



The Apple IIc



***Someday, they say, someone
will make a computer
that's small, powerful, and
affordable. You'll be able
to set it up in minutes,
learn it in hours, and use
it for years.***



***Someday
just arrived.***

Introducing the Apple //c.

Compact. Capable. A complete computer system in a single box.

It's made by Apple. We created the first personal computer in 1976. Since then, a lot of other companies have tried to make a computer as good as ours. While we've kept making ours better.

The Apple® //c represents the latest—and most dramatic—evolution in our Apple // family of computers.

Because of its heritage, the Apple //c runs thousands of programs that enhance the way you live, learn, work, and play. Because of its self-contained design, you can set it up in minutes, and start using it productively right away. And because the Apple //c weighs only 7½ pounds, you can take it with you anywhere, anytime.

The Apple //c. It totally redefines how much computer you can get for your money. It's the one computer that's right for home, for work, for everywhere in between.



All wrapped up and ready to go.



Everything you need to run the Apple IIc is right inside the carton.

The party's over. But the fun's just begun. Unpack your new Apple IIc. Connect it to your television. And flip a single switch.

Instantly, you're operating the computer. Without any special instructions or special training. Within a couple of hours, you'll be running it like an expert. And having fun while you're learning.

With the Apple IIc, you don't have to spend your time figuring out what to buy, because we spent our time figuring out what you need. Packed inside the carton is *everything* necessary to get going right away:

- 128K Apple IIc personal computer, with built-in disk drive
- "Setting Up Your Apple IIc," an easy-to-follow installation guide
- "Apple Presents the Apple IIc," a four-disk self-paced guide to the Apple IIc system, taught on the computer itself
- System utilities disk, which handles system housekeeping chores
- RF modulator, for connecting the computer to a television
- Power supply

Just plug it in, and you're ready to go. The Apple IIc is easier to hook up than a stereo. And we show you how, step by short step. Which means you don't need an engineering degree to take advantage of its great engineering.

The Apple IIc. It makes a great gift for any special occasion. Or the perfect present for yourself.



So easy to learn, so simple to use, you'll wonder how your family ever did without it.

Everywhere you look, people are adding to their families—with an Apple //c.

Adding to their children's education, and to their own knowledge of computers. Adding to home businesses, to home entertainment, to every aspect of home life.

Having an Apple //c in your family is like having a tireless teacher, playmate, comedian, accountant, researcher, banker, and portfolio manager, all at your beck and call.

It quickly becomes as natural and necessary in your home as your telephone. We worked hard to make it just that easy. For starters, we've included a four-disk computer course—"Apple Presents the Apple //c: An Interactive Guide." This course uses the computer to guide you through a hands-on introduction to the system. It lets you use the computer right away, while showing you what's what and what's where.

This course consists of six self-paced programs that make learning to use your Apple considerably easier than learning to drive a car.

An Introduction helps you get to know the Apple //c keyboard first-hand.

The Apple at Play offers fun and games for the entire family.

The Apple at Work—Writing, Figuring, and Filing shows how integrated word-processing, electronic-spreadsheet, and personal-filing programs work together.

The Inside Story gives you a rare glimpse of the inner workings of your computer.

Exploring Apple Logo introduces the hot new computer language that's simple enough for preschoolers, sophisticated enough for programmers.

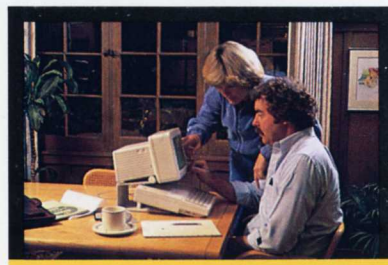
Getting Down to BASIC provides practical instruction in how to use the BASIC computer language that's built into every Apple //c.

After a couple of hours in your home with this guide, you'll be able to write a program, understand how the computer works, and even get in a few games while you're learning.

And there's still another way we made the //c easy to use—you can add a mouse. A small rolling box that fits under your hand, the AppleMouse controls a pointer on the screen. When used with mouse-powered programs, it lets you control the computer without having to rely on keyboard commands.

