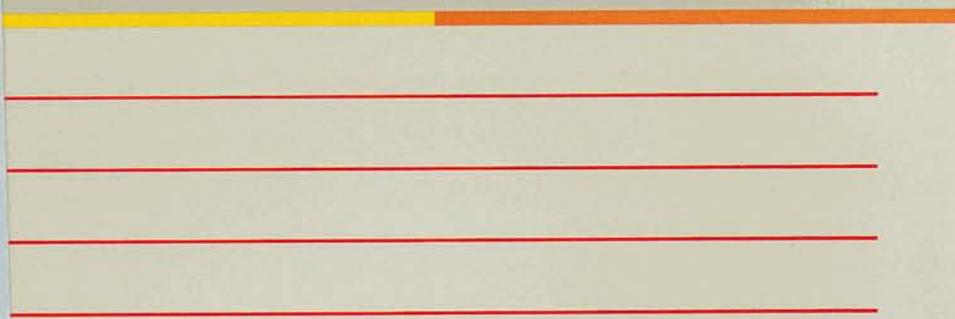




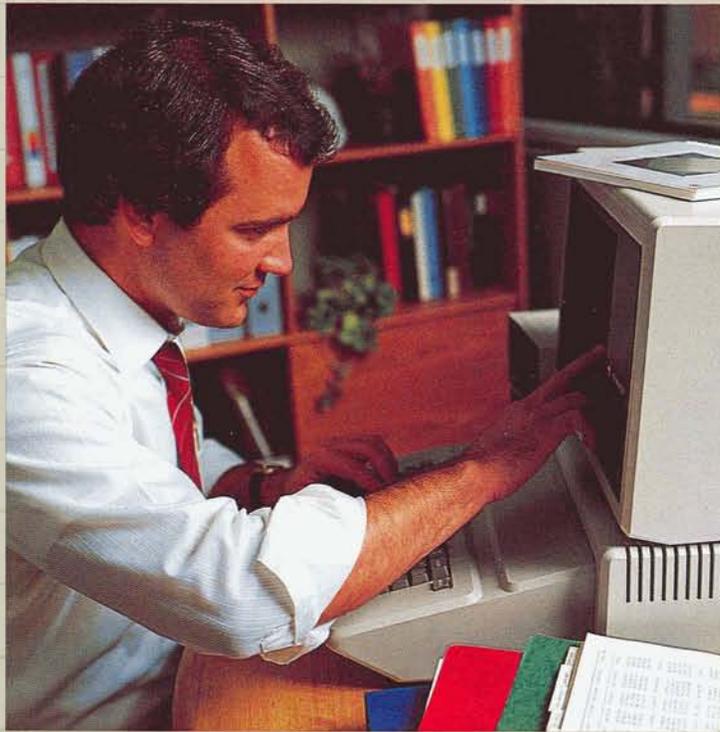
Steven C. Vice

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Whatever your personal goals, and whatever the scope of your activities or business, the Apple IIe can contribute greatly to your success—possibly more than any other investment you'll make this year.

### **The Apple Advantages.**

With more than three-quarter million computers installed worldwide, Apple ranks first in the personal computer industry with more software programs available for its computers than any other company.

We invented the affordable personal computer for home and work at a time when minicomputers were the outstanding technology.

Today we continue to dedicate our efforts to the personal computer... to make your learning, work, and play time more productive, more creative, and more manageable.

### **You're in control.**

The Apple IIe Personal Computer System is a continuation of our commitment to your personal productivity—present and future. Because it puts you in control of day-to-day activities in a variety of situations.

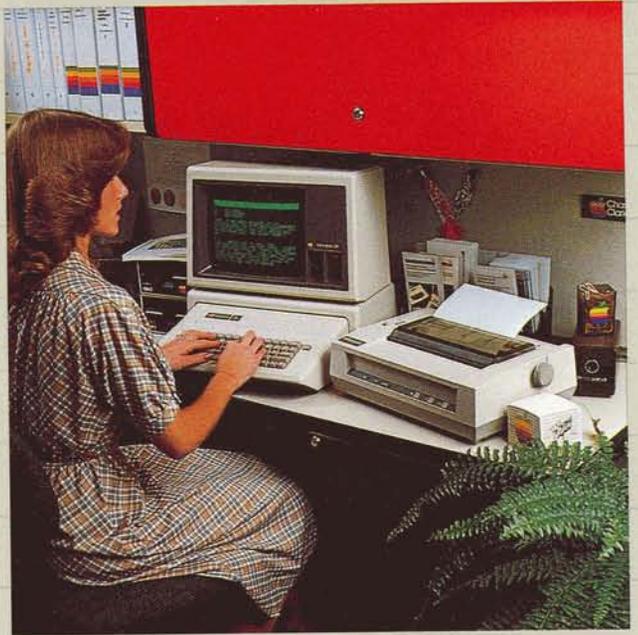
Like gathering and storing facts and figures. Planning corporate or family budgets. Allocating resources. Polishing presentations.

