The Apple® IIc Personal Computer.

Everything about it is big. Except its size.

Within this slim, transportable machine are 128 kilobytes of built-in power. More than enough to handle serious business tasks, run your household, and help your kids with their term papers.

10,000 Programs. Unlimited Solutions.

This stylish, affordable powerhouse is the newest member of the Apple II family — a family that runs all the latest, the best, and the most popular programs. In fact, more programs than any other personal computer.

And the more programs you can run, the more ways you can use the IIc.

It can teach your preschoolers the ABCs. Or manage your real estate investments. Draw pictures for fun. Or prepare taxes for the IRS.

And when the workday is done, the IIc becomes the family storyteller and game board. It'll even compose music.

Of course, you can't use it until you learn how. And that's why we've included a four-disk training course, one of the most helpful ever written for any personal computer. So learning how should take you about as much time as the trip home from the computer store.

Plug In. Grow Up.

It's not just the IIc's power that's greater than it looks.

It's the possibilities.

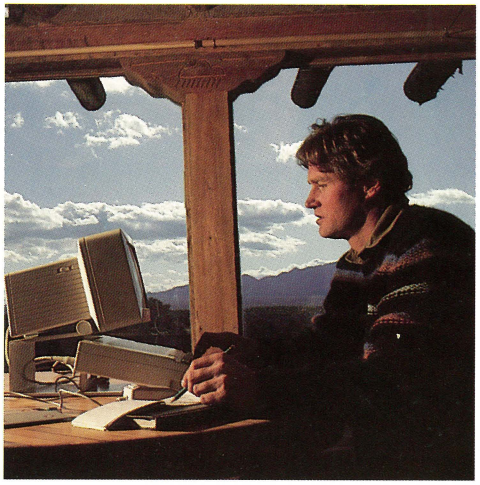
You can add almost any accessory you'd ever want, more easily than you ever thought. Because there are no expensive interface cards to install. No complicated procedures to follow.

To add a video display, printer, second disk drive, modem, mouse, joystick, or other accessory, just follow this two-step operation:

1. Plug it in.
2. Turn it on.

That's all. And the symbols on the back panel tell you exactly what goes where.

Disk: Drive 1
ADD FILES
Escape: Main Menu
Main Menu
Add Files
Get files from:
1. The current disk: Drive 1
2. A different disk
Make a new file for the:
3. Word Processor
4. Data Base
5. Spreadsheet
Type number, or use arrows, then press Return
55K Avail.
IIc
keyboard
disk use
power
delete
return
shift



The Business of Running Your Home.

Take a closer look at the Apple IIc's unlimited applications and you start to appreciate the unique benefits of access to the world's largest software library.

For starters, there's *HomeWord*™ to let you compose perfect memos, letters, and term papers. And because you do all the editing and rewriting right on your video screen, you save hours of retyping.

With *Dollars and $ense,*™ you can use the IIc to evaluate personal loans and investments. You can manage your portfolio with the *Winning On Wall Street*™ series or Dow Jones® *Investor's Workshop.*™ And lighten the April 15 load with *Professional Tax Planner* and *Howard Tax Preparer.*

With list-tracking — just one of *PFS*®*: FILE's* many talents — you can keep an insurance inventory of financial assets and household valuables.

Many business programs, like *AppleWorks,* can help with family matters, too. Maintaining a household budget, for example. Or writing a report for school.

And when you're out of town, *SmartHome*™ can water your lawn and turn on your house lights.

Your Check Is in the Phone.

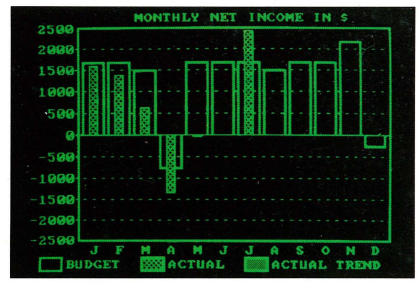
Programs like *Apple Access II* and *Easy Com/Easy Go*™ make the IIc a home information center.

Just plug in a modem to get daily stock market quotes and investment news.

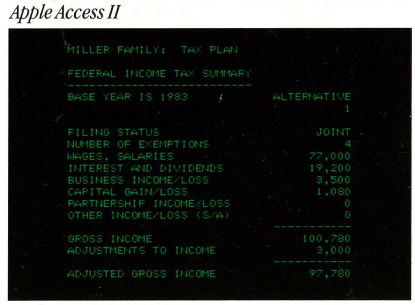
Check airline schedules and fares, reserve a flight, and order your tickets.

Do your banking and shopping at home, too, without the traffic and the crowds. You can even shop different outlets, comparing price and availability.

Apple Access II

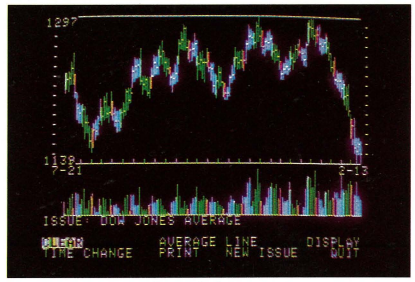


Dollars and $ense

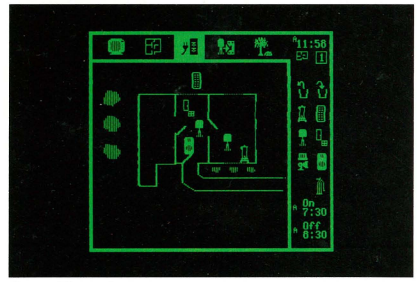


Professional Tax Planner

HomeWord



Dow Jones Investor's Workshop



SmartHome I

Class Act.