In fact, AppleMouse is the same state-of-the-art accessory that generated so much excitement when Apple introduced the Lisa™ and Macintosh™ systems.

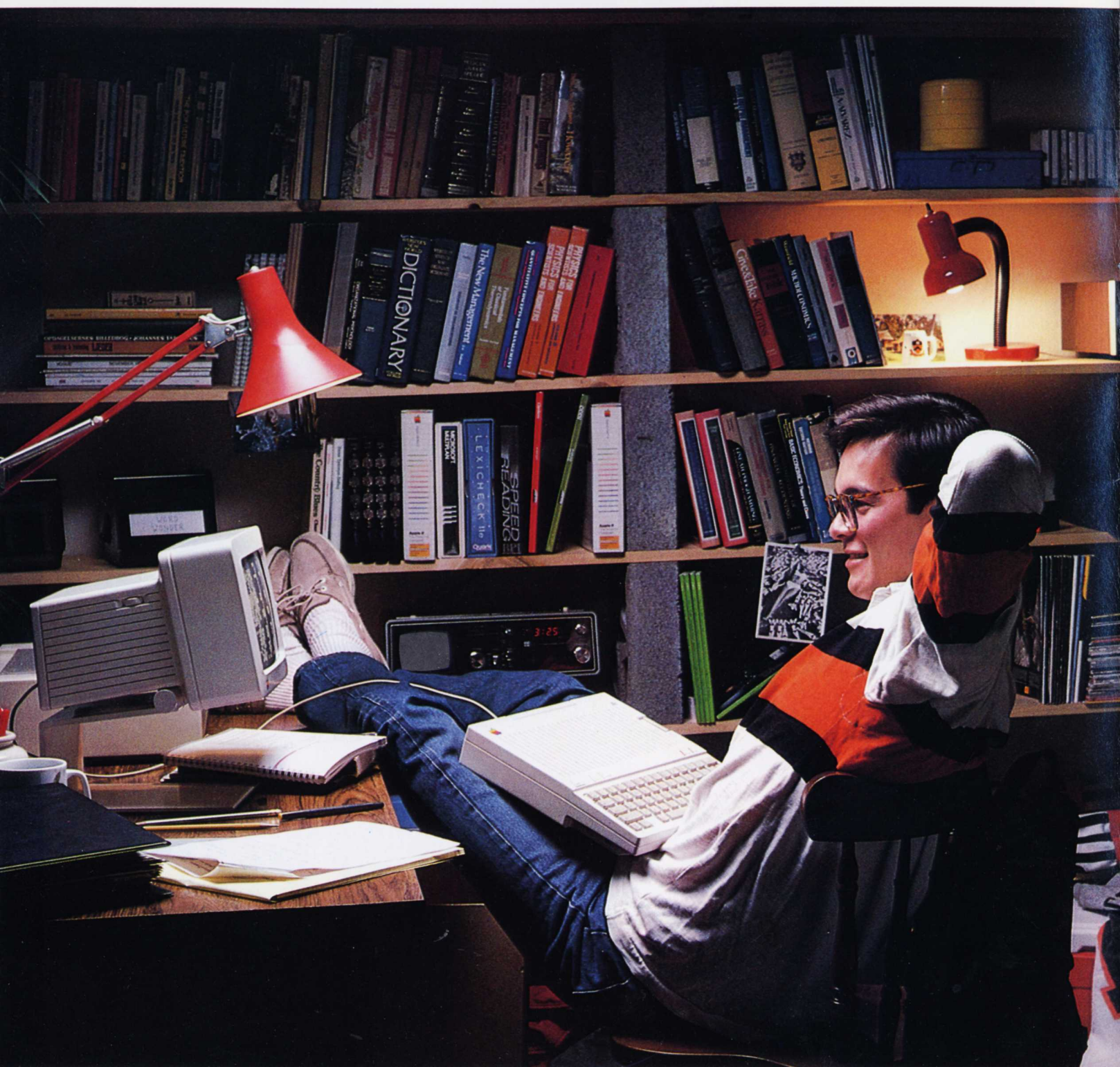
At Apple, we think a computer can be more useful if it's easy to use. And we think a computer that's truly useful can help equip your family for the computer age.

