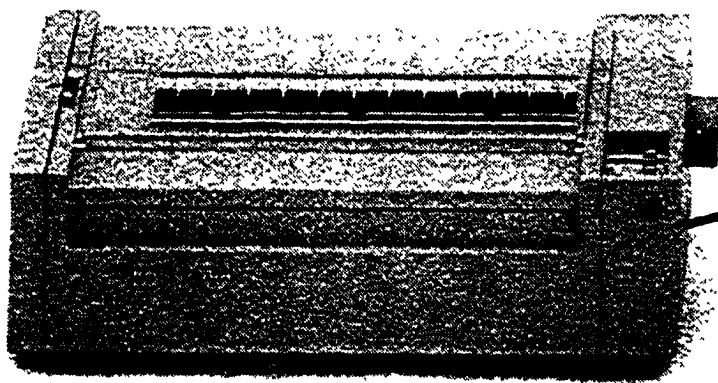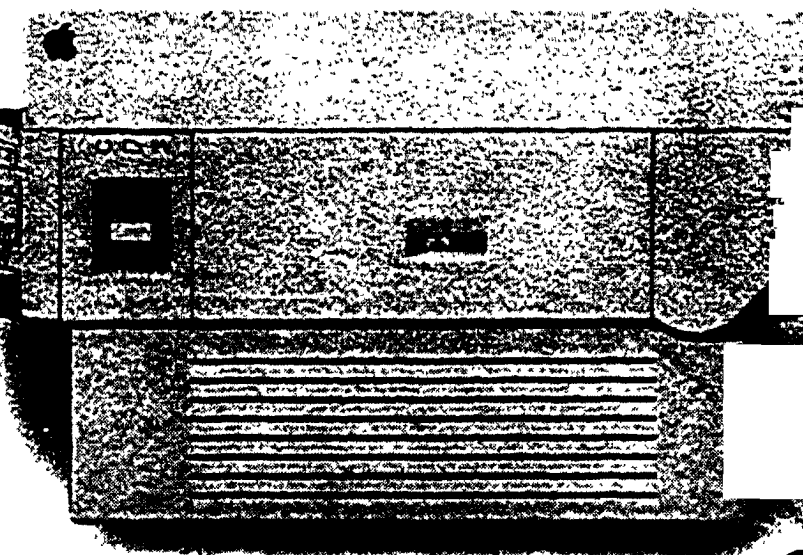# Introducing The
All you have to

You can also add other printers besides
LaserWriter to The Macintosh Office.
Including our stand-alone ImageWriter™
dot matrix printer you see here, as
well as letter-quality daisywheel printers
you don't see here.

It's only the size of a desktop copier,
yet the LaserWriter printer, which will
be coming next month, contains the
most powerful computer Apple has
ever sold. Along with four typefaces
in a variety of styles and virtually
unlimited sizes. And since it also has
AppleTalk built into it, LaserWriter
can be shared by everyone in The
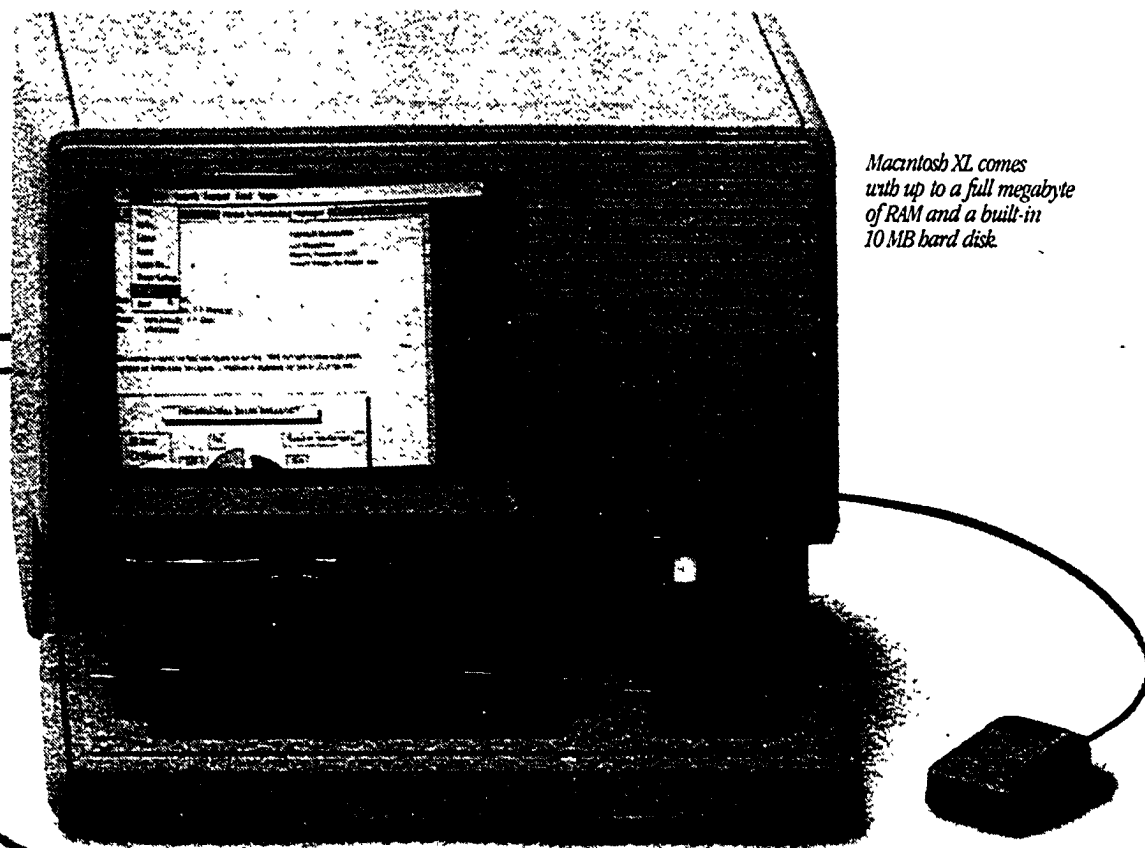Macintosh Office.

