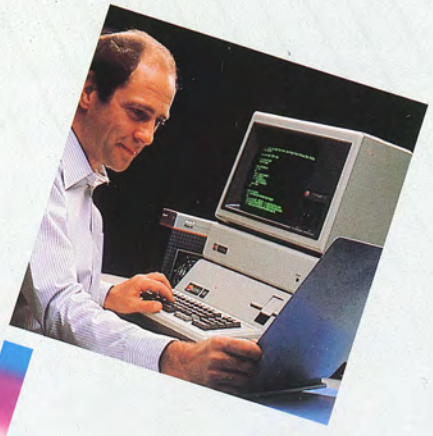
Apple At A Glance

Apple At A Glance is designed to give you a brief look at the Apple *//e* and the Apple *///* personal computer systems, as well as the extensive selection of accessories, software, and peripheral products manufactured and marketed by Apple.

Close to one million people now own Apple personal computers and use them in business, education, industry, and the home. They're discovering how Apple systems can expand their horizons, while making their lives more productive.

An Apple can change how you live and work, too. No bigger than a typewriter, an Apple system packs more processing power than many large computers did just a few years ago. And you can use an Apple personal computer without any special knowledge of programming. Thousands of ready-to-run programs—the largest selection in the industry—let you put your computer to work right away.

For additional information, visit your full-support authorized Apple dealer, who can propose custom-tailored personal computer solutions. Authorized Apple dealers carry a complete line of brochures, catalogs, and data sheets that explain in more detail the products described in the following pages. If you want to know more about what a personal computer can do for you, ask your dealer for a copy of Apple's *A Personal Guide to Personal Computers*, or *Personal Computers in Business: An Introduction and Buyer's Guide.*



The Apple *//e* Personal Computer System

The Apple *//e*—successor to the popular Apple II and Apple II Plus—is a personal computer designed to make your learning, working, and playing time more rewarding, creative, and exciting. With 64K bytes of internal memory capacity (expandable to 128K), upper and lower-case character display, 80-column text capability, and an easy-to-use keyboard with four cursor-control keys, it allows you to perform a wide range of sophisticated tasks—from personal financial management to scientific research to educational skills development.

Whether you're a computer enthusiast, independent business owner, teacher, student, scientist, or homemaker, you'll be impressed with the powerful capabilities and easy operation of the Apple *//e*. It incorporates the latest in VLSI (Very Large Scale Integration) technology for high reliability, and has such built-in features as color and high-resolution graphics, as well as sound generation. And when you're ready to add accessories, peripheral devices, or new operating systems, you'll discover that the Apple *//e* provides significant expansion options to suit your needs.

DOS 3.3, the Apple *//e* operating system (3.3 is the version number) allows you to take full advantage of the Disk II Floppy Disk Subsystem. It automatically keeps track of files, saves and retrieves information on diskette, dynamically allocates disk space (maximizing disk capacity), and performs a variety of other "housekeeping" chores.

The Apple /// Personal Computer System

The Apple /// is a sophisticated desktop computer system designed to meet the complex application needs of managers, small business owners, analysts, software developers, writers, and scientists. Equipped with a hefty 256K bytes of internal memory as well as hard-disk storage capability, it gives professionals the results they need quickly, whether they're forecasting, editing documents, managing large quantities of information, developing software, or printing out reports.

Standard Apple /// features include:

- a built-in 140K-byte floppy-disk drive;
- 61 sculptured keys for maximum typing speed and accuracy;
- a calculator-style numeric keypad;
- four accessory slots that make system expansion easy and economical;
- built-in RS-232C and Silentype® printer interfaces;
- and an emulation mode that allows you to use most programs that run on the Apple // family of computers.

The Apple /// Sophisticated Operating System (SOS) is designed to control most internal system functions automatically, so you don't need to worry about which disk drive contains a file, which bank of memory is being used, or which slot a peripheral interface card occupies. SOS handles interrupts, manages the system's memory and peripherals, provides the foundation for graphics, and performs comprehensive file management. To help you adapt to SOS more quickly, a SOS Product Training Pak tutorial is available.

