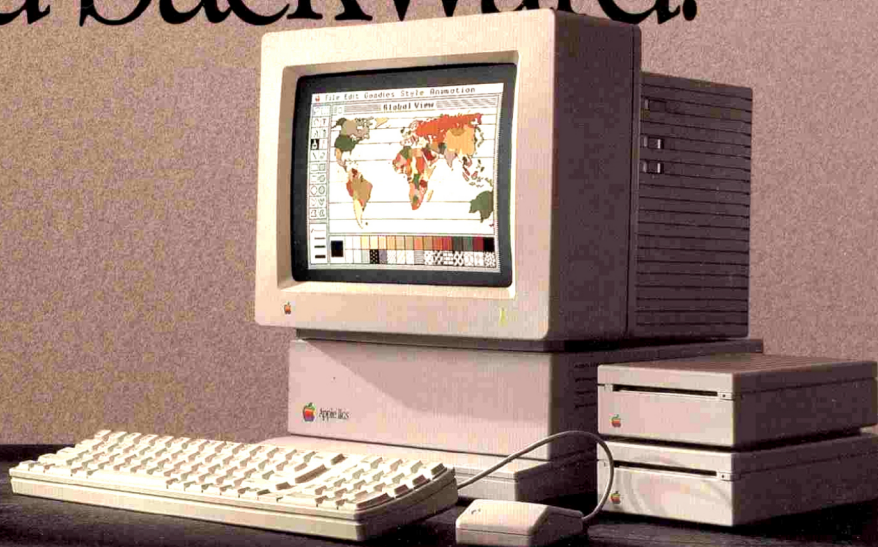
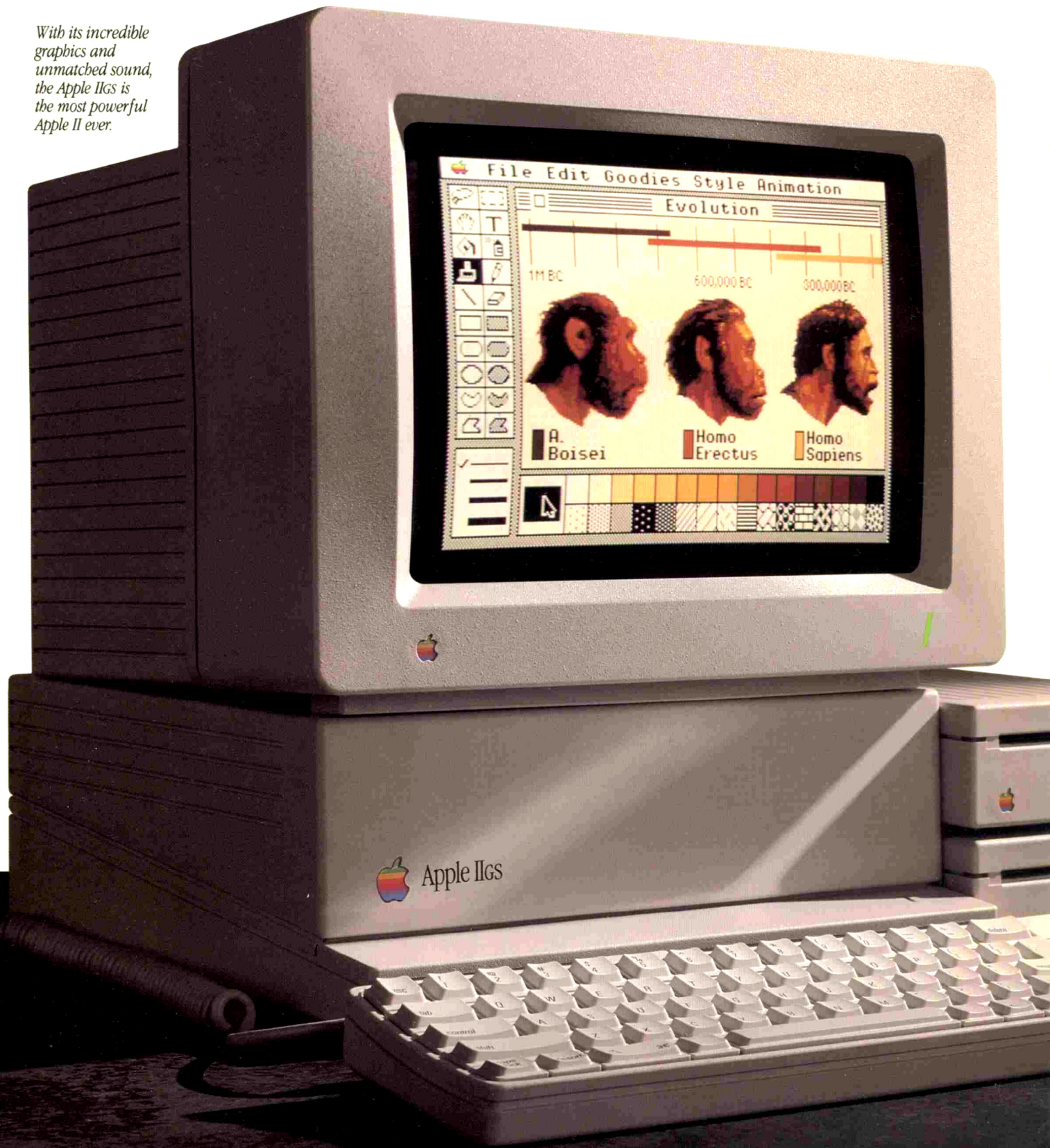




Introducing
the Apple IIGs.
The first personal
computer you can
understand forward
and backward.



With its incredible graphics and unmatched sound, the Apple IIgs is the most powerful Apple II ever.



Forward.

It's easy to understand why the Apple IIgs™ is the biggest step forward in the 10-year evolution of the Apple® II family.

Just take a look.

You'll see an Apple II that lets you create crisp, clean, near-photographic-quality images, with colors ranging from electric red to delicate violet—altogether, 4,096 colors to work with. Images so true to life that comparing them with those of ordinary personal computers is like comparing a page from *Life* magazine with one from a comic book.



The Apple IIgs is the only personal computer equipped with the most advanced digital sound synthesizer. You've never heard sound reproduction this real from something that's not a piece of quality hi-fi equipment. Listen. It's quite an earful.