From kindergarten through college, more classrooms use Apple IIs than any other personal computer, bar none. And if your kids are already working with a IIe at school, the IIc becomes a friendly and familiar workmate at home.

Because it runs such a vast range of educational programs, the IIc will always be the right computer at the right time, growing with your children as they progress through school. It's the one-on-one learning tool that involves as it challenges.

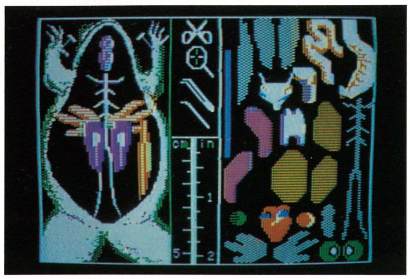
On an Apple IIc, your preschooler can learn colors and shapes with *Stickybear Shapes*.™ And learn the alphabet with *Charlie Brown's*® *ABC's.*

In grade school, *Math Blaster, Spell It,*™ and *Reader Rabbit and the Fabulous Word Factory*™ strengthen newly learned skills. And *Story Tree* develops creative writing, planning, and logic.

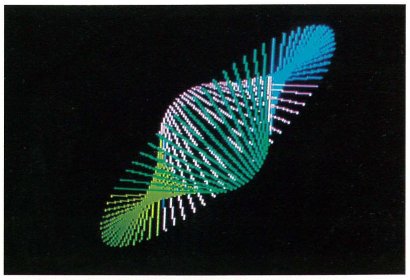
Preteens can learn strategy and problem-solving skills while going *In Search of the Most Amazing Thing.*™ Dissect an amphibian in *Operation Frog.*™ Design their own science experiments and create chemical monsters in *The Incredible Laboratory.*™

In high school, the IIc can expand vocabulary with *Crypto Cube*™ and teach practical skills with *Typing Tutor III*™ and *MasterType.*™ Or prepare students for the Scholastic Aptitude Test with *Mastering the SAT.*™

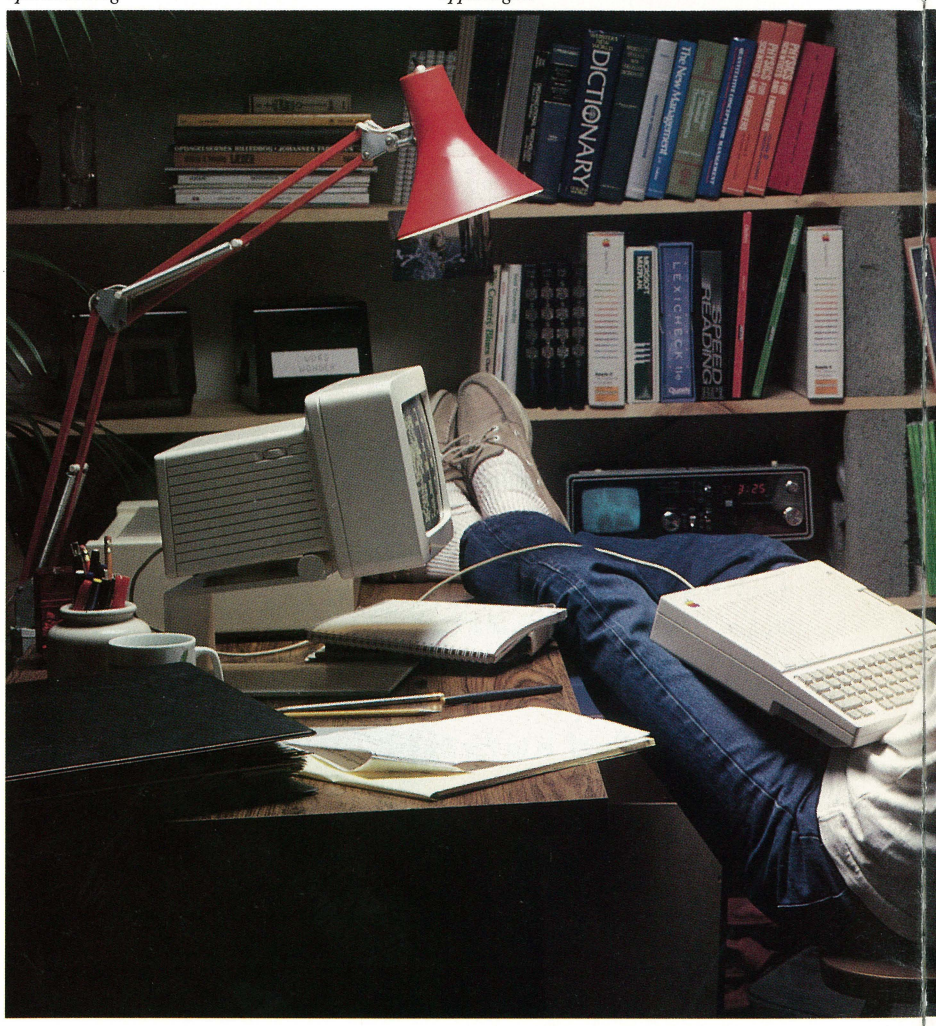
Your kids can even create their own programs. *Apple Logo II* shows them how, with a self-paced tutorial disk that's designed for beginners.



