# And here's where ordinary personal computers draw a blank.

You've just seen some of the logic, the technology, the engineering genius and the software wizardry that separates Macintosh from conventional computers.

Now, we'd like to show you some of the magic.

First, there's MacPaint. A program that transforms Macintosh into a combination architect's drafting table, artist's easel and illustrator's sketch pad.

With MacPaint, for the first time, a personal computer can produce

virtually any image the human hand can create. Because the mouse allows the human hand to create it.

MacPaint gives you total freedom



*MacPaint produces virtually any image the human hand can create.*

to doodle. To cross-hatch. To spray paint. To fill-in. To erase.

And even if you're not a terrific artist, MacPaint includes special tools for designing everything from office forms to technical illustrations. Plus type styles to create captions, labels and headlines.

So you can have custom-designed graphics without hiring a design studio. Make your presentations more present-

able by enlarging MacPaint illustrations or making transparencies for overhead projection. Or clarify a memo or report by "cutting out" your illustration and "pasting" it into your text.

What MacPaint does for helping you visualize your wildest imaginings, MacProject does for helping you visualize the unforeseen.

You simply enter all the tasks and resources involved in a project— whether it's opening a new office or producing a brochure—and MacProject will chart the "critical path" to completion, calculating dates and deadlines. If there's a single change in any phase of the project, it will automatically recalculate every phase.

So with MacProject, you can generate business plans and status reports that reflect the realities of the job, not the limitations of your computer.

But more important than the practical benefits of programs like MacPaint and MacProject, they represent the very tangible difference an attitude can make.

An attitude that the only thing

limiting what a computer can do, is the imagination of the people creating it.

Not just the engineers who design it, but software developers like Lotus® Development Corporation, currently developing a Macintosh version of their 1-2-3™ program.

And Software Publishing Corp., with a new pfs:® filing program as easy to use as the Macintosh it was designed for.

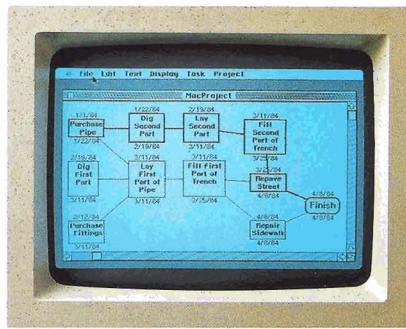And Microsoft, with Productivity-Tools, like Multiplan, Chart, File and Word.

If Macintosh has an extraordinary future ahead of it, it's because of the extraordinary people behind it.



MacProject does for project management what VisiCalc® did for spreadsheets.



MacPaint can create both freehand sketches and precise technical illustrations.





If you don't see a typeface you like here, Macintosh lets you design your own.

"To create a new standard takes something that's not just a little bit different. It takes something that's really new and captures people's imaginations. Macintosh meets that standard." — Bill Gates, Chairman of the Board & CEO Microsoft Corporation.
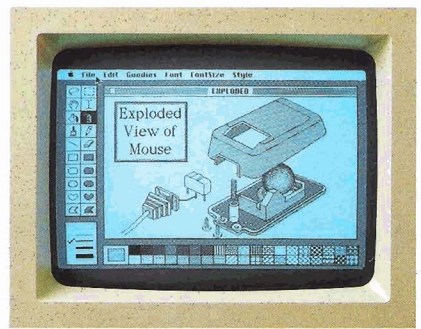
"Macintosh is much more natural, intuitive and in line with how people think and work…this is going to change the way people think about personal computers. Macintosh sets a whole new standard, and we want our products to take advantage of this." — Mitch Kapor, President & CEO, Lotus Development Corporation.
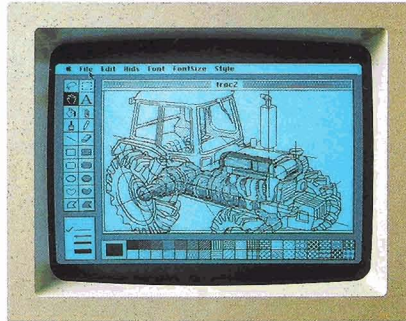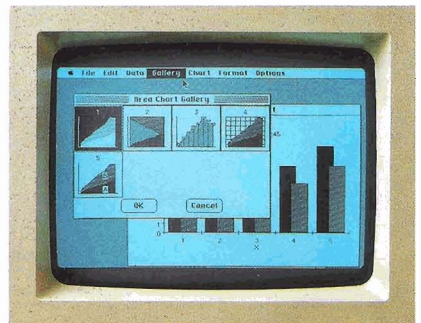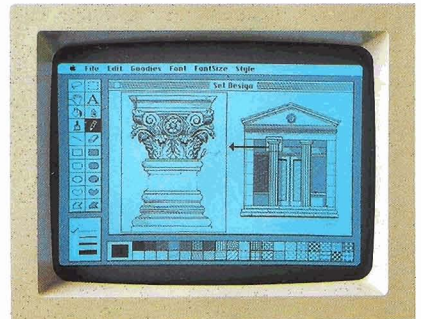
"If you were to put machine "x" on the table and a Macintosh on the table beside it, and then put pfs software on both machines…like a taste test… we think Macintosh's benefits would be pretty obvious." —Fred Gibbons, President, Software Publishing Corporation.



Microsoft's Chart displays a more graphic approach to business graphics.



Using insets with MacPaint, you can even illustrate your illustrations.



With Macintosh's unlimited graphics, there'll soon be no limit to the games it can play.