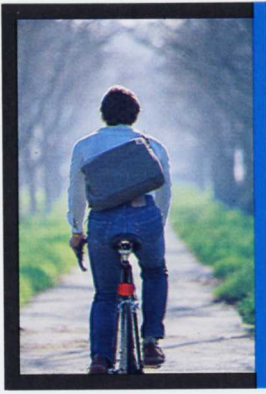




Instantly, it becomes part of your family.

Give him access to one of the world's great libraries.





Thousands of programs are already available for the Apple //c. And more are being written every day.

The Apple //c is the one computer you can hold like a book, but use like a library.

Like a book, it can sit in your lap. And do some of the same things a book does—teach you, entertain you, help you.

But unlike a book, the Apple //c isn't limited by how many pages fit between its covers. Instead, it's a machine of unlimited potential. It runs thousands of programs, a software library unmatched by any computer except one—our own Apple //e.

And you can create your own programs on the Apple //c, to do virtually anything you want a personal computer to do.

Wherever you're going—in school, or business, or life—the Apple //c can open doors for you.

Education. Acquire new knowledge and new skills in any of a wide range of subjects, from the "three Rs" to foreign languages to computers.

Productivity. As a word processor, the Apple //c can produce letters, memos, term papers—any written material. As a personal filing tool, it can collect, organize, and sort through information, such as club rosters, mailing lists, and household or business inventories. And it runs electronic spreadsheets, business graphics, and other tools for professional productivity.

Personal finance management.

Make better financial decisions faster. Monitor and maintain budgets; plan and prepare taxes; manage your investment portfolio; and more—without professional advice.

Communications. By adding a modem to your Apple //c, you can plug into a world of information. Instant stock and news quotes. An official airline guide. Public bulletin boards, electronic mail, home banking and shopping. It puts the world at your fingertips.

Entertainment. Great games are just the beginning. Make music, create art, or learn more about a favorite hobby. The Apple //c personal computer can enrich your life while it challenges your imagination.

In addition, the Apple //c opens an entirely new era in software development. Its ample memory allows it to run some very sophisticated applications. Including new integrated programs that work together and share information.

What's more, the Apple //c can run programs that take advantage of Apple's revolutionary mouse pointing device. It comes with our MousePaint™ program, which lets you create highly detailed graphics for presentations or just for fun.

The Apple //c. It can become anything you want it to be. And help you become anything you want.

What you see is what you get.

The specifications are big, but the case isn't: 12 inches long, 11¼ inches wide, 2¼ inches high (30 x 29 x 6 centimeters). Just large enough for a full-size keyboard. Try it out for size.

The Apple //c personal computer contains many standard features that other comparably priced systems offer only as expensive add-ons:

Extended memory. Inside, the Apple //c has 128 kilobytes of RAM (random-access memory) as standard equipment, allowing you to work with the equivalent of 50 double-spaced typewritten pages at any one time. In addition, there are 16 kilobytes of ROM (read-only memory), which contain the complete Applesoft BASIC language and other system instructions.

Microprocessor. We selected an advanced microprocessor, the 65C02, because it offers some exciting technical features and because it works with existing Apple programs.

Built-in color graphics. Great color graphics (in 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.

Speaker. The 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 at the side of the system, the volume control knob lets you adjust the sound level of the internal speaker, and the jack allows you to add headphones so you can hear your computer without disturbing others.

Full-size keyboard. Put your hands right onto this photo. We fit a complete keyboard (63 keys, 94 characters, 2 programmable keys, and 4 directional arrows) on the Apple //c. It's a contoured, fast-action, full-featured keyboard, with the keys arranged just like a standard typewriter, and auto-repeat on every key.