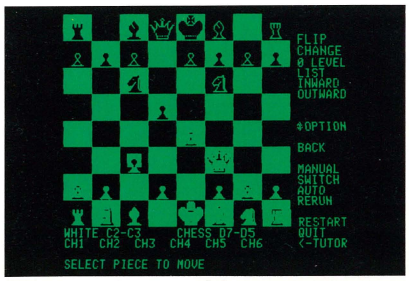
Operation Frog



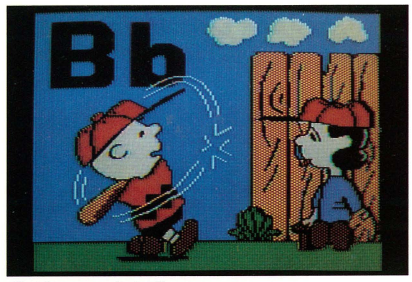
Apple Logo II



Music Construction Set

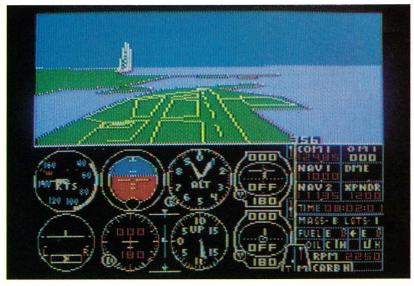


How About a Nice Game of Chess!



Charlie Brown's ABC's

The Print Shop



Flight Simulator II

Just for the Fun of It.

Just because a IIc means serious business doesn't mean it can't deliver a whole family's worth of fun, too.

You can make music on a IIc. Create art with it. Or indulge your passion for a favorite hobby.

Embark on the *Zork*™ series, an adventurous crusade through a medieval maze. Or put your reflexes to the test with the arcade classic, *Zaxxon.*™ Learn about ecology by exploring the age of dinosaurs with *T. Rex.*™ Add speech and sound effects with *The Cricket!*™ Or learn to compose music, simply and informally, with *Music Construction Set.*™

What's really nice is that entertaining on an Apple goes far beyond fun and games.

For example, there's *The Print Shop,*™ a wealth of ready-made graphic designs, pictures, symbols, and type styles that you use to create your own greeting cards, personalized note paper, invitations, banners, and more.

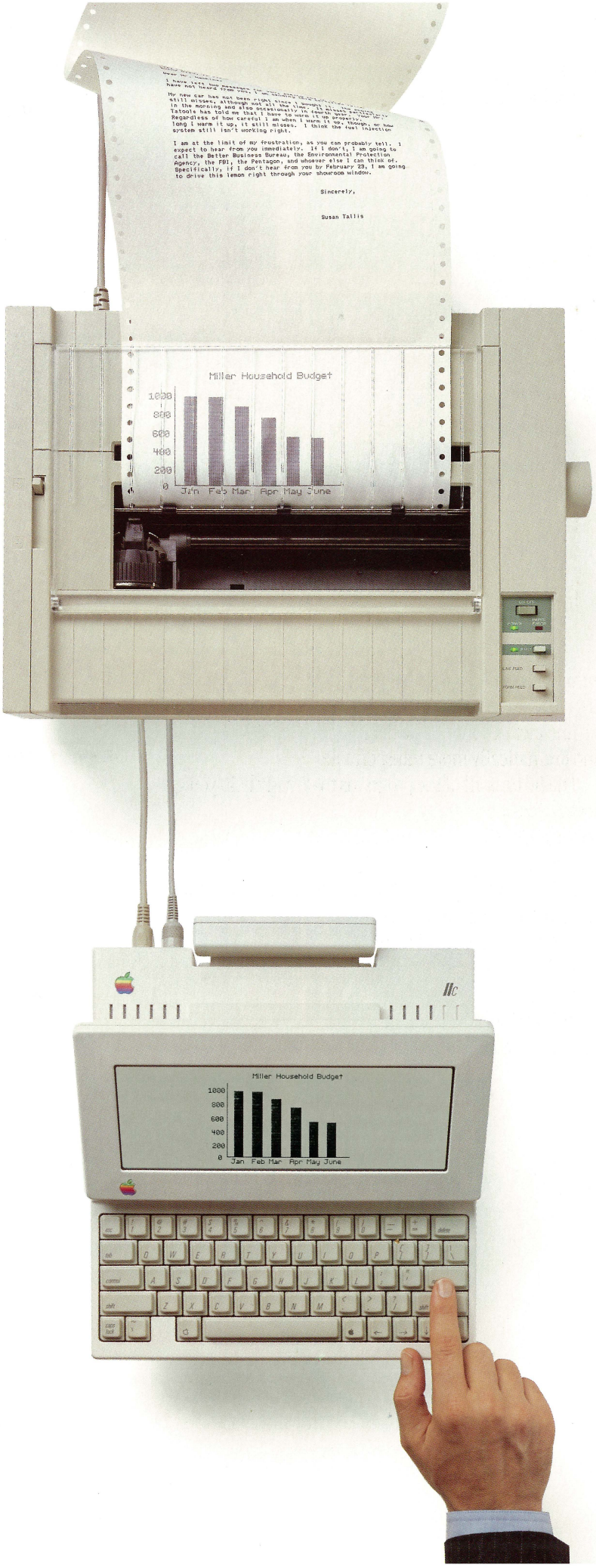
Ortho's Personal Plant Selector becomes your personal adviser — analyzing your soil and climate and showing you the best ways to grow a green thumb.

