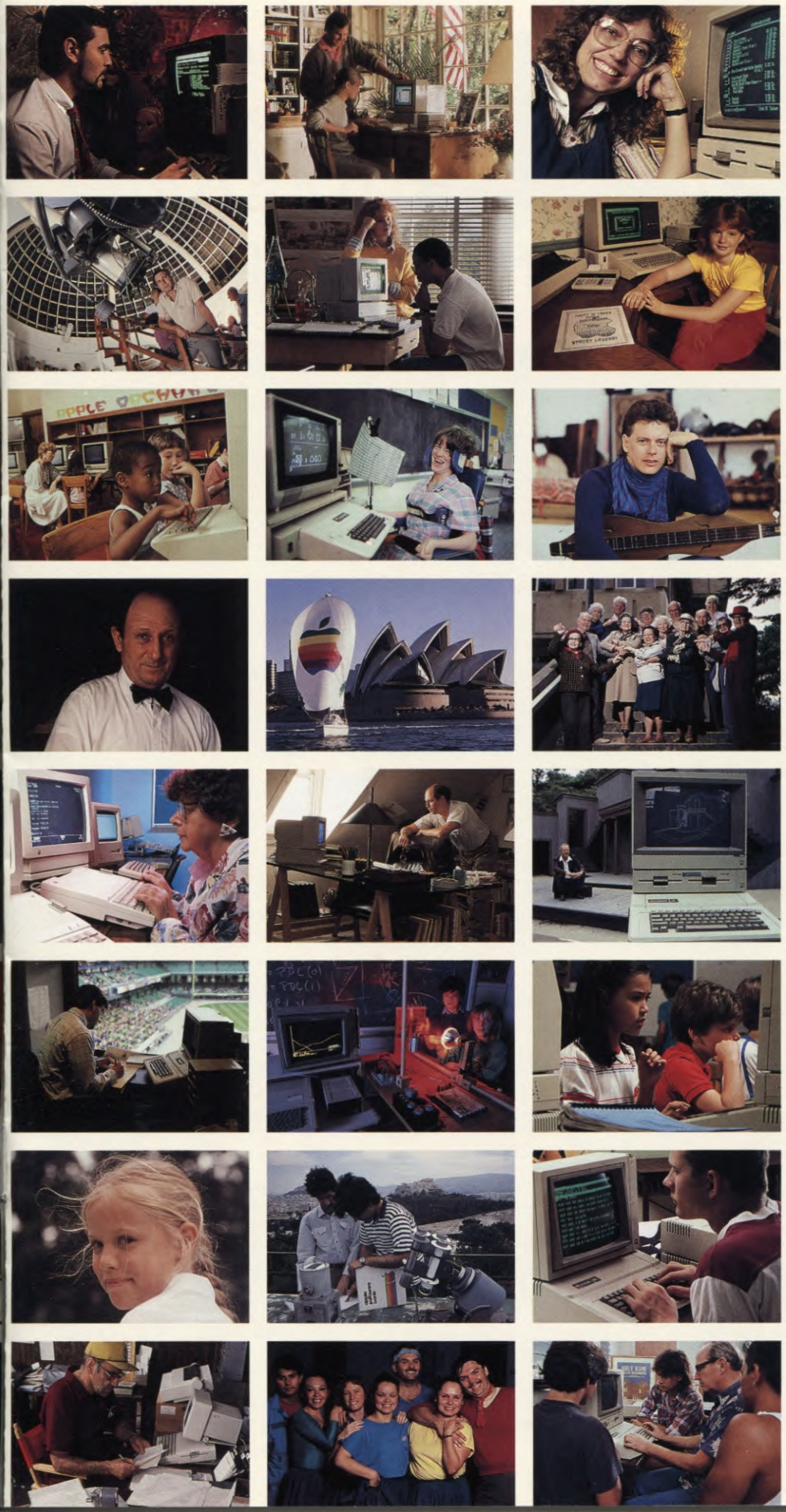
People buy Apple II computers for a number of reasons.

PEYTONS

I LOVE COMPUTERS



2,780,833 at last count.

No matter what time of day you're reading this, there's a member of the Apple® II family of personal computers hard at work in America.

If it's three in the morning, Bruce Mowery of Duluth is probably using his to feed the cows at his dairy ranch.

If it's seven at night, Eileen Evans of Huntsville is totaling up the profits at her used-clothing shop before calling it a day.

And if it's breakfast time, thousands of Apple IIs are snapping to life in schools around the country. Ready to educate the next wave of nurses, physicians, firefighters, musicians, and scholars.

Fact is, people buy Apple II computers to do more than just write letters or help their kids with their homework.

They buy them to do just about everything.

And it's not surprising.

First of all, no other family of personal computers is as easy to use. Ask any kid who's ever used one in school.

And no other computer family offers such expansion capabilities and so great a complement of accessories. To handle all those jobs you never imagined you could do.

But, most important, no other computer family has so many programs, covering thousands and thousands of tasks, waiting for you on dealers' shelves.

Right now.

So while over two million people bought Apple II personal computers for over two million reasons, they also bought over two million Apple II personal computers for just one reason: To do whatever it was they wanted done.

Here are the first three reasons.

Meet the family: Starting with the Apple IIc on the left. In the center, the Apple IIe. And on the right, the new Apple IIGS.™

Three different Apple II personal computers.

