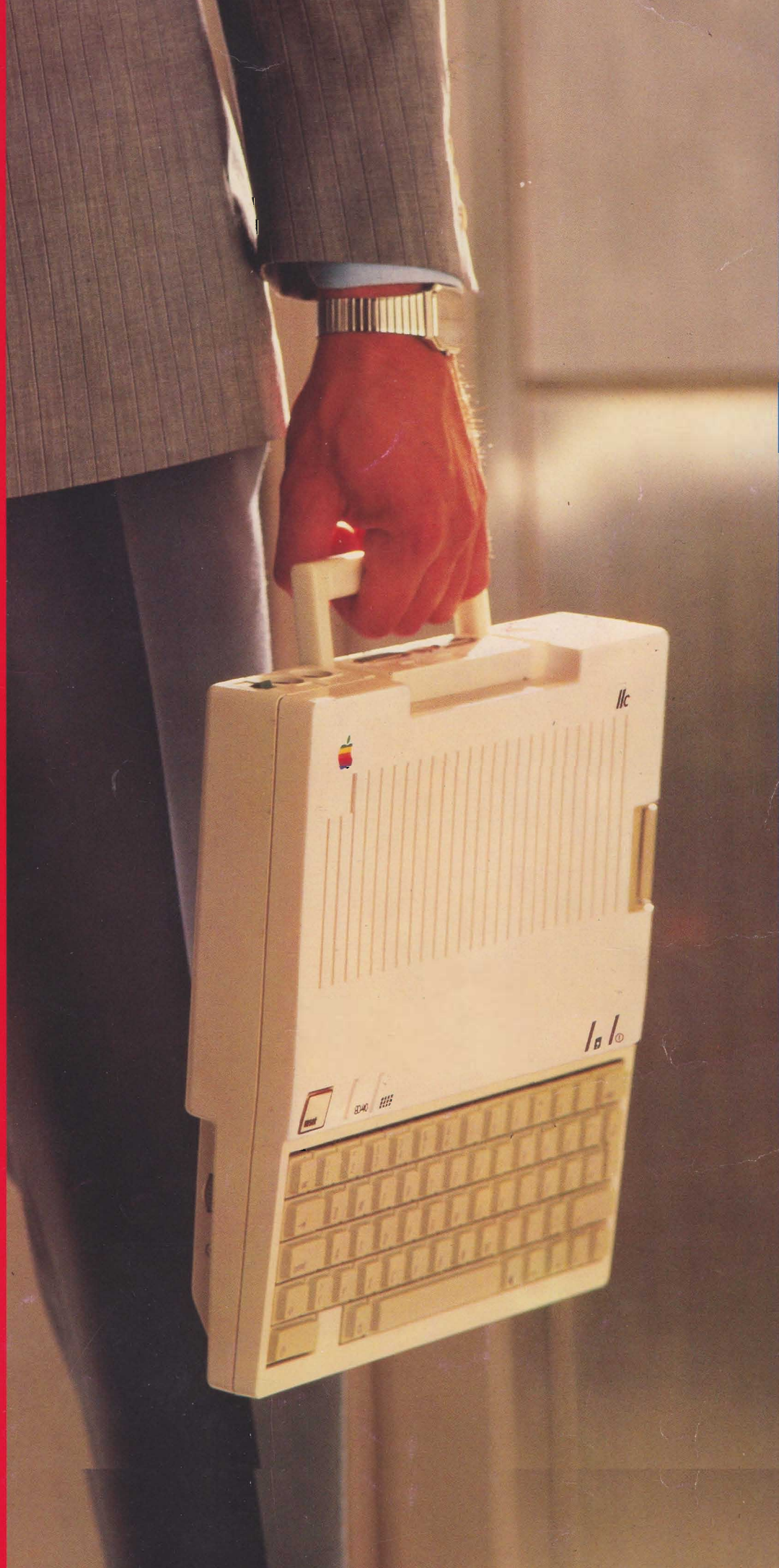




Apple IIc



For work. For home. For everywhere in between.

