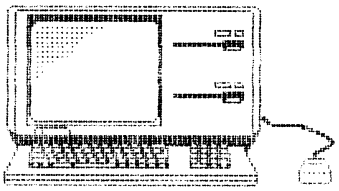
PRESS INFORMATION



Apple Lisa Computer 1983 - 1985

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APPLE TO MARKET LOCAL AREA NETWORK

CUPERTINO, Calif., January 19, 1983--Apple Computer, Inc. has developed a local area network that will allow companies to link together electronically their Apple personal computers to exchange information and share centrally-stored files.

The network, known as AppleNet[tm], speeds and enhances typical office communications by allowing Apple computer users to electronically transfer information from one system to another quickly and easily. Designed especially to complement Apple personal computers, AppleNet combines reliability and simplicity in design, and is easier to install than a home stereo.

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AppleNet links together as few as two systems or can be expanded to meet the needs of a larger office. All Apple computers--Lisa, Apple ///, and Apple II--use AppleNet. Thus, an organization can connect all of its Apples to a single network. At under $500 per connection, AppleNet is a cost-effective solution for both large and small organizations.

"Apple recognizes that network communication is an integral part of the personal computer industry. As a result, we are firmly committed to providing this capability for all Apple users," said A.C. Markkula, Jr., president and chief executive officer.

AppleNet uses the published and widely-accepted Xerox Network Systems (XNS) Protocols. Apple will encourage the development of network-related products by making public all network interfaces and specifications. All Apple software will be developed to function on both AppleNet and the Xerox/Intel/DEC Ethernet^{tm} standard network.

Network Capabilities

Local area networks enable computers in the same office to communicate with one another via electronic messages sent along a cable. Through AppleNet, users can gain access to information contained in common files and data bases, distribute documents electronically, share peripherals such as expensive mass storage devices and printers, and communicate with other computers and remote data bases.

Using a drop cable, systems are connected to the network through an interface device called a cluster box--a passive unit containing no electronic components. Each box supports the connection of up to four computers to the network cable. For offices starting with two to four computers, only one cluster box is required. For larger networks, cluster boxes are connected to a twinax network cable--a standard, two-conductor cable shielded for noise immunity.

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APPLE COMPUTER

Each 2,000 feet of twinax cable can support up to 32 cluster boxes--a total of 128 systems. A simple "gateway" computer expands AppleNet past 2,000 feet. AppleNet provides flexibility in the physical office arrangement by allowing drop cables connecting computers to the network to be extended up to 100 feet from the cluster box.

AppleNet's Baseband Bus Architecture uses Carrier Sense Multiple Access with Collision Detection (CSMA C/D) to avoid data loss during communication. The twinax cable carries information at one million bits per second.

All network electronics are located on an interface card that plugs into the computer. This modular design increases network reliability, and, should a network failure occur, promotes swift isolation of the problem.

Availability

AppleNet will be available in late 1983 through Apple's National Accounts program and authorized Apple dealers.

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