Yet they're all very easy to use. If you don't believe us, ask one of the thousands of people who became Apple II computer pros this year.

And with three different models to choose from, it's easy to pick an Apple II and not get stuck with too much computer. Or too little.

Take, for example, the Apple IIc.

It's the smallest, most affordable computer we make.

And it's every inch an Apple II.

That means it runs virtually all of the more than 10,000 programs in the Apple II library. Your kids can tell you—since they probably use an Apple II at school, they already know there are programs covering every subject—including recess. So with an Apple IIc at home, your kids will get a head start on everything from their ABCs to the SATs.

The Apple IIc is fully equipped with a built-in 5.25-inch disk drive, 128K of memory that's expandable to over 1 megabyte, and ports in the back to plug in accessories.

The Apple IIc is small enough to fit conveniently into crowded places.

Like a dining nook. Or your kid's bedroom.

And so easy to set up that you can quickly move it back and forth between the two.

An Apple IIc can be doing a homework assignment one minute and income taxes the next.

Of course, there's also the Apple IIe.

It's the personal computer that's in more schools, homes, and businesses than any other. In fact, the Apple IIe is the most popular per-

sonal computer ever built—partly because it's so expandable.

It comes with 128K of memory, expandable to more than 1 megabyte. And seven expansion slots for adding the hundreds of available accessories.

Then, when you're ready for more performance, you can buy an upgrade kit and convert your Apple IIe into the more powerful Apple IIGS.

That's why the Apple IIe has never gone out of style.

And why it's the personal computer standard in schools and homes across America.

Finally, there's the Apple IIGS.

The newest, and most powerful, member of the Apple II family.

Yes, it runs virtually all of the more than 10,000 Apple II programs.

But it's the first Apple II with a 16-bit microprocessor and 256K of memory, which is expandable to more than 1 megabyte. Like all Apple II computers, the Apple IIGS is expandable. In addition to the peripheral ports on the rear panel, there are eight expansion slots that allow you to add a wide range of peripheral and memory options. All of which gives the Apple IIGS the built-in muscle to handle the biggest jobs, and run the most powerful software—three times faster than its predecessors.

You can see that power in action with just one look.

It shows off its color graphics with images so real they resemble photographs—not pages from the Sunday comics. True-to-life graphics that will make everything you do with an Apple IIGS more realistic, more exciting, and more fun.

But you haven't heard everything yet.

Literally.

Until you've heard the Apple IIGS, which has the most advanced sound of any personal computer.

Sound so realistic, the Apple IIGS can reproduce the pounding surf or a jazz quartet. Faithfully, and in high fidelity.

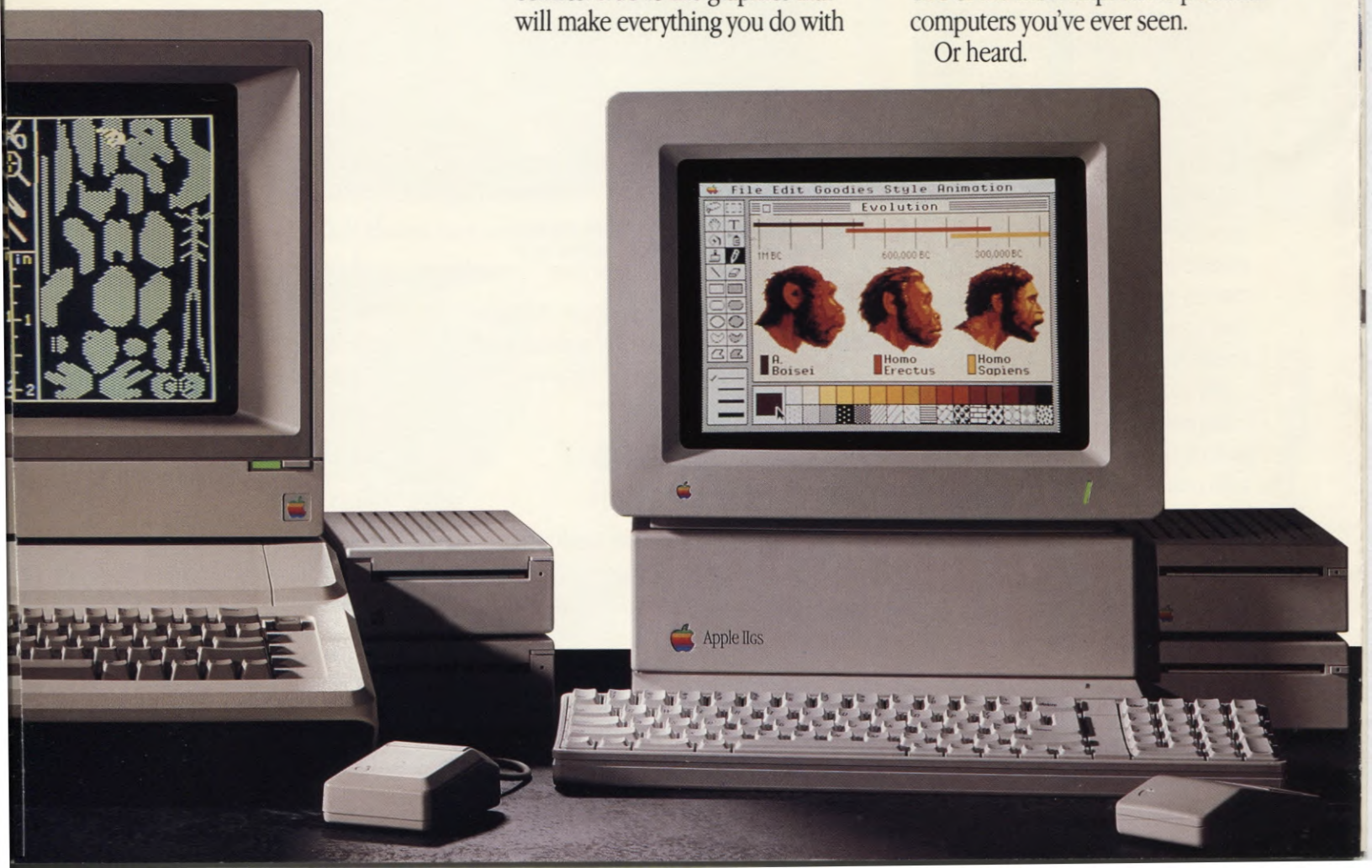
Amazingly enough, you harness all this power by doing something you've done all your life.