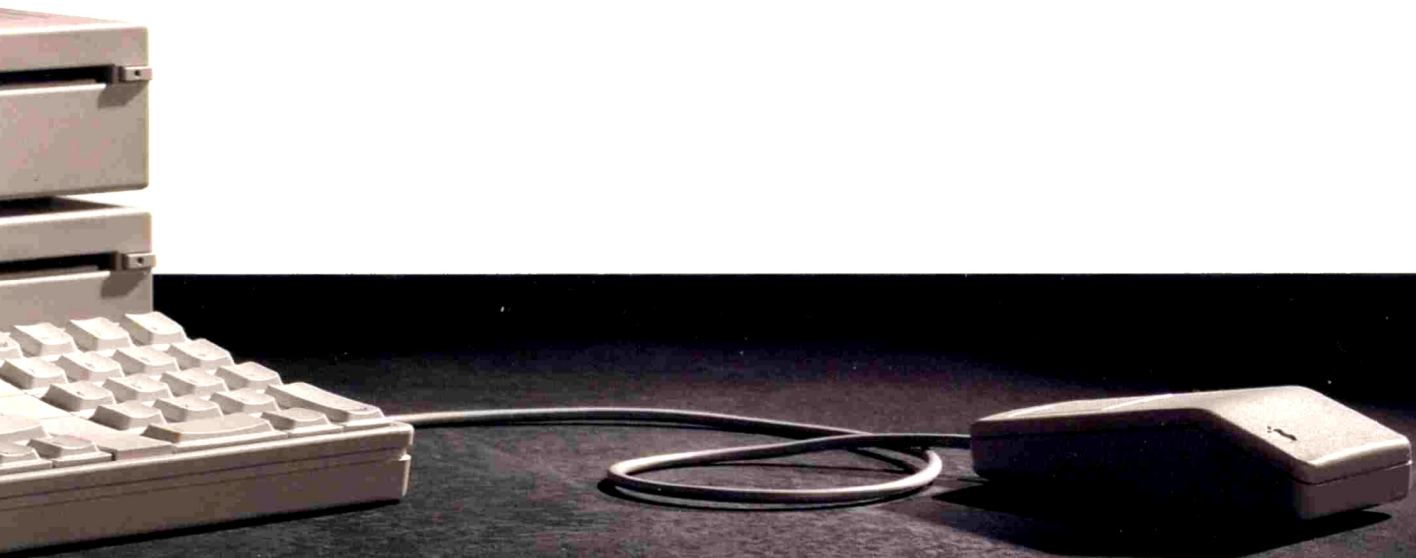
But the Apple IIgs isn't only the most remarkable computer you've ever seen.

It's also the most remarkable computer you've ever *heard*.

Because it reproduces sounds as faithfully as it reproduces sights.

From pounding surf to mellow jazz.

And human speech so clear, so natural, an Apple IIgs can read your kids a bedtime story. Or, better yet, teach them to read it themselves.



And since we gave the Apple IIGS two new ways of communicating with you, we thought it only fair to give you a new way of communicating with it.

So we selected a way that's so easy you've been doing it since you were a baby.

Pointing.

For the first time, a mouse is standard equipment on an Apple II. And so are pull-down menus. Just use the mouse to point at whatever you want to do, and click the button. Anyone can use it. Even an adult.

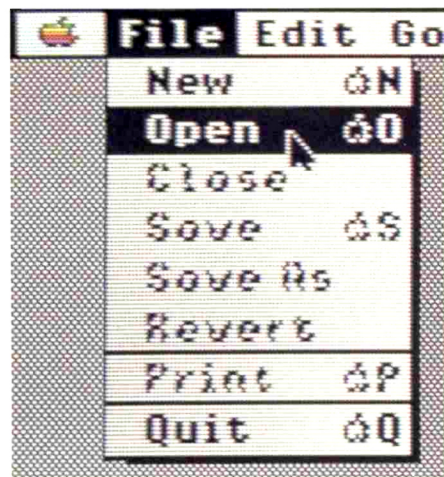
What's more, the mouse isn't the only part of the Apple IIGS you can move all over your desk.

There's also the detachable keyboard.

Move it to the right. Move it to the left. Put it in your lap. Whatever's most convenient.

Speaking of convenience, the keys have been designed to make

them easier to use. And there are function and cursor keys to help you perform selected commands without the mouse.



Since you operate the Apple IIGS by pointing, here's something to point at. It's called a pull-down menu.

There's even a built-in numeric keypad, to make working with numbers as simple as working with numbers can ever be.

But these are only the improvements on the *outside* of the Apple IIGS. There's also something going on under the hood.

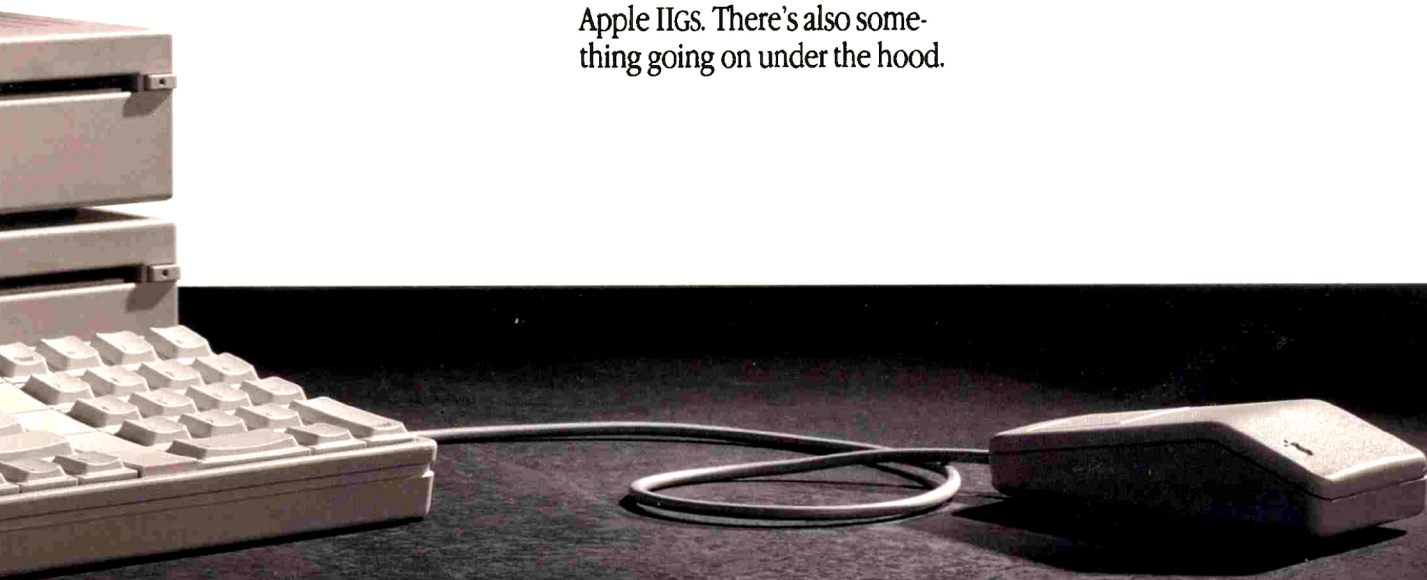
Advanced technology. New ideas, based on what Apple II owners told us they wanted. Ideas so unique, we couldn't buy the parts to make them happen. So we invented the parts ourselves.