Apple *//* Computer Family Applications Software

Note: Unless stated otherwise, all of the following software is compatible with the Apple II, Apple II Plus, and Apple *//e* personal computer systems. Ask your authorized dealer for details. An asterisk (•) indicates that Apple offers a Product Training Pak, a self-paced tutorial that teaches you how to use the program.

The BPI Business Accounting System consists of individually available General Ledger, Accounts Receivable, Inventory Control, Payroll, and Job Cost packages that work with one another to provide users with as much or as little accounting capability as they need.

Senior Analyst *//* is a powerful, easy-to-use financial tool that lets you create and consolidate budgets, profit and loss statements, cash flow projections, forecasts, and more. Senior Analyst automatically organizes your models to look like typical company reports, and it prints out the assumptions used to create the reports.

Apple Writer *//** turns your Apple *//e* computer system into a sophisticated word processor—allowing you to write, revise, edit, and print all types of documents quickly and inexpensively. You can easily perform every editing task, from correcting typographical errors to moving whole paragraphs.

Apple Writer II*, an earlier version of the above program that is compatible with the Apple II or II Plus, will continue to be available at authorized Apple dealers.

Quick File *//** for the Apple *//e* is a convenient, easy-to-use way to keep valuable information up to date and at your fingertips. With it, you can design your own forms for collecting information; select which categories of information you wish to review; and print mailing labels, index cards, and tables.

Apple *//* Business Graphics allows you to transform numerical data into a wide variety of easy-to-understand charts and graphs. Based on a simple command language, it offers many powerful analytical features, including mathematical and statistical functions.

Dow Jones™ News & Quotes Reporter gives investors, analysts, brokers, managers, and executives fast access to business and other news and stock market information. The program allows users to retrieve—over telephone lines—the latest stock exchange quotations for more than 6000 securities, as well as past and current news stories and headlines from the Dow Jones News/Retrieval Service, *The Wall Street Journal,* and *Barrons.*

Dow Jones Portfolio Evaluator allows you to store, modify, and update as many as 36 individual portfolios of 50 securities each on a single diskette so that you can effectively manage your investments. Additionally, by connecting your Apple *//* computer system to a telephone equipped with a modem, you can retrieve stock quotations from thousands of companies using the Dow Jones News/Retrieval Service.

Discovery Games from Children's Television Workshop, a series of four individually available program diskettes, offer a total of 16 educational games aimed at children between the ages of 4 and 13. Featuring the Sesame Street Muppets™, the programs help children increase language and logical thinking skills. They also enhance creativity, develop problem-solving skills, and provide hours of captivating fun.

Elementary, My Dear Apple, a collection of four programs on one disk, is designed to help students learn to spell, understand arithmetic concepts, and sharpen problem-solving skills. Recommended for children 12 years of age and older, the program is an entertaining way to learn some basic educational concepts.

The Shell Games turn your Apple into an excellent teaching aid for the classroom or home. The Shell Games consist of four programs providing more than 180 ready-to-solve problems on a variety of subjects. In addition, you can easily create your own quiz problems.

Designer's Toolkit is a remarkably flexible, easy-to-use collection of design tools that lets you generate sophisticated graphics for mapping, architecture, drafting—anything that you once used your drafting table for. Emulating pen, pencil, and brush on paper, Designer's Toolkit, together with the Apple *II* Graphics Tablet, lets you work with a variety of artistic techniques.

*Product Training Pak available

Apple /// Applications Software

An asterisk (•) indicates that Apple offers a Product Training Pak, a self-paced tutorial that teaches you how to use the program.

