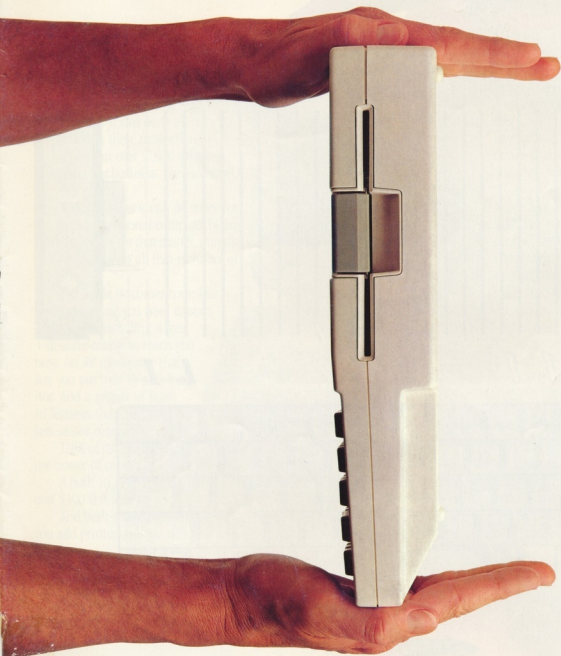


Apple announces a
technological breakthrough
of incredible proportions.



12" x 11¼" x 2¼"



Introducing the Apple IIc.

The new Apple® IIc Personal Computer.

It's about the size of a 3-ring binder. It weighs less than 8 pounds.* And costs less than \$1,300.**

Yet what it can do is all out of proportion to these proportions:

It can run over 10,000 different programs. For business. For education. Or just for fun.

Which means it can do more for you than any personal computer by any other name. Or, for that matter, initials.

And it can do all that right out of the box.

The Apple IIc comes complete with everything you need to start computing. Including a free 4-diskette course to teach you how. An RF modulator that lets you use your TV as a monitor. And a gaggle of built-in features that cost extra on less senior machines:

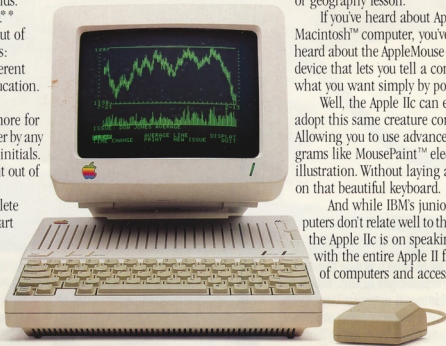
128K of internal memory—twice the power of computers twice its size.

A built-in disk drive that could cost \$400 if it weren't.

And built-in connections that let you add printers, phone modems and

an extra disk drive without adding \$150 goodies called "interface cards."

Its full size keyboard is as ergo-



nomically perfect as an IBM® typewriter's. Which is a lot more than computers by the same name can say.

With full 80-character display capabilities, it can show you more at once than smaller-minded computers.

And with 16 ultra high-resolution colors, it can bring any presentation to life—whether it's a quarterly report or geography lesson.

If you've heard about Apple's Macintosh™ computer, you've also heard about the AppleMouse—a little device that lets you tell a computer what you want simply by pointing.

Well, the Apple IIc can easily adopt this same creature comfort. Allowing you to use advanced programs like MousePaint™ electronic illustration. Without laying a hand on that beautiful keyboard.

And while IBM's junior computers don't relate well to their elders, the Apple IIc is on speaking terms with the entire Apple II family of computers and accessories.

A family known for, among other things, advanced technology, iron-clad reliability and the world's largest library of software.

All of which makes the Apple IIc much bigger than it looks.

The first transportable computer worth taking anywhere.



The sad truth is that most small computers are pea brains. With 8 to 16K of internal memory. Displays that look like a jogger's watch. And fewer good programs than Radio Tehran.

The Apple IIc, on the other hand, has more brains and talent in its 7-1/2 pound body than you'll find in some full-size office computers.

It can run a vast library of Apple II software. Over 10,000 programs.

With a full 128K RAM, it can run advanced business software. Like AppleWorks, a 3-in-1 program that integrates word processing, electronic filing and spreadsheets.

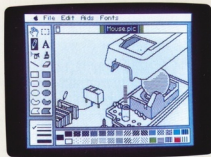
And even as we write this, seventy-nine leading software companies are writing new programs for the Apple II family. Including software that takes

full advantage of the AppleMouse.

As a matter of fact, the Apple IIc can do almost everything the IBM PC

can, and thousands of things the IBM PCjr can't.

