

Before you decide between Macintosh and Windows, consider the facts.

If you want a computer that will let you do more things, more easily, than any other personal computer, take a hard look at Windows and a closer look at Apple Macintosh. More and more people are discovering that a computer that looks like a Macintosh doesn't work like a Macintosh.

A closer look at the facts will show you why Macintosh makes the most of the time and money you're prepared to invest.

Apple ranks highest in PC customer satisfaction.

In a study by J.D. Power and Associates, Apple ranked highest in overall personal computer customer satisfaction among business users for two straight years.¹

A separate study by Evans Research of people who've tried both Macintosh and Windows shows that Macintosh is preferred by nearly two to one.² And for good reason.

"It's time to get serious and think about why Macintosh applications are so much more intuitive than their Windows counterparts. In a word, the answer is consistency."
—Computer Reseller News, January 1992

Macintosh stretches your productivity by offering unmatched consistency across thousands of powerful business applications. It makes sense that a computer that's easy to learn and use will be used more often and in more areas of your business than harder to learn computer systems. Maybe that's why Diagnostic Research found that Macintosh users report using their computers more often and in more areas of their business than Windows users.³

Macintosh is compatible.

Macintosh can fit into your computing environment, no matter what mix of computers you use. Every Macintosh has a built-in SuperDrive disk drive which can read and write

	Macintosh	Windows
Ease of use.	Because Macintosh works the way you think, simple tasks like changing file names, dragging files between windows, or throwing files away work intuitively and visually. Compare that with the complexities of Windows.	Windows requires you to learn two programs, the File Manager and Program Manager, and then work with their inconsistencies. So even the simplest everyday tasks can involve multiple steps (using complex DOS commands along the way).
Productivity.	Diagnostic Research reports Macintosh users are more satisfied overall with their computers than Windows users. They rate the Macintosh more enjoyable and more productive, and give it superior ratings on "availability of applications" and "performance as a business tool". ³	MIS Managers give Macintosh a clear edge over personal computers running Windows for user productivity, ease of use, ease of learning basic operations, and ease of learning new applications. ³
Number of applications.	Macintosh offers over 6,000 powerful applications to help you run virtually every area of your business. That's twice as many applications as Windows. ⁴	Not only are there fewer Windows applications, many leading Windows applications cost more than comparable Macintosh applications. ⁵
Ease in changing applications.	Macintosh applications are easier to install and remove. Simply drag the application file to copy its contents to a folder, or drag it into the trash to throw it away.	Most Windows applications must be installed by a set-up program. Removing applications requires a several step process which usually involves complex editing procedures.
Applications consistency.	Because Macintosh applications are so consistent, once you've learned your first application you can easily learn others. And training time is about half what's required with Windows. ³	Recent independent studies have shown that even people who've used both Macintosh and Windows overwhelmingly rate Macintosh applications as being more consistent in the way they function. ^{2,3}
On-screen performance.	Macintosh software and hardware are better integrated to give better performance. That's why, for example, the on-screen performance of a 16MHz 68030-based Macintosh LC II is almost 40% faster than a 16MHz Compaq Deskpro 386N (386sx/16 running Windows). ⁶	When running popular applications available on both Macintosh and Windows, Ingram Laboratories found that Macintosh generally outperformed similarly configured IBM, DELL, Compaq and NEC systems running Windows. ⁶

"The only machine that can run DOS, Windows, UNIX and Macintosh software simultaneously is the Macintosh." —InfoWorld Magazine, April 1990

to DOS, Windows, and OS/2 formatted 3.5-inch floppy diskettes.

There are Macintosh versions of many popular DOS applications such as Lotus 1-2-3 and WordPerfect and the data files are compatible on both systems. With third party software, you can even run DOS programs and Macintosh programs at the same time.

Then consider the future.

Macintosh offers more as you grow.

Macintosh is not only easier to use, it's easier to add capabilities as your needs grow. That's because Macintosh offers unmatched consistency and seamless integration of hardware and software.

And many of the capabilities you'll need most are already built in. So you don't need extra cards or software to do something as basic as adding peripherals, or sharing files and printers over a network. Unlike most PCs today, you won't even need additional hardware or software to work with video, sound and animation. With QuickTime, you can copy and paste "movies" and high-quality photographic images into your documents and presentations in the same way that you copy and paste text and graphics.