Taken together, the advantages of personal computing on the Apple IIe mean taking personal control of vital information-gathering and decision-making.

Once you've settled down to business with the Apple IIe, you'll be impressed with how it handles your information needs.

But perhaps just as important—you'll discover frontiers unknown to you now and, in the process, explore your own potential for growth and creativity.

Who in The World  
Uses the Apple.  
And Why.



**Apple does, for one.**

We know that a computer strategy is important to all areas of our operations.

At Apple, we compute facts and figures more efficiently with Apples. Budget and forecast more accurately. Manage tasks and data more efficiently. Satisfy and encourage the personal involvement of our employees. And control bottom-line priorities.

In every corner of the world, Apples are used by business people at work. By families and students at home or school. By scientists in laboratories and universities. By teachers in classrooms and industry. And by others in thousands of applications from the typical to the extraordinary.

**The Apple //e means serious business.**

Information is missing. Time is lost. Decisions are questionable. It happens all too often in business.

You need to see the picture at many levels and control your time and your productivity. That's where an Apple //e can make a difference. So you can get facts quickly, organize your time, get a handle on numbers, and adjust for changes.





You can keep records and files up to date, simply and quickly. Access critical facts. Create "what-if" scenarios and solve problems. Enhance your presentations. Dramatically increase engineering data precision and standardization. Manage cash and budgets. Reduce wasted paper, labor, and time. Communicate more effectively.

And replace a lot of "dedicated" special-purpose objects, such as pencils, calculators, typewriters, files, and even mail.

You're free to manage your time and efforts better, and pursue ideas and opportunities. You're personally in control.



### Orderly growth for the fast-paced enterprise.

Perhaps you're an entrepreneur or small-business principal. You're making plans that require well-placed attention and timely decisions. You can't afford to have strategies backfire, details trip you up.

Use the Apple //e for word processing memos, reports, proposals. Dedicate it to accounts receivable and payable, payroll, inventory control, and general ledger. Delegate it to know when to take discounts, to track late-paying customers, to manage cash flow.

Turn it into a letter carrier with electronic mail. Make it a smart terminal to talk with a mainframe or timesharing system.

In other words, don't bury yourself in details if you don't have to. And rediscover the time to wrestle with priorities that the computer can't handle.



**Infinite personal resources under one roof.**

Ever decide to analyze spending for the year, and come up with a workable budget—only to find cancelled checks, tax records, and receipts scattered to the four corners of the house?

Whatever your goal, there's a solution to the loss of vital information.

With the Apple IIe, you can manage that budget. Students can master lessons interactively with the computer. The family financier can do bookkeeping. The investor can watchdog and manage stock, real estate, and investment portfolios.

The moonlighter can perform entire business transactions. The tinkerer can control lights, alarms, pool, or sprinklers.

Anyone can work efficiently at home in his or her own Office of the Future. And everyone gets a well-earned timeout for mildly (or wildly) addicting computer games.

**A new approach to education.**

As subjects become more complex and educational needs more diverse, the traditional teaching tools can no longer do it all. They must be more sophisticated, yet affordable enough to fit a budget.