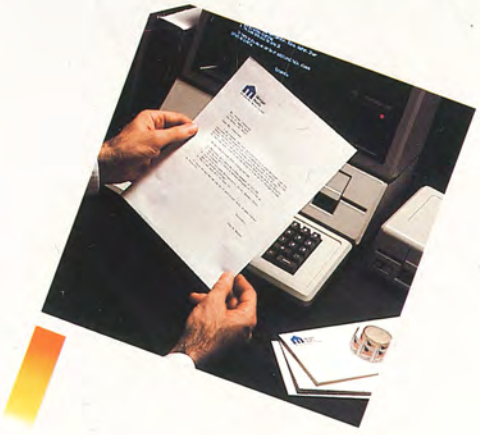
The BPI General Accounting System is a comprehensive, double-entry bookkeeping program specially designed for the Apple /// computer system. The system combines general ledger with subsidiary accounts receivable, accounts payable, and payroll ledgers in one software package that meets the accounting needs of most small businesses. Fully menu-driven and easy to use, BPI General Accounting allows you to generate and print more than 20 categories of management reports (for example, balance sheets, income statements, and payroll ledgers). It also lets you print out checks for payroll, accounts payable, and other expense accounts.

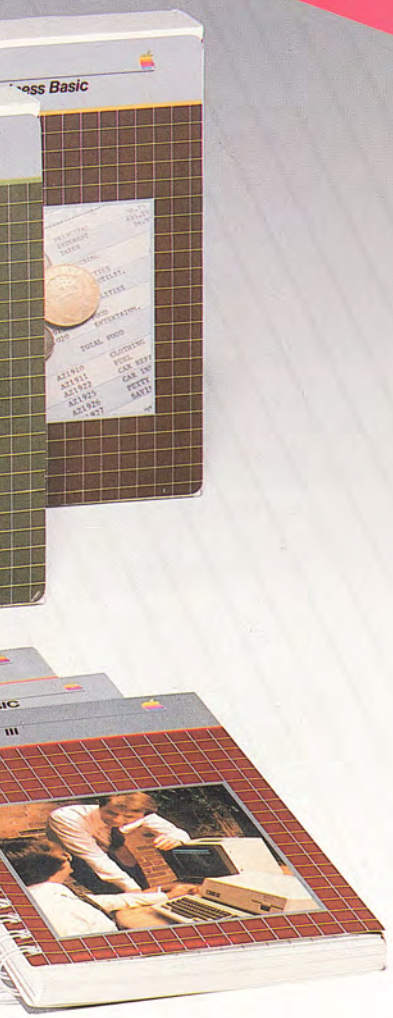
Senior Analyst ///* is a powerful corporate planning tool designed to help business managers and professionals develop budgets, forecasts, and other financial models. With it, anyone in your organization can easily create, consolidate, and change these models without knowing how to program.

VisiCalc® ///* is a powerful version of the award-winning VisiCalc financial spreadsheet software, designed especially for use with the Apple /// computer system. It virtually eliminates calculator, paper, and pencil in developing plans and analyzing results.

Quick File ///* helps you organize and manage information important to your everyday activities. With it, you can design your own forms for collecting information; select which categories of information you wish to review; and print mailing labels, index cards, and tables.

Apple Writer ///* turns your Apple /// personal computer system into a sophisticated word processor—allowing you to write, revise, edit, and print all types of documents quickly and inexpensively. You can easily perform every editing task, from correcting typographical errors to moving whole paragraphs.





Apple Speller *///* lets you check any size document for spelling errors many times more rapidly than even the fastest proofreader. Based on the authoritative *Random House Dictionary,* Apple Speller /// lets you expand and personalize this dictionary to include specialized items, brand names, and project titles. With it, you can also create small dictionaries of your own for individual names and locations.

Apple /// Business Graphics* allows you to convert sales and stock activities, production schedules, manpower projections, quality and control data—any numerical information, in fact—into charts and graphs. Based on an easy-to-use command language, the program will help you create scatter graphs, line graphs, and bar and pie charts that give greater impact to reports and proposals.

Mail List Manager* lets you easily generate and maintain mailing information and telephone listings of your customers, colleagues, prospects and acquaintances. The program stores, sorts, edits, and prints mailing labels and phone lists in their entirety, or selectively by zip code, name, or any user-defined field.

