



20525 Mariani Avenue
Cupertino, California 95014-2094
(408) 996-1010



April 16, 1984

Dear Apple /// Owner:

It's my pleasure to share with you some of the **latest developments** and **exciting new products** for the Apple ///.

As a result of your participation in the **1983 Outstanding Apple /// Dealer** program, we awarded **34 Apple /// dealers** with **Outstanding Apple /// Dealer** plaques. To continue this program in 1984, we've attached a **red Apple /// sticker** for you to give to the Apple /// salesperson who provides you with outstanding service. It's with your help that we can recognize and reward the best Apple /// dealers in the country and ensure that you'll continue to receive quality support.

Enclosed is an **Apple /// News Flash** featuring these new Apple /// products and promotions:

- * Update on **Apple Serve ///**
- * **1983 Outstanding Apple /// Dealers**
- * Price reductions on **256K Memory Upgrade** and **Serial Card ///**
- * New price for **ProFile** and **Catalyst** for the Apple ///
- * New mass storage and multi-user options:
 - 572K floppy disk drive from **MicroSci**
 - 21MB ICE hard disk drive from **Space Coast Systems**
 - 8-system ICE Micro-Multiplexor from **Space Coast Systems**
- * New **Apple /// bundles** at special prices
- * Introducing the **Apple /// Collection**

We've also included an updated list of all the software available for the Apple /// (not including any CP/M or Apple // software that run in emulation mode). For specific descriptions of these software packages, you may want to refer to **Will Someone Please Tell Me What An Apple /// Can Do?--A Guide to Apple /// Software**. To order a copy of this guide, see the **Apple /// News Flash**.

Many **Apple /// developers** also have exciting products to share with you. Brochures on these new products are included for your information.

These new products have greatly extended the Apple /// product family, which now offers you more powerful business solutions than ever before. On the back of this letter is an **Apple /// Product Family** chart showing various ways to configure your Apple ///, depending on your business needs. From this diagram, you can see how your Apple /// can grow as your business grows.

Finally, we thank you for your letters with your suggestions and concerns about the Apple ///. We're always happy to hear from you and how your Apple /// helps you mean business. If you would like to share with us some of your special Apple /// stories and applications, please let us know by filling out the enclosed form to help us **Tell the World About the Apple ///!**

Best regards,

David M. Fradln
Manager, Apple ///
Personal Business Systems Group, M/S 16-X

Enclosures



<http://apple2scans.net>



APPLE /// NEWS FLASH

APRIL 1984

APPLE SERVE /// UPDATE

Thanks to your active participation and enthusiastic support, the **Apple Serve /// pilot program** was a tremendous success.

Apple Serve /// is an electronic information service which provides Apple /// owners, dealers, and developers, with up-to-date product information and electronic mail.

Because of high costs and lack of certain features, we're unable to continue Apple Serve /// on the CompuServe Business Information Service. We're presently testing various alternatives for a **new Apple Serve ///**.

As an interim solution, we've moved Apple Serve /// to the MicroNET Apple User Group (MAUG), a special interest group on the CompuServe Information Service (CIS). To join

MAUG, you'll need to be a CompuServe subscriber. To obtain a CompuServe subscription, simply purchase a CIS Starter Kit from your local computer dealer.

In any case, you'll receive information on the **new Apple Serve ///** as soon as we have it ready.

PRICE REDUCTIONS!

Have you always wanted the **256K Memory Upgrade** or the **5 MB ProFile Hard Disk** or the **Serial Card ///**?

Now is the time to get them. Effective **April 24th**, the suggested retail prices on all these products have been reduced.

256K Memory Upgrade. If you own a 128K Apple /// with a serial number of 100,000 or lower, you can now upgrade your system to a 256K Apple /// for a suggested retail price of \$300. So now,

any 128K Apple ///, regardless of serial number, can be upgraded to 256K for \$300, plus dealer installation. Ask your dealer for details on **A3M0018**.

ProFile Option. Now you can buy a **5 MB ProFile Hard Disk** and **Catalyst 2.0 program selector software** at the special price of \$1495. That's over \$600 savings from the regular price...but hurry, supplies are limited. Ask your dealer for Apple product number **A9P0021**.