Or you can improve your gamesmanship with *How About a Nice Game of Chess!* Or checkers or backgammon. Test your cunning with *Word Challenge,* or your financial savvy with *MILLIONAIRE The Stock Market Simulation.*™

With *Flight Simulator II,* you build your aviation skills as you experience the pilot's view of life, through fair weather and foul.

And once you've come back down to earth, try your hand at trivia games.

Just for the fun of it.


I have left two messages for you, and you have not heard from you. I am thinking
My new car has not been right since I bought it. I have taken it
still misses, although not all the time. It misses a little
in the morning and also occasionally in fourth gear. I am
Tatoole has told me that I have to warm it up properly.
Regardless of how careful I am when I warm it up, though, or how
long I warm it up, it still misses. I think the fuel injection
system still isn't working right.
I am at the limit of my frustration, as you can probably tell. I
expect to hear from you immediately. If I don't, I am going to
call the Better Business Bureau, the Environmental Protection
Agency, the FBI, the Pentagon, and whoever else I can think of.
Specifically, if I don't hear from you by February 23, I am going
to drive this lemon right through your showroom window.
Sincerely,
Susan Tallis
Miller Household Budget
1000
800
600
400
200
0
Jan Feb Mar Apr May June
Miller Household Budget
1000
800
600
400
200
0
Jan Feb Mar Apr May June

Worker's Compensation.

If you have a small business, good help is no longer hard to find.

To start with, there's *AppleWorks,* an integrated program that combines the most useful features of financial spreadsheets, word processing, and data management into a single package.

It lets you "cut" here and "paste" there — so you *work* with information the same way you *think* about it.

Use *AppleWorks* to track your cash flow and payment schedule. To project profit and loss. To streamline your filing, bookkeeping, and business letters.

It's tailor-made for retail and direct sales operations, or any business you run out of your home.

And if your business takes you on the road, it's now easier than ever to take your tools with you. Our new flat panel display shows you graphics and text in a full 80-column by 24-line picture, but in a package that's dramatically smaller. And dramatically more transportable.

The IIc runs all of the programs that really help you get down to business:

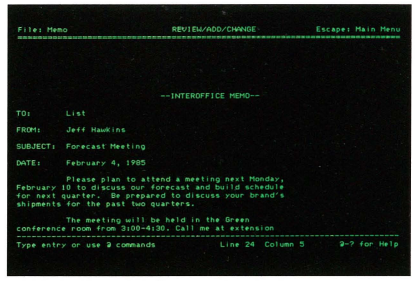
VisiCalc,® FlashCalc,® and *Multiplan®* for financial spreadsheets.

DB Master™ Version 4 Plus (and of course *AppleWorks*) for data-base management.

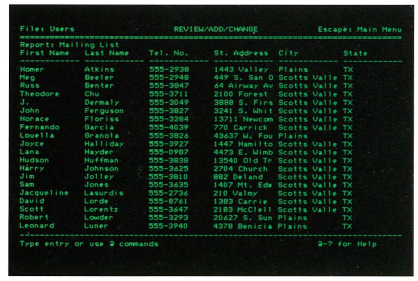
BPI Series for small-business accounting.

And *Sensible Speller™* so you can spell it right.

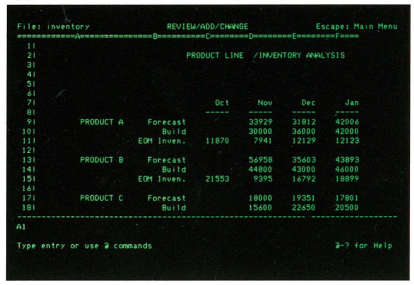
You can even plug a printer into the IIc and run *VersaForm™* software to design and print your own custom business forms.



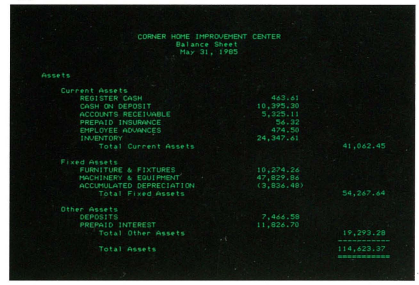
AppleWorks — word processing



AppleWorks — data base



AppleWorks — spreadsheet



BPI Series

Get Up and Go.

The IIc comes with just about everything you need to get going.