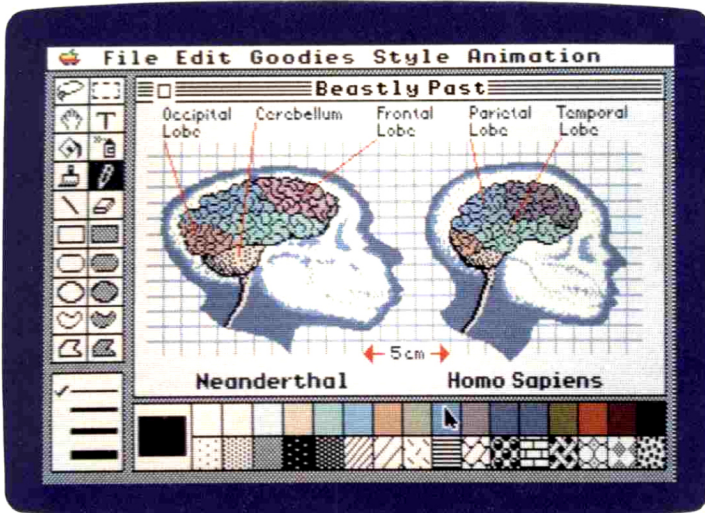
Then we combined them with a new 16-bit microprocessor and 256K of high-speed RAM (which can expand to 8 megabytes, with the appropriate card), giving the Apple IIGS the built-in muscle to tackle the biggest jobs, and to run Apple II software nearly three times faster than before.

To finish things off, we built our AppleTalk® network in. So by adding cables and network software, you can share your work with an Apple IIGS down the hall or across the classroom.

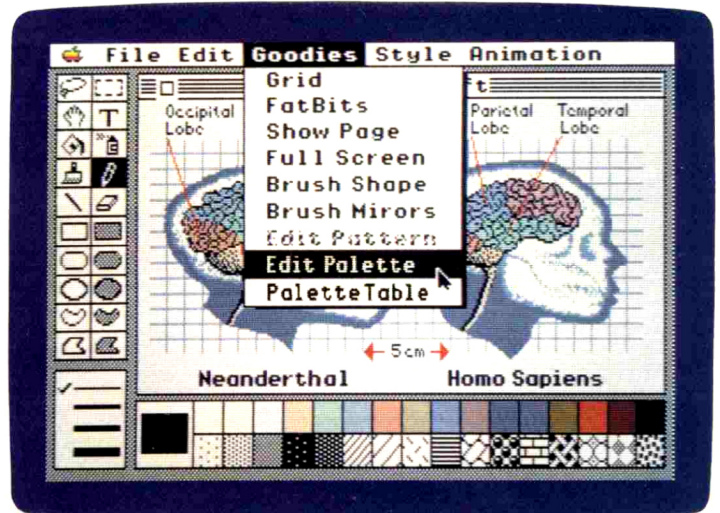
And print the results on a single printer.

The Apple IIGS. Another giant step in the evolution of the Apple II.

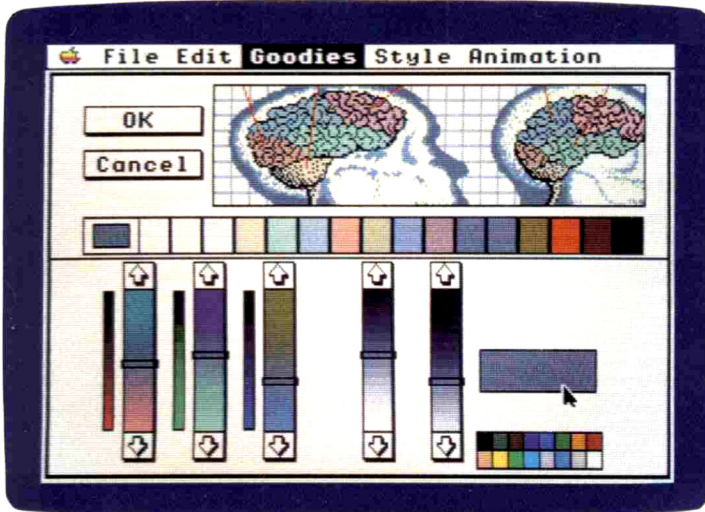




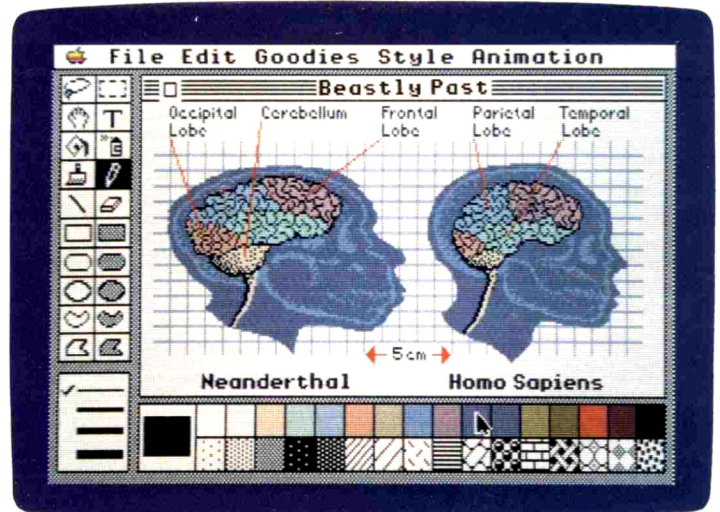
Thanks to the mouse, all the power of our color graphics is at your fingertips.



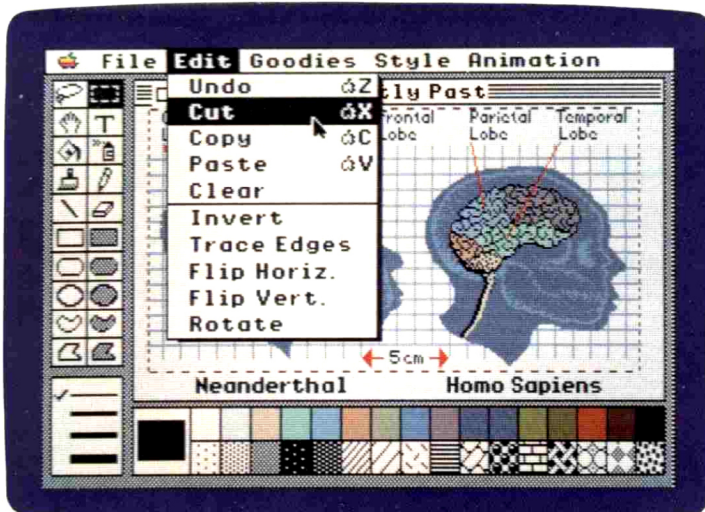
Begin by choosing the appropriate command from the pull-down menu.