Pointing.

For the first time on an Apple II, a mouse is standard equipment. The very same mouse and pull-down menus made famous by our own Macintosh™ personal computer.

Without a doubt, the Apple IIGS is one of the most impressive personal computers you've ever seen.

Or heard.



And here are the ones people always take for granted.

We're referring to those things that help you get more out of your Apple II once you get it out of the box.

Our dealers. Training materials. User groups. And all the other pieces that make up our worldwide support network—a unique network we established and maintain for one purpose: to make Apple personal computing about as mysterious as microwaving a TV dinner.

software, installation, maintenance, upgrade, and pricing questions. And they get them the modern way: via an Apple personal computer and modem. Not the old-fashioned way: by thumbing through pages and pages of often-outdated information.

Which means the answers to your questions are as up-to-date and accessible as the Apple II itself.

Authorized Dealer

Nobody knows more about the Apple II computers than your authorized Apple dealer. Look for this sign. There's sure to be one near you.

Any questions?

If so, ask an authorized Apple dealer. You'll discover that dealers have the answers in one of two places—on the tip of the tongue, or at the tip of a finger.

For the latter, you can thank AppleLink,™ our own electronic information network. It's a direct connection to Apple, designed exclusively for our dealers.

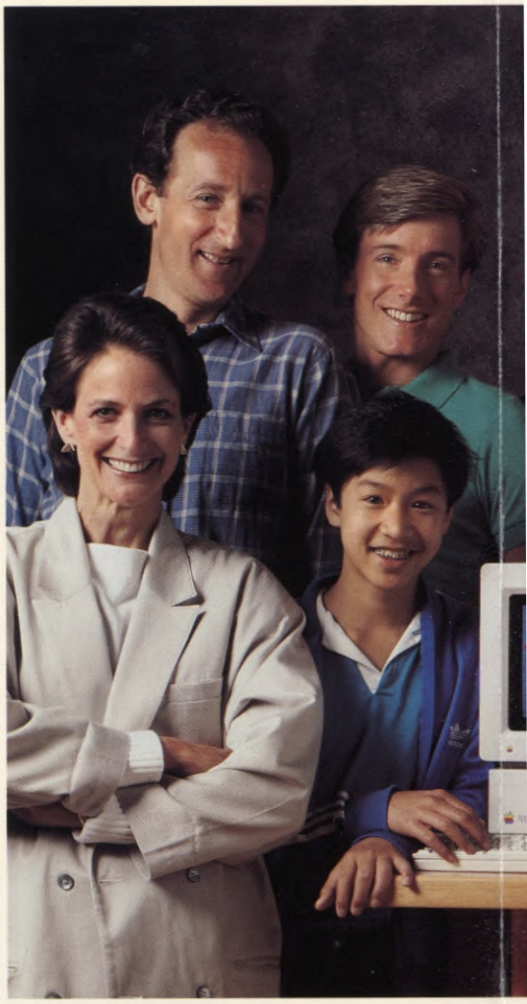
With AppleLink, dealers get instant answers to your Apple II hardware,

Your Apple II can explain itself.

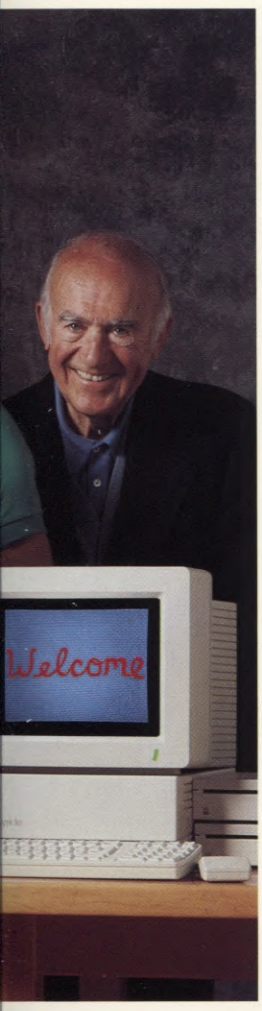
With the aid of tutorial disks you'll find inside every Apple II box. They're part of our in-home, hands-on training program. A training program unique to Apple.

