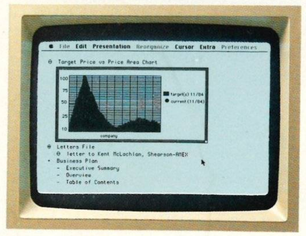
And because every Macintosh program works the same way—with the mouse, icons, and pull-down menus—once you've learned one, you've pretty much learned to use them all.

Which means you'll have a lot more time to do the one thing you've probably been too busy to do.

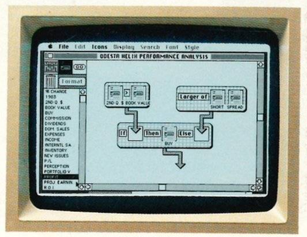
Your job.



Microsoft Word, Microsoft
WORD PROCESSING

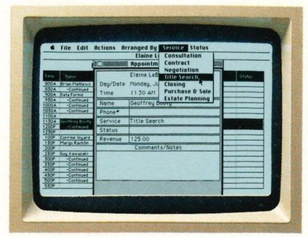


ThinkTank 512, Living Videotext
IDEA PROCESSOR

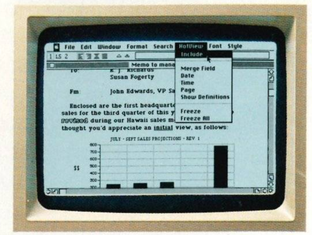


Helix, Odesta
RELATIONAL DATA BASE

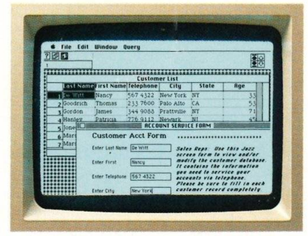
MacTerminal, Apple
COMMUNICATIONS



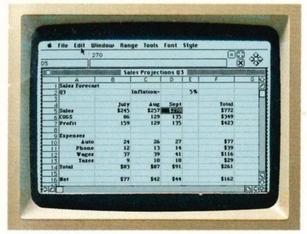
Front Desk, Layered
APPOINTMENT SCHEDULING



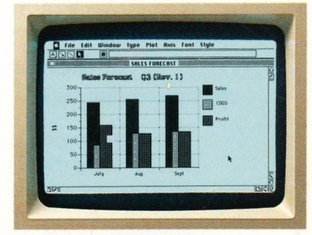
Word Processor



Data Base and Forms Generator



Worksheet



Business Graphics

Communications

*Detailed information on Macintosh's business programs can be found in *The Macintosh Buyer's Guide,* a quarterly publication available from your local authorized Apple dealer.

†Jazz runs on the Macintosh 512K and Macintosh XL.

The Macintosh Office.

Because in business the right connections are everything.

Having successfully built a computer that works the way people really do, we built the rest of The Macintosh Office to work the way business really does.

Look into any business, and you'll find that things are accomplished by relatively small groups of 5 to 25 people working together as a team—the workgroup.

With that in mind, we designed the AppleTalk™ Personal Network as a simple, inexpensive way to connect up to 32 computers and intelligent peripherals within 1,000 feet of each other.

Instead of a complex, expensive way to connect hundreds of computers throughout an entire building.

And we started by designing an AppleTalk connection into every Macintosh. Which means all you need to buy is cables.

And all you need to spend is $50 per connection. Versus as much as $1,200 per connection for other networks.*

Then, we made setting up an AppleTalk network as easy as plugging together extension cords.

You can set up the network yourself. Or, if you need to run the cable through walls, you can hire a professional contractor.