Apple Access *///* transforms your Apple /// into a conversational terminal that can communicate with a variety of computers and time-sharing systems. This powerful program allows your Apple /// to emulate Digital Equipment Corporation's VT-100 and VT-52 terminals, and enables you to link your computer to remote information services, including the Dow Jones News/Retrieval Service and The Source.

Apple Access 3270 lets your Apple /// personal computer system access any computer that supports IBM® 3270 communications. With Apple Access 3270 and an Apple Cluster Controller, your Apple /// will emulate the keyboard and operation of an IBM 3278 Model 2 terminal. In addition, you can download information from a host computer, work with it, then transfer it back to the host when you've finished.

The MICRO/Courier™ electronic mail program lets you send and receive reports, memos, VisiCalc files, charts, graphs—even computer programs—over ordinary telephone lines to as many as 100 different destinations. With MICRO/Courier your Apple /// computer can communicate with any other Apple /// system throughout the world, and it can also turn your Apple /// into a remote electronic mail terminal for minicomputers and mainframes, and for data bases and timesharing services.

*Product Training Pak available

Apple // Computer Family Languages and Utilities

Applesoft BASIC is the powerful programming language built into every Apple //e personal computer system. An enhanced version of the popular BASIC (Beginners' All-purpose Symbolic Instruction Code) programming language, Applesoft allows you to create interesting and useful programs, even if you've never programmed before.

DOS Programmer's Tool Kit is a collection of programs and subroutines designed to aid you in the development of Applesoft BASIC and 6502 Assembly Language programs. It simplifies program development by providing you with powerful program editing, debugging, and assembling capabilities.

Apple FORTRAN is a practical programming language especially suitable for work in mathematics, engineering, and the sciences. It is designed for use by technical professionals and educators who are familiar with the FORTRAN language and are using packages written in FORTRAN.

Apple Logo is an interactive computer language allowing children, students, and computer novices to grasp programming fundamentals quickly. It is designed to provide ease of use for the beginning programmer, as well as powerful procedural capabilities for the more advanced user.

Apple Pascal is a fully integrated software development environment that incorporates an adaptation of the UCSD Pascal Operating System with enhancements for color graphics, sound generation, and Apple's special input/output features for the Apple // family of computers. It is the language of choice for business, scientific, and educational programs.

Script // allows you to get letter-perfect printouts of programs, documents, and any text using the Apple // Pascal Editor—with ease and flexibility. It allows you to designate line spacing, margins, and page breaks; paginate using headers or footers; underline; justify text (center, left, and right); and more.

Applegraphics // is a collection of high-resolution graphics programs and procedures for Pascal and FORTRAN programmers. It simplifies graphics programming, and expands the graphics capabilities of the Apple // family.

Apple PILOT is an effective, easy-to-use courseware development system designed for Computer-Assisted Instruction (CAI). Graphics, sound effects, and character-set editors allow authors to incorporate words, pictures, and sounds in their lessons.

Apple Co-PILOT is an interactive tutorial designed to bring first-time users of Apple PILOT and SuperPILOT quickly up to speed in creating computer-assisted lessons.

Apple SuperPILOT gives industrial trainers and educators all the advantages of Apple PILOT, plus a set of powerful lesson-development capabilities. These include a 64K environment; faster execution; various options for color, character size, and control of external video devices; and "turtle" graphics for discovery learning.

Apple SuperPILOT Log is the record-management companion product to SuperPILOT that allows you to analyze and chart the performance data of a single student or an entire class. SuperPILOT Log simplifies the record-keeping process for educators and industrial trainers.

Apple /// Languages and Utilities

Apple /// COBOL (COmmon Business Oriented Language) is the most widely used programming language for commercial and administrative data processing applications. While Apple /// COBOL is compatible with traditional mainframe applications, it also extends the language to the interactive personal computer environment.