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

40/80-column display switch. Have it both ways. Whether you want to run programs designed for a high-resolution 80-column display (which requires a video monitor), or programs that use a standard 40-column display (which works fine on a television), everything you need is already built right in.

Handle. You *can* take it with you. And when you get it there, the handle props the computer at an ideal typing angle.

Built-in disk drive. No cards to connect. No wires to mess with. The Apple //c contains a built-in 143-kilobyte disk drive that accepts the same standard 5¼-inch floppy disks as the Apple //e.





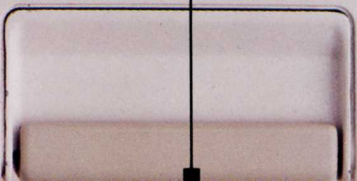
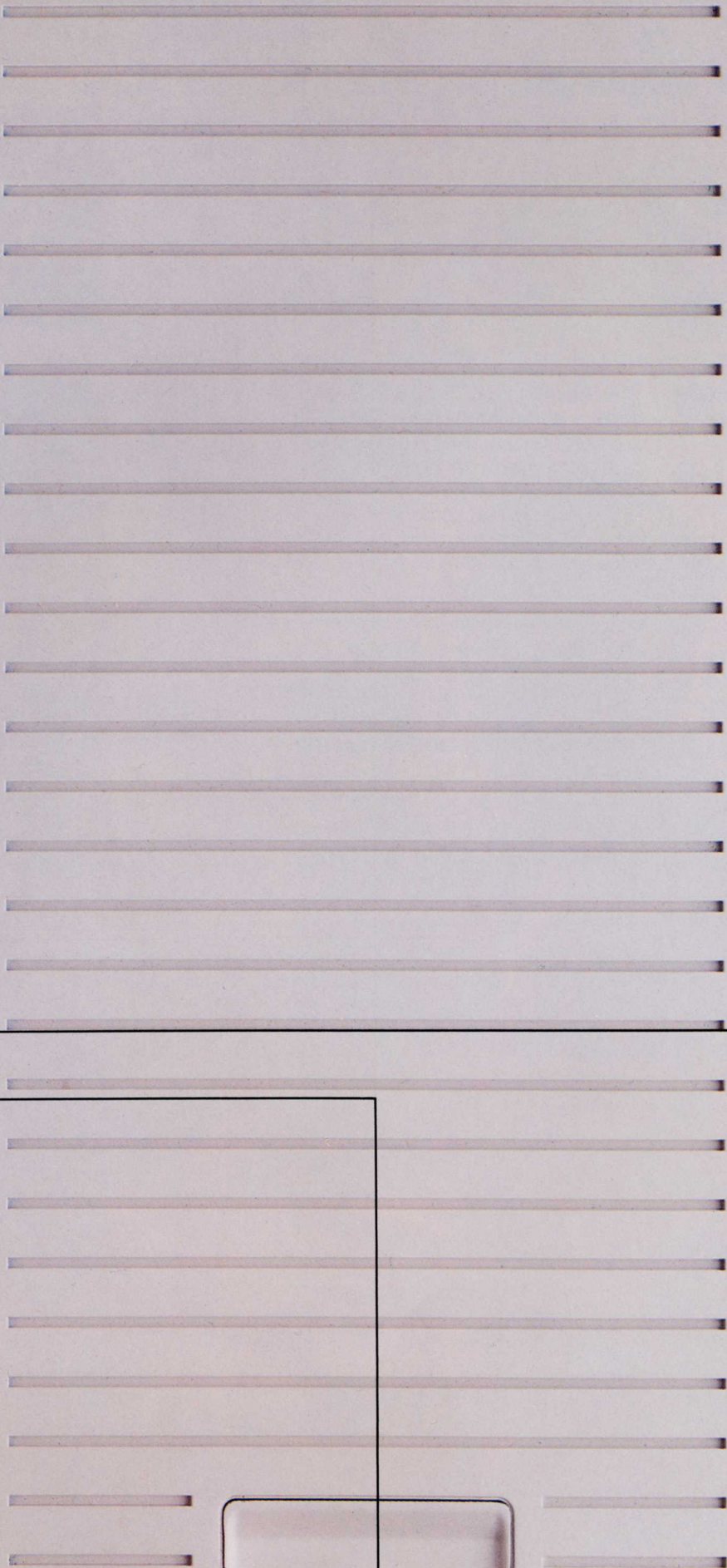
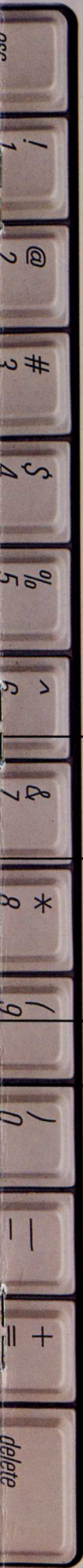
11c