Right now, IBM-PC's can use our new
LaserWriter printer. Later this year,
we'll be introducing the AppleTalk
card that fits into an IBM PC. It'll
allow a PC to trade information with
Macintosh and access file servers. As
well as serve as a gateway between
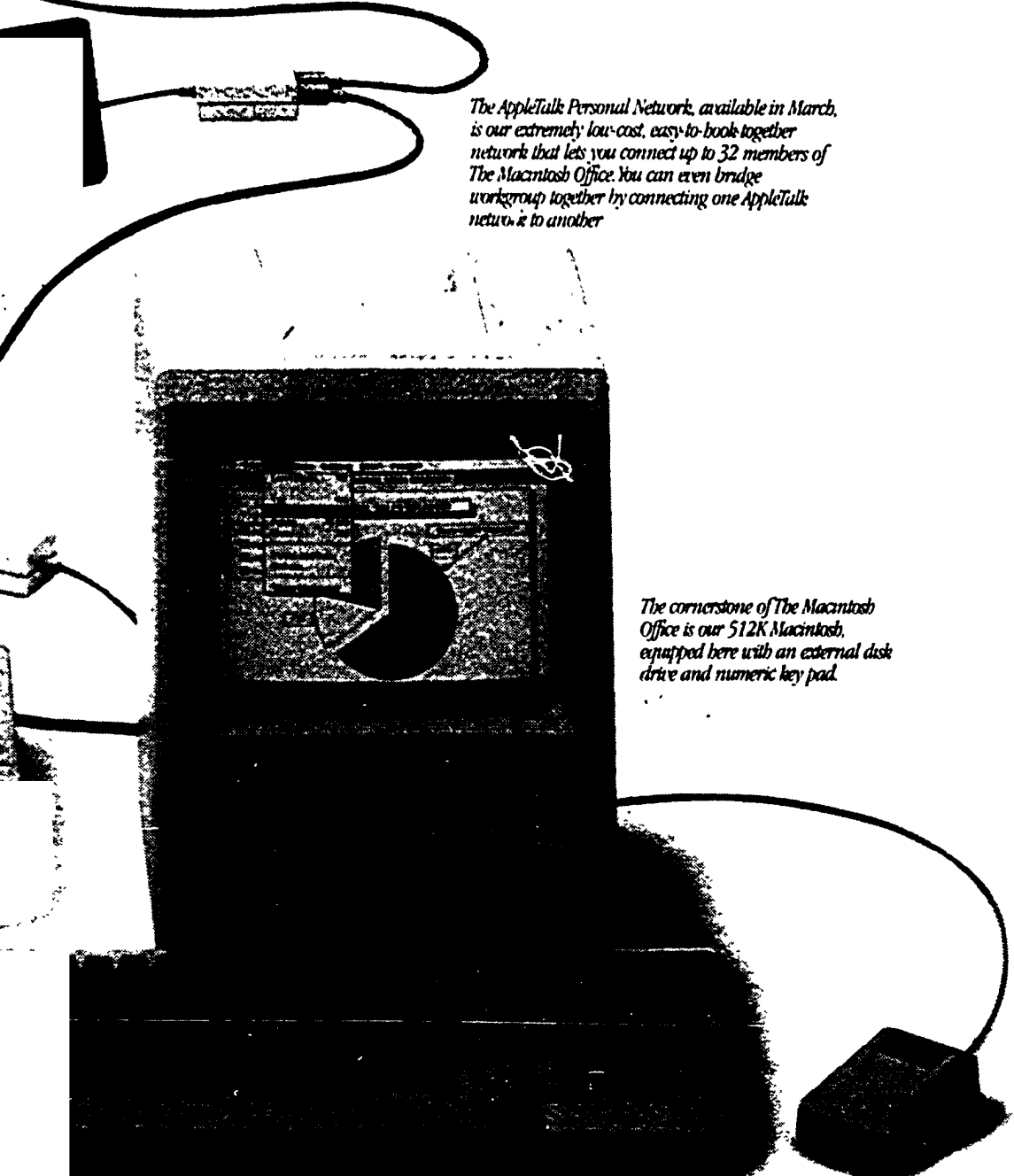the IBM PC network and our
AppleTalk network.