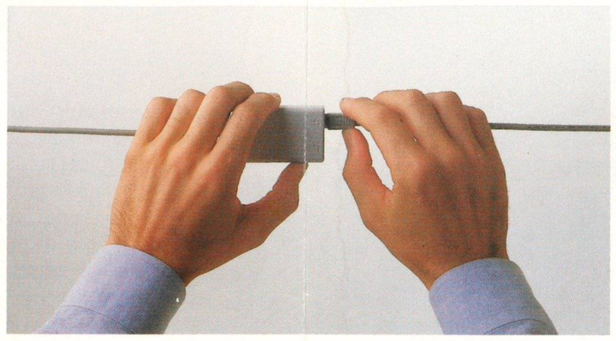
As your business grows, you can easily expand the network.

With a bridge available from Apple later this year, for example, you can connect one AppleTalk network to another.

Yet another way AppleTalk can grow is with file servers and other shared storage devices from third-party companies. (Apple will introduce a file server later this year.)

With a file server, you can electronically store and retrieve the files, sales reports, cost analyses, and memos that keep sliding off that pile in your in-box. And you can send all that information via electronic mail.

We've also worked closely with other companies to develop powerful new software and hardware products for AppleTalk. Products that include multiuser data-base systems. Electronic mail and messaging systems. Servers to connect modems, hard disks, various printers, and other peripherals to the network. And gateways to other local area networks, such as Ethernet.™



AppleTalk just plugs together.

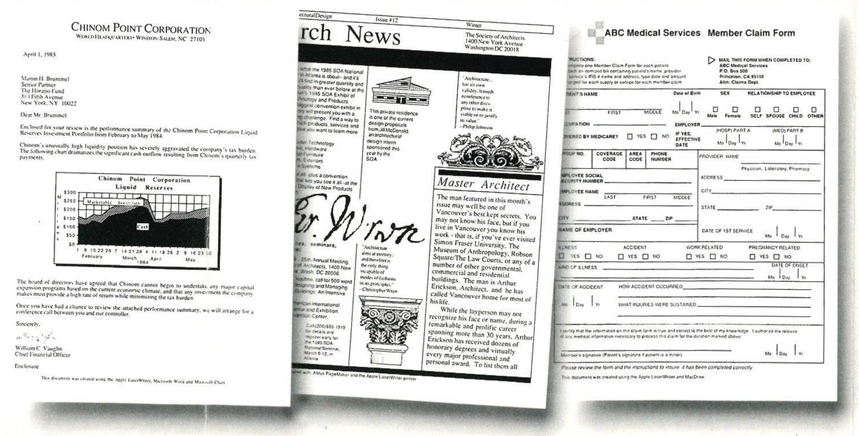
Since the number one product of business—no matter what business you're in—is still paper, we developed a way to make every sheet count.

With the LaserWriter printer, a breakthrough in printed communications.

The LaserWriter can create publication-quality printouts of virtually anything you can put on a Macintosh screen.† Reports. Newsletters. Business forms. Manuals. Contracts. Overhead presentations. Layouts and designs. Any form of written or graphic communication.

The LaserWriter comes with four built-in typefaces: Times™ and Helvetica,™ two of the most popular typefaces in the world. Courier, a typewriter standard. And a symbol font.

All can be printed in a variety of styles, such as bold and italic. And in sizes limited only by the size of the paper.



With the LaserWriter, every piece of paper your business produces can have the professional look of a typeset document. So everything you want to say can be said in fewer pages. And with more impact.

The LaserWriter also prints full-page graphics. And prints both text and graphics on the same page—at the same incredibly high resolution.

It prints on many types of paper, too—from your company's letterhead to plain copier paper—in letter, legal, or international sizes. On transparencies. And on labels and envelopes.

Which means you can create professional-looking documents that communicate more effectively. And business presentations that communicate more persuasively.

The LaserWriter itself contains the most powerful computer Apple has ever sold: a 12-MHz 32-bit MC68000 microprocessor, ½ megabyte of read-only memory (ROM), and 1½ megabytes of random-access memory (RAM).

The built-in computer and all that memory give the LaserWriter complete control over 8 million bits (dots) per page. So it can print extremely high resolution text and graphics.