reset

80/40

keyboard

disk use
power



The Apple //c is so easy to take with you, you can carry the solution to the problem.

Tuck it under your arm. Slip it into your briefcase. Take it upstairs, downstairs. Cross town, out of town. To the living room, conference room, office, den, or kitchen.

There's no end to where an Apple //c can go. In your home, for instance, you might connect it to the color television in your living room and play a few games on it. Later, when you're ready for some serious business, you can move the computer to your study where an Apple //c Monitor and printer await.

Wherever you go, the Apple //c goes with you. It weighs about two pounds less than a well-nourished cat. And its built-in handle lets you transport it from room to room. Even a child can carry one with ease.

The Apple //c is rugged. Because it's meant to be carried. And it fits into its own optional carrying case, which holds the entire system and gives it extra protection.

If you or your children use any Apple // at work or school, all you

ever have to carry back and forth is a thin floppy disk. Start a project on your Apple at work, and carry your work home on a disk. When you get home, simply insert that same disk into the Apple //c and get going, right where you left off.

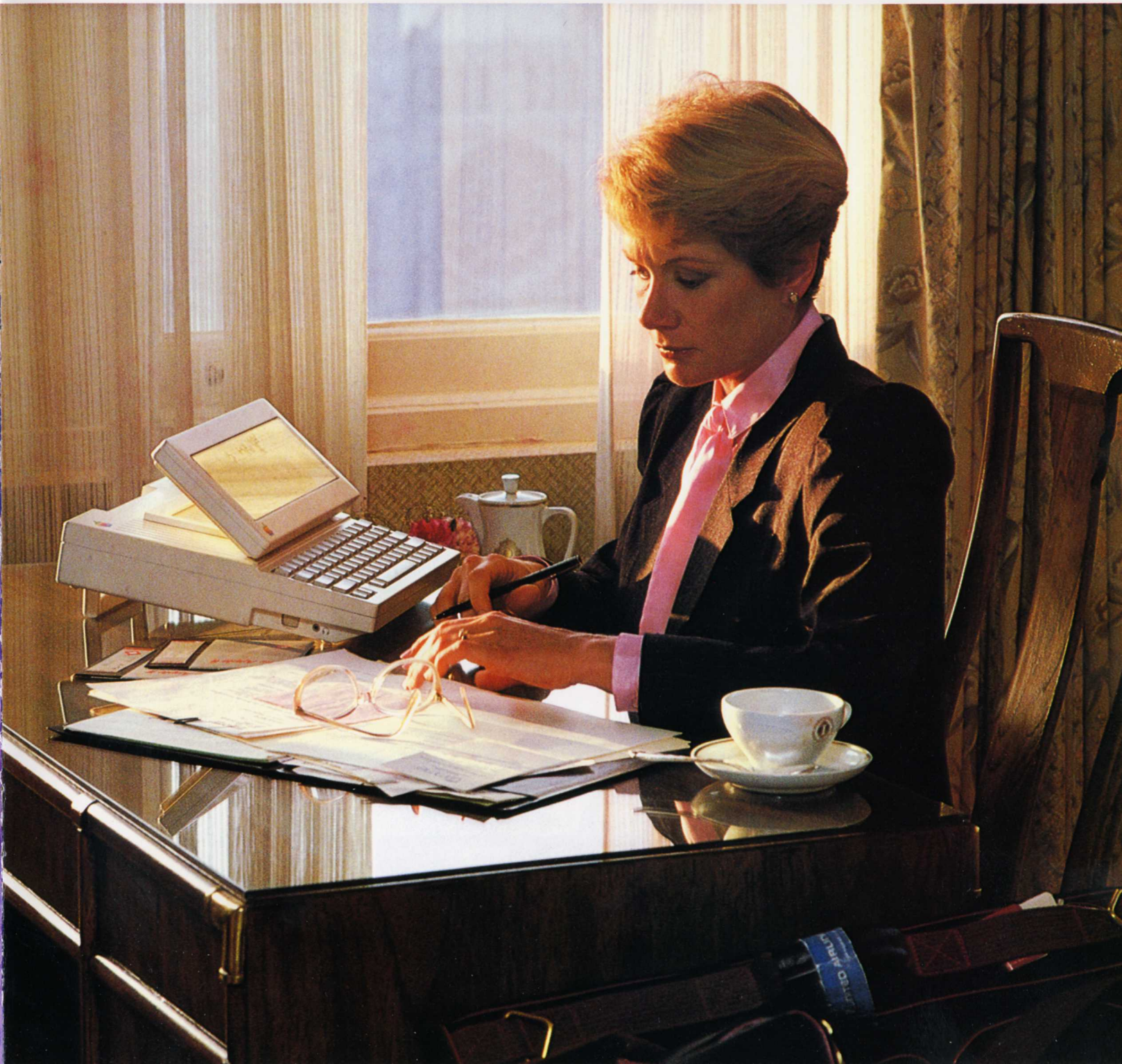
On top of all that, there's a dramatic innovation coming soon that puts the Apple //c a step ahead of all the others—a compact flat-panel display that fits right on top of the computer and is used like a standard video monitor.