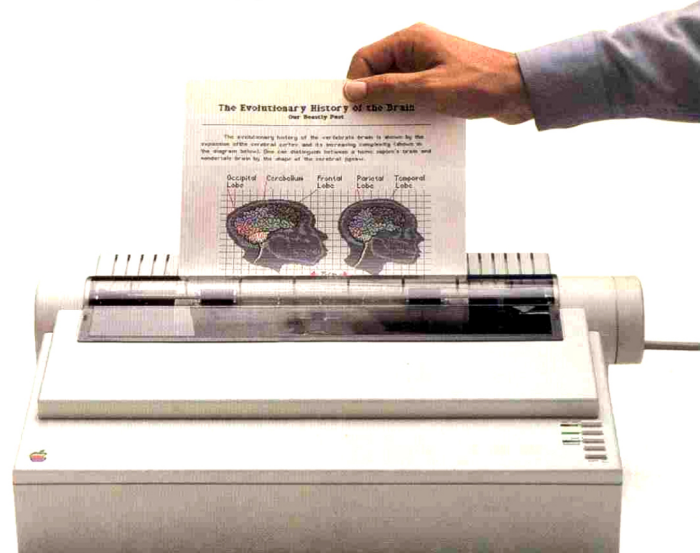
Now use the mouse to change the color mix and eliminate the parts of the original image you don't want...



... so you can literally get inside someone else's head.



But that's not all. With a little cutting and pasting...

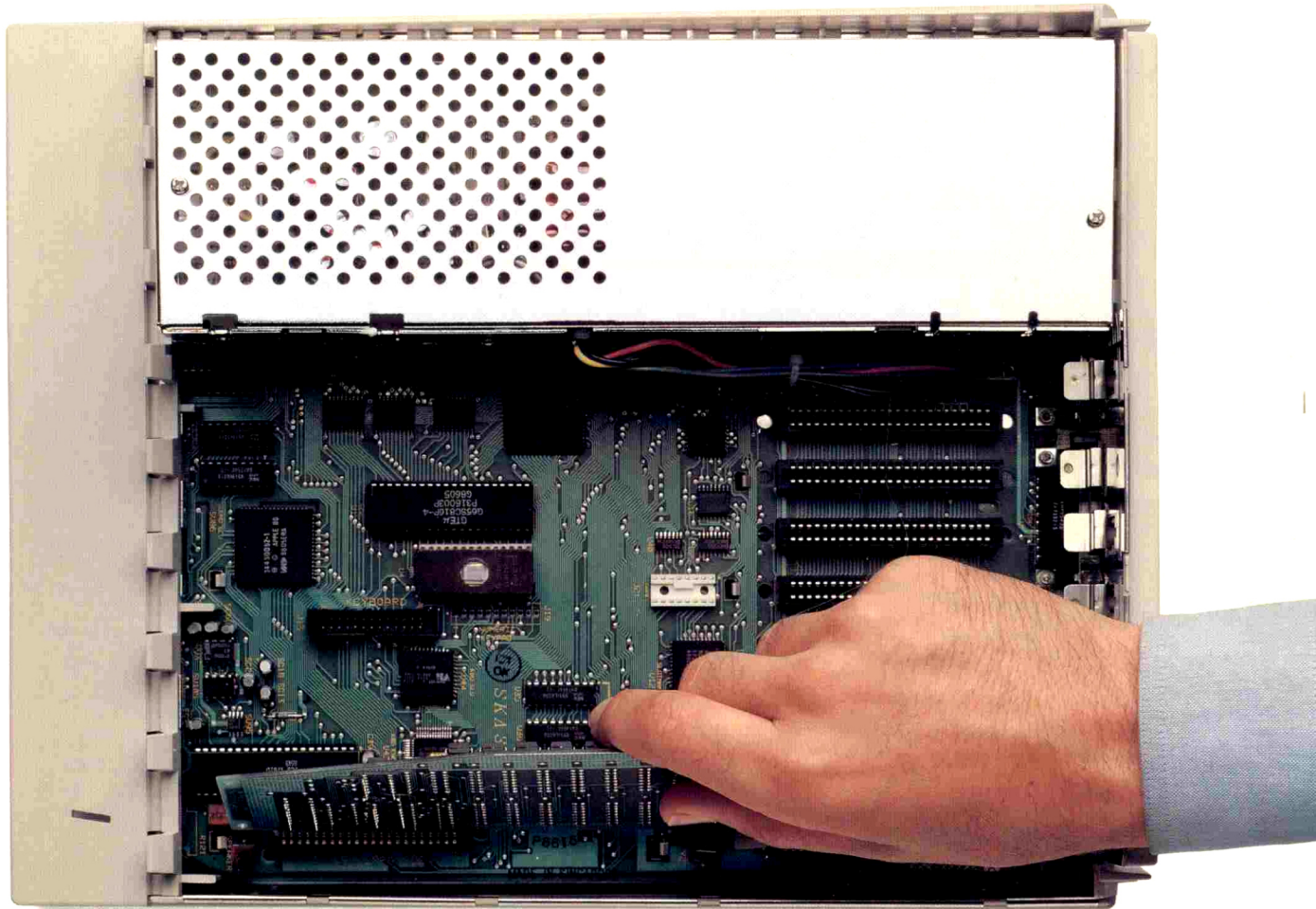


... you can transplant these brains yourself.



*This single microchip
(actual size)
performs all the
functions of an
Apple IIc and Apple IIe.
And it's part of
every Apple IIgs—
which means an
Apple IIgs does more
than carry the Apple II
name. It carries the
family genes.*

Backward.



Here's something else you should understand about the Apple IIGs.

We built it with an eye on the past.

Because for all its power, all its sophistication, and all its advanced technology, we wanted the Apple IIGs to be one, simple thing.

An Apple II.

With an Apple IIGs, you don't sacrifice any of the features that have made the Apple II an assistant, clerk,

Like all Apple II computers, the Apple IIGs is incredibly expandable. In addition to the peripheral ports on the rear panel, there are eight expansion slots inside that allow you to add a wide range of peripherals and memory options.

tutor, entertainer, broker, accountant, librarian, even close friend, to over 2,500,000 people.

You'll find it as easy to use as any Apple II. (Just plug it in, turn it on, and go.) And just as expandable.

