Why Apple II is the world's best selling personal computer.

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hich personal computer will be most enjoyable and rewarding for you? Since we delivered our first Apple II in April, 1977, more people have chosen our computer than all other personal computers combined. Here are the reasons Apple has become such an

Apple is a fully tested and assembled mainframe computer. You won't need to spend weeks and months in assembly. Just take an Apple home, plug it in, hook up your color TV* and any cassette type deck—and this firm begins.

and to keep Apple working hard, we've spent the last year expanding the Apple system. There are new peripherals, new software, and a 16-chapter Owner's Manual on "How to Program in BASIC." There's even a free Apple magazine to keep owners on too of what's new.

Apple is so powerful and easy to use nat you'll find dozens of applications. There are Apples in major universities, helping teach computer skills. There are Apples in the office, where they're being programmed to control inventories, chart stokes and balance the books. And there are Apples at home, where they can help manage the family budget, control your home's environment, teach arithmetic and foreign languages and, of course, enable you to create hundress of sound and

when you have a Apple II you're when you have a heading in the leading edge of technology. Apple was the first computer to come with BASIC in ROM, for example, And the first computer to board, using advanced, high density board, using advanced, high density 16K devices. We're working to keep the property of the prope

enjoy the real satisfaction a personal computer can bring, today and in the future.

15 colors & hi-resolution graphics, too. Don't settle for a black and white

a color TV and BASIC
gives you instant
command of
three display
modes: Text,
40 h x 48v Color
graphics in 15 colorig
and a 280 h x 192 kg
Resolution array that lets
you plot graphs and color
pose 3-D images. Apple gives
vou the added canability or

Back to basics, and assembly language too.

Apple speaks three imaganese: Iss integer BASIC, donating point BASIC integer BASIC, donating point BASIC and 6502 assembly language. That's and 6502 assembly language. That's maximum programming fleebility's and to preserve user's space, both integer BASIC and montto are permanently stored in 8K bytes of ROM, so you have an easy to use, universal language instantly available. BASIC and monthly available. BASIC and forced meanury access, with PEEK, POKE and CALL commands.

Software: Ours and yours.

I here's a growing selection of preprogrammed software from the Apple Software Bank—Basic Finance, Checkbook, High Resolution Graphics and more. Now there's a User Section in our bank, to make

Alive with the sound of music.

any program can "talk" back to you.

Apple is the proven computer.



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Available now.



Coming soon High speed serial printer interface.

face. Communication Interface. General purpose serial interface. Printer II. Printer IIA. Disk II

full duplex I/O. The card is fully as-

sembled and tested and has all required software in on board ROM. It's controlled by simple BASIC commands. And it's available from stock. Perinherals in stock Hobby Board, Parallel Printer Inter-

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you can, with our new intelligent com-

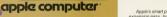
nlay Tele-Pong! Everything you need is on one small card. With a modem

it enables your Apple to communicate by phone at 110/300 baud RS232

munication interface card. Just plug it in and it turns your Apple into an intelligent terminal that can go on line with other terminals. computers and especially, with other Apples

Introducing the Apple Communication Interface

Apple II plugs into any standard TV using









CIRCLE 103 ON READER SERVICE CARD

Programming is a snap!



