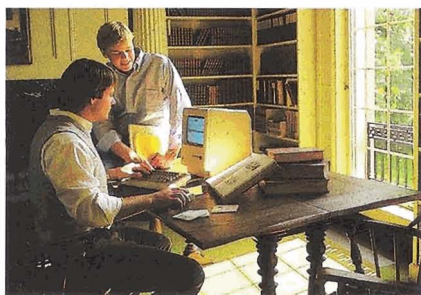# If you have a desk, you need a Macintosh.

Macintosh was designed for anyone who handles, collects, distributes, interprets, organizes, files, comprehends, generates, duplicates, or otherwise futzes with information.

Any information. Whether it's words, numbers or pictures.

We've narrowed it down to anyone who sits at a desk.

If, for example, your desk is in a dormitory, Macintosh isn't just a tool, but a learning tool. For doing everything from problem sets in Astrophysics 538 to term papers in Art Appreciation 101. Not to mention perfecting skills in programming languages like Macintosh BASIC and Macintosh Pascal. Which explains why colleges and universities across the country are ordering Macintoshes by the campus-full.

If you own your own business, owning your own Macintosh Personal Computer could mean the difference between getting home before dark, and getting home before Christmas. With software programs like MacWrite, MacProject,™ MacTerminal,™ MacDraw,™ MacPaint,™ data base managers, business graphics programs and other personal productivity tools available from leading software developers, you can spend more time running your business, and less time chasing after it.

And even if you work for a company big enough to have its own mainframe or minicomputer, Macintosh can fit right in. It's fluent in DEC® VT100, VT52 and plain old TTY. With additional hardware, it can talk to IBM® mainframes in their very own 3278 protocols.

If your company has a subsidiary abroad, your colleagues there can use all the same tools. Because Macintosh will be available in international versions with local conventions (alphabets, currencies, dates, etc.).

In other words, wherever there's a desk, there's a need for a Macintosh.

And the less you can see of your desktop, the more you could use one.