Our flat panel will give you the total picture, since it displays a complete 24 lines by 80 columns on the screen. And it's so small and lightweight, you can carry it anywhere—even when you're traveling—just as easily as you can carry the computer itself.

A full-screen flat-panel display on an affordable, transportable computer: it's another way the Apple //c turns "someday" into "today."



It takes you anywhere you want to go.



An Apple //c will teach her how computers work. More important, it will challenge her abilities in French, math, music, and dozens of other subjects.

The Apple //c is the perfect tutor for your child. Knowledgeable. Patient. Understanding. And it's the only teacher she'll ever fling over her shoulder and carry off to school.

Not that she'll have to. More schools already use Apple computers than any other system. Which makes an Apple the logical choice for your home, as well.

An Apple //c explains. It teaches. It illustrates. It prepares children for what they truly need to know, now and in the future: computers.

But it can help with traditional subjects, too, like arithmetic and geography and music. In fact, the Apple //c runs thousands of programs that can give your child a head start in school, or help a struggling youngster get through a difficult subject. It has more educational software than any other computer—a lot more.

Who knows? You might even want to try some of those programs yourself. Most of them are designed to be fun, to entertain while they educate. You can learn how to type, for instance, while shooting down alien invaders. Or study a foreign language while exploring adventurous caverns. All at whatever pace is comfortable for you.