The Apple //c is the latest – and the most significant – evolution in the Apple // family of personal computers. The 'c' stands for 'compact.' And Apple stands for innovation, quality, reliability, and durability.

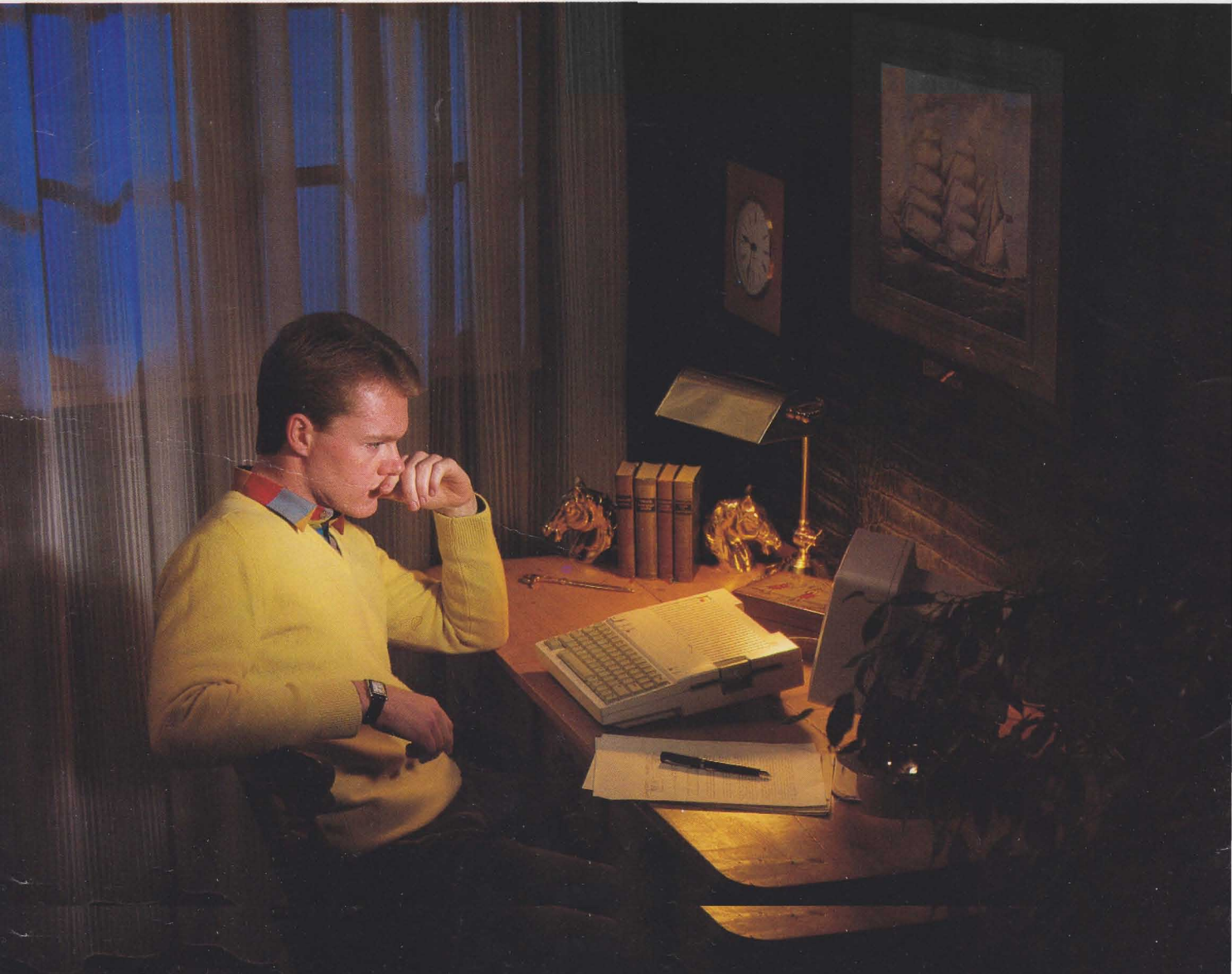
The Apple //c is also an ambition fulfilled – a computer which is small, powerful, supremely versatile, and affordable. A complete system in a single box which you can set up in minutes and start using productively right away.