The most popular accessories plug into the back. But there are slots

inside that let you add hardware to make your Apple IIGs faster, smarter, and stronger than you can imagine.

An Apple IIGs even runs virtually all existing Apple II programs. Including the world's largest collection of educational software. So you can depend on the Apple IIGs to continue our decade-long tradition of educating your kids.

There's one thing that's hard to do with an Apple IIGS: It's hard to use it for just one thing. The Apple IIGS that's solving arithmetic problems tonight may be totaling up a stock portfolio tomorrow. Or the one that's keeping the books now may soon be writing a novel.

That's why the Apple IIGS family includes dozens of accessories, like the ones shown here, that you can mix, match, add, or subtract as your needs change.

Which means that wherever tomorrow takes you, you'll find the Apple IIGS is already there.

AppleColor RGB Monitor

Our new 12-inch color monitor receives the red, green, and blue color information (hence the name RGB) directly from the Apple IIGS, so images are remarkably clear and vivid. And with the AppleColor™ RGB Monitor, even 80-column text is a pleasure to look at, because you can pick the character and background colors yourself.

Apple Monochrome Monitor

If you plan to work primarily with text—words and numbers—you might want to equip your system with our new 12-inch black and

The mouse cable plugs into either the left or right side of our new detachable keyboard. For all the lefties who've waited patiently for just such an advance, the future has arrived.

white monitor. Its crisp text, graphics, and nonglare screen are easy on the eyes.

Apple 3.5 Drive

It's the newest size in floppy-disk drives. Each 800-kilobyte disk is encased in a hard, protective plastic shell that—along with its 3.5-inch size—makes it convenient to carry in your pocket.

These new drives hold about five times as much information as their 5.25-inch cousins. And, for convenience, one drive can hold multiple programs, or one program and its data.

Apple 5.25 Drive

This is the standard 5.25-inch floppy-disk drive that has served three generations of Apple II computers and more than 10,000 Apple II programs. Each disk holds 140 kilobytes (about 100 typewritten pages) of information. With an Apple 5.25



There's one thing is ready for to

Drive, you can access a program and its data without the inconvenience of swapping disks.

Apple IIGS Memory Expansion Card

Need room to remember more words, numbers, or pictures? And then get at them faster, so you can do your work faster? Our memory expansion card adds up to 1 megabyte of memory inside your Apple IIGS. Enough to handle all your big ideas.

Apple Hard Disk 20SC

If you want to keep lots of information on hand, and don't want to



LaserWriter Printer



Apple Hard Disk 20SC



Apple SCSI Interface Card

Apple IIGS Memory Expansion Card



Apple Monochrome Monitor

g the Apple IIGS ay. Tomorrow.

store and swap a lot of floppy disks, take a look at our new, high-speed 20-megabyte hard disk. It's a self-contained, plug-in drive that holds the equivalent of twenty-five 3.5-inch floppy disks.

But, more important, our hard disk is up to six times faster than a floppy. And because it connects via the Small Computer System Interface (SCSI), none of that speed is wasted.

When you have lots of information to keep track of, the Hard Disk 20SC makes using your Apple IIGS more efficient. And more fun.



Apple SCSI Interface Card

Introducing the modern way to speed up your system. One SCSI card supports multiple peripheral devices and gives them direct access to the inner workings of your Apple IIGS.

That means accessories such as hard-disk drives can operate up to six times faster than if they were plugged into the back panel.

ImageWriter II

Our most advanced Apple II deserves an advanced, multipurpose printer. The ImageWriter™ II. It's the fast, quiet dot-matrix printer that delivers near-letter-quality text and reproduces Apple IIGS graphics just as they appear on the screen—in full color.

What's more, the ImageWriter II's optional, detachable SheetFeeder lets you use continuous paper or your letterhead.

And the 32K Memory Option lets

you print one document while you're working on another.

LaserWriter Printer

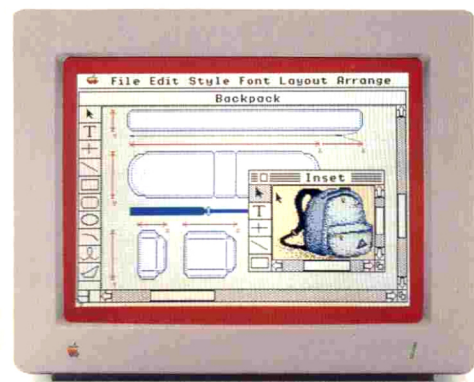
For turning out professional-looking printing, you can't beat the Apple LaserWriter® printer. Its ability to produce crisp, clean, black and white graphics, along with near-typeset-quality text, makes it ideal not only for preparing important documents, but also for preparing newsletters, advertisements, and camera-ready artwork.

And every Apple IIGS comes with an AppleTalk Personal Network connection built in. Which means that without any expensive networking hardware, a single LaserWriter can be shared among as many as 31 computers. As easily as plugging extension cords together.

Apple Personal Modem

Our latest modem is a sleek, space-saving wall unit that connects your Apple IIGS, via the telephone, with similarly equipped computers all over the world.

Now you can do your shopping, send and receive mail, buy and sell stocks, handle your banking, or tap a data bank—24 hours a day. Without ever leaving home.