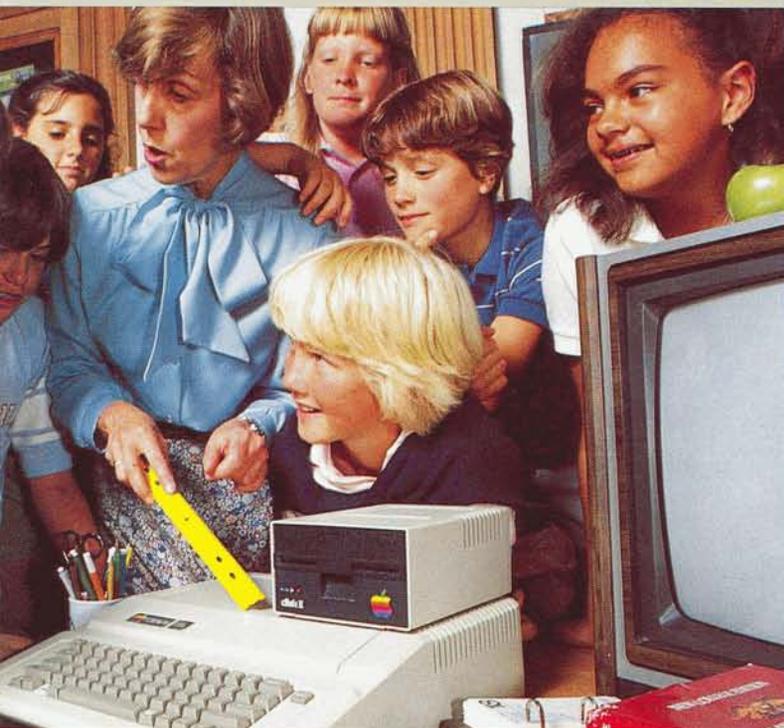
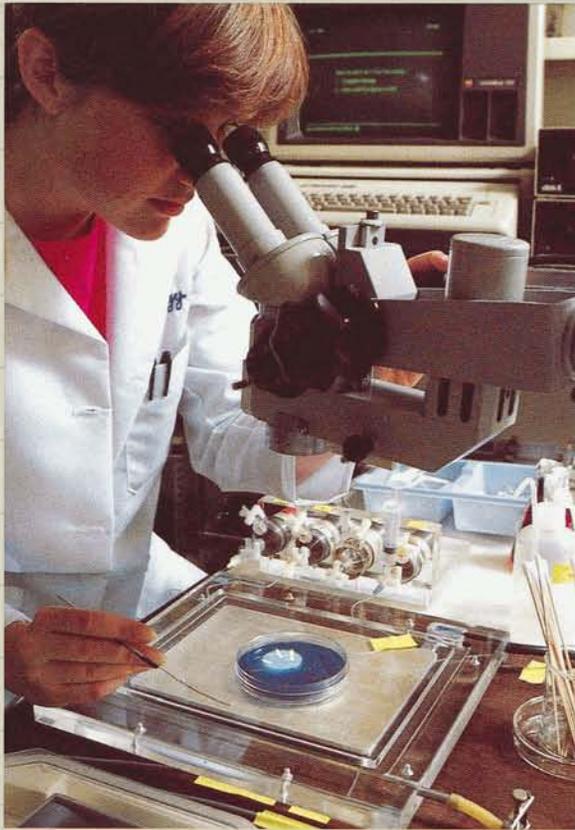
There has to be a better way. And there is.

Students save time and effort in gathering, analyzing, and reporting facts—and in writing and editing reports, papers, and assignments.

With the Apple IIe, teachers can develop exciting instruction and visual aids, administer testing with on-the-spot feedback to students, grade responses, measure program effectiveness, and keep records any way they like—with just a few keystrokes.

Quick learners learn even faster. Slower learners can pace themselves while lowering the frustration factor. The handicapped enter the mainstream more confidently.





You'll see more than just drill and practice with an Apple IIe. You can tap the resources of other data bases, computers, and developed lessons. Teach yourself (and your students) any level of programming. Develop powerful training and computer-aided instruction (CAI) for specialized needs. It's still an open book.

 **Precise control of the scientific parameters.**

Quality of information integrated with reliable hardware can be more important to engineers, scientists, and researchers than perhaps anyone else.

With an Apple IIe, you'll exercise greater control over all operations. Consider a low-cost, intelligent terminal for networking and communicating with mainframes.

High-level languages like FORTRAN and Pascal. Support of industry standard interfaces such as the IEEE-488. Analog to digital and digital to analog converters. Computer-aided design (CAD). Voice output and recognition equipment. Process and instrument control, and tailor-made microprocessor-controlled devices.

And when you're ready to expand your operations, the Apple IIe is designed to provide optimal growth avenues.