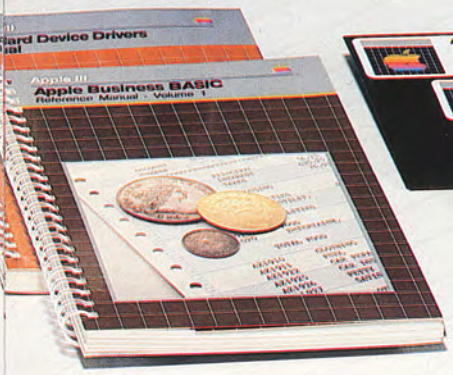
Apple Business Basic is one of the most powerful versions of BASIC ever developed for a personal computer. It incorporates a number of innovative features—including a huge, 180K-byte workspace—that can be used to satisfy some of the most demanding business and scientific programming needs.

Apple /// Pascal is a fully integrated software development environment that incorporates an Apple /// adaptation of the UCSD Pascal™ Operating System with the Apple /// Sophisticated Operating System (SOS). It is the language of choice for business, scientific, and educational programs.

The Apple /// Pascal Utility Library offers the experienced programmer a set of solutions to problems frequently encountered in user input validation, disk file handling, report generation, and screen display. In addition, it gives the student of Pascal a ready set of answers to many of the problems that can slow down the programming process.

Script /// allows you to format programs, documents, and any text composed with the Apple /// Pascal Editor—with ease and flexibility. The program enables you to embed commands in your Apple /// Pascal text files and get layout-perfect printouts every time.

Apple /// Record Processing Services (RPS) saves costly Pascal program development time by providing an ideal base for any application program that manages large quantities of data. With its multi-keyed file access, RPS enables Pascal programmers to store and retrieve data by key values, and provides both direct and indexed sequential access to files.



Apple *II* and Apple *III* Accessories

The Disk II Floppy-Disk Subsystem for personal computers in the Apple *II* family is a single disk drive that provides a fast, convenient way to store and retrieve up to 140K bytes of information per diskette. By purchasing two Disk II drives, you will acquire essential back-up capability to eliminate the risk of losing vital information.

Disk *III* is a floppy-disk drive subsystem for the Apple *III* personal computer. It provides a fast, convenient way to store and retrieve up to 140K bytes of information per diskette. When used in conjunction with the built-in disk drive of the Apple *III*, Disk *III* provides an excellent way to back up your diskettes.

ProFile™ for the Apple *III* is a 5¼-inch, Winchester-technology hard-disk system designed for mass storage. It dramatically increases your computer's on-line storage capacity to 5 million bytes, allowing you to safely store in one location information that would fill 35 floppy disks.

The Apple Daisy Wheel Printer is an impact printer that produces fully formed characters at the high speed of 40 characters per second. The result: documents of professional quality. Highly reliable and simple to operate, it works with the Apple *III* or any computer in the Apple *II* family.

The Apple Dot Matrix Printer, precision-engineered for high reliability and flexible printing, can turn the Apple *III* or any computer in the Apple *II* family into a high-performance word-processing and graphics center. It can print upper and lower-case text at up to 120 characters per second, 136 characters per line, and high-resolution graphics at 160 x 144 dots per square inch.

The Apple Silentype® Printer is a quiet, compact thermal printer for both graphics and text. With a few simple keystrokes, you can change margins and line spacing, specify printing intensity, and print finely detailed charts and graphs using an Apple *III* or any member of the Apple *II* computer family.

Apple Graphics Tablet *II* is a versatile electronic medium for creating computer graphics and pictures. It lets you use any computer in the Apple *II* family to develop and display block diagrams, architectural renderings, logic diagrams, schematics, mechanical shapes—even fine art.

Monitor *III* is a video display device custom-designed for Apple *III* computer systems that is also ideally suited for use with computers in the Apple *II* family. Its 12-inch screen produces sharp, highly readable text (80 characters x 24 lines), and high-resolution graphics in easy-to-read green phosphor.

The Apple Stand *II* is a modular fixture that provides a low-cost way to integrate the Monitor *III* with any computer in the Apple *II* family, and at the same time gain easy access into the computer.

