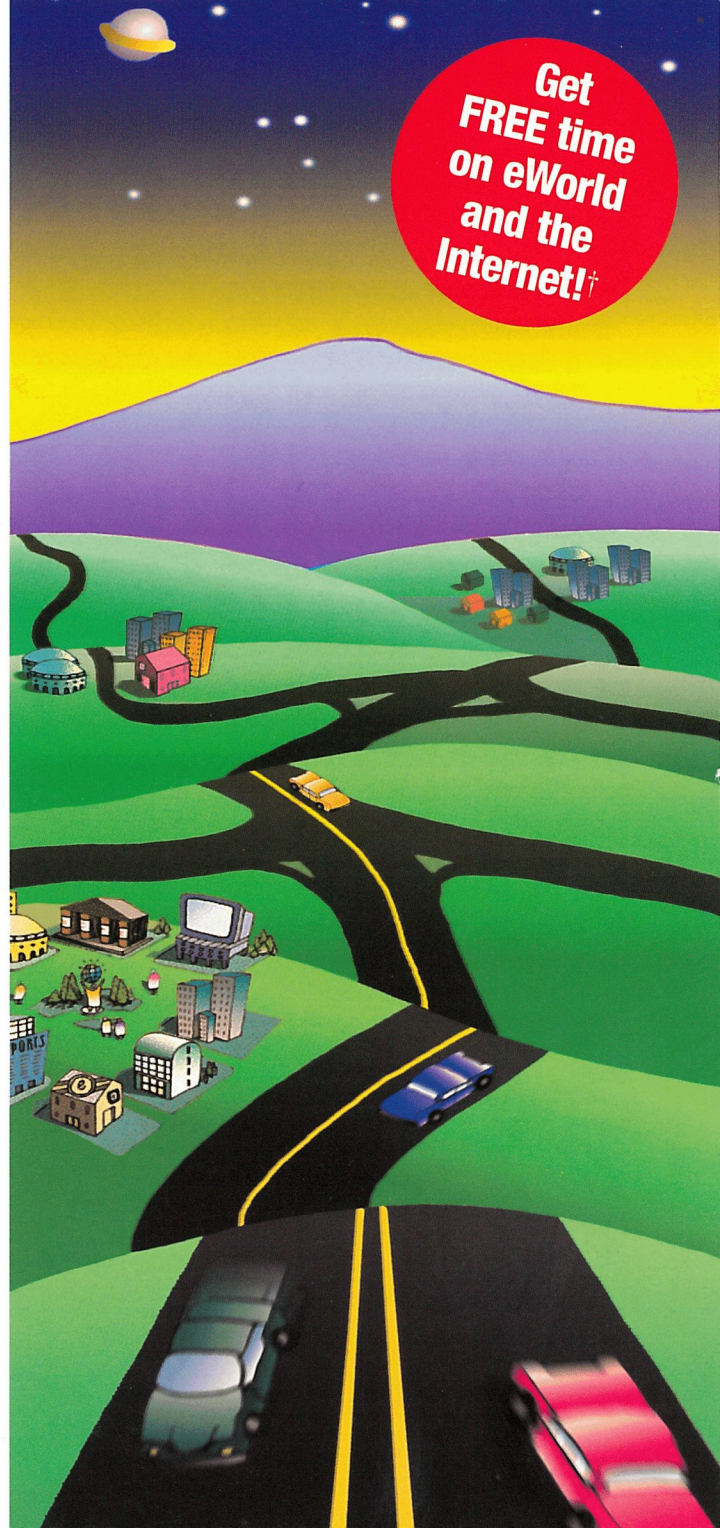


# The Apple Guide to the Information Highway

*How to get on-line with eWorld  
and the Internet.*



**eWorld**  
Apple's On-line Service



# Starting here, you

Dear new Macintosh user:

We've all read about it: The Information Highway. The Digital Revolution. The Interactive Age. It all sounds pretty exciting, doesn't it? But what's the best way to see if it works for you?

At Apple, we've created an easy and affordable way for you to get on the Information Highway. It's called eWorld. And it's already loaded onto your Apple Macintosh computer, waiting for you to sign on and explore.

eWorld is Apple's on-line service. So it gives you the most helpful on-line information about your new Macintosh computer that you can get—anywhere. And it also makes it simple for you to get onto—and use—the Internet.