The disks contain hints, tips, techniques, and basic information all designed to walk you through the use of your Apple II. And all at your own pace.

More magazines are devoted to the Apple II than to any other personal computer.



There are hundreds of Apple User Groups acro would like to share their experience



oss the country that
with you.

The Source™

CompuServe™

Use your Apple II to tap into electronic networks for round-the-clock access to important information.

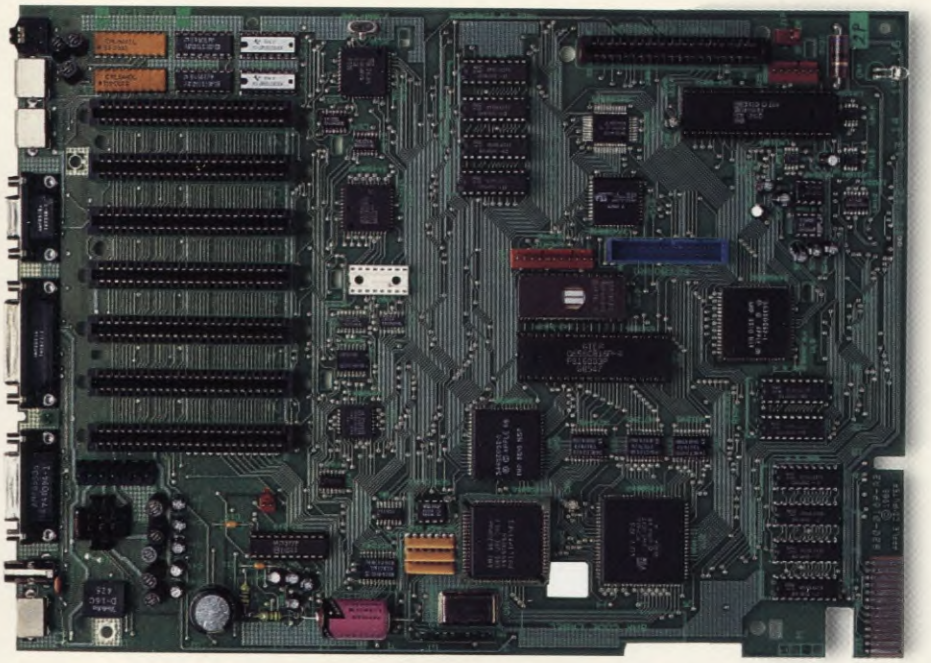
AppleLink™

The AppleLink electronic network supplies your Apple dealer with instant answers to your Apple II questions.

Apple® II

Your Apple Tour
of the Apple IIGS

This tutorial disk gets you off on the right foot by walking you through all the features of your Apple II. You'll be up and running before you know it.



Remember what we said about magazines? Ditto for books.

Upgrade kits and expansion cards are an Apple II tradition. They keep your Apple II computer up to date. Instead of up in the attic.

Our Apple*Care program keeps your Apple II healthy—without a healthy investment on your part.*

Even if you've never touched the keyboard of anything more technical than a toy piano, you'll probably be using your Apple II in no time.

Keep at it, and before you know it you'll be doing useful work with powerful software programs.

The tutorial disks. They're the fastest way yet to learn an Apple II.

Meet the nicest people.

You'll find them at meetings of your local Apple User Group.

They're people like you who get together regularly to swap stories, share information, and otherwise engage in one of their favorite pastimes: making the most of their Apple II computers.

And don't think you have to be a computer whiz to fit in.

User Group members come in all levels of experience—beginner to expert. In fact, most User Groups have training meetings especially for newcomers.

Call for more information.

Add a modem, a telephone, and appropriate software to your Apple II system and share the wealth of information available through electronic user groups and bulletin boards across America. And the world.

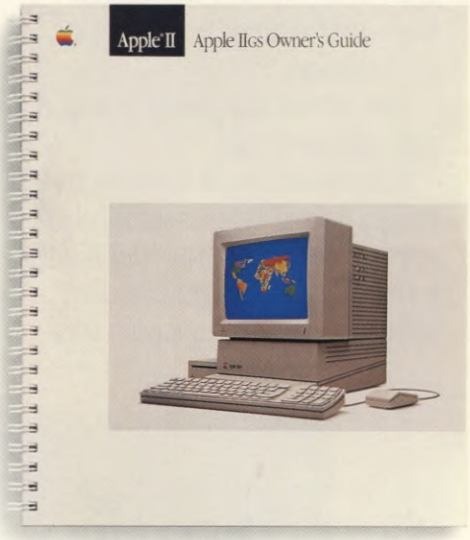
For example, both The Source and CompuServe offer their subscribers special on-line libraries crammed with comments from Apple users, notes on new products, even free Apple II programs you won't find in any software store.

And now, a few more words.

Look for them at your favorite bookstore, newsstand, or authorized Apple dealer's. You won't be disappointed.

Because more books and magazines have been written about the Apple II than about any other personal computer.

Which means you'll be able to demystify hardware, pick up tips on programming, catch up on the latest



Our manuals are designed to turn you into a computer user. So you don't have to be a computer user to understand them.

software, stay ahead of new products, and discover ready-to-run programs —all without leaving your favorite easy chair.