Because of its family heritage, the Apple //c has access to the largest library of programs in the world – the choice is yours.

Because it comes from Apple, the //c can work with the 'mouse,' the revolutionary desktop accessory, pioneered on the Lisa and Macintosh Apple 32 SuperMicros. Because of its versatile design, you can plug in a wide range of other Apple accessories to help you grow further.

And because it weighs only 7½ pounds, you can take it with you anywhere.

Above all, the Apple //c is great value – and of the greatest value to the way you work. It's the one computer which is right for work, for home, and for everywhere in between.



You've got it in one.



Everything you need to get started on the Apple IIc is included in a single box:

- Apple IIc personal computer with a built-in disk drive, for storing information. The Apple IIc has a memory capacity of 128 kilobytes (the equivalent of 32 A4 pages of single-spaced text).
- A modulator, for connecting the computer to a television.
- A power supply.
- 'Setting Up Your Apple IIc.' An easy-to-follow installation guide.
- A system utilities disk. For handling such routine tasks as copying and deleting information.

And, importantly,

- 'Apple Presents Apple IIc.' An original, six-program computer course, complete with tutorial, with which you'll be introduced by the Apple IIc itself to the principal types of software (word processing, spreadsheet, and filing), and to programming in Logo and BASIC.
- 'An Introduction' shows you the way around the Apple IIc keyboard.
- 'The Apple at Play' – programs, including personal finance and games, for you, your colleagues, friends, and family to enjoy.
- 'The Apple at Work' – shows how AppleWorks, our integrated software package, makes word processing, electronic spreadsheet, and personal filing programs work together.
- 'The Inside Story' – a graphic guide to the inner workings of the Apple IIc.
- 'Exploring Apple Logo' introduces you to this exciting new computer language which is simple enough for young children, yet sophisticated enough for serious programmers.
- 'Getting down to BASIC' provides you with practical instruction in how to use the BASIC language which is built into the Apple IIc.

Ready to go. And ready to grow when you are.

The Apple IIc has all the built-in advantages – for example, a full 80-character per line, 24 line display capability. You can also simply plug clearly marked connectors into sockets at the back of the computer for such accessories as an optional disk drive or printer.

Similarly, setting up your Apple IIc could not be easier or quicker. Connect it to a monitor or television, and you're immediately in business.



Book into the largest library in the world.

Because it can run most of the programs written for the Apple II family of personal computers, the Apple IIc gives you access to literally thousands of off-the-shelf programs already available worldwide. And more are being written every day for both the Apple IIc and the rest of the family.

There's no need for you to know how to write programs – they're already written for you. With programs from the library, you can, for example:

- prepare memos, reports, and presentations.
- calculate, manage, forecast, and explore every financial situation.
- transform such numerical information as sales data into easy-to-understand graphs and charts.
- keep control of your business and personal tax planning.
- create and maintain your general ledger, sales and purchase ledgers, and stock control records.
- keep comprehensive files of all the day-to-day records you need.
- introduce children and students to personal computers through computer-aided instruction and interactive programs.
- and, of course, play the hundreds of educational and entertaining games available.

And this is only the beginning. You'll also find that there are specific programs for such specialist areas as banking, law, medicine, accountancy, property management, and numerous others. Whoever you are, whatever you do, the Apple IIc has a program to match your needs.

Meet the mouse.

The mouse best illustrates Apple's commitment to making our computers easy and fun to use. It's one of the major features on our acclaimed Apple 32 SuperMicros, Lisa and Macintosh. And now it's available for every Apple II personal computer.

AppleMouse is a hand-operated device, the size of a pack of playing cards, which gives you direct control over your Apple IIc without using the keyboard. Our first AppleMouse program, designed to bring out the artist in you, is MousePaint, which lets you create presentation quality colour graphics, plans, maps, and drawings with a simple 'point' and 'click' of the mouse. And there are many more mouse-driven programs to come.