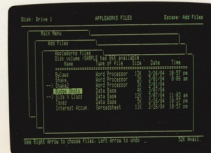
You can add an extra disk



MousePaint Electronic Illustration



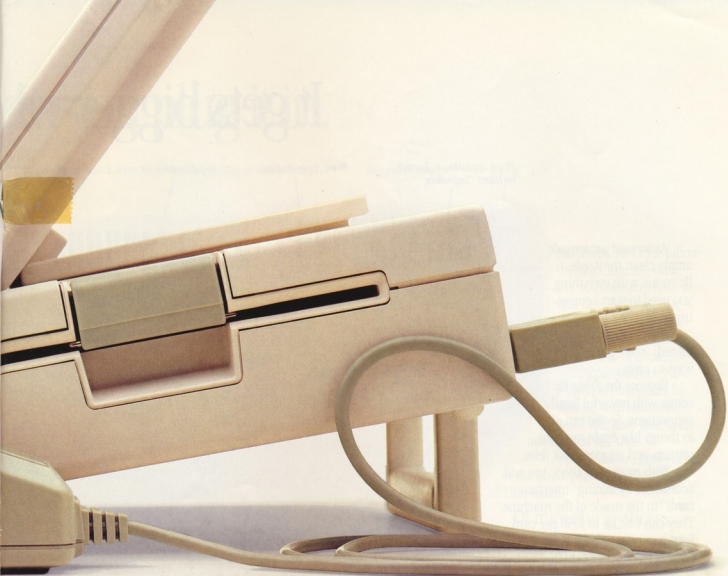
SubLogic's Flight Simulator II



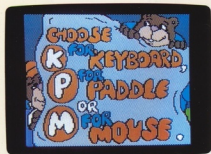
AppleWorks Integrated Business Software



Dollars & Sense Personal Finance



drive so you can run advanced business software for accounting, payroll and taxes.



Stickybear Shapes™ Educational Software



Access II Communications Software

Not to mention specialized software for doctors, lawyers, contractors, farmers, brokers, screenwriters and just about every other profession that's legal.

And, of course, since the Apple II is the most popular computer in all levels of education from grade school to graduate school, the Apple IIc can run more educational software than any other computer in the world, save one—the Apple IIe.

Which makes the IIc the only computer that's as good for your kids as it is for you. And vice versa.

In fact, an Apple IIc can do everything you'd ever need a computer to do, sitting happily on your desk at work or at home.

But if someday you need it to do

something in some faraway hotel room, you'll remember what a superb traveling companion it can be.

It can use almost any TV for a monitor—even a hotel TV.

Or you can add an Apple IIc Flat Panel Display[†]—the very first LCD display that shows you as much information as a regular monitor—80 characters wide by 24 lines deep.

And when your work day is done and you're all alone far from home, it can do one more thing no other portable computer can do.

Play Zaxxon™



[†]Available Fall 1984.

It gets bigger wh

As we trust we've made amply clear, the Apple IIc comes with everything you need to start computing in one box.

But once you've started, you've got a lot of ways to grow.

Because the Apple IIc comes with powerful family connections. So you can plug in things like Apple modems, printers and an extra disk drive.

With most computers, you add accessories by adding "interface cards" to the inside of the machine. They can cost up to \$150 per card. Even more if you make some egregious error installing the card.

With the Apple IIc, all those expensive interfaces are already built in. So you never have to risk messing around inside the computer—it's a sealed system. And the symbols on the back of the machine tell you exactly what goes where.

Which makes growing your system about as difficult as plugging in a toaster.

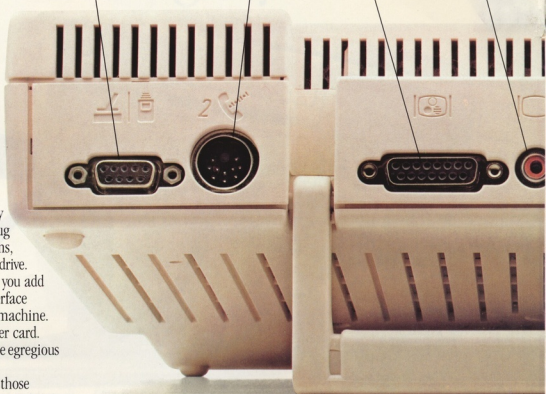
And which makes outgrowing it virtually impossible.

To an AppleMouse, Joystick or Hand Controllers.

To an Apple Modem.

To a television set.

To a monitor.



Displays of graphic power.

The IIc comes with an RF modulator that turns any garden variety TV into a computer monitor. But you'll get a better picture with one of these:

The Apple IIc 9" Monitor—high resolution green phosphor display that's a perfect match for the IIc

aesthetically as well as technically.

The Apple IIc Flat Panel Display—the first LCD display that shows you as much as most regular monitors: 80 characters by 24 lines.

Miracles of reproduction.