AppleColor RGB Monitor



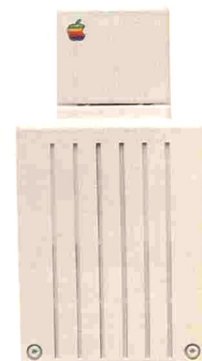
Apple 3.5 Drive



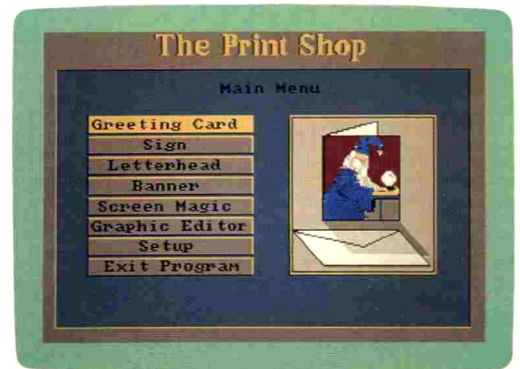
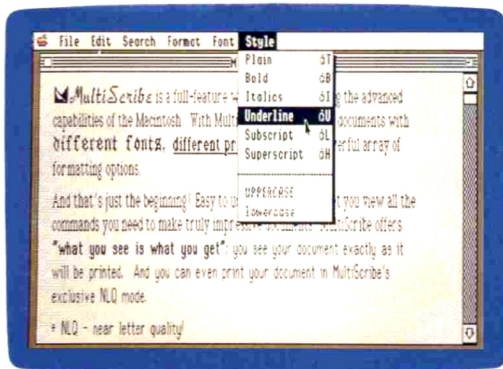
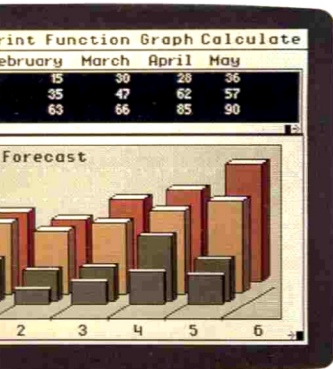
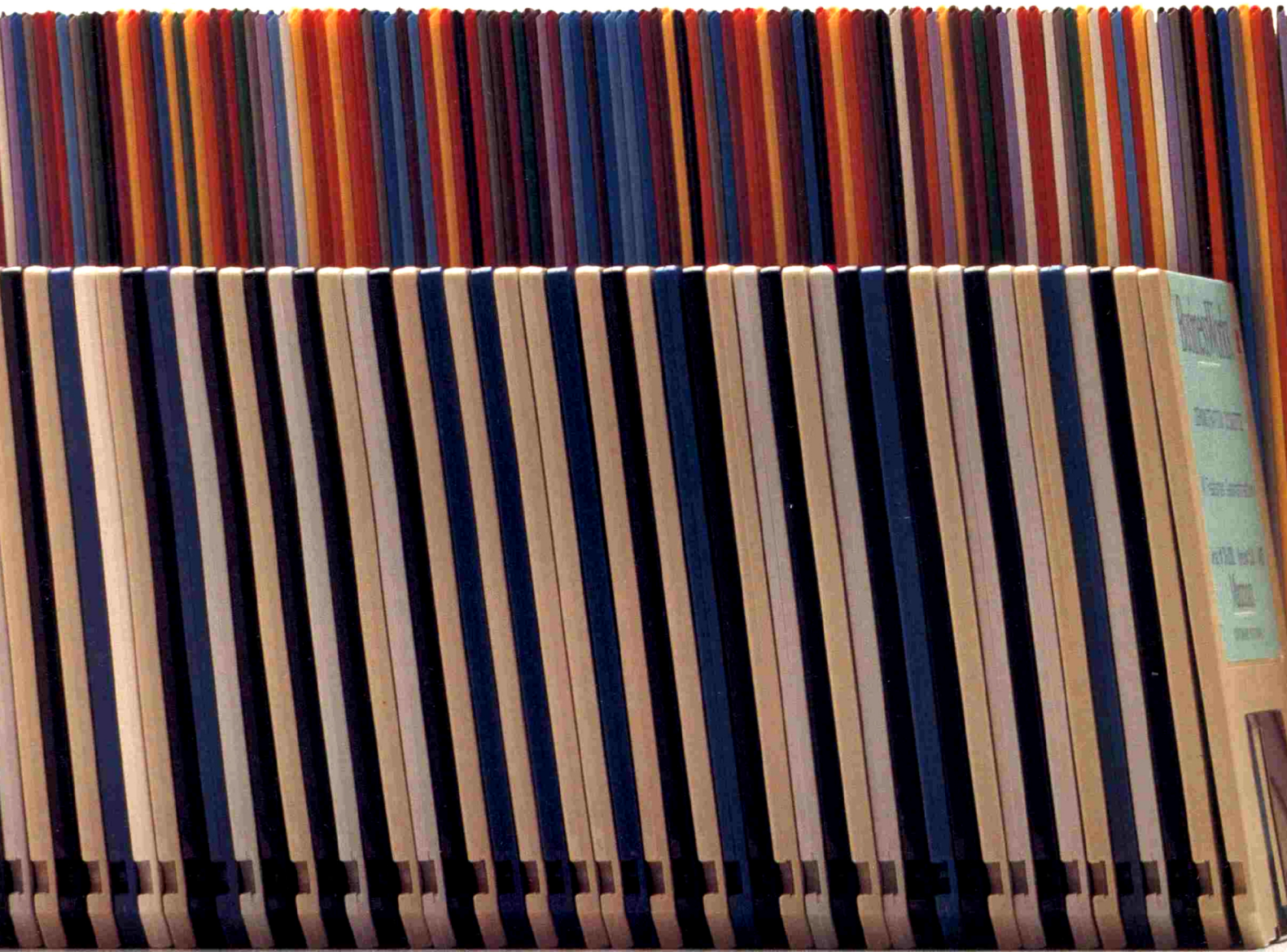
Apple 5.25 Drive



ImageWriter II



Apple Personal Modem



Plus Lots More
 With an Apple IIgs, no job's too big to tackle. With the right software, you can even make bad news look good. Or at least pretty.

MultiScribe from Styleware
 Give your writing extra impact and style with your choice of colors, type fonts, and formats. No doubt about it: an Apple IIgs is your key to writing, and printing, more colorful prose.

The Print Shop from Broderbund
 Now you can create and print multicolored, highly detailed signs, greeting cards, banners, and letterhead right on your desktop. Compared to your Apple IIgs, even the neighborhood "instant" printer looks slow.

anim

The real future is behind you.

Even though there's never been a computer quite like the Apple IIGs, you won't have to wait years for software.

That's because the Apple IIGs runs virtually every one of the more than 10,000 programs written for the Apple II family.

There are programs that entertain you. Like *Flight Simulator*.

Programs that inform you. Like *Dow Jones News/Retrieval*.

Programs that enrich you. Like *Managing Your Money*.

Programs that teach you. Like *Operation Frog*.

And programs that get down to business. Like *AppleWorks*,™ our integrated word processor, spreadsheet, and data base that's one of the most popular personal computer programs ever.

And if that's not enough, there are programs that help you create. Like *Dazzle Draw*.

Programs that help you plan. Like *Forecast*.

Programs that help you get organized. Like *Pinpoint*.

Even programs that will let you compose and play music without touching an instrument. Like *Music Construction Set*.

The Apple IIGs runs them all.

And it's ready to run the thousands of other programs that will be joining the Apple II software library. Programs inspired by the unrivaled color graphics and unbelievably natural sound of the Apple IIGs.

So whatever you want to do with your Apple IIGs, chances are it's being done today.

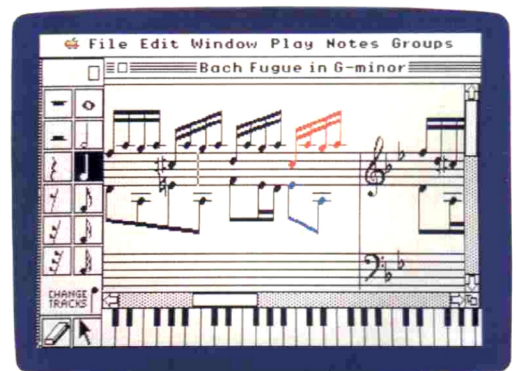
And you can be doing it tomorrow.



networks Plus from Activision
ur imagination go. Use colors, shapes,
atterns, brushes, and text to give
gn to the artist within you. Then
ur drawings and really bring your
full-color creations to life.