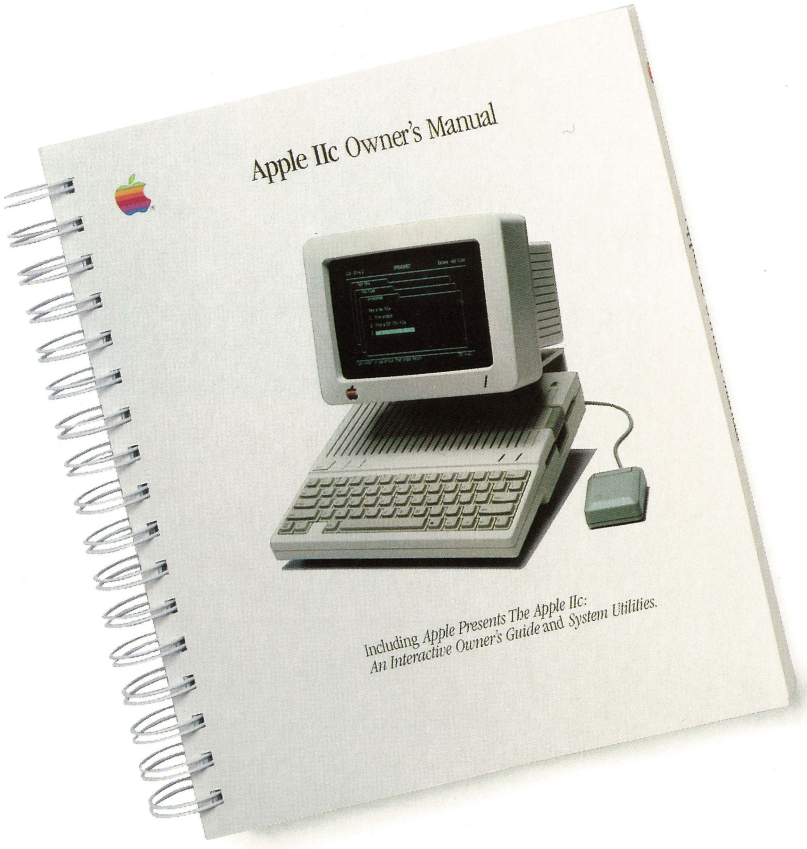
Including the philosophy that serious computing doesn't have to be intimidating.

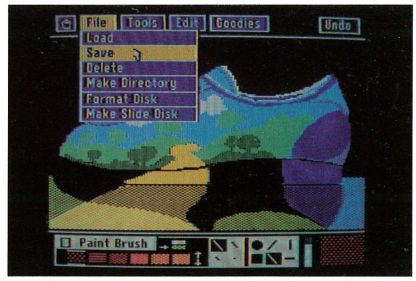
Along with the computer, we've added a special course that teaches as you go. It's truly one of the most comprehensive and easy-to-understand tutorials ever written for a personal computer. Within an hour, you'll be doing productive work.

It's a four-disk course and guidebook that gets you started on word processing, programming, and even computer games.

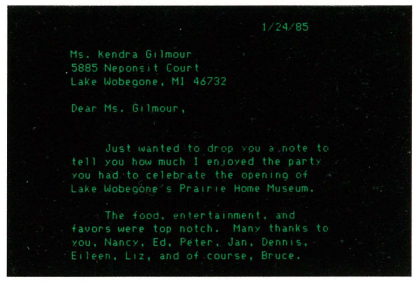
As for setup, there really isn't any to speak of.

Just plug in the cable and hook the IIc to a video display. (Or connect it to the family TV with a just-as-easy-to-plug-in gizmo called an RF modulator.)





Dazzle Draw



Bank Street Writer

Story Maker

Built by Apple. Run by a Mouse.

One of the IIc's most popular add-ons is the AppleMouse. Work this critter with one hand and you control the computer without ever touching the keyboard.

Here's how: As you move the mouse on a flat surface, a pointer moves on your screen.

You tell the IIc what to do by pointing at commands on the screen. Click the mouse button, and the computer responds instantly.

It's a fast, simple shortcut to commanding the IIc — without memorizing a series of keyboard procedures.

MousePaint,™ which comes with the AppleMouse, lets you use the mouse like a pencil or paintbrush.

With *Dazzle Draw,*™ you use the mouse to select up to 16 different colors, plus spray or brush strokes, shapes, patterns, and densities.

Use the mouse with *Bank Street Writer*™ for simple, intuitive word processing. Or with *Story Maker*™ to create an illustrated storybook.

The Extras Aren't Extra.

Many of the features that other systems call extra, we call standard.

So even though the IIc fits into a small space, it's actually more computer.

Built-in disk drive. No cards to connect. No wires to break. The 140-kilobyte disk drive accepts all standard 5¼-inch floppy disks.

Handle. You *can* take it with you. And once you're there, the handle props and locks the keyboard into the ideal typing angle.

Full-size keyboard. A total of 63 keys, 94 characters, 2 function keys, and 4 directional-arrow keys. The contoured, fast-action keyboard is arranged just like a standard typewriter's, with auto-repeat on every key.