The IIc can drive virtually any serial printer on the market—including letter



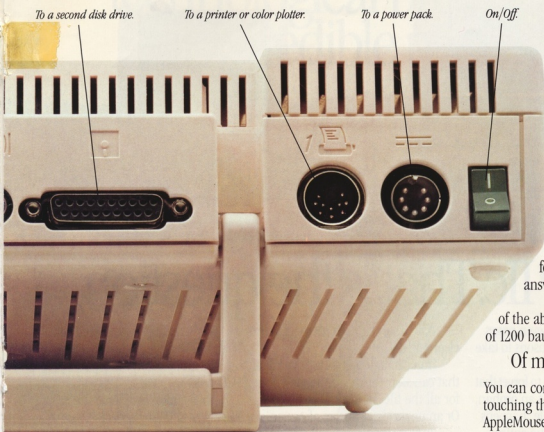
Apple IIc 9" Tilt Screen Monitor

RF Modulator

Flat Panel Display

Scribe Printer Imagewriter

en you plug it in.



the lowest air fares, follow the stock market, even buy software and have it sent directly to your IIc—all over the phone. And to do all that, all you need is one of these:

Apple Modem 300—a low cost phone link for your IIc with advanced features like auto dial, auto answer and self-test.

Apple Modem 1200—all of the above plus high speed mode of 1200 baud.

Of mice and joysticks.

You can control your IIc without even touching the keyboard. With the AppleMouse and MousePaint software, you can create impressive electronic illustrations in color.

The AppleMouse—Replaces complex keyboard commands with point-click-cut-paste simplicity. Comes with free MousePaint program.

The Apple IIc Joystick—a game controller that's also used for many educational programs and music composition.

quality for serious business. But we offer two IIc printers and a color plotter that offer you a lot more graphic flexibility:

Scribe—Apple's first ultra low cost quality color/b&w printer. Works with any kind of paper, from bond to plain brown wrappers.

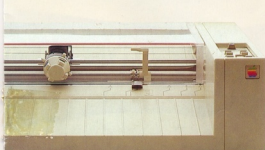
ImageWriter—Apple's high quality printer reproduces most anything

you can put on the IIc's screen.

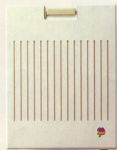
Color Plotter—Apple's incredibly compact wide bed plotter generates all kinds of graphics and illustrations in 8 brilliant colors.

Reach out and beep someone.

Your Apple IIc can give you a direct line to the world. Bank at home, find



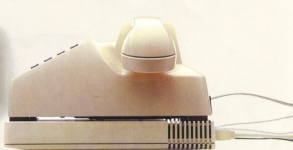
Apple Color Plotter



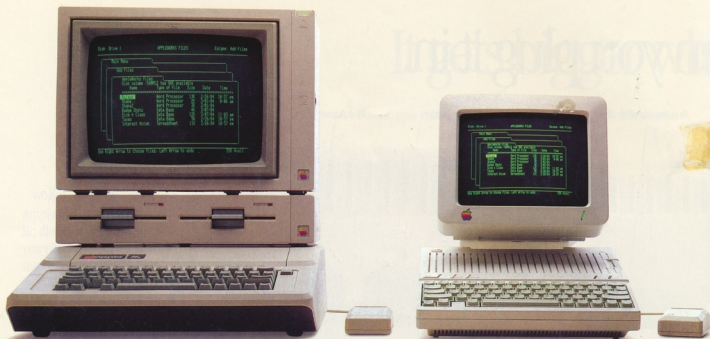
External Disk Drive



AppleMouse



Apple Modem 300/1200



IIe or IIc. That is the question.

We've spent the last seven pages giving you lots of good reasons to take home an Apple IIc.

But we don't want you to forget that our newest brainchild isn't an orphan.

Its father, the Apple IIe, happens to be the granddaddy of the entire personal computer industry.

Unlike we humans, it gets more flexible, more powerful and more innovative every year.

It can run more software than any other personal computer in the world.

There are also more accessories and peripherals for the Apple IIe than for any other personal computer in the world.

You can expand its memory to an elephantine 512K.

You can add a ProFile™ hard disk that can store up to 2400 pages. Room for all the files of a small business.

Or an unabridged history of Armenia.

In fact, you can expand the Apple IIe to do just about anything you can imagine:

Run a lab-full of test equipment. Control a basement-full of mainframes. Load the Space Shuttle. Give industrial robots their marching orders. Converse with dolphins. Even run IBM software.

So the only question is which II you need more:

An incredibly expandable Apple II. The IIe.

Or an incredibly compact Apple II. The IIc.

Your authorized Apple dealer will be happy to help you decide.

S/he can also help you take home your choice for as little as 10% of the purchase price. All you have to do is qualify for an Apple Credit Card.

If you haven't committed any heinous crimes lately or otherwise proved yourself a total flake, you can get one.

In about the time it'll take you to make up your mind.



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