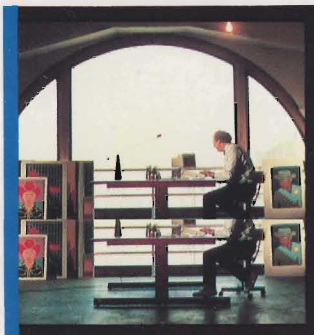
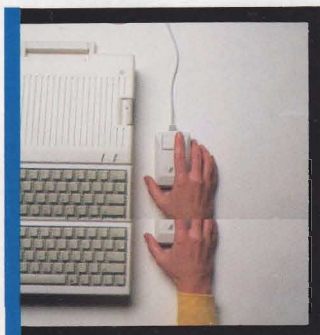
Apple Logo.

For teachers and students alike, the Apple IIc is in a class of its own because of the size and scope of the software it offers. As a prime example, there is Apple Logo – a simple, yet powerful, computer language, which is ideal for both beginners and advanced programmers. Its principal feature is 'Turtle Graphics,' which allows you to control a versatile 'turtle' cursor on your screen with everyday language commands. Apple Logo lets you learn programming techniques graphically and easily.

Access II.

With an Apple IIc at your side, you can always keep in touch.

By simply plugging in a modem at the back of your Apple IIc, and running Access II, you can enter the world of electronic communications and have at your fingertips all you need to know from information services, data bases, other Apples, and other computers.





APPLEWORKS

Data Base Word Processor Spreadsheet

AppleWorks is one program—an integrated package with three applications inside: the Data Base, Word Processor and Spreadsheet

AppleWorks.

This exciting new software package brings together the three applications which personal computer owners use most often—a versatile word processor, a large and fast spreadsheet program, and a powerful information filing system. The three programs are linked together, allowing them to share information.

When you work with AppleWorks you create a file in the Apple IIc's memory, which is appropriately called the 'Desktop.' You can work with as many as a dozen files

at once, as you might at your own desk.

If you're working on a memo, letter, or report, for instance, and want to illustrate your point with an extract from a spreadsheet or an information file, AppleWorks lets you 'cut' the extract you want and 'paste' it into your text with the minimum of commands and the maximum speed.

AppleWorks is one of the finest examples of 'integrated' software, guaranteed to improve the presentation of your work and your own productivity.

Try this for size.

The Apple //c is a masterpiece of miniaturization – it's compact enough to work where you are, and powerful enough to handle any task you give it.

The case itself measures only 12 inches (30 cm) long, 11 1/4 inches (29 cm) wide, and 2 1/4 inches (6 cm) high, yet we have managed to fit in a full-size keyboard. Try your hands on the life-size photograph opposite.

The Apple //c contains many standard features for which you would have to pay extra with other comparably priced systems:

Extensive memory.

Inside, the Apple //c has 128 kilobytes of RAM (Random Access Memory), which lets you work with the equivalent of 32 pages of single spaced typewritten pages at any one time. In addition, there are 16 kilobytes of ROM (Read Only Memory), which house the complete Applesoft BASIC language and other system instructions.

Microprocessor.

The new 65C02, which, importantly, works with most existing Apple // programs.

Built-in colour graphics.

Crisp colour graphics (in 16 colours) are built into the ultra high-resolution (560x 192 dots), high-resolution (280x 192 dots), and low-resolution (40x 48 dots) display modes.

Built-in speaker.

Creates a full range of sound over five octaves, providing music and sound effects for games and other programs.

Volume control knob and headphone jack.

Located conveniently at the side of the system, the knob lets you adjust the sound level of the internal speaker. The jack lets you add headphones for private listening.

Full size keyboard.

Full size, full featured keyboard. (63 keys, 94 characters, 2 programmable keys, and 4 directional arrows). The keys are arranged just like a standard typewriter, and repeat automatically when held down.

Language/keyboard switch.

In addition to the standard keyboard layout, you can switch to the USA standard layout – a handy feature for doing business overseas, and also for programmers.

80/40-column display switch.

You can switch between programs designed for a high-resolution 80-column display (which require a video monitor), and those using a standard 40-column display (when using a TV set).