Keep your Apple II alive and well.

Treat it to a very special health care plan: Apple*Care*,® the extended service plan that picks up where your warranty leaves off.

For a single annual fee, one that's less than the cost of a typical repair, Apple*Care* protects you against unexpected service costs. Just like your original limited warranty.

Then if your Apple II ever needs service, just take it to any participating dealer. It will be restored to health in no time.

And at no charge.

Your Apple II will grow up, not old.

With technology moving so rapidly, the future is bound to bring improvements you'll want to incorporate into your Apple II.

Like upgrade kits and memory expansion cards.

It's an Apple tradition.

In fact, Apple IIe users can purchase an upgrade kit today to convert their Apple IIe computers into Apple IIGS computers. And Apple IIc owners can have an expansion card installed to increase the IIc's memory to over 1 megabyte.

Because at Apple, we invent new technologies to improve our computers. Not to obsolete them.

Your authorized Apple dealer.

Not every accessory is right for every Apple II. Or for you. So when you and your Apple II are ready for a change, check with your authorized Apple dealer.

He or she will help you select exactly what you need. For whatever you have in mind.

Once you buy an Apple II, you can always change your mind.

One of the best things about an Apple II is that you can always change it.

Into a more powerful Apple II. Or a more colorful one.

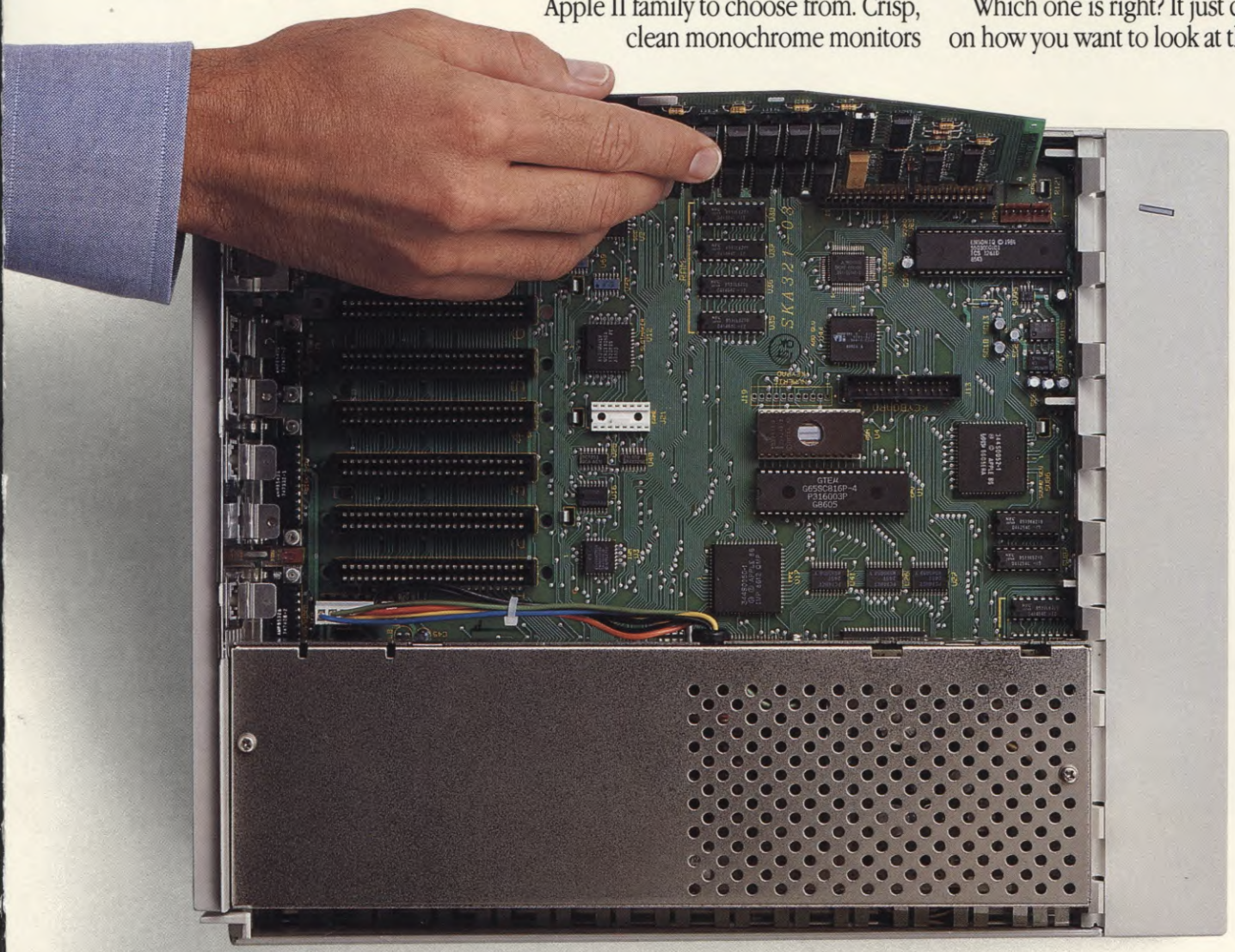
You can do it yourself, with about the same effort it takes to replace a light bulb—thanks to the largest collection of plug-in accessories ever assembled for a personal computer family.