In addition to speeding up the research process, you'll have the advantages of personal computing in day-to-day operations such as record-keeping, writing, budgeting, and calculating. You'll find the Apple IIe gives you precise parameters—on time and on target.

What You Can Do  
Better Than Ever  
Before. And How.



The Apple IIe gives you more options than any other personal computer to make the most of your resources, centralize information, and impart orderly control—in a way you've never seen or thought possible. By incorporating the Apple IIe into your operations, you'll see results immediately, and with minimal investment.

**Financial Planning and Modeling for Corporations and Small Businesses: Tying together the pieces in one smart location.**

The Apple IIe makes it easy for you to develop and execute customized planning and analysis—without experience in computer programming.

Administrators can plan budgets, compare actuals with forecasts, and modify projections. Sales and marketing managers can develop accurate forecasting models, pricing strategies, and sales plans. Accountants can calculate rates of return, design pro formas, and draft financial statements.

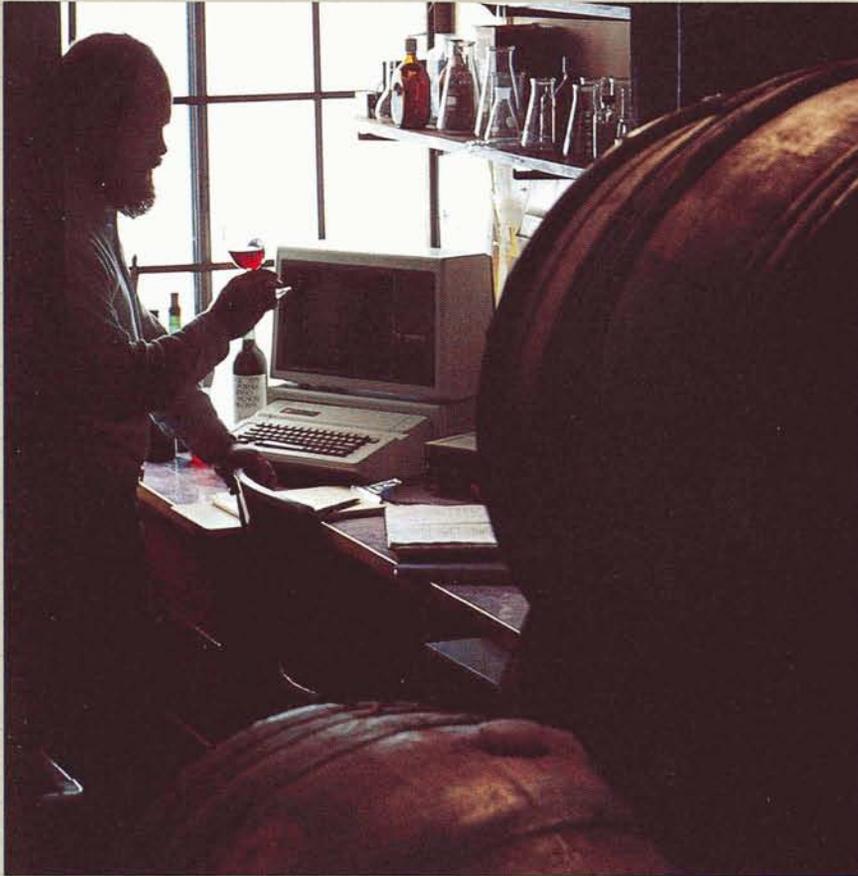
You can use a spread sheet program for precise, sophisticated financial modeling. For example, you can consolidate budgets, profit and loss statements, cash flow projections, forecasts, and more. Complex calculations are done quickly and precisely, and some software lets you merge as many models as you wish into one—all with easy-to-follow commands.

If you're in charge of a small business and often wonder where your time goes, the Apple IIe can answer important questions. Who is paying bills on time? Who's not? What's tied up in receivables, payables, inventory? How can payroll be streamlined? Accounting packages for the Apple IIe are available that can free up your time from important but time-consuming tasks—for more profitable use of your management time and talents.

**File and Project Management: Taking control of vital information.**

Finding, sorting and centralizing information that you can use exactly when you need it means efficiency. Using a typical data base management program, you just key in data and later decide on the most useful order. Then selectively print out file listings when you need them.