But eWorld is also a lot more. We've carefully selected information from all over the world that covers just about everything you can imagine—and it's constantly updated. You'll find stock prices, an encyclopedia, school lessons, educational games (sure beats the TV for kids), sports scores, and comprehensive global news coverage. And that's just for starters.

With eWorld, you can send electronic mail around the world—to people on the Internet and other on-line services, and, of course, to other eWorld users. Or you can join the neighborly eWorld community in conversation about topics ranging from the latest book by your favorite author to politics, gardening, or your favorite sport.

There's no better time than now to take your first ride on the Information Highway.

If you choose to subscribe (and we're pretty confident you will), eWorld is affordable—and the direct Apple computer support\* and Internet access come at no extra charge. Your first hours on eWorld are absolutely free!†

We hope that you'll find Apple's neighborhood on the Information Highway a place you can call home. And we hope to see you on-line.



Peter Friedman (General Manager, eWorld)

*P.S.—Get on the Information Highway tonight: Sign on to eWorld—it's free!†*

\*May not be available in all countries.

†See enclosed passport insert card for details on free trial offer.



# can go anywhere.



## Get on the Internet today.

eWorld gives you immediate access to the Internet and a wide world of useful and up-to-date information. And it makes it easy to get around the Internet with tips and advice.



## Direct, on-line computer support from Apple.®

Because eWorld is from Apple, it's the best place to get quick and comprehensive information about your new Macintosh from Apple's professional computer support staff. We're on-line waiting to answer your questions personally.

\*May not be currently available in all countries.



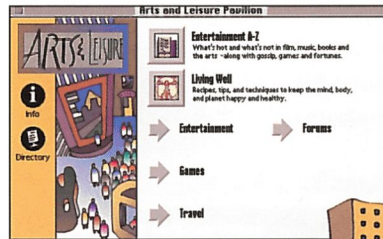
## Making the most of the Information Highway.

### #1: Get your friends and family on line.

eWorld citizens often find that electronic mail can be a lot cheaper than long-distance calls, and that they keep up much better with loved ones when they're all on-line together. And it sure beats voice-mail and answering machines. So find out the e-mail addresses of your friends and family—or better yet, get them on eWorld.

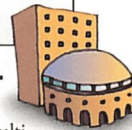
# eWorld: The best neighborhood

eWorld offers up a wide range of information, from great on-line support for Macintosh computing to easy Internet access. And because it's from Apple, you can rest assured that it's easy to use.



## The entertainment center is down the street.

Get clips from the latest movies, multimedia kits, and photos of stars. You'll also find music, games, books, and a gamut of entertainment reviews and discussions.



## Great shopping is just a second away.\*

New Macintosh products, computer accessories, gifts, food, and more—all can be delivered wherever you like, without your ever leaving home.



\*Some products may not be available in all countries.



## #2: Participate!

The on-line world—unlike television—isn't about passive watching. It's about being part of a community, participating in the evolution of this new electronic forum. So take part in conferences, join in a spontaneous rhyming game, send an e-mail message to a political representative, or start your own discussion.

## #3: Your eWorld name is your Internet address.

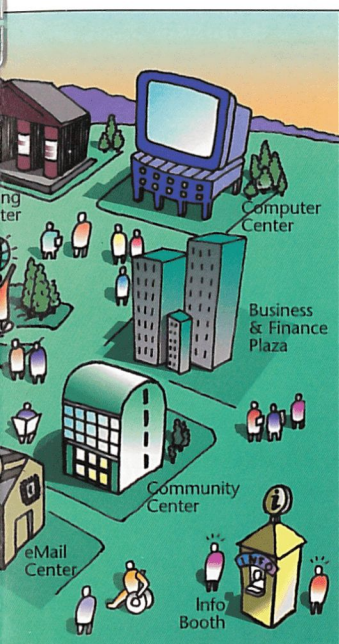
You can use your eWorld name as your primary Information Highway address—and receive mail from the Internet and other on-line services. Put your eWorld name on your business card so people can reach you anytime.