Serial Card ///. With this card, you can connect two or more serial devices, such as printers plotters, modems, **in addition** to the built-in serial port. And, starting April 24, the suggested retail price for the **Serial Card ///** is **only \$139**, a 40% savings over the regular price of \$225. Ask your dealer for Apple product number **A3B0007**.

The following dealers have been presented with the **1983 Outstanding Apple /// Dealer Award**:

Mike Robson, Empire Electronics, Anchorage, AK (907) 502-2859

Kurt Staple, Computer Center, Chico, CA (916) 891-1630

Francis Upton, Computerland, Oakland, CA (415) 839-5320

John McKee, Computer Merchant, San Diego, CA (619) 583-3963

Janet Barbachano, Computer Plus, Sunnyvale, CA (408) 735-1199

Alex Paulsen, Computer Store, Oakland, CA (415) 763-7900

Chris Miller, FMS Computers, Bakersfield, CA (805) 5864

Paul Gonez, Neighborhood Computer, Lakewood, CO (303) 988-9140

Ken Baker, Computer Resources, Wethersfield, CT (203) 563-9000

T. Lytle, Computers Plus, Chicago, IL (312) 452-0066

Joe Brazzle, Computer Emporium, Des Moines, IA (515) 224-1992

Richard Haners, Rick's Computers, Danbury, IA (712) 883-2248

Louie Evans, Modern Business, Phillipsburg, KS (913) 543-5206

Linda Weiner, Computer Place, Baton Rouge, LA (504) 926-4630

Chris Mikesh, Clinton Computer, Clinton, MD (301) 856-2500

Matt Dosh, Computer Contact, Grand Blanc, MI (313) 694-3740

G. Groquist, Computer Pros, Burnsville, MN (612) 435-8060

M. McGraw, Personal Business, Minneapolis, MN (612) 929-4104

P. Paulsen, Team Electronics, Minneapolis, MN (612) 377-0392

D. Cline, Bottom Line, Liberty, MO (816) 792-1500

Tom Ogle, Century Next, Jefferson City, MO (314) 636-6502

Brian Waterman, Century Next, Columbia, MO (314) 895-8613

Joe Iotherow, Audio Buys, Raleigh, NC (919) 8921-1776

Mike Mahoney, Stonehenge Computer, Summit, NJ (201) 277-1020

B. McElhaney, Computers/Associates, Norman, OK (405) 360-6818

R. Morris, Bundy, Philadelphia, PA (215) 922-0500

Ron Seitz, Computer Source, Charleston, SC (803) 571-1452

Roger Dietrich, Team Electronics, Yankton, SD (605) 665-8402

Sam Williams, Educ. Computing, Oak Ridge, TN (615) 483-4915

Marilyn Wheeler, Drew & Assoc., Chattanooga, TN (615) 842-5813

John Ullis, Quantum, Tacoma, WA 98499 (206) 582-3700

Dan Saugstad, Century Computer, LaCrosse, WI (608) 788-1234

Mike Uhler, Colortron Computers, Racine, WI (414) 637-2003

J. Liebetrau, Team Elect., Janesville, WI 53545 (608) 756-3150

THE APPLE /// COLLECTION

We've created a special Apple /// gift collection for you. You may purchase limited editions of the **Apple /// pin** or **Apple /// key-chain** only through this offer.

Both Apple-shaped pin and key-chain sport the Apple /// logo in gold on an enameled, navy blue background. Very distinctive as business gifts.

PINS: \$5/pin or \$3/pin in multiples of 10

KEYCHAINS: \$7 each or \$5 each in multiples of 10

PIN/KEYCHAIN SET: \$10/set or \$7/set in multiples of 10

Please make your check payable to **Apple /// Collection**, and send your orders to:

Apple /// Collection
Apple Computer
20525 Mariani Ave., M/S 16-X
Cupertino, CA 95014

Price includes shipping and tax.
Allow 2-4 weeks for delivery.



APPLE /// SOFTWARE RESOURCE GUIDE now available at a discount!

To find all the software that runs on an Apple ///, simply flip through **Will Someone Please Tell Me What An Apple /// Can Do?**

This guide, printed last October, contains descriptions of all the software, as well as where to get more information.

If you'd like a copy, send \$3 check (payable to **Apple /// Resource Guide**) to:

Apple /// Resource Guide
Apple Computer
20525 Mariani Ave., M/S 16-X
Cupertino, CA 95014

Price includes shipping and tax.