Joystick *II* and Joystick *IIe* are high-quality input devices that give you real X-Y coordinate command of the cursor, with two precision firing switches. Use Joystick *II* or Joystick *IIe* for those games requiring two-dimension control skills on computers in the Apple *II* computer family.

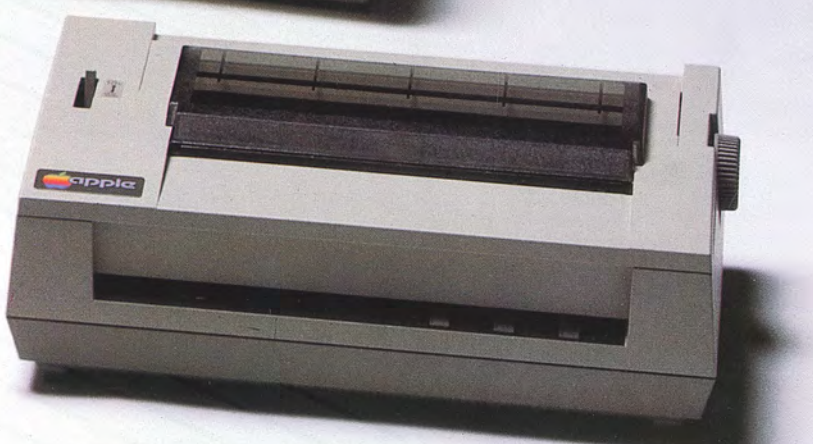
Cursor *III* is a powerful X-Y control system for the Apple *III* family, with two precision-control switches. It's especially suited for graphics applications programs.

Hand Controllers *II* and Hand Controllers *IIe* are precision-built game paddles for relaxing and competitive game enjoyment with the Apple *II* family of computers. Each controller can be comfortably hand-held while moving the cursor and depressing the large firing switch.

The Coax Interface is a device that allows you to use up to 5000 feet of heavy-duty coaxial cable, when connecting your Apple personal computer system to the Apple Cluster Controller.

The Numeric Keypad *//* and Numeric Keypad *//e* are standard 10-key pads for the Apple *//* computer family, with built-in functions for addition, subtraction, multiplication, division, and parentheses. For VisiCalc® users, there are special keys for entering data, deleting entries, and moving the cursor in four directions.

The Apple Cluster Controller allows Apple *///* systems and computers in the Apple *//* family to emulate IBM 3270 terminal functions. With it, you can connect—directly or via a modem—up to seven Apple personal computers to an IBM mainframe network. The device is available in two versions: Binary Synchronous Communication (BSC) and Systems Network Architecture/Synchronous Data Link Control (SNA/SDLC).



Apple *//* Computer Family Expansion Options

The Apple *//e* 80-Column Text Card doubles the standard display of your Apple *//e* to 80 characters per screen line. With a video monitor connected to the computer, you can view 24 lines of either 40 or 80 characters each, and you can easily switch between these modes from the keyboard.

The Apple *//e* Extended 80-Column Text Card adds an additional bank of 64K bytes to your Apple *//e*'s memory (for software designed to utilize it), and lets you double the computer's display capability to 80 characters per screen line.

The Apple *//* Super Serial Interface Card allows computers in the Apple *//* family to exchange data with other computers, modems, terminals, accessories, and printers, including the Apple Daisy Wheel Printer. It employs a bi-directional RS-232C interface in serial format (one bit at a time), and features an on-board jumper block that lets it operate either as a printer or modem port.

The Apple *//* Parallel Interface Card allows you to generate reports, listings, labels, and letters with any computer in the Apple *//* family, using a variety of parallel-interfaced printers, including the Apple Dot Matrix Printer.

The Apple Language Card expands the capabilities of the 48K Apple II Plus by increasing its internal memory to 64K bytes. Users interested in creating larger financial models, for example, will benefit from the additional memory space. The card also allows you to have both Applesoft and Integer BASIC available at one time in your system. (Note: These features are built into the standard Apple *//e* computer system.)