## Hop onto the Internet—anytime.

The rich and wild array of information on the Internet is just a mouse-click away. In fact, eWorld provides tips, guides, and background material so you can find your way around the world's most comprehensive source of information.

# d on the Information Highway.



**Computer Center**

**Apple Customer Center**  
Come straight to Apple for the most comprehensive info on Macintosh, Power Macintosh, Newton and more.

**Software Center from IBM/Net/Amc**  
The world class collection of Mac & Newton shareware from IBM/Amc - Picked, reviewed and easy to find.

**Straight to the Source**  
Get direct answers and help from leading hardware and software companies.

**News & Industry Information** → **Getting the Most From Your Computer**

**Buyer's Guides** → **Forums**

## Macintosh support in your own backyard.

eWorld is your direct connection to support information from Apple and other software and hardware companies.

**Learning Center**

**eWorld Educator Connection**  
Share teaching and learning resources, find grant courses and funding tips and talk with other educators.

**RSP Funding Focus**  
Reference Service Press shows you how and when to get money for study, research and creative pursuits.

**Family Focus**

**Reference**

**Forums**

## The schools are terrific.

Whether it's a trivia question or help with homework, the answers are close at hand. An encyclopedia, a youth community center, and creative areas for kids make the eWorld Learning Center a playground for the mind.

**Community Center**

**eWorld Events Calendar**  
Check this one-stop calendar to find out about all eWorld conferences and special events.

**eWorld Live**  
Make new friends and meet your neighbors in eWorld Live - the place to go for conversation.

**eWorld Auditions**  
Keep up with the eWorld around you. Join in for major events featuring the personalities of the day.

**eWorld Forums**  
Enter here to survey and choose from the many topical forums on eWorld.

## The town meetings are exciting.

eWorld is a global community of thoughtful, respectful, and inquisitive people who want to hear from you. Join in the hundreds of on-line conferences, forums, and discussions.

**Business & Finance Plaza**

**Corporate Intelligence**  
Company 101s, HomeG/MarketList, research techniques and an online library from the Reference Press.

**Down Jones Business & Financial News**  
News before it hits the newstands from the premier business sources.

**eWorld Market Quotes**  
Keep track of your investments with timely equity and mutual fund quotes, plus key market indicators.

**Business Resources** → **eWorld of Work**

**News, Finance & Investments** → **Reference**

## The financial experts live next door.

Business, financial, and management insights are at your fingertips.

**Newsstand**

**eWorld News from Reuters**  
Go to the news headlines and news stories about world affairs, business, entertainment, and the weather.

**eWorld Sports**  
Check for the latest scores, schedules and news from the very wide world of professional & amateur sports.

**World News** → **Sports**

**Custom News** → **Issues & Interests**

**Media News** → **Forums**

## The latest news on your virtual doorstep.

eWorld offers up-to-the-minute news (even the latest sports scores) from wire services, newspapers, and magazines from around the world.

## The postman works all day, every day.

It's easy to send electronic mail to users of the Internet, eWorld, and other on-line services. Address an Internet message using your eWorld name @eworld.com (example: bobsmith@eworld.com).



# OK, start your engines. H

Now that you've got an idea of what's in store for you on the Information Highway, it's easy to get connected. In fact, your new Macintosh computer probably has everything you need built in. So try it today.



## Getting Started

With the Applications tab selected, make sure you see the eWorld program in your Launcher window. Then proceed to the Getting Connected section. If the eWorld program is not visible, please call the eWorld Assistance Center to request a free eWorld starter kit. The number is located on the passport insert card, included in this brochure.

Performa; For more detailed instructions, check the information that came with your Performa, and with your modem.

*Note: Do not connect the modem to your Performa until you turn off your Performa. After connection, restart your Performa.*

Click on the eWorld program in the Launcher window.



The eWorld registration window appears first. You can now begin the registration process. Before you start, be sure that you have the following information ready:

- Your choices for your eWorld name
- Your modem name and model and the highest speed at which it can operate
- Your registration number and password (which are located on the passport insert card included with this brochure)



### #4: Explore with a map.

The wealth and depth of information on the Information Highway can be a little overwhelming sometimes. So give yourself some time to explore. Both eWorld and the Internet have directories that explain what's new and popular on the services—use them to explore the latest in on-line offerings.