Our entry-level workstation in The Macintosh
Office is, naturally enough, the Macintosh
128K. No matter what kind of desk you
put it on, the person behind it will already
know how to use it.

IBM is finally talking to us, thanks to the AppleLine
protocol converter and our MacTerminal software.
Together, they let you communicate directly with your
mainframe via 3270 emulation.

Macintosh Office.
add is people.

Macintosh XL comes with up to a full megabyte of RAM and a built-in 10 MB hard disk.

The AppleTalk Personal Network, available in March, is our extremely low-cost, easy-to-hook together network that lets you connect up to 32 members of The Macintosh Office. You can even bridge workgroup together by connecting one AppleTalk network to another

The cornerstone of The Macintosh Office is our 512K Macintosh, equipped here with an external disk drive and numeric key pad.

No, not computer systems people to help you design it.

Not contractors to help you install it.

Not even expert computer people to show you how to use it.

But the kind of people who already make up most of your office.

Managers and professionals. People who spend most of their time selling products, services or, most importantly, ideas.

Because, unlike traditional office computer solutions, we didn't design The Macintosh™ Office around a mainframe. We designed it around an idea.

The idea that people, not mainframes, are the most important information centers in an office. And that most things in business are really accomplished by teams of 5 to 25 people who need to share information with each other. What we call the *workgroup*.

That's why we put Macintosh at the heart of The Macintosh Office. Its powerful, 32-bit technology reduces the time it takes to become productive with a computer from well over a work week, to just under a lunch hour.

For the first time, the people who could really use a computer — managers and professionals — had a computer they could really use. In their choice of sizes: Macintosh 128K, Macintosh 512K and Macintosh XL.

Then we designed a network solution for workgroups of 5 to 25. Instead of buildings of 500 to 2,500.

We call it the AppleTalk™ Personal Network. It's as easy to hook together as an extension cord. And almost as cheap. Less than $50* a desk, versus up to $1,200 for a typical network system.

Since the number one product of business is still paper, we found a way to make every sheet count. A breakthrough in printed communications we call the Laser-Writer printer.
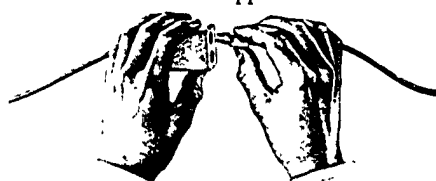
Simply put, it's a print shop inside a 16" x 18" box that produces publication-quality text and graphics. Which, according to a recent survey by Boston University, will make your reports, presentations and overheads 65.6% more persuasive.

For your information, we'll be introducing an Apple file server later this year. It'll let you electronically store, retrieve and E-mail all those files, reports and memos that keep sliding off the pile in your in-box.

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

Right now, Macintoshes can talk to IBM mainframes in their own 3270 language. And IBM PC's can use our LaserWriter printer.

Later on, we'll have an AppleTalk card that slips into an IBM PC. It'll allow PC's to trade information with Macintoshes. Access our file server. And it'll serve as a gateway between the IBM PC network and our AppleTalk network.
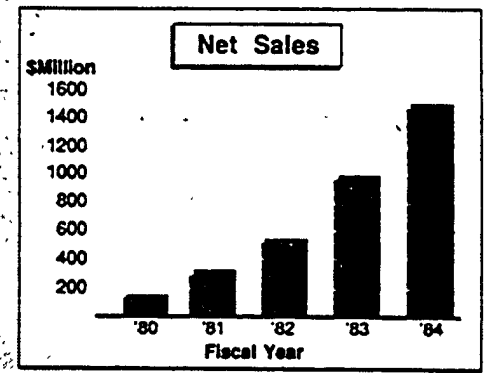

The AppleTalk Personal Network is as easy to install as this. No internal cards, expensive control units or special software is required.

To: Apple Shareholders
From: Steve and John
Today we are pleased to introduce The Macintosh Office. We believe these products will revolutionize communications within WorkGroups, thereby dramatically improving their productivity.

It was here one year ago that we introduced Macintosh to the world. As you can see, Macintosh, together with the Apple II, fueled another year of remarkable growth for Apple.

Net Sales

$Million
1600
1400
1200
1000
800
600
400
200

'80 '81 '82 '83 '84
Fiscal Year

The Macintosh Office looks even better on paper thanks to our LaserWriter printer. It produces publication quality text and graphics on everything from letterhead to transparencies to envelopes to labels.

Third party developers are also working on The Macintosh Office. Next month, they'll be offfering shared data devices that let your workgroup share information. And they're writing a whole new generation of business software to go along with the 350 programs Macintosh already runs. Including Microsoft* Word, ThinkTank™ 512 and the soon-to-be-released Jazz™ from Lotus.*

Now, there's only one more thing we'd like to add to this ad: call 800-446-3000.

We'll tell you how to get everything you need to turn your office into a Macintosh Office.

People not included.