And since AppleTalk is built into the LaserWriter, it can be shared by everyone in The Macintosh Office.

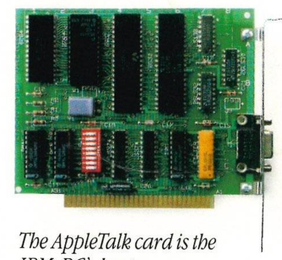
Yet for all its advanced technology, printing on the LaserWriter is as easy as using a Macintosh. What's more, the LaserWriter is as service-free as everything else in The Macintosh Office.

No other computer printer, type compositor, or computer graphics equipment in the LaserWriter's price range can make your business look this good on paper.

Use the LaserWriter to create presentation overheads that communicate clearly and persuasively.

We've even found a way for The Macintosh Office to share offices with IBM.

Right now, with MacTerminal and AppleLine or the Apple Cluster Controller, a Macintosh—or several Macintoshes—can speak directly to IBM® equipment in its very own 3270 protocols.



The AppleTalk card is the IBM PC's key to The Macintosh Office.

You can also transfer data between Macintosh and other mainframes and minicomputers, including the DEC® VT100™ and VT52.™

Add an Apple Modem, and you can tap into information services such as Dow Jones News/Retrieval,® CompuServe,® and The Source.℠ And transfer data between Macintosh and other personal computers.

Later this year, we'll be introducing an AppleTalk card that slips into an IBM PC, effectively making it a part of The Macintosh Office.

The AppleTalk card and software will allow the PC to trade information with Macintoshes. To print on the LaserWriter. To access Apple's file server.

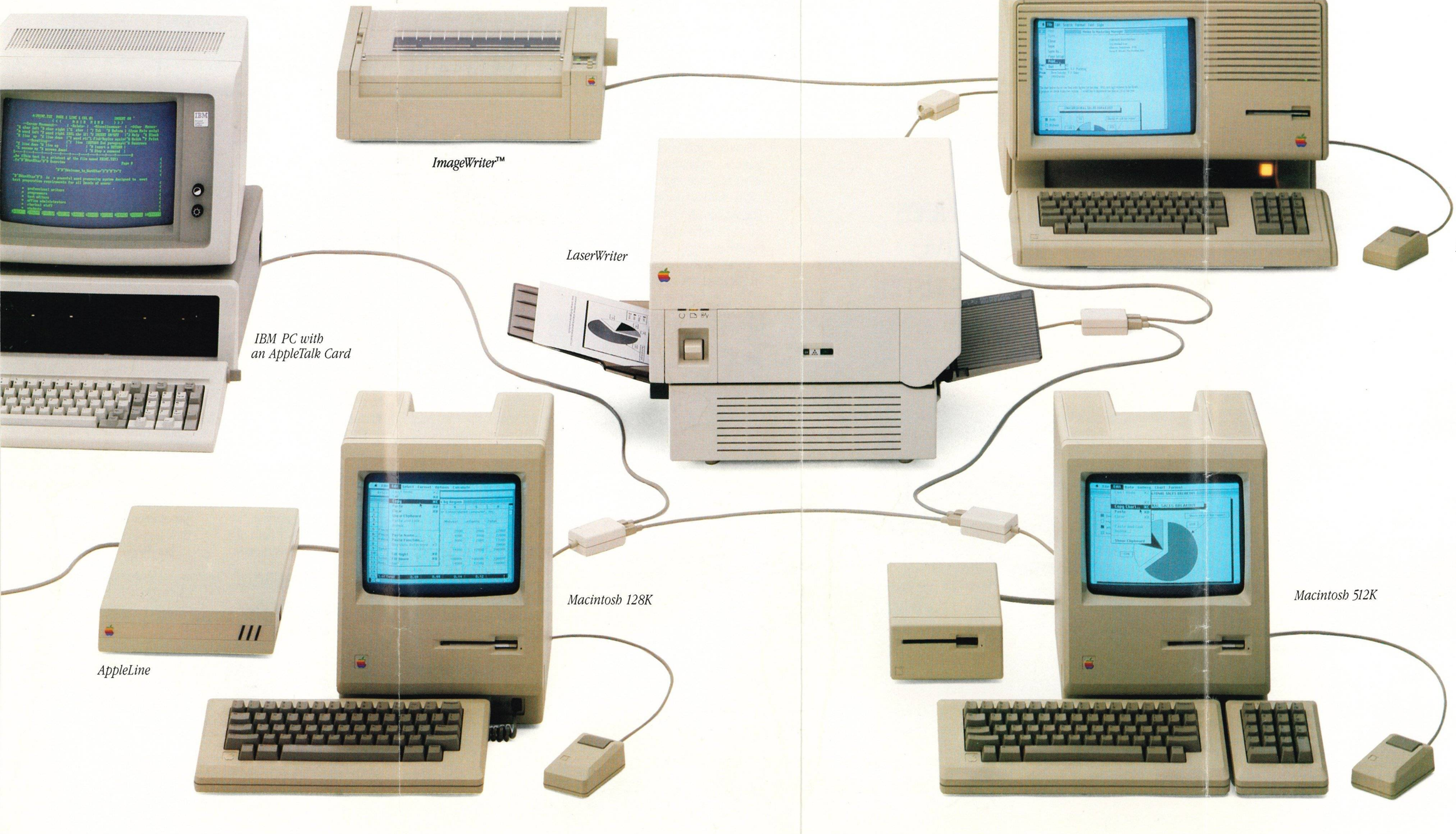
In addition, the PC will be able to act as a file server on AppleTalk. And to serve as a gateway between the IBM PC network and AppleTalk.