Newsmaker from Broderbund
Cut, paste, move, juggle, arrange, justify, and
revise page after page of newsletters,
announcements, and flyers. Let your Apple IIGs
capture, and publish, all the color of your wit
and wisdom.



Deluxe Music Construction Set from Electronic Arts
Compose professional-quality music and play
it, with remarkable clarity, right on your
Apple IIGs. An Apple IIGs is bound to become the
choice of music teachers and music lovers
who know the score.

Inside,
there's more than
just pretty pictures
and a lot of talk.

Apple IIgs



FRAGILE
HANDLE WITH CARE



A256000

There's a helping hand.

There's more inside an Apple IIGS box than you may think.

More than high-quality graphics and natural-sounding sound. More than ease of use and freedom from obsolescence.

There's a helping hand. From Apple. From an authorized Apple dealer. A publisher. Or another Apple II user.

Help that's part of a worldwide support network we built for one reason alone: So you get more out of your Apple IIGS the moment you get it out of the box.

Any questions?

If so, ask an authorized Apple dealer. You'll discover that dealers have the answers in one of two places—on the tip of the tongue, or at the tip of a finger.

For the latter, you can thank AppleLink.™

AppleLink is our own electronic information network. It's a direct connection to Apple, designed exclusively for our dealers. No other

personal computer manufacturer has anything like it.

With AppleLink, dealers get instant answers to your Apple IIGS hardware, software, installation, maintenance, upgrade, and pricing questions. And they get them the modern way: via an Apple personal computer and modem. Not the old-fashioned way: by thumbing through pages and pages of often-outdated information.

Which means the answers to your questions are as up-to-date and accessible as the Apple IIGS itself.

Meet the nicest people.

You'll find them at meetings of your local Apple User Group.

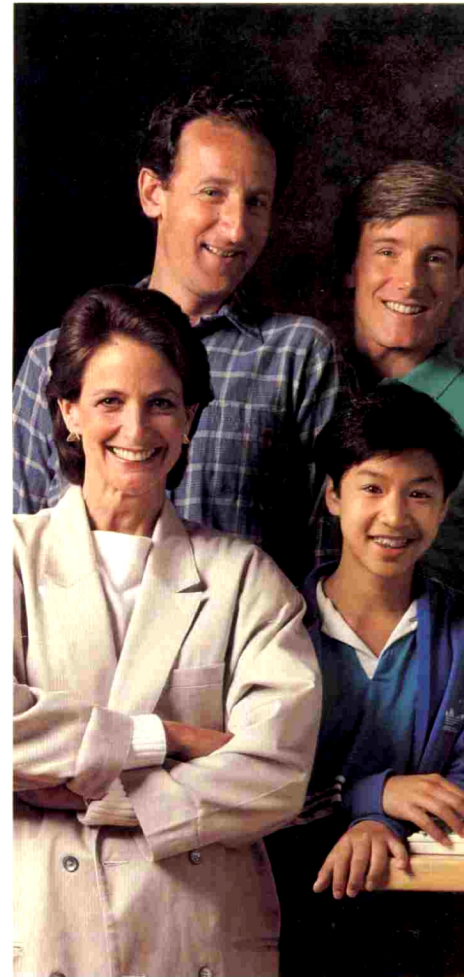
They're people like you who get together regularly to swap stories, share information, and otherwise engage in one of their favorite pastimes: making the most of their Apple II computers.

And don't think you have to be a computer whiz to fit in.

More magazines are devoted to the Apple II than to any other personal computer.

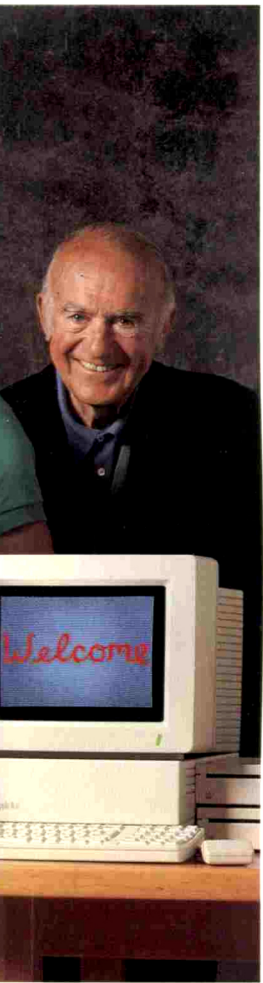


Nobody knows more about the Apple IIGS than your authorized Apple dealer. Look for this sign. There's sure to be one near you.

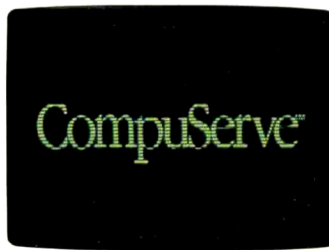


There are hundreds of Apple User Groups who would like to share their experience.

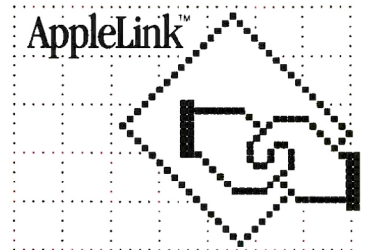




...oss the country that
with you.



Use your Apple IIgs to tap into electronic networks for round-the-clock access to important information.