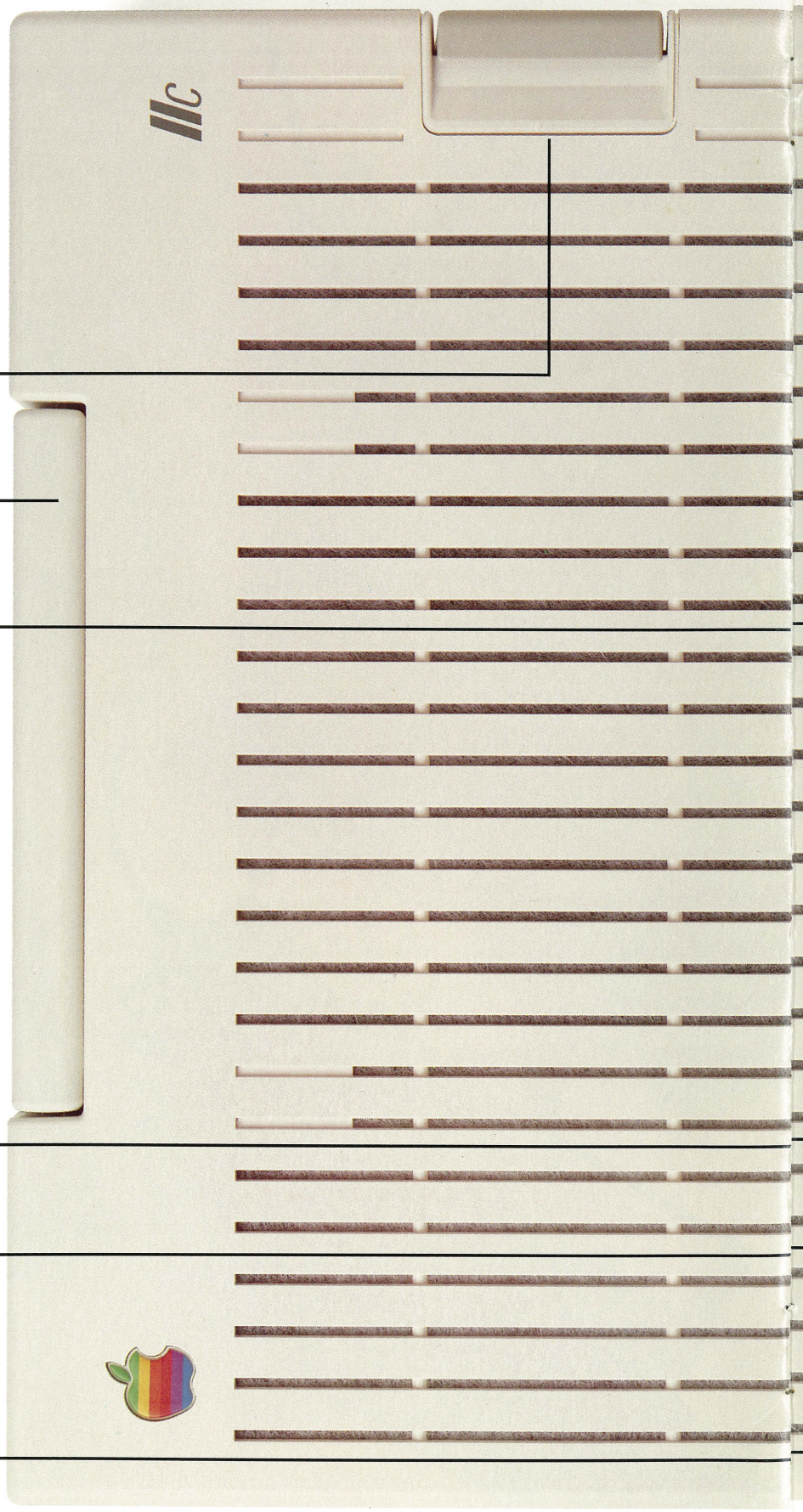
Extended memory. You get 128 kilobytes of random-access memory — the equivalent of 50 double-spaced typewritten pages at any one time.

Built-in color graphics. Vivid graphics in up to 16 colors are built into the ultrahigh-resolution (560 x 192 dots), high-resolution (280 x 192 dots), and low-resolution (40 x 48 dots) modes.

Dvorak switch. Besides the standard keyboard configuration, you can switch to Dvorak mode, an alternate arrangement that many experts say is easier to learn and faster to use.

40/80-column display switch. Run programs designed for a high-resolution 80-column display (with video monitor), or use your television with an RF modulator for a standard 40-column display.

Speaker and volume control. You can adjust the sound level for volume control and five octaves of music and sound effects.



reset
80/40
keyboard
disk use
power
esc
tab
control
shift
caps lock
delete
return
shift

It Looks Bigger from the Back.

To add accessories to a IIc, just plug them in. The symbols on the back panel show exactly what goes where.

Far simpler than the tricky (and expensive) business of opening up the computer to install a different interface card for each add-on.

Instead, we *built in* the cards and sealed the system. It's wide open to expansion, but closed to intrusion.

All of which means that, in bare seconds, most anyone can attach any of these useful accessories:

Apple IIc Monitor. This nine-inch high-resolution green-phosphor display matches the IIc technically and aesthetically.

Apple Flat Panel Display. Like a standard monitor, it displays a full 80 columns and 24 lines. Unlike a standard monitor, it's incredibly thin, lightweight, and transportable.