Accessories that can transform your Apple II from a tutor for your kids into an assistant for running your home.

Monitors

There are various monitors in the Apple II family to choose from. Crisp, clean monochrome monitors for text, spreadsheets, and graphics. Color composite monitors that let you create colorful graphics, and then with a flick of a switch generate easy-to-read monochrome text. Or a top-of-the-line RGB color monitor, perfect for working with the colored charts, graphs, and true-to-life images the Apple IIGS creates.

Which one is right? It just depends on how you want to look at things.



Disk drives

Apple gives you a choice of disk drives and ways to store information.

Our 5.25-inch floppy-disk drive is compatible with every one of the more than 10,000 programs in the Apple II software library. And each disk drive holds 140 kilobytes—enough space for a typical Apple II program, or more than 100 typewritten pages of information.

If you'd like to cut down on the number of disks on your desk top, select our newer 3.5-inch floppy-disk drive. The plastic-encased disks hold about five times as much information as a 5.25-inch floppy disk, so you can store multiple programs and data on one disk. And because the disks are smaller, they're easier to store and transport.

You can eliminate floppy-disk clutter entirely with our Apple Hard Disk 20SC. With an Apple SCSI Interface Card and Hard Disk 20SC, you can store the equivalent of over one hundred 5.25-inch floppy disks or twenty-five 3.5-inch disks. Not only does that make your programs and data instantly accessible, it helps your Apple IIe or Apple IIGS load information up to six times faster.

Modem

The Apple Personal Modem is your passport to electronic shopping, banking, traveling, investing, research, and correspondence, because it enables your Apple II to communicate with similarly equipped computers all over the world.

Don't be fooled by its size. This compact wall unit has the same features as a full-size modem—auto answer, dial, and redial. But it doesn't gobble up precious desk space.

Memory expansion cards

By expanding your Apple IIc, Apple IIe, or Apple IIGS with a memory expansion card, you can add as much as 1 megabyte of memory. Which means you can run

Apple IIGS

AppleColor RGB Monitor

Apple Monochrome Monitor

ImageWriter II

Apple IIe

ColorMonitor IIe

Apple II SCSI Interface Card

Apple II Memory Expansion Card

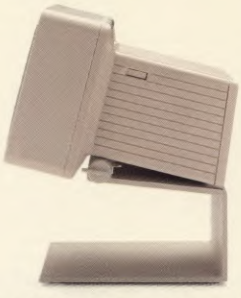
Monitor II

Apple IIc

AppleColor Composite Monitor

UniDisk 3.5

Apple 5.25 Drive



Apple IIc Monitor with Stand

Apple Monochrome Monitor

your software faster, write longer documents, and access your files instantly.

Printers

The nice thing about the Apple II family of printers is the way it lets you create professional-looking work, no matter what your budget.

Take the ImageWriter™ II, for instance. One moment it's turning out drafts at the rate of 2½ pages per minute; the next it's quietly producing documents of near-letter quality. Just by switching the ribbon and using the appropriate software, you can print full-color graphics.

In addition to its enhanced printing capabilities, the ImageWriter II also features an optional SheetFeeder, for printing on your letterhead, and an optional internal memory card for printing one document while you're working on another.

Other accessories you can get your hands on

Sometimes the keyboard isn't the best way of communicating with your Apple II. Even if you know how to type.

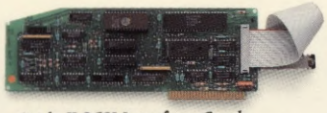
With the AppleMouse™ II and appropriate software, for example, you can find a file, edit a document, and print a copy by moving a pointer around the screen.

So instead of using keyboard commands, all you have to do is lift your finger. And point.

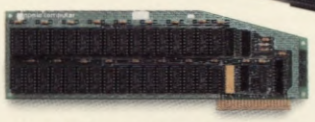
For entertainment, there are accessories like joysticks and hand-controllers that make going one-on-one with your Apple II more fun and more realistic.

And if there's something we didn't think of, don't worry. Someone else did. There are thousands of accessories from scores of other companies just waiting to turn your Apple II into the perfect personal computer for you.