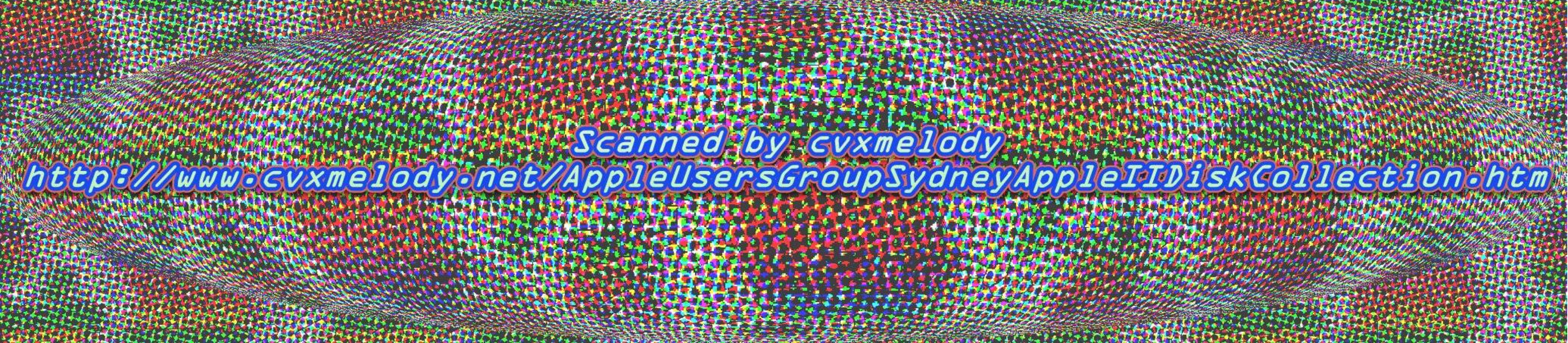
We could go on and on.

But by now you've probably decided that your business needs the right connections.

The Macintosh Office.

*Suggested retail price.
†The LaserWriter works best with software used on the Macintosh 512K and XL. For questions about specific applications, ask your authorized Apple dealer.

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