Once an important project is identified, you can schedule, track, and analyze the milestones. You can generate project status reports and charts, and pinpoint the critical paths and project costs. Any time along the way, you can create "what-if" scenarios of complex tasks to help you make tough decisions.



You can share data bases, communicate among systems, and take advantage of thousands of programs from Apple as well as outside software developers.

For both business and personal record-keeping you can find a program to organize cash and credit card payments, tax records, checkbook statements, and various finances—in one location.

**Editing and Word Processing: Revolutionize word and number gathering.**

One of the major benefits of the Apple II's personal approach is versatility. Because when you're through calculating, modeling,

forecasting, and any of hundreds of other uses, you can take care of the briefest of memos—as well as the longest of books.

You can quickly create and edit text, and also format headers, footers, paragraphs, pages, and tabs according to your specifications. You can view different portions of your document in 40- or (with optional card) 80-column format, access a custom-made glossary, move around to different locations in your text, and merge text with other programs such as spreadsheets. You'll be delighted to find you can print out reports as complicated or as plain as you want them.

Whether at home, school, laboratory, or office, rest assured that with an Apple II you can change your mind without changing your deadlines.

**Business, Presentation, and Design Graphics: Add style and originality to your persuasive messages.**

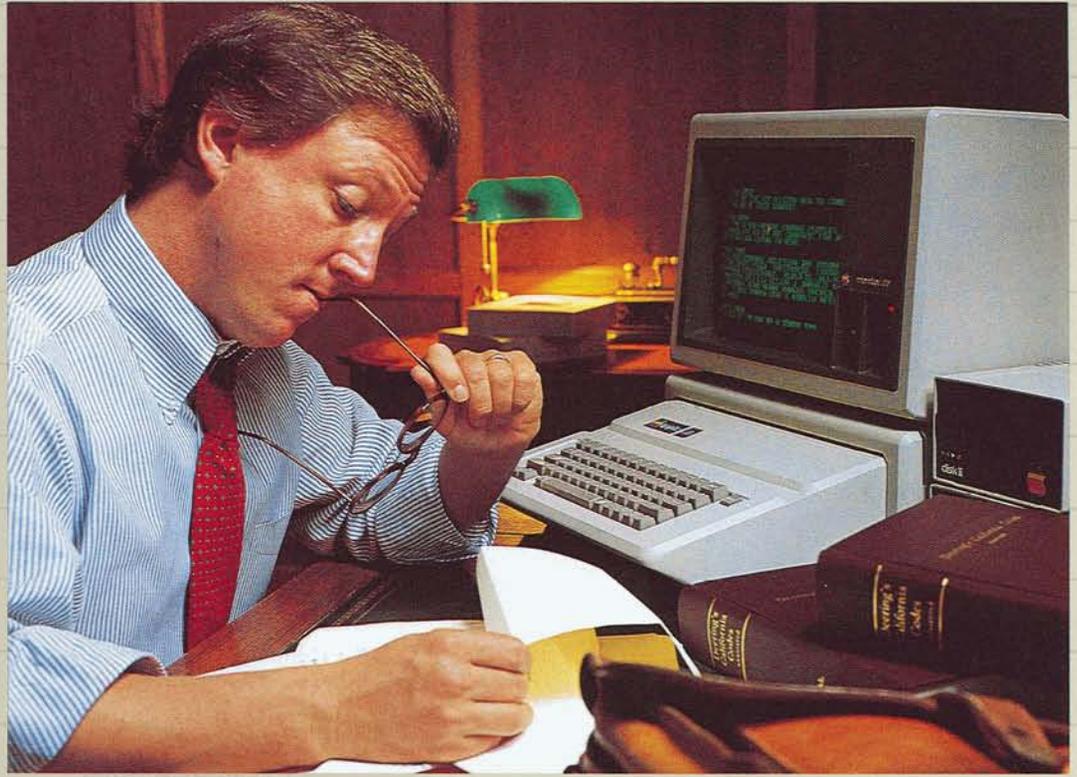
Nothing gets to the heart of a message as quickly as a finely-tuned graphic presentation.

You can use the Apple II to assemble facts and figures, convert data to visually appealing charts and graphs, and hook up to a suitable printing or plotting device. So you can produce condensed visuals, make sense of massive amounts of data, spot trends, pinpoint priorities, and identify potential hotspots.