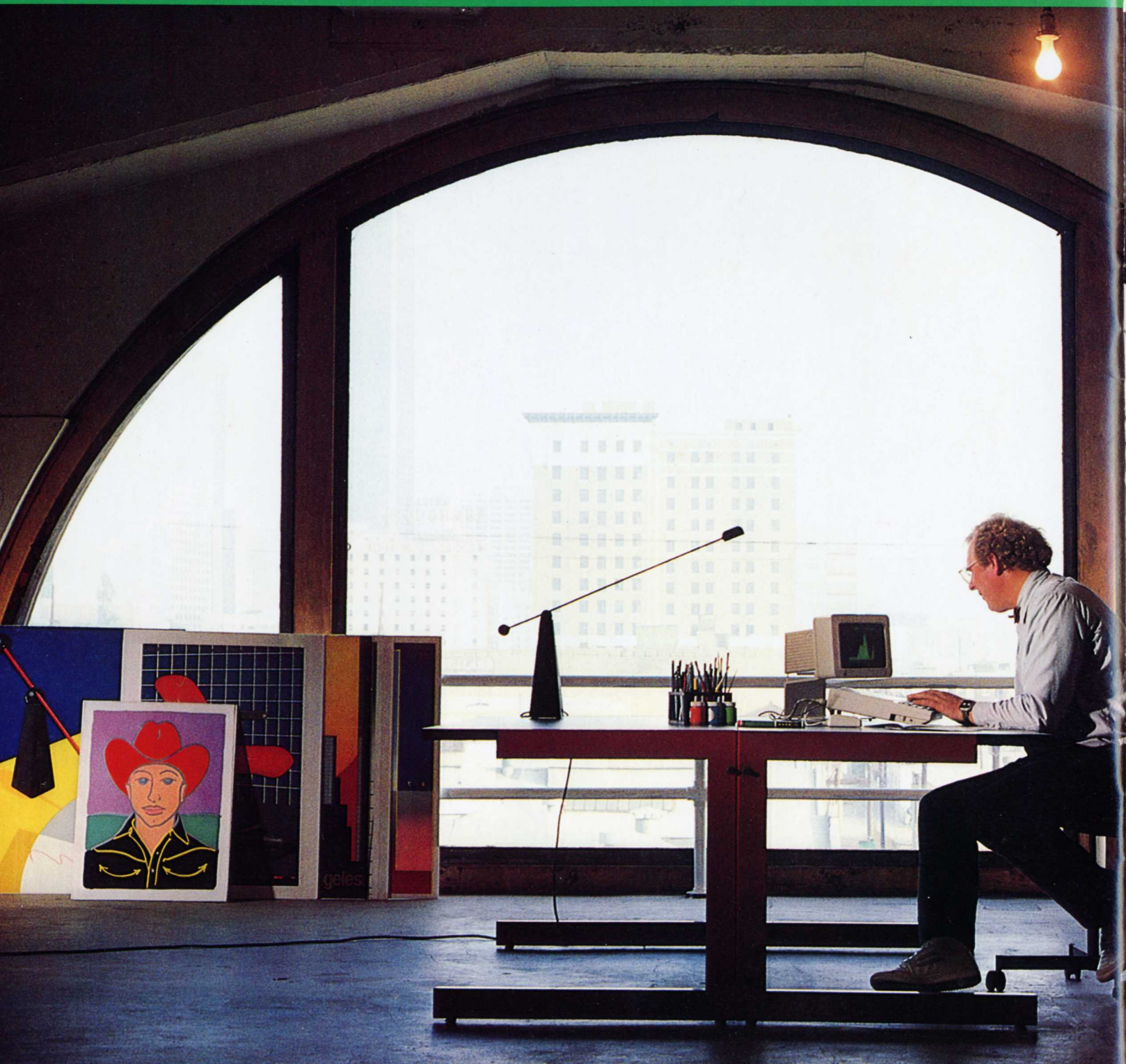
You'll be learning forever. It might as well be fun. But don't forget. You bought the computer to help your child with *her* education. She wants to use it, too.

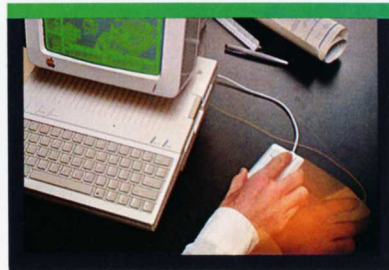




Keep her in step with the future.

The shape of things to come.





Elegant enough for an architect. Powerful enough for a manager. Sturdy enough for a student. With the kind of advanced human engineering everyone can appreciate.

Some personal computers look about as sleek as an oversized shoebox.