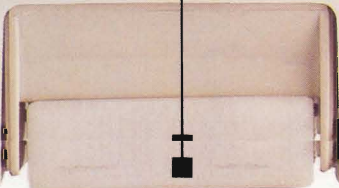
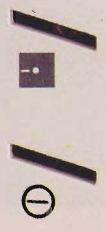
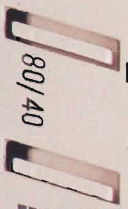
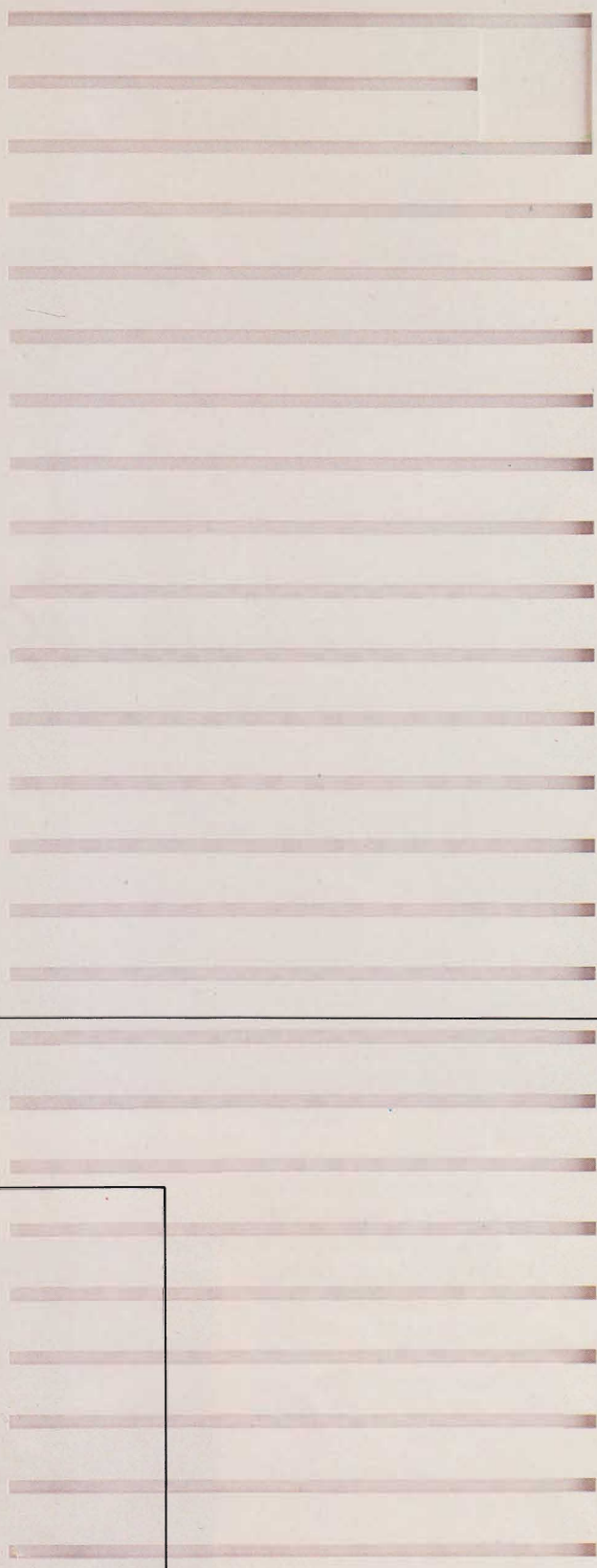
Handle.

It serves two purposes – for carrying the Apple //c wherever you go, and for tilting the Apple //c to a comfortable typing angle.

Built-in disk drive.

143 kilobytes capacity (the equivalent of 36 A4 pages of single-spaced text). You can double this by adding an external disk drive. They both take the same standard 5 1/4-inch floppy disks as the rest of the Apple // family of personal computers.







Anything you can do, you can do better.