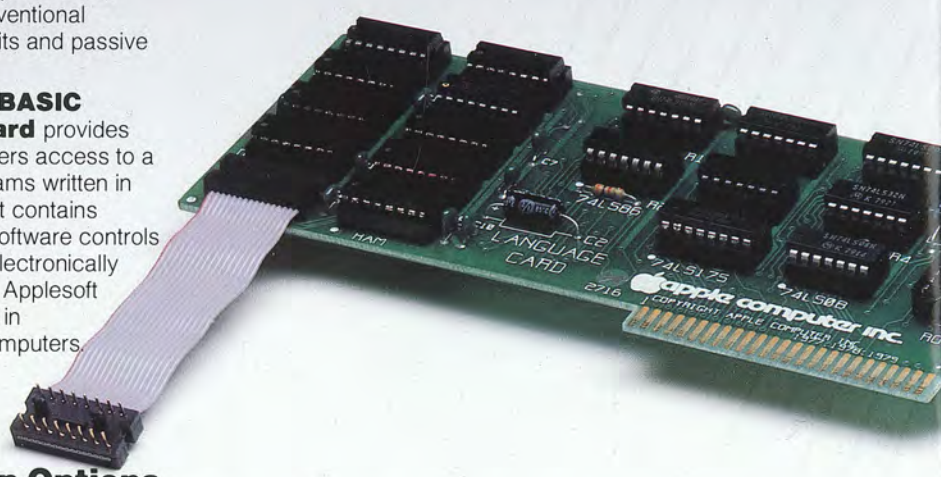
The Apple IEEE-488 Interface Card enables you to use any computer system in the Apple *//* family to program and operate virtually any text, measurement, or control instrument that is bus-compatible with the IEEE-488 interface standard. The card simplifies design and implementation of complex instrument systems.

The Hobby/Prototyping Card for the Apple *//* computer family is a wire-wrap card that allows you to create your own Apple interface boards. The double-sided circuit board includes a hole pattern that accepts all conventional integrated circuits and passive components.

The Integer BASIC Firmware Card provides Apple II Plus users access to a variety of programs written in Integer BASIC. It contains hardware and software controls that allow it to electronically replace existing Applesoft BASIC firmware in Apple II Plus computers.

The Parallel Card *///* lets Apple *///* personal computer users attach a variety of parallel-mode printers, including most dot matrix models (such as the Apple Dot Matrix Printer), and some thermal and daisy wheel units. Included with the card is a disk containing an operating system driver that lets you custom-configure the card to work with the printer you're using.

The Apple *///* OEM (Original Equipment Manufacturers) Prototyping Card is a convenient, modular printed circuit card on which to build custom interfaces for the Apple *///* personal computer system. The card offers ample space to handle the majority of interface designs.



Apple *///* Expansion Options

The Apple SoftCard */// System,* developed by Microsoft Corporation, is a complete hardware/software system that allows you to run programs developed for the Z80® computer and CP/M® Operating System on your Apple *///*. You'll immediately expand your program capabilities with access to most CP/M-supported software products available for business, science, industry, and education.

The Serial Card *///* gives your Apple *///* computer system an additional RS-232C interface, so that you can exchange data with other computers, modems, accessories, terminals, and printers, including the Apple Daisy Wheel Printer. It features an on-board switch that lets you operate either a printer or modem port.

The 256K Memory Upgrade Kit is a plug-in board that allows you to enlarge your 128K Apple *///* to a 256K system without losing expansion slot space. The 192K of addressable memory made available by the upgrade is especially useful for programmers, as well as for professionals interested in creating large financial models.