MASS STORAGE OPTIONS FOR YOUR APPLE ///

Looking for mass storage options for your Apple ///? Check out the new **ProFile Option bundle**, described on the front page of this **News Flash**.

But if you already own a hard disk, you may want to find out about MicroSci's **572K high density floppy disk drive**, which can be used as an external drive or as a backup option to your hard disk.

You may also be interested in ICE's **21MB MicroCube Hard Disk** which, when teamed with the **Micro-Multiplexor**, allows up to 8 Apple ///'s to share common resources such as files, printers, and software.

The **MicroSci 572K drive** and the **ICE MicroCube and Micro-Multiplexor** will be available at participating Apple /// dealers after April 24.



NEW APPLE /// PROMOTIONS

Are you or a colleague looking for a fully-configured business productivity system? The **Apple /// Plus Professional System** may be your answer... it includes an Apple /// Plus, Monitor ///, Disk ///, and /// E-Z Pieces integrated software featured onow at a special price. Ask your participating Apple /// dealer for a demo (Apple product number A3P0019).

If you need presentation-quality graphics and slides, then the **Apple /// Plus Presentation System** might catch your interest. This includes an Apple /// Plus, Monitor ///, Disk ///, Apple Color Plotter, Plotter Starter Kit, and Chartmaker /// software. Ask your dealer about this limited-time offer (A3P2039).

And the popular **Apple /// Plus Business System** (A3P0015) is now available at a **reduced price**. Get an Apple /// Plus, Monitor ///, ProFile, and Catalyst for only \$4495!

All system prices effective through June 30, so hurry now to your local Apple /// dealer and take a friend!

Tell the World About the Apple ///

Tell Us About Yourself

Name: _____ Title: _____
Company: _____ Phone: () _____
Address: _____

Tell Us About Your Company

Type of Business: _____
Size of Business: _____
Number of personal computers in use: _____ Number of Apple ///'s in use: _____

Tell Us Why You Chose An Apple ///

Why did you decide to buy a personal computer? _____

What other systems did you look at? Apple //e Lisa IBM Other: _____

Why did you choose the Apple ///? _____

When did you buy your first Apple ///? _____ How many do you own? _____

Would you recommend the Apple /// to others? _____ Why? _____

CONTINUED ON NEXT PAGE

Tell Us How You Use Your Apple ///

What is the primary use of your Apple ///: Business Productivity (word processing, database, spreadsheet)
 Business Accounting
 Specific Industry Application.
Describe: _____
 Program Development

What software do you use? _____

Who in your business uses it? _____

What features do you like or use the most? _____

How does your Apple /// help you and/or your business? _____

How does your Apple /// help you save time and money? _____

What can you do that you couldn't do before? _____

Tell Us About Your Dealer

Dealer Name: _____ Salesperson: _____

How was your dealer helpful? _____

Would you buy another system from this dealer? ___ Explain: _____

I authorize Apple Computer, Inc. to use the above information for promotional purposes.

Signature

Date



20525 Mariani Avenue
Cupertino, California 95014
(408) 996-1010

October 3, 1983

Dear Apple /// Owner:

Apple Computer has recently made major organizational changes to establish a dedicated Apple /// product team. This new Apple /// team is very excited about the coming year and the new programs we are planning which are designed to give you more personal support.

Many exciting things are coming to the Apple /// product family this fall. Apple and several major software developers are announcing new products which can greatly increase the capabilities of your Apple /// Personal Computer and give you the most value from your investment. These new products are briefly described in this mailing, but your Authorized Apple /// dealer can give you a personal demonstration of these exciting new products.

We also want to assure that you receive the best possible service from your Apple /// Dealership. If, when you visit your dealership, you receive outstanding service, present the salesperson with the enclosed "Apple ///" sticker. As a result, we can recognize the best dealers in the country based upon the service you receive!

We are also interested in more people seeing the Apple /// in action. So, if you bring a friend into an Authorized Apple /// dealership for a demonstration of the new, Apple /// Business System, with the new Catalyst Version 2.0 program selector between October 1st and November 30th, your dealer will present you with a FREE Clock/Calendar kit (worth \$50.00) for your Apple ///. See the details of this offer on the next page.

Finally, we like hearing from you and encourage you to share with us your experiences, unique applications, suggestions and even any problems you may be having. Feel free to write us at the address below at any time.