Scribe.® The first quality home printer that fits any budget. Prints high-quality text and graphics. Works on any standard smooth paper in high-speed draft mode or in near-letter-quality mode.

Imagewriter. Our dot matrix printer is fast and versatile, and produces text and graphics with equal ease and clarity.

External Disk Drive. This is the same reliable drive that's built into the IIc. It benefits from its kinship to our Disk II, one of the most reliable disk drives ever built.

Apple Modem 300. Link into other computers in faraway places. Do it more easily, too: the Modem 300 features advanced-dial, auto-answer, and self-test features.

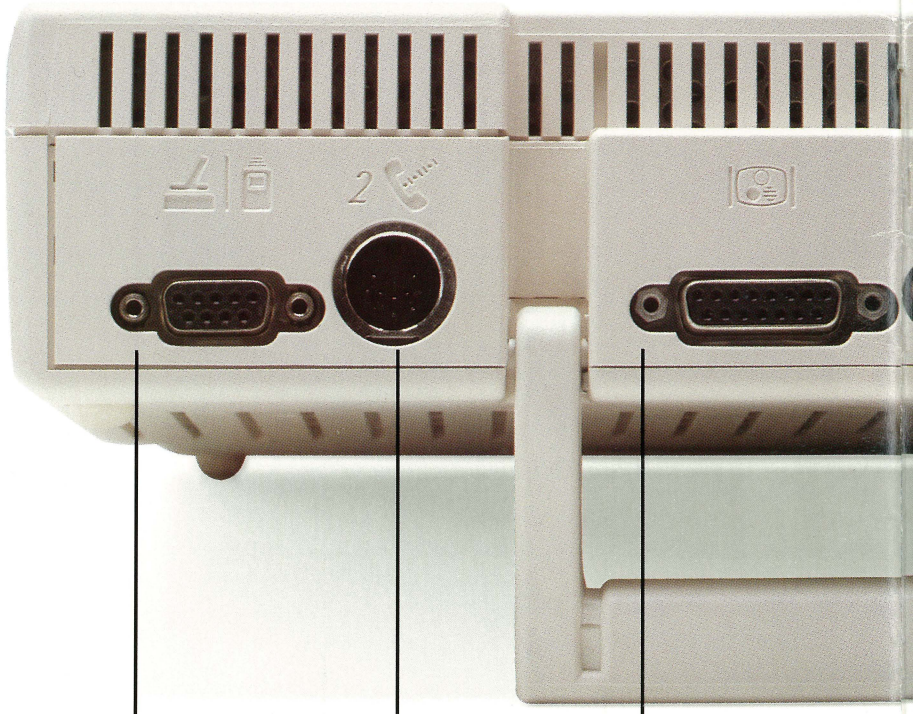
Apple Modem 1200. It has all the features of the 300, plus a 1200-baud high-speed mode.

RGB Color Monitor. Connects with a single adapter.

Power Supply. Add a second power supply to leave on your desk or at home, and all you ever have to carry is the compact computer itself.

Color Plotter. Get your points across with colorful business graphics and charts.

Mouse, Joystick, Hand Controllers. Just plug them in to put more fun into your computing.



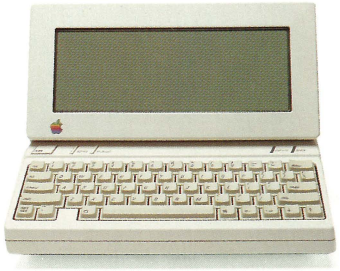
Mouse, joystick, hand controllers. *Attach the mouse for work and learning. Attach the joystick and hand controllers for playing great games. And attach any of them in seconds.*

Modem. *Connect your IIc to home-banking and information services and utilize computer-to-computer communications. This high-speed serial port handles any standard modem.*