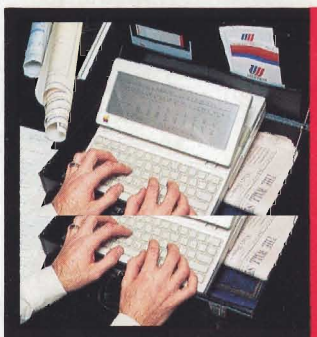
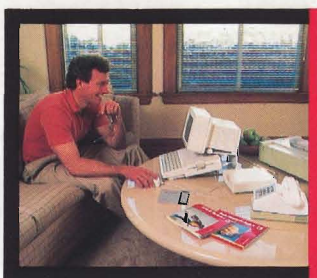
At home at work.

The beauty of the Apple //c is that you can pack it into a briefcase (or into its special carrying case) and take it to where you work – in your office; on the factory floor; in a customer's office, or in a hotel room; at home; at school; wherever.

You can also build the Apple //c into a comprehensive computer system to fit in still further with the way you like to work. You can, for example, put your Apple //c together with our high quality, high speed Imagewriter printer, as well as other accessories shown overleaf: the innovative flat panel display*, the answer for people going places; alternatively, the Monitor //, which tilts for comfortable viewing; the AppleMouse, the revolutionary way to control your Apple //c; the Disk //c, a second disk drive for convenient information storage; and a modem, for communicating with mainframe computers, and with other personal computers.

With its access to the complete selection of the leading word processing, financial modelling, and business graphics programs, as well as the sophisticated new integrated programs, you'll find the Apple //c the ideal working and travelling companion.

*Available Autumn 1984



At work at home.

Working – or playing – with your Apple //c at home is the other side of the story. You can take it by the handle and carry it into your study or anywhere you choose. You plug and unplug the Apple //c as you would any other household appliance. You can also purchase a second power supply, so all you have to carry from work to home is the computer itself.

In your study, for instance, you could connect your Apple //c to a high resolution Apple //c Monitor (with stand), and a low cost Scribe colour printer. Use it with home-finance programs to manage your personal budget or taxes. Write a report for your next day's meeting or sort through your phone lists, household inventories, and other personal files with AppleWorks. Finish off your day's work on the Apple //c disks you've brought back from your office. Or unwind at the end of the day with an addictive adventure or strategy game.

By adding a modem, you can gain access to information services, and send messages to most other computers, as well as other Apples. And with MousePaint, the program which comes packaged with every AppleMouse, you can produce highly detailed graphics for presentations, or just for fun.

From every point of view, you'll be completely at home with your Apple //c.

What more need we add?

Some personal computers we could mention at first sight look great value for money – until you start putting a working system together. In many instances, the basic price doesn't include a disk drive. Or the price of the extras needed to run the disk drive and other accessories. Or indeed the price of many other features which are standard on the Apple IIc.

You've got everything you need to get started built-in to your Apple IIc. And, when you're ready to grow, the IIc boasts the finest range of Apple branded accessories, which you can attach with simple, plug-in connectors on the back panel – without having to open up the computer and go inside.



110958-



Flat panel display.

The Apple IIc's portable flat panel display* is a dramatic innovation, which will put the Apple IIc a step further ahead. Its liquid crystal technology gives a complete 24 lines by 80 columns display. It's so small, thin, and lightweight that you can carry it anywhere you go with your Apple IIc.

The flat panel fits compactly right on top of the computer and is used like a standard video monitor. You can then carry both the flat panel and the computer monitor. You can then carry both the flat panel and the computer itself away in the special, optional carrying case.

Apple IIc Monitor and stand.

Designed to match the computer, the IIc Monitor provides an extra sharp image. It tilts on its optional stand for comfortable viewing.



AppleMouse.

The state-of-the-art accessory which works the way you do and is also the principal feature on our Lisa and Macintosh Apple 32 SuperMicros. With the mouse, 'point' and 'click' does the trick. There is no need for you to type in keyboard commands.

AppleMouse is now available for all Apple II personal computers. The first mouse-driven program, MousePaint, comes with the mouse – and there are many more to come. mouse – and there are many more to come.



Disk IIc.