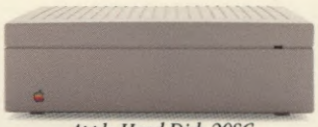
Apple 3.5 Drive


Apple II SCSI Interface Card

Apple 5.25 Drive


Apple IIGS Memory Expansion Card

LaserWriter

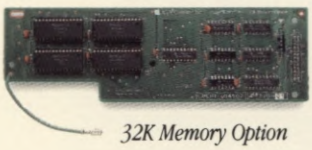

Apple Hard Disk 20SC

Apple IIGS System Fan

Apple Personal Modem

AppleMouse IIe

Apple Hard Disk 20SC

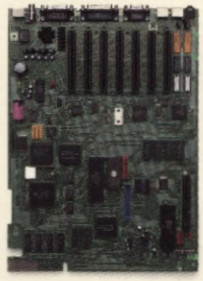

32K Memory Option

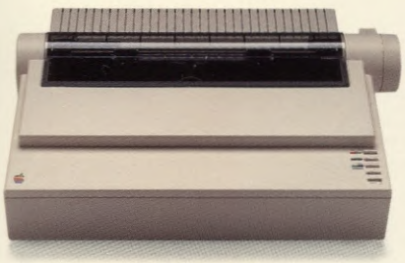
ImageWriter II with SheetFeeder

Apple Personal Modem

UniDisk 3.5

UniDisk

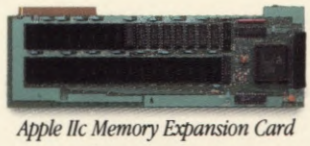

Apple IIGS Upgrade


ImageWriter II

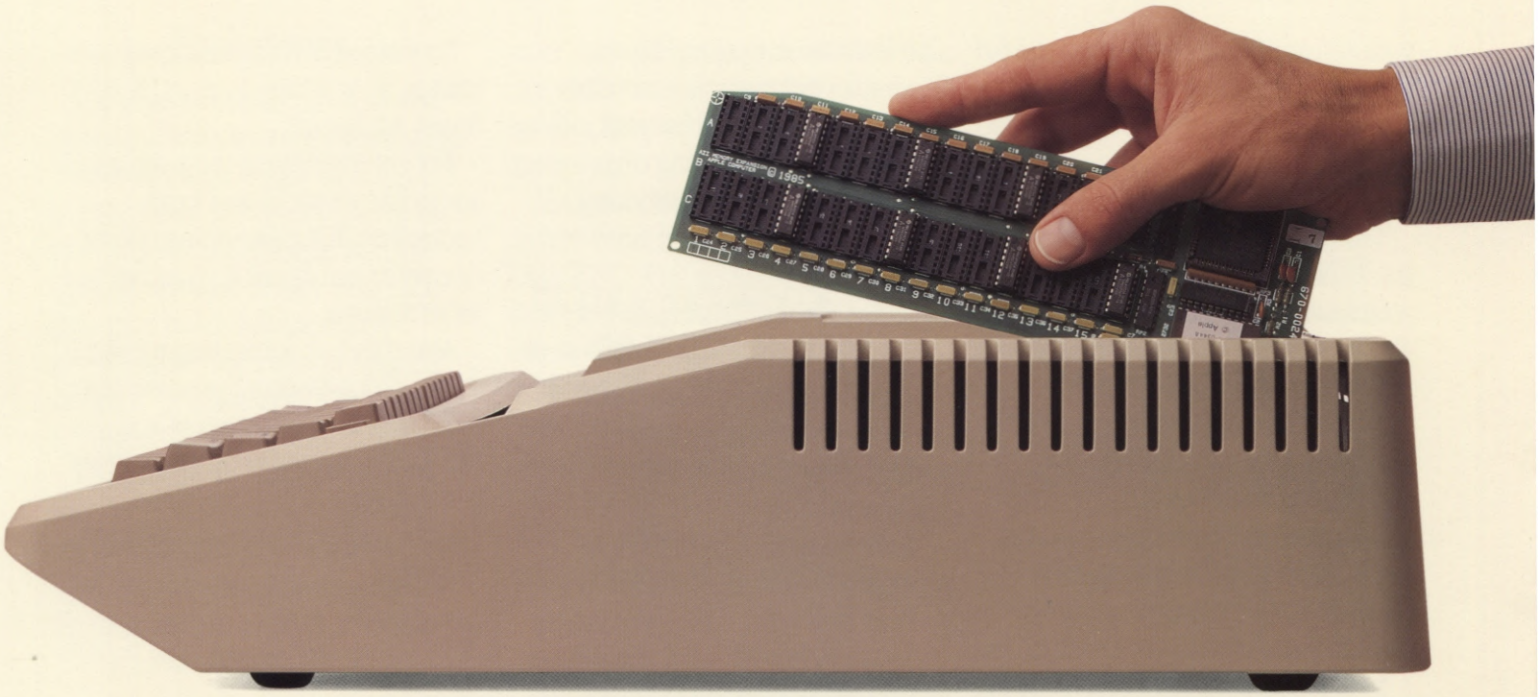
Hand Controllers

Apple Personal Modem

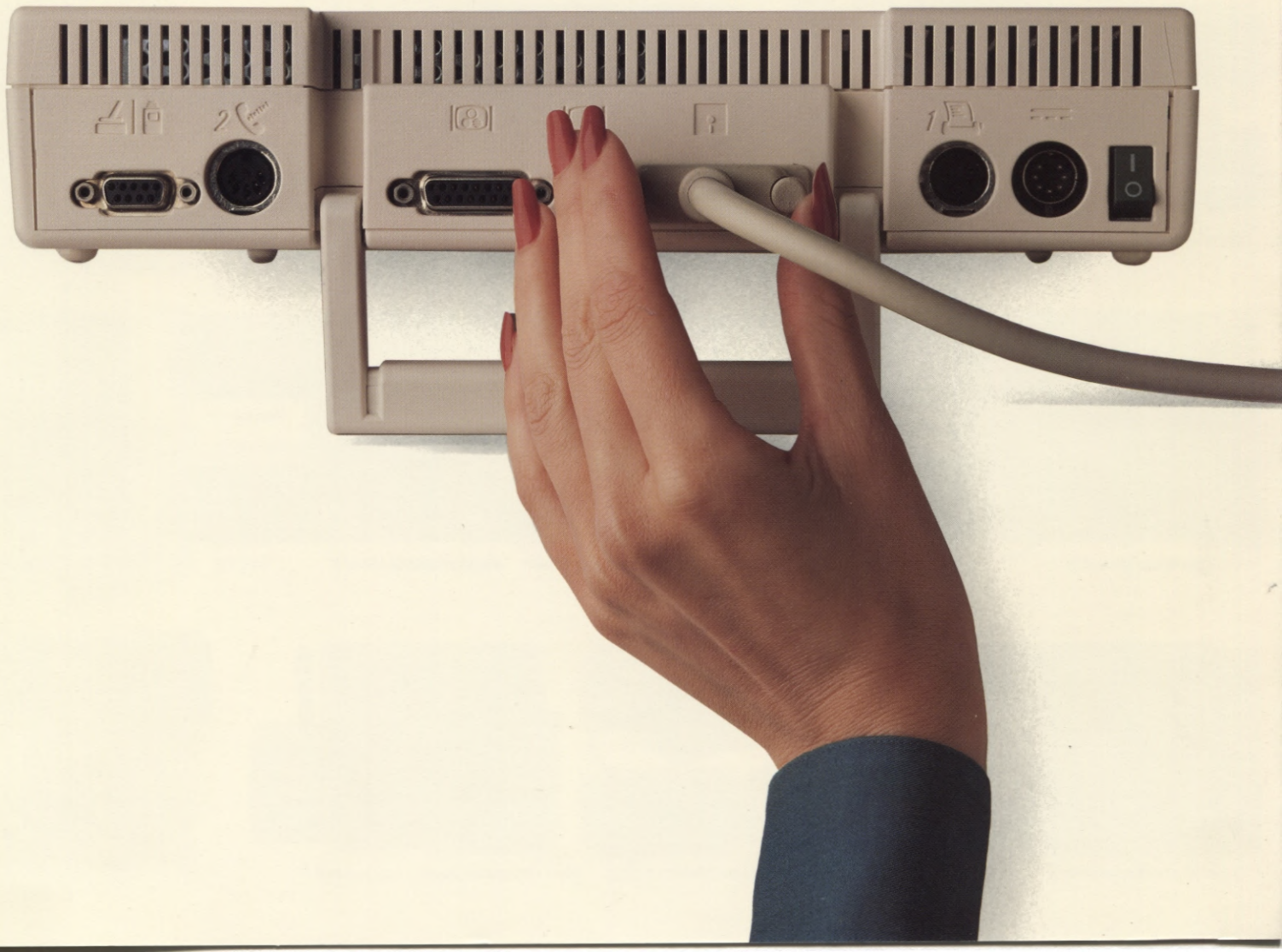
Joystick


Apple IIc Memory Expansion Card