Best regards,

A handwritten signature in black ink that reads "David Fradin".

David M. Fradin
Manager, Apple ///

Apple Computer, Inc.
Personal Business Systems Group
20525 Mariani Avenue, M/S: 22-E
Cupertino, CA 95014

**APPLE SERVE ///, AN ELECTRONIC INFORMATION SERVICE
FOR APPLE /// OWNERS**

What word processing programs run on the Apple ///?
How do I transfer Apple Writer /// files to Access ///?
Where is my nearest Apple /// user group?
How can I get in touch with a member of the Apple /// team?

All these questions can now be answered by using **Apple Serve ///**, an electronic information service which provides Apple /// owners, as well as dealers and software developers, with up-to-date product information and electronic mail.

This service, the first of its kind in the personal computer industry, will benefit Apple /// users at all experience levels. Our goal is to provide you with immediate, personal support covering a variety of information about the Apple ///.

Apple Serve /// consists of a data base of everything you wanted to know about the Apple ///, as well as an electronic mail system. The data base contains a directory of all the software available for the Apple ///, a monthly newsletter, software update information, technical tips and helpful hints, user group information, classified ads, and much more. And with Apple Serve ///'s electronic mail system, you can receive and write messages to any other Apple Serve /// user.

Through February 1984, Apple Serve /// can be used by any Apple /// owner **FREE** of charge. To access Apple Serve ///, which is provided through the CompuServe network, all you need is your Apple /// with a modem and a communications software package, such as Access ///. Then, simply follow these steps:

1. Dial your local CompuServe access number
2. After connect, hold down CONTROL and type C
3. If prompted for host, type **CPS** and press RETURN
4. When prompted for User ID, type **44047,3** and press RETURN
5. When prompted for Password, type **APPLE3** and press RETURN
6. Follow the easy-to-use menus

If you do not know your local CompuServe phone number, then dial (800) 848-4480, use **74,74** as the User ID, and **NETWORK** for Password. You'll be accessing a data base of all the CompuServe access numbers in the United States. A quick summary of Apple Serve ///'s electronic mail commands is listed on the back of this page.

To make this network service a success, we look forward to your comments and active participation.

Apple /// and Apple Serve ///. Now, we're in business together.

SIGNING ON

Dial local telephone number. Then enter either:

- Control C (⌘). InfoPlex will then prompt you for
 User ID: _____
 Password: _____
 Address? _____
 Code? _____

or:

- A carriage return (␣). InfoPlex will first prompt for your host name; enter CPS.

Host Name: _____

and then for:

User ID: _____
 Password: _____
 Address? _____
 Code? _____

ADDRESS CODES

/DIRectory lists the broadcast codes and an alphabetical list of all address codes for your organization.

CHECKING FOR MESSAGES

/SCAN prints a brief list of the messages that are in your mailbox.

RECEIVING MESSAGES

/RECEive ALL types out all messages in your mailbox.

/RECEive message-number types out only the specified message (or a list of messages separated by commas).

/RECEive/CONFidential types out only confidential messages; you must have signed on with your confidential access code.

/RECEive/FEEd prints each message after skipping a few lines or going to the top of the next page; the number of lines skipped depends on the terminal you are using.

/RECEive/Pause types out a message and then waits until you enter a carriage return before typing out the next message.

Note: Users may use the **/RETRIEVE** command in place of **/RECEIVE**.

CREATING MESSAGES

/COMpose opens your workspace so that you can create a message (first clears your workspace if there was already a message in it).

/FORM form-name accesses a form. InfoPlex automatically prompts for the appropriate information.

/USE file or **/USE message-number** accesses a standard message that your Administrator has put on the InfoPlex system, a message in your mailbox or a message in your filing cabinet. InfoPlex lets you know the message is in your workspace.

EDITING MESSAGES

Printing:

/P prints the current line of your message.

/Pn prints n lines of your message, starting with the current line.

/TYPE prints your entire message.

Movement:

/B moves the editor to the last line in your message.

/N moves the editor to the next line in your message.

/Nn moves the editor n lines down in your message.

/N-n moves the editor n lines up in your message.

/L/xxx/ moves the editor down to the line in your message that contains the first occurrence of xxx.

/T moves the editor to the top of your message.

Changing:

/A/xxx/ appends xxx to the end of the current line.

/C/xxx/aaaa/ changes xxx on the current line to aaaa.