For example, save hours of drawing and design time for depicting any activity including sales, stock performance, calorie consumption, and miles per gallon. You specify each axis, and the Apple II will help you create a bar, line, or scatter chart for transparencies or reports. Then update any information at any point. Label the charts exactly as you wish. And color it all for maximum visual appeal.

You can perform curve-fitting and trend-line analysis. Produce pie charts and horizontal bar graphics. Plot two or more graphics on the same set of axes. And perform a few more extraordinary things you've never been able to do so simply—without programming knowledge.

The Apple Graphics Tablet lets you make and display block diagrams, architectural renderings, logic diagrams, schematics, mechanical shapes—and even fine art.



**Educational Software:  
An exciting new realm  
of possibilities for  
school and home.**

No matter what the setting, educators have found that an Apple personal computer can transform the learning process. Assignments are more individualized, creative, and open ended. Teachers have more time to channel personal attention. Bright students move even faster. The handicapped are motivated to participate.

Aided by an Apple, you can teach everything from bridge to astronomy. Help kids learn to spell,

recognize words, understand arithmetic concepts, and sharpen problem-solving. Compose music and play (with internal speaker) your own compositions. Learn U.S. geography and capitals more enjoyably. Or breeze through a primer on BASIC programming.

In addition to basic skills, the Apple can help in specialized education such as advanced computer programming and industrial training.

You'll find these and hundreds of other programs by Apple and other sources that provide the best in educational design—aided by the most popular personal computer in history.

**Telecommunications:  
Instant worldwide  
mail, telegrams,  
news, and stock  
quotes.**

Because your Apple can be connected (via low-cost modem) to telephone networks, you can sit back while your computer directly accesses timely data.

For instance, your Apple can send and receive letters and messages instantly from other microcomputers. Send Mailgrams. Send and receive TWX, Telex, and international cables. You can order flowers and wire money. Check headlines and research stories from the Wall Street Journal, and even catch the latest sports and weather information in major cities.





Nothing requires special installation or expert consultation. Your Apple IIe keeps everything running without programmers. And if you don't want to sit back and watch, we're sure you'll use the free time to your advantage.

**Programming:  
Virtually endless  
possibilities for  
creative development.**

The Apple IIe speaks several languages fluently, including BASIC, Pascal, SuperPILOT, and Logo. You'll also have access to a library of CP/M® based programs.

® CP/M is the trademark of Digital Research, Inc.

This flexibility is one reason why computer science teachers choose Apples for the classroom. Cost effectiveness is another reason. The Apple IIe system is equally valuable in engineering, math, and science courses, where students may be problem-solving in BASIC or Logo, or developing application programs in Pascal. Teachers and trainers can construct interactive lessons with SuperPILOT and its graphics, animation, and color capabilities.

For all your creative and professional computing needs, there's a solution. Write your own software, or choose from the thousands of BASIC programs already available. Use Pascal for structured applications and port both programs and data to an Apple III if desired. Take advantage

of our powerful built-in Applesoft BASIC that is easy to learn and use. Along with other languages, you'll also find programming tools such as graphic libraries, editors, assemblers, and debuggers.

**And everything in  
between.**

You'll have access to a vast and constantly growing electronic library. Ask your dealer about current developments in software and peripherals, and other Apple literature and directories.

The Apple IIe—  
The Most Versatile  
Personal Computer  
in Its Class.



One of the most rewarding aspects of owning the Apple IIe is its amazing versatility. Once you've matched your Apple to your immediate needs, you'll discover endless ways to save time and bring down costs.

### The Apple II family's latest.

Designed from the start to make the most popular personal computer even better, the powerful Apple IIe provides many advantages to increase your efficiency and productivity. You'll also find several significant features never before built into the Apple II, that give you a wealth of benefits.