AppleMouse IIc



If you've ever changed a light bulb,
you can change your Apple II into whatever you want it to be.

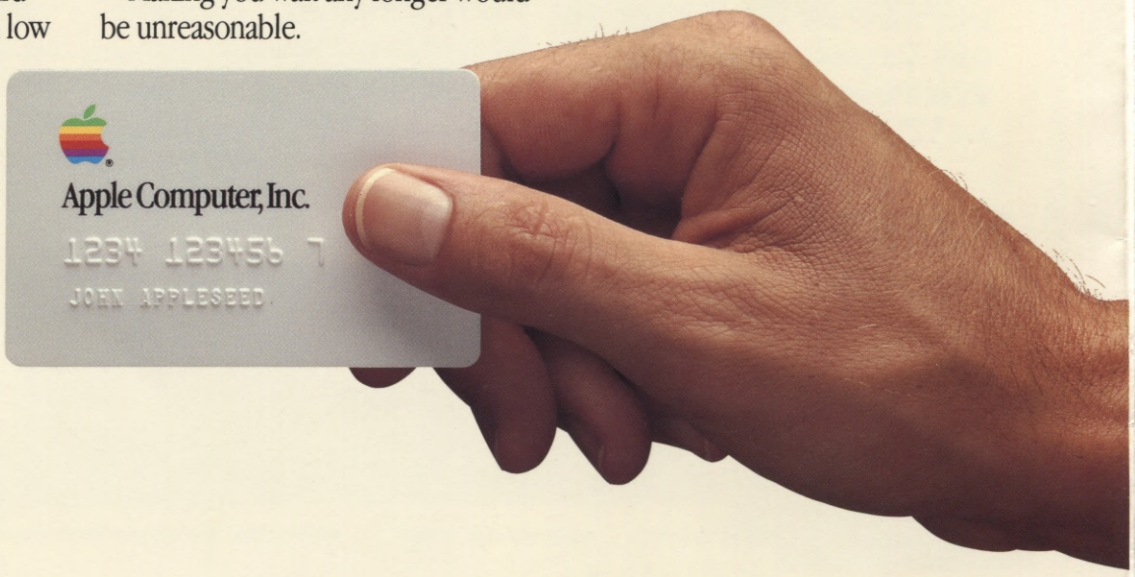


We've made owning an Apple II quite reasonable.

We've done it with an Apple Credit Card, available from a participating authorized Apple dealer. The card lets you pay for your Apple II in low monthly installments.

You may qualify for up to $2,500 of instant credit. If so, you'll be writing, calculating, investing, teaching, playing, shopping, banking, and otherwise enjoying your Apple II system, at home, the very same day.

Making you wait any longer would be unreasonable.



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