Our half height second disk drive is built with the same streamlined design as the Apple IIc itself. On it you can store and retrieve the equivalent of 32 A4 pages of single-spaced text.

Scribe printer.

This revolutionary, low cost thermal transfer printer produces both text and colour graphics on almost any A4 paper. It prints at 50 characters per second (letter quality mode) and 80 characters per second (draft and quality mode) and 80 characters per second (draft and graphics mode).

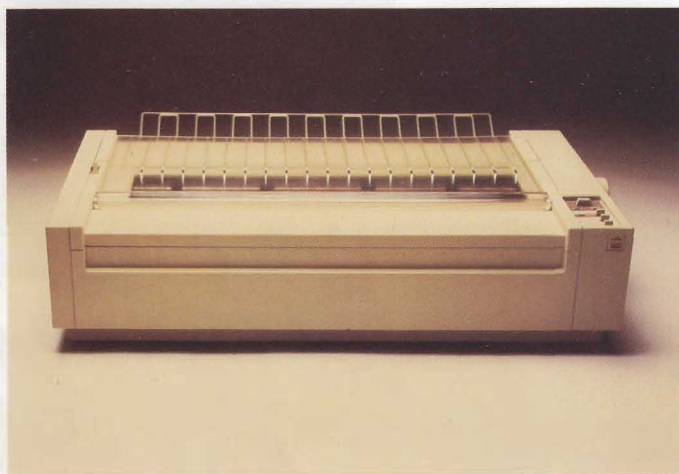




Mouse, Joystick, and hand controllers. Modem.

Flat panel display, television, and RGB colour monitor. Video monitor. External disk drive.

Printers and colour plotter. Power On/off supply switch.



Imagewriter printer.

Our high quality, high speed dot matrix printer prints correspondence quality text at up to 120 characters per second and 136 characters per line, and sharp, high resolution graphics at 160 by 144 dots per square inch.



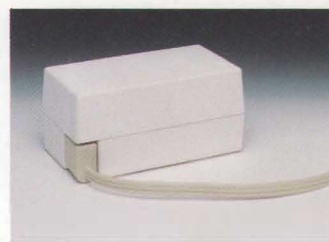
Joystick.

Apple's Joystick II gives you flexibility and precise control. It's the ideal accessory for graphic applications and sophisticated computer games.



Apple Colour Plotter.

With our plotter you can create colour graphics (business graphs, scientific or engineering data, and drawings) in up to eight different colours on paper or overhead transparencies quickly and inexpensively.



Power supply.

A useful accessory for when you want to take your Apple IIc from work to home.

Hand controllers.

Apple's Hand Controllers II are reliable, precision built game paddles for action-oriented games.



With you all the way.

Apple has a network of over 350 dealers and service centres in the UK. Your local supplier will be able to evaluate your needs and come up with the answers. He can also provide such after-sale support as training, installation, and maintenance according to our comprehensive one year warranty.

Seeing the Apple IIc is believing. It's deceptively small, yet it has the power to transform the way you think and work.

Call in at your local Apple dealer to see one at work for yourself.

Technically speaking.

Standard features.

- 65C02 eight-bit microprocessor
- 128K bytes of RAM
- 16K bytes of ROM
- Applesoft BASIC in ROM
- Disassembler and machine language Monitor program in ROM
- Built-in 143K 5¼" disk drive
- Built-in socket for second disk drive
- Built-in uppercase and lowercase character feature
- 63-key keyboard
- Built-in speaker with headphone jack and volume control
- Mouse/hand controller/ joystick capability
- Modulator
- Built-in serial port for printers
- Built-in serial port for modem
- 16 colour graphics capability
- Ultra high resolution (560 x 192 pixels)
- 12-volt internal power supply
- Weighs only 7½ pounds
- Measures 12" x 11¼" x 2¼"

Languages available from Apple

- Applesoft BASIC (built-in)
- Pascal
- FORTRAN
- SuperPILOT
- Logo
- 6502 Assembly Language

Operating systems available

- ProDOS
- DOS 3.3
- Pascal

Apple reserves the right to change specifications at any time and without notice.

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