# Announcing a fundamental change in the environment.

Apple® has just introduced two new products that will dramatically change the Macintosh™ environment.

And ultimately influence the entire world of personal computing.

To understand the tremendous impact these two products will have on the personal computer industry, take a step back into the year 1984, when Apple first introduced the Macintosh personal computer.

Convoluted commands were replaced with simple, pull-down menus. Complex keystrokes were replaced with the simple point and click of a mouse.

Never before had so much computer power been placed at the fingertips of thousands of ordinary individuals.

Macintosh forever changed the way people work with personal computers.

But we didn't stop there.

We went on to make the Macintosh even more powerful with the introduction of the Macintosh 512K, the 512E, and the Macintosh Plus.

By the time we introduced the new Macintosh SE and Macintosh II, a second generation of Macintosh software was already taking American business by storm. And Macintosh was established as a standard in the *Fortune 500*.

Which led to an interesting state of affairs. People who pooh-poohed the idea that an easy-to-use computer could also be a useful computer, started to turn in their tracks.

The industry began talking about "windows," "pull-down menus" and "pointing devices." Which brings us to today.

Just as the rest of the industry is beginning to imitate the Macintosh, Apple is once again making a fundamental advance in the personal computer environment.

With the introduction of our second-generation Macintosh system software.

And a fundamental new technology for Macintosh called HyperCard.™

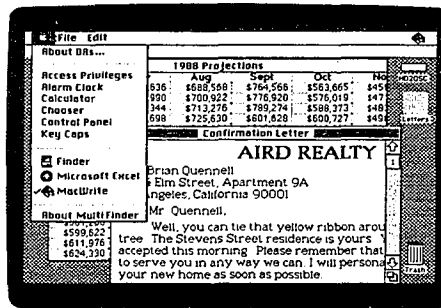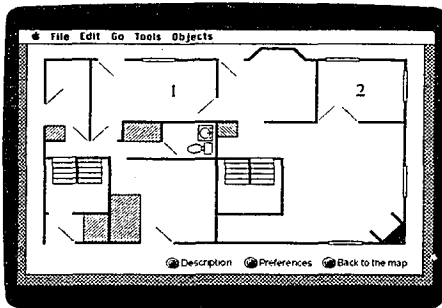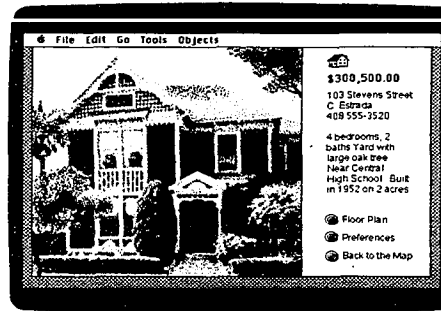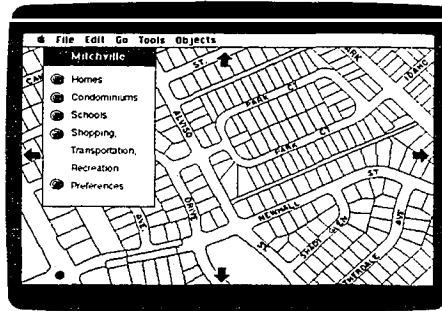At the heart of this new system software is the new Macintosh MultiFinder.™

As its name suggests, MultiFinder gives Macintosh users multitasking capabilities.

Or, in human terms, the ability to do several things at once. Which is the way most people already work. Well, Macintosh now works that way too.

MultiFinder allows you to run multiple applications in separate windows on your Macintosh desktop all at the same time.

You can leap from one application to another simply by pointing and clicking on the desired window. You can even run some programs in the background while working on other applications in the foreground.

For example, you can work with a memo,



*HyperCard stacks let you locate information at blinding speeds. For example, here's a HyperCard stack for a real estate agency. An agent can search through an entire city, find the appropriate neighborhood, find the appropriate house in that neighborhood and even examine the floorplan. All in a matter of seconds, simply by pointing and clicking. The Excel spreadsheet and MacWrite memo are just one demonstration of MultiFinder's ability to run two programs at once.*

a spreadsheet and a phone directory in separate windows on the screen while simultaneously receiving electronic mail.

Or cut and paste between Apple Desktop Publishing applications such as our MacDraw,® Microsoft Word and Aldus PageMaker with all three applications up and running on the screen at one time. Just point and click.

The result is a tremendous leap in your personal productivity.