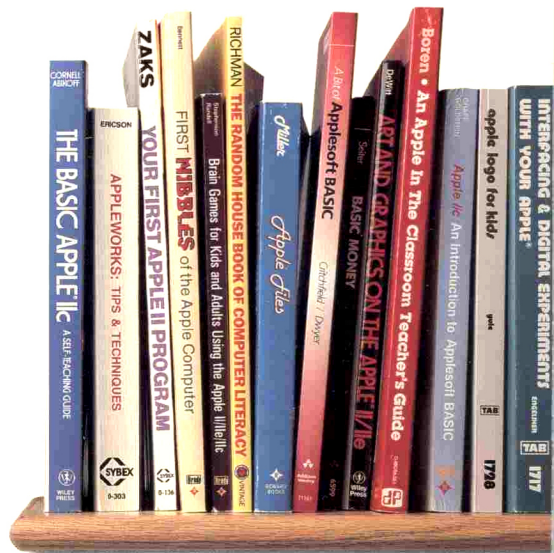
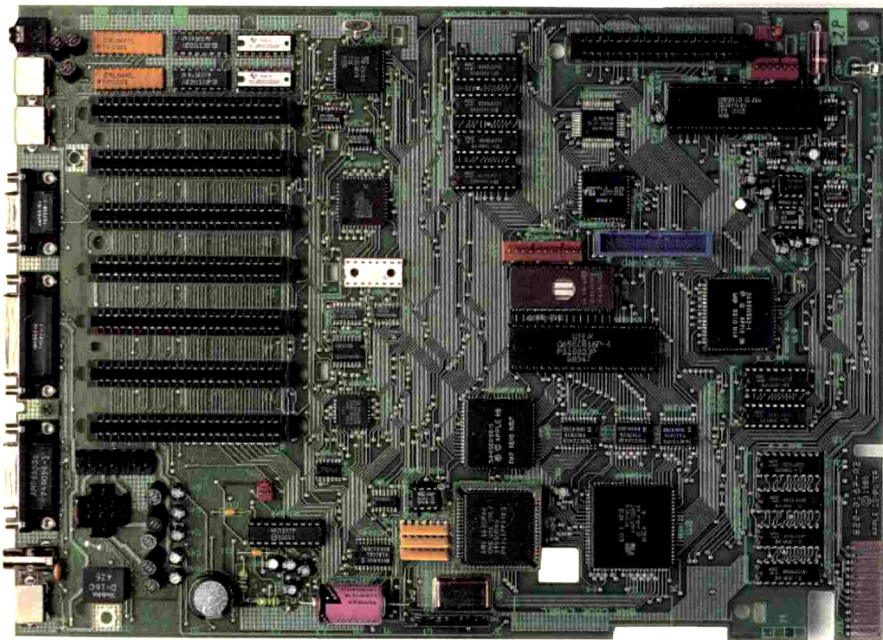
The AppleLink electronic network supplies your Apple dealer with instant answers to your Apple II questions.



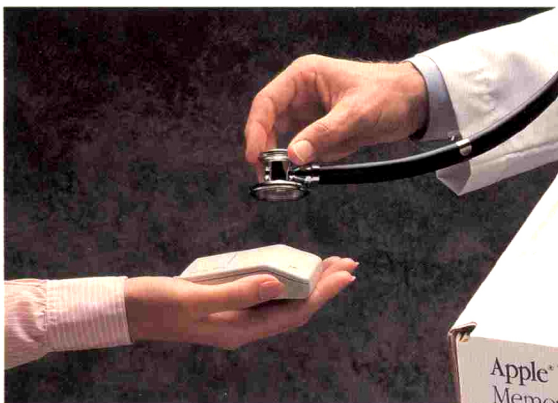
This tutorial disk gets you off on the right foot by walking you through all the features of your Apple IIgs. You'll be up and running before you know it.



Remember what we said about magazines?
Ditto for books.



Upgrade kits and expansion cards are an Apple II tradition. They keep your Apple II computer up to date. Instead of up in the attic.



Our AppleCare program keeps your Apple IIcs healthy—without a healthy investment on your part.



User Group members come in all levels of experience—beginner to expert. In fact, most User Groups have training meetings especially for newcomers.

Your Apple IIGs can explain itself.

With the aid of the 3.5-inch tutorial disk you'll find inside every Apple IIGs box. It's part of our in-home, hands-on training program. A training program unique to Apple.

The disk contains hints, tips, techniques, and basic information from our brightest engineers. More than six different lessons, all designed to walk you through the use of your Apple IIGs—from telling it what to do, to printing out the results. And all at your own pace.

Even if you've never touched the keyboard of anything more technical than a toy piano, you'll probably be using your Apple IIGs in no time.

Keep at it, and before you know it you'll be doing useful work with AppleWorks, one of the most powerful computer programs you can own.

The tutorial disk. The fastest way yet to learn the fastest Apple II yet.

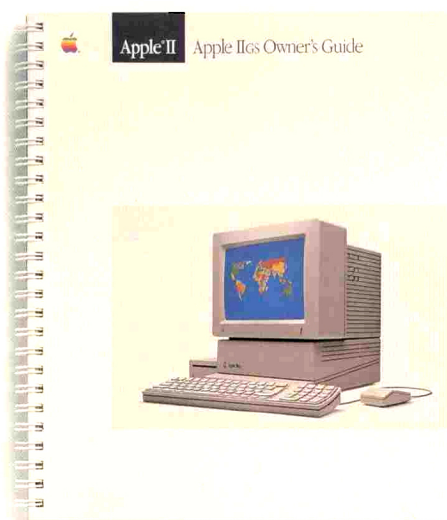
Call for more information.

Add a modem, a telephone, and the appropriate software to your Apple IIGs system and you can share the wealth of information available through electronic user groups and bulletin boards across America. And the world.

For example, two of the leading information service companies, The Source and CompuServe, offer their subscribers special on-line libraries crammed with comments from Apple users, notes on new products, even free Apple II programs you won't find in any software store.

Your Apple IIGs will grow up, not old.

With technology moving so rapidly, the future is bound to bring improve-



Our manuals are designed to turn you into a computer user. So you don't have to be a computer user to understand them.

ments you'll want to incorporate into your Apple IIGs.

And there's an Apple IIGs Memory Expansion Card—among other things—to make it possible.

It's an Apple tradition.

In fact, Apple IIe users can purchase an upgrade kit today to convert their Apple IIe computers into Apple IIGs computers.

And Apple IIc owners can have an expansion card installed to increase the IIc's memory to over 1 megabyte.

Because at Apple, we invent new technologies to improve our computers. Not to obsolete them.

And now, a few more words.

Look for them at your favorite bookstore, newsstand, or Apple dealer's. You won't be disappointed.

Because more books and magazines have been written about the Apple II than about any other personal computer.

Which means you'll be able to demystify hardware, pick up tips on programming, catch up on the latest software, stay ahead of new products, and discover ready-to-run programs—all without leaving your favorite easy chair.

Keep your Apple IIGs alive and well.

Treat it to a very special health care plan: AppleCare,[®] the extended service plan that picks up where your warranty leaves off.

For a single annual fee, one that's less than the cost of a typical repair, AppleCare protects you against unexpected service costs. Just like your original limited warranty.

Then if your Apple IIGs ever needs service, just take it to any participating dealer. It will be restored to health in no time.

And at no charge.

When you talk to an Apple dealer, make sure you get one of our cards.

It's an Apple Credit Card. And it's available from participating Apple dealers.

If you qualify, you'll receive up to \$2,500 of credit, so you can take your Apple IIGs system home with you the same day. And pay for it with low monthly payments.

An Apple Credit Card makes owning an Apple IIGs

as easy as using one. And you can't get a better deal than that.

No matter what cards you're holding.



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