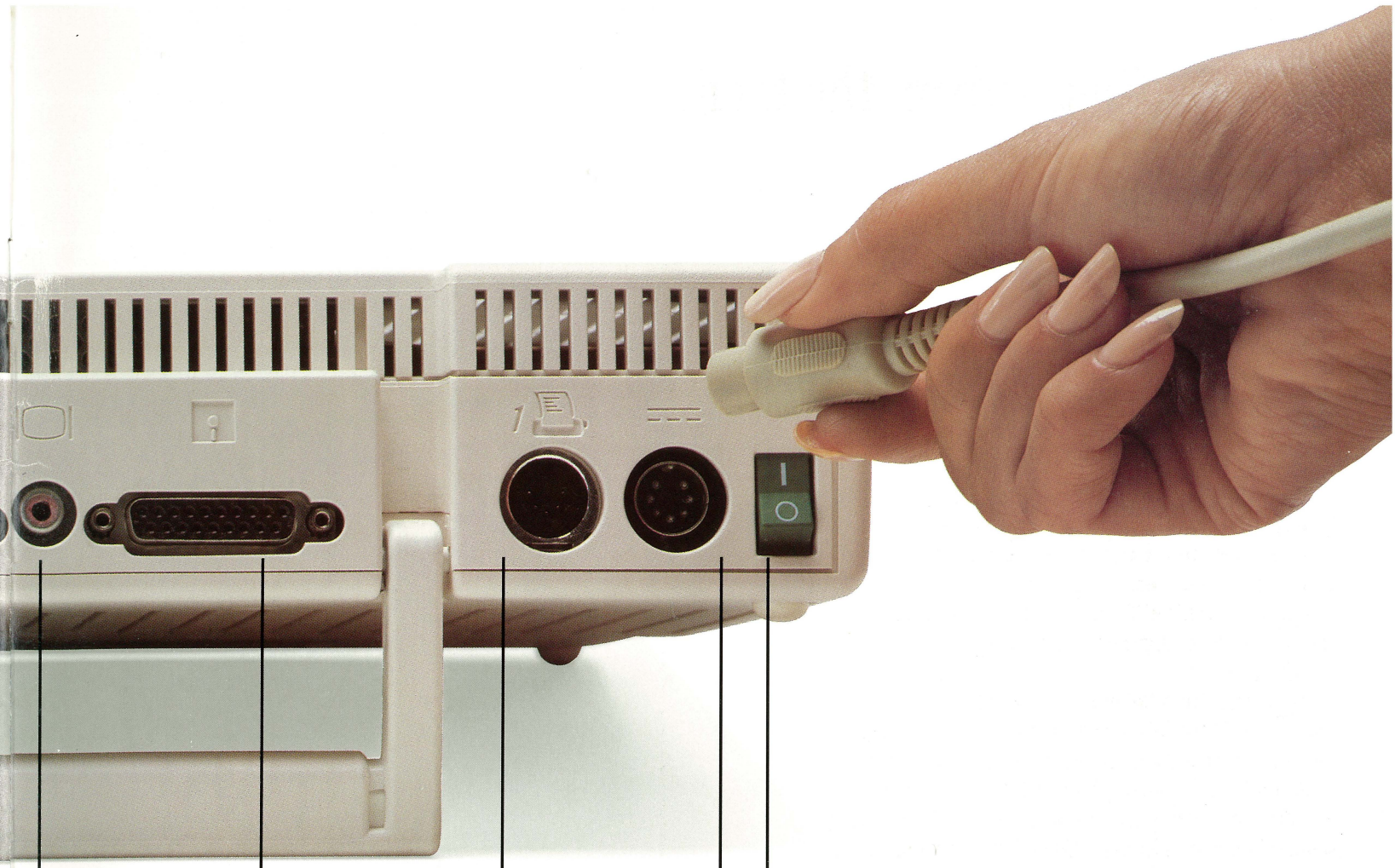
Flat-panel display, television, RGB color monitor. *To attach most computers to a television or color monitor, you first open them up and insert special cards. But with the IIc, you just use this port.*

AppleMouse.

Apple Modem.



Flat Panel Display.



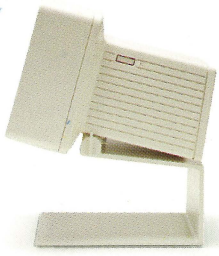
Video monitor. *The IIc magnanimously accepts not only the Apple IIc monitor, but any standard black and white or color monitor as well. Of course, the IIc monitor and optional stand do offer high resolution, adjustable viewing angles, and great looks.*

External disk drive. *In addition to the built-in drive, you can attach a matched second drive. It makes life easier when you want to save and retrieve information, run programs, and copy information onto backup disks.*

Printer, plotter. *Here you attach any standard serial dot-matrix or letter-quality printer or plotter. You demonstrate your unerring good judgement when you attach a perfectly matched Apple printer or plotter.*

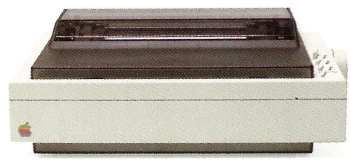
Power supply. *Just plug it in and you're ready to start. Get a second power supply and all you have to carry is the computer itself.*

On/ off switch. *Admittedly harder to use than the IIc's plug-in ports.*



Apple IIc Monitor and Stand.

Disk II.®



Scribe® Printer.

Imagewriter Printer.

Coming to Terms.

Once we designed a serious computer that was easier to use, we made it easier to buy.

With the Apple Credit Card. Qualify for one and take home all this brainpower and talent for as little as 10 percent down and manageable monthly payments.

Taking Care of Our Own.

One more thing that's big about our compact brainchild: the organization that backs it.

There are more than 4000 authorized Apple dealers around the world. Which means you'll never have far to go for advice or service.

And you can enroll in AppleCare,℠ a service plan that protects you far beyond the 90-day standard warranty.

It's All Big.

So it really doesn't matter whether you're looking for power. Or software. Or expandability. Or service.

Everything about the IIc is big.

Except its size.

Apple Computer, Inc.
2025 Mariani Avenue
Cupertino, California 95014
408 996-1010
TLX 171-576

This brochure features products that we believe — based on our testing and experience — to be good values and suitable for use on the Apple IIc. Inclusion in this brochure does not guarantee that a product represents the appropriate solution for you. Be sure to visit your authorized Apple dealer for further information and a demonstration of the products that interest you. In the case of third-party software, the manufacturer, not Apple, is responsible for performance, quality, revisions, and support. Products, features, and specifications subject to change without notice.

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