/COPYn copies n lines of your message to a temporary storage area.

/D deletes the entire current line of your message.

/Dn deletes n lines of your message, starting with the current line.

/GET copies everything in the temporary storage area into your message following the current line.

/GC/xxx/aaa/ searches down your message and changes all occurrences of xxx to aaa.

/MOVEn moves n lines of your message to a temporary storage area.

/R/aaa replaces the entire current line of your message with the line aaa.

CONTROL CHARACTERS

CONTROL-A stops output at the end of the current line.

CONTROL-C initiates sign-on to the InfoPlex system or during an InfoPlex session, one Control C interrupts current command. Two Control C's will terminate the session. All retrieved messages will be saved.

CONTROL-H acts like a backspace key to erase characters on the current line.

CONTROL-I functions like a tab stop.

CONTROL-U erases the current line you have been typing in.

CONTROL-W restarts output which had been stopped by a CONTROL-A.

CONTROL-P used to terminate editing within the forms processor.

SENDING MESSAGES

/SEND address-code sends the message in your workspace to the specified mailbox (or to a list of mailboxes separated by commas). InfoPlex asks for the subject.

Options can be placed on a message by adding one or more of the following to the **/SEND** command:

/PRiority places the message in the top of the mailbox to which you are storing it.

/CONFidential sends a confidential message. Recipient must have a special code to retrieve the message.

/REQUIRE forces the recipient to respond. Your message cannot be erased from the recipient's mailbox until the recipient specifically responds.

/RECEipt notifies you when the person to whom you have sent a message retrieves it.

/RELEASE:(mm-dd-yy) specifies the date that the message is to be delivered, which must be within one year. You will be notified when the message is delivered or if it cannot be delivered.

Note: Users may use the **/STORE** command in place of **/SEND**.

/RESpond message-number used in place of the **/SEND** command when answering a response-required message. InfoPlex prompts for the address code(s) of the intended recipient(s). The corresponding response-required message is deleted from your mailbox.

/FORward message-number forwards a message you have received. InfoPlex prompts for the address code(s) of the intended recipient(s).

The **/KEEP** option may be used with both the **/RESpond** and **/FORward** commands. This option specifies that the corresponding message remains in your mailbox.

SAVING MESSAGES

If you do not use one of the following commands, all retrieved messages are deleted automatically when you sign off.

/SAVE message-number or **/SAVE ALL** saves the specified message-number (or a list of message numbers separated by commas) or all messages that you have retrieved.

/FILE copies the contents of your workspace or a specified message (or list of messages separated by commas) to your filing cabinet. InfoPlex will prompt for a topic for the filed message. If the workspace is filed you will also be prompted for a subject.

/SEND/FILE address-code sends a message to someone's mailbox and also to your filing cabinet. InfoPlex prompts for the subject and the topic.

CONFIRMING MESSAGES

/CONFirm message-number or **/CONFirm address-code** tells you whether a message which you sent has been received by the intended recipient. InfoPlex will then display the date and number of the message and the address codes of those who still have the message in their mailboxes.

ANNOUNCING THE APPLE /// PLUS

The Apple /// Plus is an FCC-approved version of the 256K RAM standard Apple ///, plus the following enhancements:

- * an interlace video mode that increases resolution of both text and graphics
- * a clock with calendar feature that keeps track of date, month, day of the week, and time to 1/1000th of a second
- * a numeric pad and re-designed keyboard with a delete key
- * new Accessory Kit with SOS 1.3 operating system package, new Owner's Manual, and tutorial diskettes.

The Apple /// Plus is completely compatible with software written for the Apple ///.

UPGRADE KITS FOR THE APPLE ///

Your Apple /// can be easily upgraded to take advantage of the new interlace and clock/calendar features of the Apple /// Plus.

INTERLACE VIDEO UPGRADE KIT (Apple Order Number A3M0021)

When added to the main logic board of the Apple /// with a long persistence phosphor monitor, the interlace upgrade doubles the vertical resolution of the Apple ///. Both text and graphics look sharper and clearer. Since this feature requires monochrome green phosphor display (such as the Monitor ///), a switch is provided to turn this feature off when using a color or a black-and-white monitor.

Available from your authorized Apple /// dealer at a suggested retail price of \$75.00, with installation.