### #5: Think of it as a library that's always open.

Make use of the software libraries, up-to-date encyclopedia, dictionaries, and reference libraries on-line in eWorld and the Internet—ready to give you answers to your questions. Never before has so much timely information been at your fingertips.

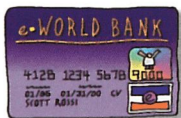
## Getting Connected

To begin registration of a new eWorld membership, be sure your modem is connected to your Performa and that the telephone line is connected to the modem phone jack.\* If your Performa has a built-in modem, connect your telephone line to the appropriate port on the back of your

\*In some countries, local telecom or government approval may be required.

# Here's how you get on-line.

- Your valid VISA, MasterCard, American Express, or Discover Card account number and expiration date.\*\*



- Click the Info Booth to find out all about eWorld, including your billing information and the hottest eWorld tips. Be sure to browse the eWorld Weekly News for the latest on-line events.



Complete the registration process by filling in all the required information in every dialog box. When you're finished, you will have entered eWorld for the first time. The adventure begins.

- Click the Community Center to join conferences that let you talk about new ideas while you make new friends.



## Exploring

Where do you start? We suggest that you use the Membership menu to fill out your eWorld Profile, so your friends can find you. Then follow these directions:

- Click any building in the eWorld town square to go inside. Once there, you can click icons and buttons to explore all the features and services.

When you want to conclude your explorations, open the Places menu and select Disconnect from eWorld. After you disconnect, you can still investigate the Info Booth, compose e-mail messages, and more. When you are finished, open the File menu and select Quit.

\*\*Some countries require a valid international credit card.

## REGISTRATION TIPS

### Lost the Passport information?

Check the back of the passport insert card (included with this brochure) for a registration number and password. If you've misplaced the card, call the eWorld Assistance Center to get one—free! You'll find the phone number listed in the Info Booth located in the eWorld program.


### Wondering if you can use your present modem?

eWorld can use a great number of different modems. If you can't find your modem listed in the eWorld registration Modem menu, select Generic or Hayes Optima/Ultra.

### Do you have one of these modems?

There are certain qualifications that affect use of the following modems: Express modem and PowerPort, Global Village Bronze 24,96, MultiTech modem, GeoPort modem, or any 14,400 or 28,800 bps modem. If you are using one of the listed modems, be sure to read the 1.1 Getting Started file in the eWorld 1.1 folder (located with your eWorld software application on your hard disk drive) for special instructions.

### Can't connect to eWorld?

If the spinning "e" just spins and spins, hold down the  key and type a period (.) to cancel the connection. Wait a few minutes and then try again.

# Bring your family and friends along for the ride.

If your kids, parents, grandparents, work colleagues, or friends from school aren't on-line, they should be. It's the best way to stay in touch with people who are far away—or even down the block. You can exchange messages easily without the hassle of voice-mail, have family conferences on-line, or call a staff meeting with people from around the world.

It's easy to sign your friends and family onto eWorld—Apple's on-line service. Once you're on-line, you can visit the Info Booth and request a free starter kit. Order today and they'll get free time on-line, too.



**eWorld**  
Apple's On-line Service

Apple Computer, Inc. 1 Infinite Loop Cupertino, CA 95014

*“At eWorld, we get to know people for what they think—not what they look like or who they hang out with. Age doesn't even matter. Just thoughts. People are very nice.”*

Super Suzy  
Student, age 13



## **#6: Have fun!**

eWorld offers a wide assortment of games—educational ones for your kids as well as adventure games and on-line group competitions that adults will find both interesting and challenging.

## **#7: Monitor your kids.**

eWorld is a great place for kids—full of lots of activities especially designed for children and teenagers. And the Internet has a store of information that many younger students will find very valuable. But we encourage you to monitor your children's on-line activity—just as you manage your children's other social activity. There may be some information or communities you don't want your children to be involved with—so pay attention to how your children use your on-line service and set appropriate rules or guidelines to ensure that their on-line experiences are valuable and enriching.