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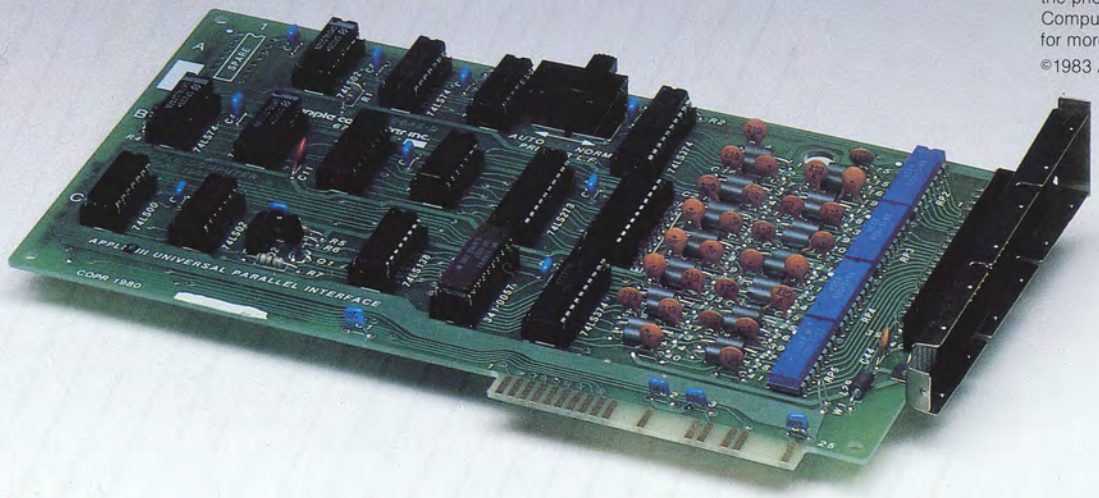

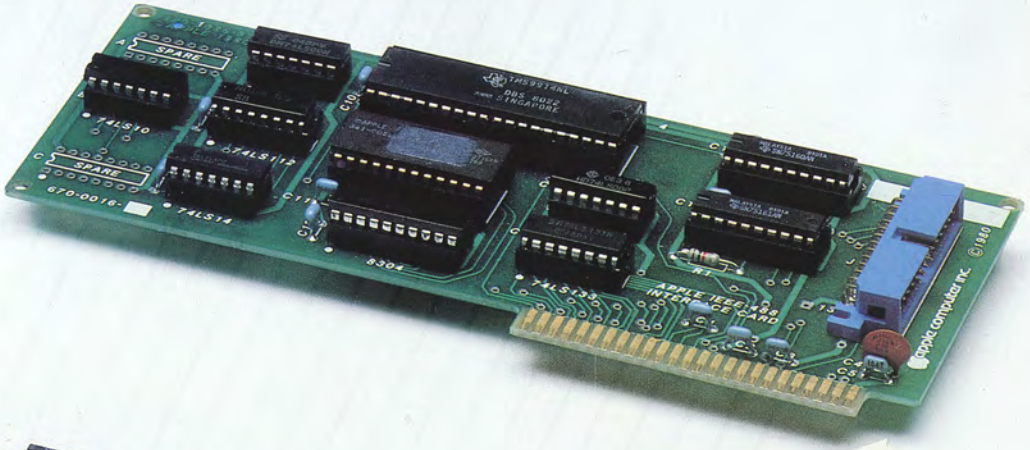

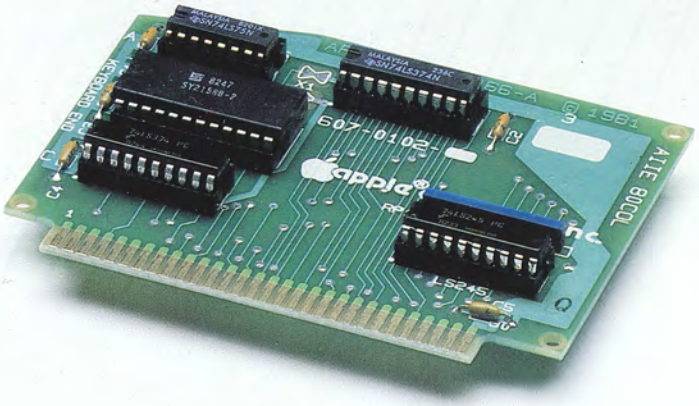

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