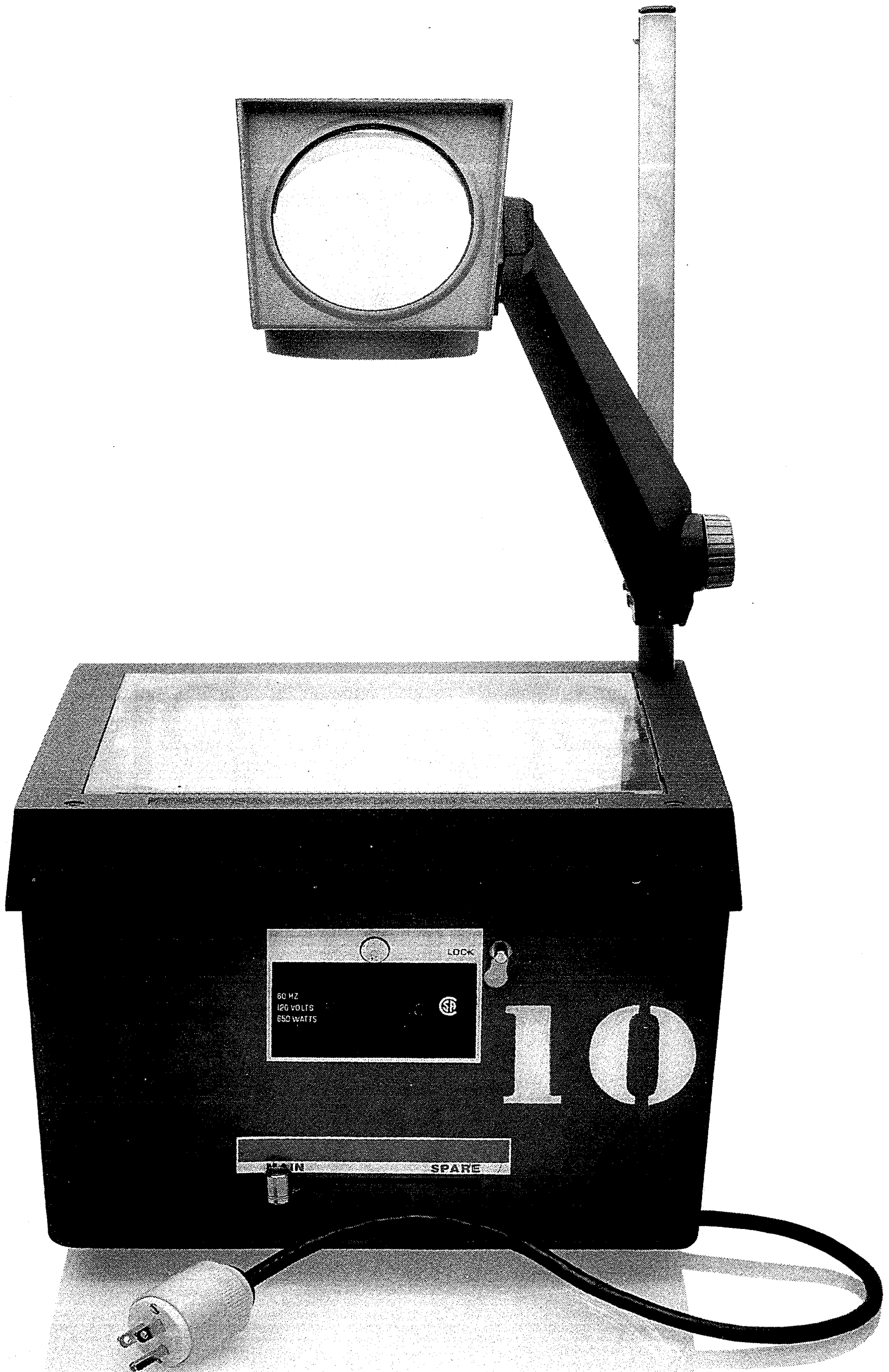


# Introducing Apple Desktop Presentations.

The difference  
between  
presenting and  
persuading.

WARNING: Improper operation  
of this machine may cause headaches,  
nausea and drowsiness.





DTRES #2

# APPLE DESKTOP PRESENTATIONS

## AN OVERHEAD



Presentees aren't always prepared to express enthusiasm.



Nonresponsiveness is turned into outright excitement.



Presentation flair can build you a reputation.



That, in turn, leads to more than psychic rewards.

When someone first said, "We can't go on meeting like this," perhaps what they had in mind were brain-numbing overheads, eye-glazing slides, and soul-deadening presentation handouts.

So here we are to save humanity (and you) from the deadliest of sins:

Boring people in public.

With Apple Desktop Presentations. Nothing less than a revolutionary new way to make your point, sway your audience. And mold opinions.