"Managing memory and optimizing Windows can seem like a full-time job because you are never completely finished. Just when your system seems exactly right, you add another bus card or piece of software, and then you must make allowances for those additions. Of course, you installed Windows to get some work done, so obviously you don't want to spend the next few years tweaking Windows."
—Tricks of the Windows 3.1 Masters,
by Ed Tiley copyright 1992

Whenever you add capabilities to Windows, get ready for complex steps, added frustration and added support costs. Just try adding a hard disk drive (or any other peripheral) to a PC running Windows and you'll experience the difference between a computer designed to work with you, and one that takes hours of your time to get working. (Even adding something as simple as a mouse requires reconfiguration.) In fact, in a recent Diagnostic Research study, MIS managers reported that Windows users require nearly twice the support time of Macintosh users.³



	Macintosh	Windows
Ability to grow.	Every system in the Macintosh product line uses the same easy, intuitive approach. As your needs grow, it's easy to add more memory to your existing machines, upgrade hard drives, or add more Macintosh computers to your network without losing your investment in software, hardware, training and support.	Many industry analysts say that the majority of PCs installed today won't run Windows adequately. Users will need to buy high-end 386 and 486-based models. If you've got to buy a new computer, why not make the most of your investment and choose a Macintosh?
Adding capabilities.	Macintosh has a built-in SCSI port that allows you to connect up to seven peripherals by simply plugging them in. And Macintosh automatically knows what types of peripherals are added.	Adding capabilities to PCs running Windows often requires tedious complications like configuring jumpers or dip switches, running installation programs, editing files, and dealing with complex code (AUTOEXEC.BAT and WIN.INI).
Adding memory.	Macintosh knows when you've added memory, and automatically takes advantage of all the memory you have.	Adding memory to a PC requires reconfiguring the system. Otherwise, it won't know what to do with it.
Networking and file sharing.	Every Macintosh comes with built-in Apple Talk networking and file sharing software. Simply plug in the cables and Macintosh allows small work groups to share files, printers, fax modems or scanners. (Some of the more powerful Macintosh computers even include Ethernet).	The vast majority of PCs don't offer networking and file sharing. To get started, you'll have to purchase and install network interface cards and additional software for every machine. Then, when you expand the network, every new device will have to be manually configured.
Multimedia.	With QuickTime every Macintosh system has built-in capabilities that let you work with sound, video, animation and photographic images as well as the standard text and graphics. ⁸	Buy Windows, and you'll not only need a high-performance PC capable of supporting Windows and multi-media, you'll also have to buy and configure sound cards and additional multi-media software.
Cost over time.	Over time, Macintosh computers have proven to be less expensive than any other major platform. A recent Gartner Group study found that over a 5 year period, Macintosh costs 23% less than a PC running Windows. ⁹	The more complex the computer, the higher the costs for training and support. As your needs grow, Windows may not only require you to pay for additional hardware and software, it will demand time to continually reconfigure your system (or the expense of paying someone else to do it).

Macintosh is recommended by more people.

Of course, the more you do, the more the advantages of Macintosh add up. Try a Macintosh and see for yourself. Then try Windows. You'll experience first-hand why users give stronger purchase recommendations to Macintosh than to PCs running Windows.³ And why Apple has sold more personal computers this year than any other company in the world.⁷

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1 J.D. Power and Associates 1991 and 1992 Computer End User Satisfaction Studies. 1992 study conducted among 2,255 business end users at 1,145 business sites. 2 Evans Research Study, June 1992. 3 Diagnostic Research, Inc. January 1991; Business users and MIS Managers ratings when comparing Macintosh and Windows 3.0. 4 Datapro and Ziff Davis Computer Select databases, as of 10/92, list over twice the number of Macintosh applications as Windows applications. 5 PC Magazine September 15, 1992 6 Ingram Laboratories, March 1992, A Performance Comparison: Apple Macintosh Computers vs. Competitive Windows-Based Systems. The Ingram Study tested a variety of systems running applications available for both Macintosh and Windows 3.0. 7 Recent third-party sales reports (InfoCorp, International Data Corp. and InfoWorld) 8 Any Macintosh with a 68020, 68030 or 68040 microprocessor can take advantage of QuickTime. 9 Gartner Group, Inc. 1992 "3.0 Desktop Technology: A Cost/Benefit Analysis" L0400LL/A