CLOCK/CALENDAR UPGRADE KIT (Apple Order Number A3M0020)

This clock chip contains a calendar feature that keeps track of date, month, day of the week, and time to 1/1000th of a second. Many of your software programs will automatically be able to take advantage of the time stamping function of the clock.

Available from your authorized Apple /// dealer at a suggested retail price of \$50.00.



20525 Mariani Avenue
Cupertino, California 95014
(408) 996-1010

September 15, 1983

Dear Apple /// Pascal User:

We are pleased to announce a revision of Apple /// Pascal (to version 1.1), to better support applications on large disks such as the ProFile, and to provide extended arithmetic capabilities. As a purchaser of version 1.0, you can obtain an upgrade direct from Apple. Details of the upgrade offer are given in the final paragraph of this letter.

Version 1.1 incorporates full IEEE-standard numerics, including single-, double-, and extended-precision types, so computations are more reliable, and can be tailored to the needs of the application. The extensions are provided as a unit that can be used in a Pascal program. This product provides the Apple /// with the first personal computer implementation of fully IEEE-conforming numerics.

To make it easier to take advantage of large disks, such as the ProFile, version 1.1 has the following features:

1. The system volume can be on any disk device, especially ProFile.
2. A program can use intrinsic units residing in multiple library files, and those libraries can be shared between programs.
3. Designing software to run both on ProFile or on diskettes is easier, because a program can determine which directory it is in.
4. Programs can get or change the system prefix.

Version 1.1 is upward compatible with Apple /// Pascal 1.0 . Code files can be run without recompilation unless the programmer wishes to use the new features of version 1.1.

Due to the increase in the capabilities of the system and additional documentation, the retail price of the Apple /// Pascal system has been increased to \$300. Purchasers of Apple /// Pascal version 1.0 can upgrade to version 1.1 until March 15, 1984, at a cost of \$50.00, by completing and mailing the enclosed coupon, with their original version Apple /// 1.0 PASCAL1 disk.

Customer Relations
Apple Computer, Inc.



20525 Mariani Avenue
Cupertino, California 95014
(408) 996-1010

December 26, 1983

Dear Apple /// Owner:

It is a pleasure to write to you again and share with you the latest developments of the Apple /// team. Your responses to my October 3, 1983, letter were very valuable to us, and we sincerely appreciate your support and enthusiasm for the Apple ///.

If you have written and received no response, it is because I'm taking your letters to the appropriate person at Apple who can best address your particular question. If, after a reasonable amount of time, you still haven't received an answer, then please send me another note.

We have some new, exciting product information to share with you.

As you may already know, the **Apple /// Plus** was introduced and shipped on December 15. The Apple /// Plus is an FCC-approved version of the Apple ///, with added features such as a built-in clock, high-resolution text characters through interlacing, an identical keyboard as the Apple //e (plus keypad), and a new Accessory Kit (which includes a new Owner's Manual). However, you can easily (and inexpensively) upgrade your present Apple /// to obtain many of the Apple /// Plus features. Further details are enclosed.

Probably the most revolutionary support program available for any personal computer is our **Apple Serve ///**, an electronic information service. Last December, we created an on-line data base of everything you ever wanted to know about the Apple /// and provided an electronic mail service for Apple /// owners, dealers, and software developers. And, through February 1984, Apple Serve /// is being offered **FREE** of charge for you. More information on Apple Serve /// is enclosed.

Finally, you will find a copy of "Professional Solutions" and product information from several Apple /// software developers with this letter. If you are interested in receiving "Professional Solutions" free of charge, simply mail in the subscription form that you'll find in the newsletter. The third party product brochures enclosed are for your information only; it is neither an endorsement nor a recommendation on our part.

We appreciate hearing from you and we again encourage you to share with us your experiences, suggestions, or concerns about the Apple ///.