In typical Apple fashion, MultiFinder and our other system software enhancements are readily available to everyone who already owns a Macintosh Plus, Macintosh SE or a Macintosh II personal computer.

Because we don't believe that our new technology should leave our current users behind. Of course, we have no intention of extending that same courtesy to our competitors. Which is one of the reasons we've worked so hard creating HyperCard.

HyperCard gives Macintosh users the power to do things no one has ever done on a personal computer before.

It's a personal toolkit for creating, customizing and organizing information the way it best suits you. It's incredibly easy to use and just as difficult to explain.

First, because there's really nothing in the world of computers to compare it to.

Second, because the user ultimately defines what the product will do and how it will perform in their Macintosh environment.

Imagine one of the simplest, most accessible and popular business tools in your office: the Rolodex file.

HyperCard is much more than an electronic Rolodex. But, as the name suggests, HyperCard works much the same way as your Rolodex does.

With index cards. Only the cards are in "stacks" on the Macintosh screen and *you can link any card or any stack of cards together, in any fashion you want.* Which means you can collect, explore and organize information in your computer just as you do in your mind: by association.

HyperCard stacks can store any form of information you want: words, pictures, graphics, video, sound, even animated sequences. Best of all, you can change any card or stack of cards at will. So every piece of information in HyperCard is in a format that is unique and useful to you.

You will be able to buy and customize stacks to your own exact specifications. In fact, we expect "Stackware™ Publishing" to become a major industry. With third party developers creating stacks of information that run the gamut from accounting to zoology.

Of course, you'll be able to create your own stacks. And that's when the magic will really start. In fact, it's beginning already.

Because a truly wonderful thing happens when you give people innovative technology. They start to create some pretty amazing innovations on their own.

Which is why we're sure that MultiFinder and HyperCard will change the environment of personal computing just as Macintosh did when it was introduced.
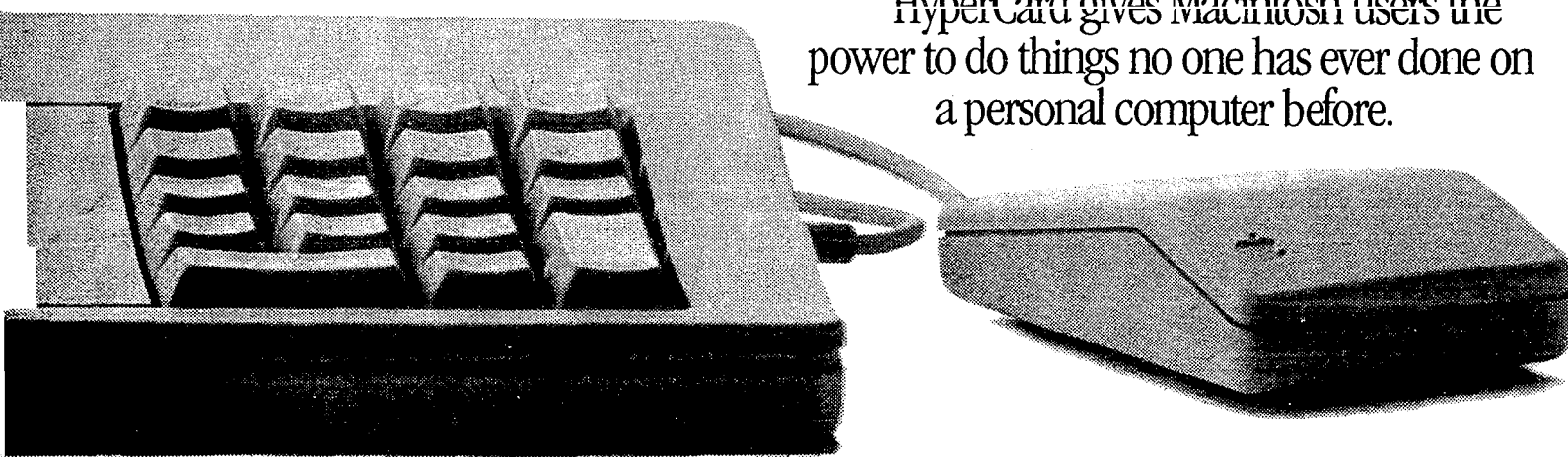
But to really understand their full potential, you have to see them in action.

And the best environment for that is at your authorized Apple reseller.

To find the name of the authorized Apple reseller that's nearest you, please call (800) 446-3000 extension 400.

The power to be your best.™