Right where you sit every day, in the privacy of your own office, you can make dazzling, scintillating, graphically compelling overheads, 35mm color slides, and leave-behinds that don't get left behind. All with very little turnaround time.

And without having a blizzard of bills blow in afterwards.

All you need is our famously easy to learn personal computer, Macintosh. Along with an Apple LaserWriter printer and presentation software.

The first thing this system can do is help you organize your thoughts. Pretty important if you're going to stand in front of a crowd. Particularly if you're trying to sell them something.

With Macintosh outlining software like More, you can arrange and shape ideas easily and efficiently.

And since all Macintosh programs work the same way, you can gather the actual information for your presentation from other programs—even from other Macintosh and MS-DOS computers—simply by cutting and pasting.

For example, you could take a spreadsheet and convert it directly into a pie chart or any other kind of graph.

Then embellish and embroider all of the above with the snappy visuals you've created yourself. Or had the discretion to lift from a ready-to-go electronic "clip art" library.


That done, you put it all together in a standardized format with special presentation software such as Microsoft PowerPoint. And print it with the LaserWriter directly onto acetate overheads. Or even onto your corporate letterhead for handouts.

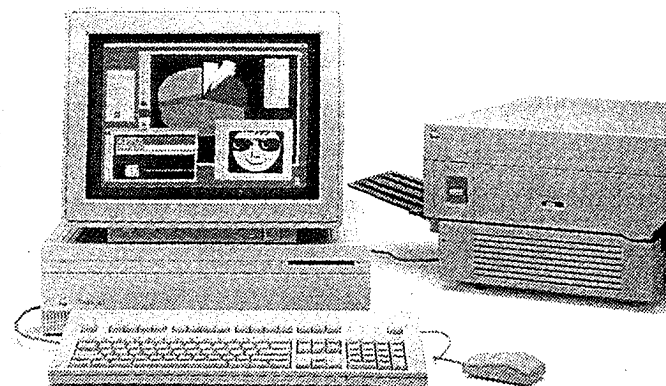
Then—drum roll—you are ready to pitch any sale, argue any case, promote any cause.

Call us at 800-446-3000, extension 350 for the name of your very nearby authorized Apple reseller. And get down there for the electrifying presentation we put together—a hands on demonstration.

Do it soon, though. Because there's only one thing more harrowing than performing in front of a live audience.

Presenting to one that's asleep.

 The power to be your best.

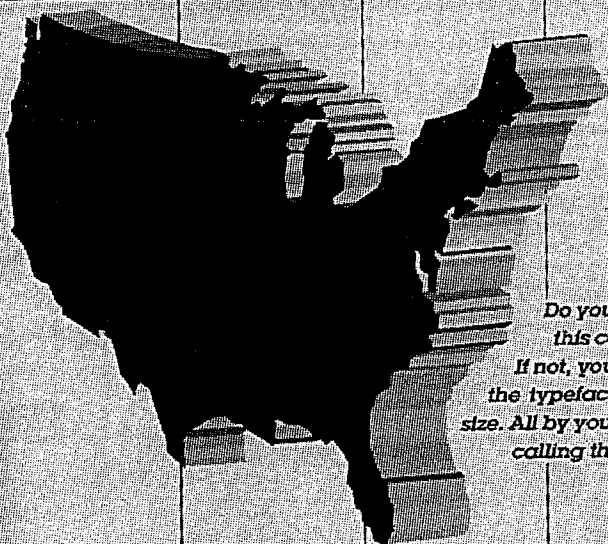


# APPLE DESKTOP PRESENTATIONS

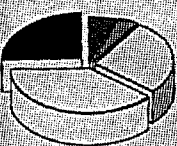
## AN OVERVIEW

**H**ello. And welcome to the first formal presentation of Apple Desktop Presentations. In the next few pages, we'll explain the whole idea. Which is, basically, to give you new power to sell your ideas. Using powerful presentation tools such as these.

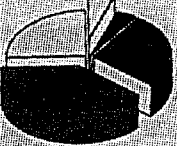
*What's a picture of the United States doing in this document? It was placed here by the presenter, using clip art, to demonstrate that you no longer need artistic talent to create strong presentation graphics.*



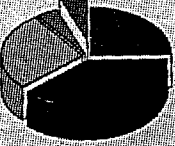
*Do you like the way this caption looks? If not, you can change the typeface. Or the type size. All by yourself, without calling the type house.*



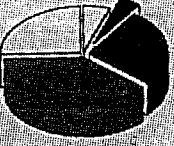
This slice of the pie represents the portion of an audience typically caught dozing on one-dimensional pie-charts.



This slice represents the portion of an audience that actually reads boring Orator-ball presentation booklets.



This slice represents that small but significant portion of an audience that leaves their eye-glasses at home and can't read the handout anyway.



This slice represents the suggested serving size of a piece of New York cheesecake.