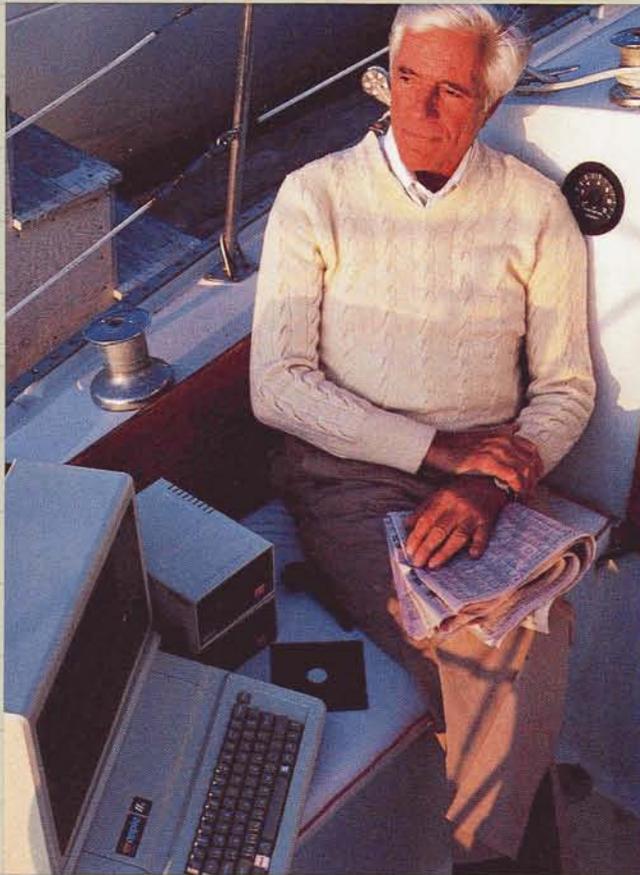
**Solution Power: 64K bytes of user memory.** The Apple IIe's internal memory provides more than enough room to handle your data and programming needs, and plenty of space to accommodate the vast body of business, educational, scientific, and other programs immediately available from many sources. And should you wish to add on another 64K of memory, a special-purpose slot allows you to plug in a card for this purpose.

**Customized expansion.** The Apple IIe's eight expansion slots allow you to personalize and expand your system by means of peripheral and interface devices manufactured by Apple and others. This also allows for technology that will offer even more memory by means of a single text card, and access to personal mass storage devices.

You can choose from a wide range of options such as numeric keypad, printers, plotters, joysticks and hand controls, audio and video devices, modems, networking, mainframe communications, and much, much more.

**Ample data storage.** Disk II is Apple's floppy disk subsystem designed to help you store and retrieve data smoothly and effortlessly. Each flexible disk allows you to store the equivalent of 35 single-spaced, typewritten pages. Each Disk II drive comes with the Disk Operating System (DOS) program when you purchase a Disk II with controller. Because each controller supports two disk drives, you'll be able to attach a second drive to it when you wish to expand your system. And you can expand to as many as six drives.





**Color graphics and sound effects.** Enjoy the advantages of both high- and low-resolution graphics in 6- or 16-color choices with your Apple IIe connected to a color monitor or television. With video and audio attachments, you'll add important new dimensions to instruction, presentations, and games.

**Portable design.** Apple built the Apple IIe with significant safety, convenience, and compact design features. By means of D-style connectors on the back of the computer, you can quickly connect or remove any peripherals without the inconvenience of opening the case. You'll also find that when you need to travel with it, the Apple IIe, weighing in at 12 pounds, fits compactly in small spaces and under airplane seats.

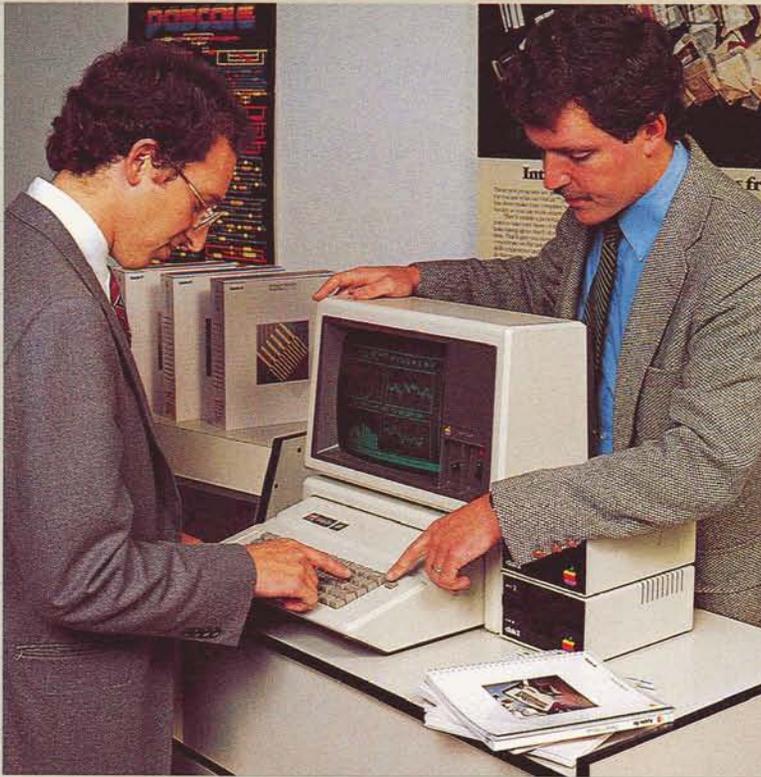
Safety features include: lockable case lid; power-on light both inside and outside of the computer; and UL and FCC approval.