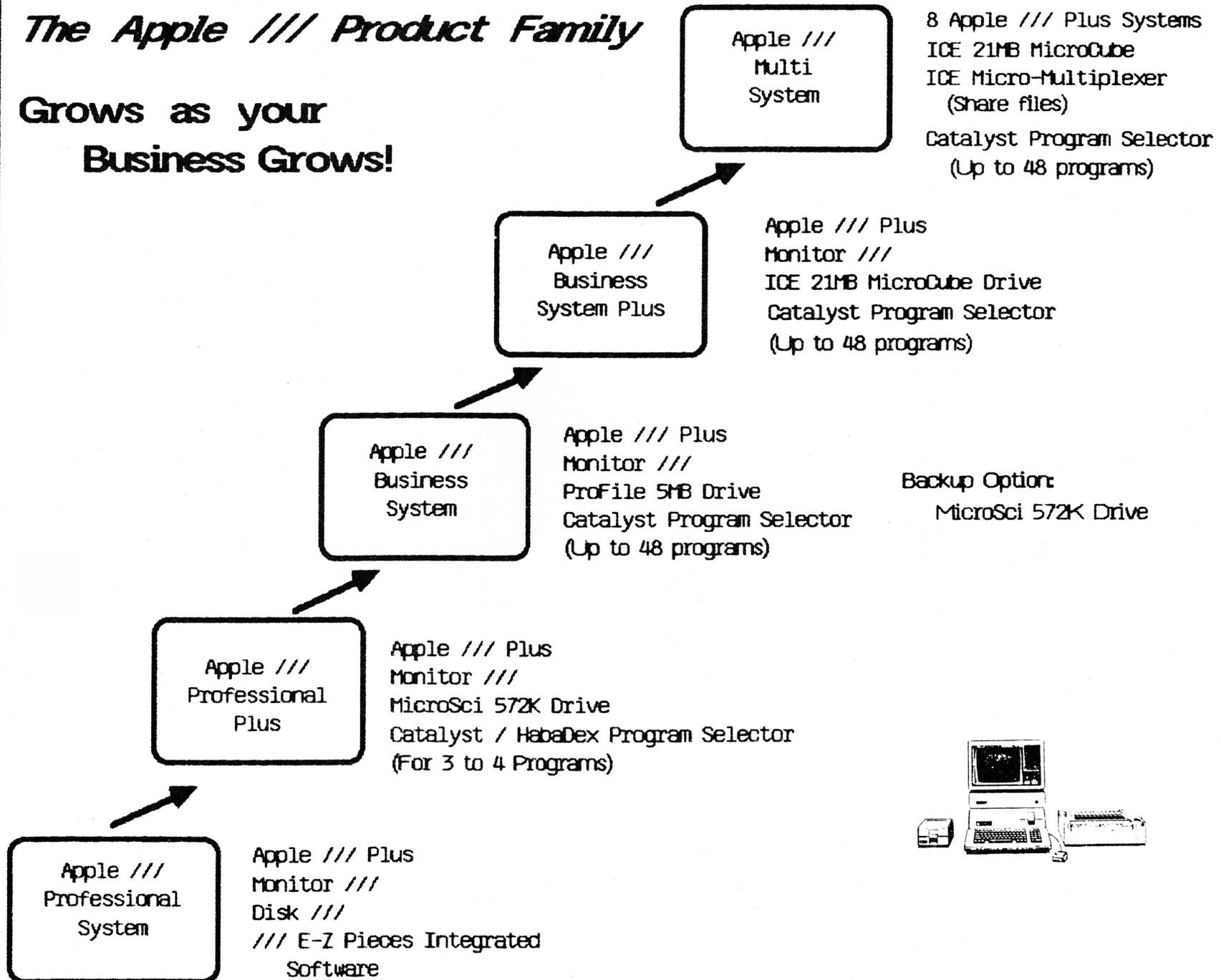
Wishing you a happy holiday season,

David M. Fradin
Manager, Apple ///
Personal Business Systems Group, M/S 16-X

enclosures

The Apple /// Product Family

Grows as your
Business Grows!



GOOD NEWS FOR APPLE /// OWNERS!!!

APPLE CREATES THE PERSONAL BUSINESS SYSTEMS GROUP

On July 28, 1983, Apple's new president, John Sculley, announced the formation of an independent business unit dedicated solely to the task of supporting the Apple /// product line. The Personal Business Systems Group is a team of marketing, sales and engineering specialists representing Apple's most experienced Apple /// champions.

FREE CLOCK/CALENDAR KIT OFFER

The Clock/Calendar kit allows your Apple /// to keep track of the time and date -- even when the power to your Apple /// is turned off -- so you never have to reset the time and date. The Apple /// Clock/Calendar feature automatically performs time and date stamping of your files so that when you catalog your disks you can instantly see when documents or programs were last modified. Many application programs for the Apple /// already take advantage of this handy feature, and even more programs will in the future.