**Full ASCII\* keyboard.** The Apple IIe keyboard is as comfortable and easy to use as a standard typewriter. The 63 keys provide 128 different characters (96 printable characters) to satisfy everyday business as well as scientific uses. Video or printed output duplicates a perfect typewritten page, with both upper and lower case. Additionally, the Apple IIe provides 80-column screen capabilities (with optional card) and automatic repeat for every key.

**Special-purpose keys.**

Apple IIe special-purpose keys serve a variety of purposes, including time-saving text entry and editing. Easier, more efficient software development. And use of software languages available now and later. CONTROL, CAPS LOCK, ESCAPE, and RESET functions mean you can move around infinitely easier and quicker in all of your operations. ARROW UP, DOWN, LEFT, or RIGHT, and TAB let you move your cursor precisely where you want it in a fraction of a second. Programmable OPEN-APPLE and CLOSED-APPLE keys let you decide what sequences you wish to combine into one key—for anything from line spacing while printing, to exotic scientific applications. DELETE allows you to erase characters in programs designed to utilize this feature.

\* American Standard Code for Information Interchange



**Built-in self testing.** At any time you wish, you're able to run your Apple IIe through a series of built-in diagnostics that check for normal operating status.

**Easy manuals.** No one takes more seriously than Apple the task of producing straightforward, easy-talking manuals. Your Apple IIe owner's manual guides you through start-up, step by step, and gives you a glossary of terms and index. So you won't need a technical dictionary or a mechanic. And you will be using your Apple IIe within hours of set up.

**Local and worldwide service and support.** No company can truly serve its customer base without adequate support once the system is out its doors. At Apple, we stand by our commitment to provide quality service, training, and follow through. Ask about our more than 2500 local service centers, 24-hour Level I services, and hotline trouble-shooting.

**Comprehensive warranty.** Apple's 90-day limited warranty covers your system and any Apple-made products. After that, AppleCare, Apple's extended limited warranty, is available to cover your Apple IIe, renewable yearly.

**More literature.** Apple produces catalogs, brochures, data sheets, magazines, and even books to help you find whatever products and information you need. Your dealer also supplies several directories of Apple-compatible products.

**The competition.** No other personal computer company puts so many features in one machine. And makes it so easy to add onto. And gives you everything you need at one affordable price. Simply compare the quality of our presentation to anyone else's, and we're sure you'll pick an Apple IIe.

**Visit the expert—your dealer.** Worldwide, Apple supports a network of more than 2000 dealers—so chances are there's one close by. Your full-support dealer is specially trained to evaluate your needs, recommend solutions, and provide after-sale support. Ask for a demonstration. And get acquainted with how you can do just about anything better than before with the Apple IIe Personal Computer.

\* Apple and the Apple logo are registered trademarks of Apple Computer, Inc.



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Northeast NE,  
El Paso County, TX  
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Salt Lake City, UT 84106  
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12201 Merit, Suite 700  
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(214) 385-3553

### IA, KS, MO, NE, South IL

700 Office Parkway, Suite 27  
St. Louis, MO 63141  
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### MN, ND, SD, WI, North IL

Two Crossroads of Commerce  
Rolling Meadows, IL 60008  
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### IN, KY, MI, OH, WV, West PA, Pittsburgh

9916 Carver Drive  
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### NY, North NJ, Manhattan, Long Island

1 Penn Plaza, Suite 1620  
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