As a special offer to current Apple /// owners, between October 1st and November 30th, Apple is offering (through participating Authorized Apple /// Dealers) a chance for you to receive the Clock/Calendar kit, valued at \$50.00, absolutely FREE!! (Installation not included). All you have to do to qualify for your FREE Clock/Calendar kit is bring a friend into your local Apple /// dealership for a demonstration of the Apple /// Business System with the Catalyst program selector. There is no obligation to buy anything -- and you'll have an opportunity to see the many new products available for the Apple /// Personal Computer.

THE NEW APPLE /// BUSINESS SYSTEM

Apple /// dealers are featuring the new Apple /// Business System at a special price this Fall. The system, designed to meet the demanding needs of small and medium-sized businesses, consists of the powerful 256K Apple /// computer, Monitor ///, ProFileTM hard disk drive, Catalyst program selection software, and a special training package for learning the basic functions of the System Utilities program.

CATALYST, VERSION 2.0, FROM QUARK, INC.

Catalyst is the exciting new program selection software that allows you to put ANY Apple /// program on the ProFile hard disk and switch from one program to another by simply selecting the program from a simple menu. Once you have started your system with the CatalystTM boot disk, you can switch from Apple Writer to VisiCalc to QuickFile to Business Graphics to Pascal to BPI General Accounting or to System Utilities, and never need to fumble with floppy disks or restart your system! This feature, unique to the Apple ///, makes your system the most powerful, integrated and easy to use business computer system available.

ANNOUNCING -- NEW PRODUCTS FROM APPLE

. . . Apple Serial Card ///

The Serial Card /// adds an additional serial port to your Apple /// to drive nearly any standard serial device, such as modems, printers, plotters, etc. If you have been switching cables from your modem to your printer and back again, this is the product you've been waiting for.

. . . Apple Writer /// (Version 2.0)

This new and enhanced version of the popular Apple Writer /// offers more simplicity and new capabilities, including a direct interface to Apple Speller ///, a template for the numeric keypad to allow single keystroke commands for common control sequences, and introducing the Product Training Disk -- an interactive disk-based tutorial that introduces you to the basic features of the program. Apple Writer /// will be available at your local dealership in November.

. . . Apple Speller ///

Apple Speller /// makes Apple Writer more powerful, even if you use another Apple /// word processing program, Apple Speller /// can help you create letter perfect documents effortlessly. Apple Speller /// checks any Apple /// text file against its complete library of dictionaries based on the authoritative Random House dictionary. Any unrecognized words are displayed to you within context for you to correct, ignore or add to a dictionary. You can even create your own dictionaries, add to existing ones, analyze your vocabulary and word usage. And for looking up definitions, we've even included a desk-size version of the popular Random House dictionary.

. . . Apple BPI /// Business Accounting

The BPI /// Series is a sophisticated Accounting Series for the Apple /// that takes advantage of the ProFile hard disk. The series includes General Accounting, Accounts Receivable, Accounts Payable, and Payroll. The General Accounting module is available now and the other modules will be available during October and November.

. . . Apple File ///

Apple File /// is a powerful data management program that provides a sophisticated, yet easy to operate system for organization, management and maintenance of large files. Apple File /// is hard a disk base utilizing mass storage to manage large-size data files that businesses and professionals require. Apple File /// will be available at your local dealership by mid October.

. . . Apple Color Plotter

The new Apple Color Plotter turns your Apple /// into a colorful art department for creating professional-looking presentations using pictures, charts or words. The four-pen plotter produces presentation quality output on paper or transparencies.

. . . Apple Access 3270

Apple Access 3270 allows your Apple /// to interface with computer systems that require 3270 communications capability and lets your system emulate an IBM terminal with the addition of an Apple Cluster Controller. Access 3270 has an automatic log-on feature that makes on-line use easy. And, it lets you upload and download entire files of information at a time, quickly and easily. Access 3270 will be available at your local dealership in November.

. . . MICRO Courier ///

MICRO Courier /// allows you to communicate between other Apple /// systems, to transfer files or send electronic mail. MICRO Courier /// allows you to transmit any Apple /// file to any other Apple /// anywhere in the world, through the use of a modem and a telephone line or across the hall through a direct connection.

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So be sure to bring a friend to your local dealer to receive your FREE Clock/Calendar kit and see these exciting new products for the Apple ///!!!