Not the Apple //c. Its streamlined design makes an elegant statement about the way you live, and about the way you do business.

Making it this small wasn't easy. We started with a simple idea—that a computer could be about the same size as a looseleaf notebook. Then we put Apple's advanced engineering to work. We miniaturized the Apple //c's internal components. Increased the user memory. Added a built-in disk drive. And fit all that power into a compact case.

The case, we modestly feel, is a work of art in itself. Combining the efforts of award-winning American and European designers, it's the first computer that stylishly fits into any environment, from home to office.

And it fits you, too. The Apple //c has been designed specifically for your comfort. At a lightweight 7½ pounds (3.4 kilograms), you can hold it in your lap or move it around your desk. Its dual-purpose carrying handle props the keyboard at an ideal angle for typing. And the monitor matches the computer perfectly, tilting on its stand for optimal viewing.

In fact, the Apple //c fits in so naturally, you just might forget you're working on a computer.

It's an Apple— ready to grow when you are.

When you pick an Apple, you get lots of shoulders to lean on for advice, support, and quick local service.

People have a special feeling about Apple. Not just about our products, but about our company.

We pioneered the personal computer industry in 1976, when we built the first Apple computer in a now-legendary Silicon Valley garage.

Since then, we've grown from a two-man operation into an international corporation employing more than 4,000 people. A corporation that in 1983 became the youngest company ever to join the ranks of the Fortune 500.

We owe part of our phenomenal success to the more than two million Apple owners who chose our computers over all the others.

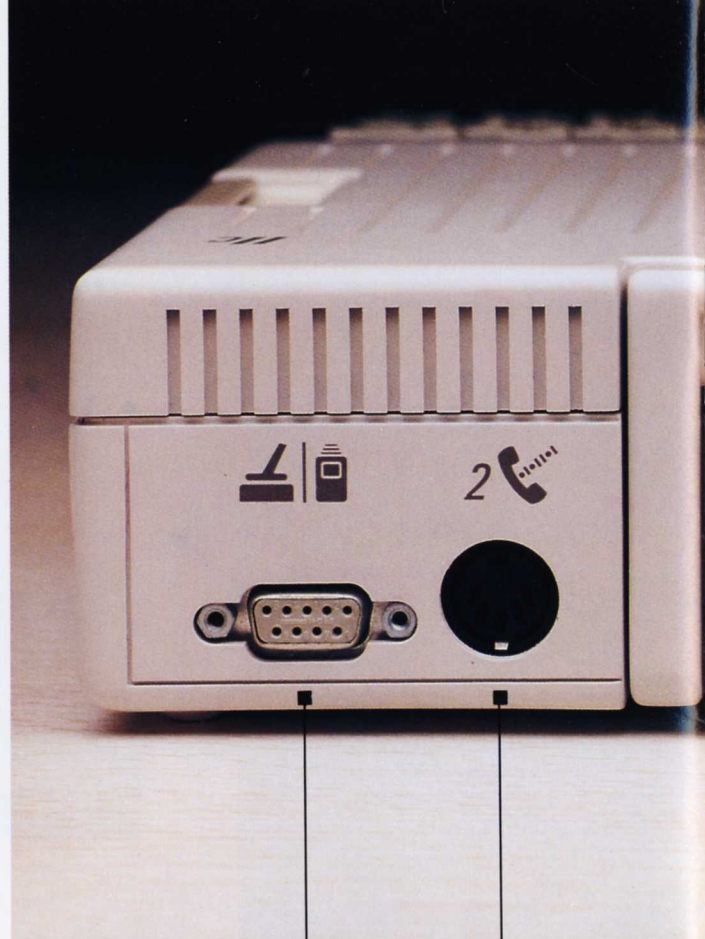
And we owe another part of that success to the more than 2,500 dealers worldwide who sell and service Apple systems. Dealers who can answer your questions, and who carry a complete line of programs and products to expand the capabilities of your Apple //c.

Should your Apple //c ever require any technical attention, your dealer is fully equipped and trained to provide you with speedy service right at the dealership—in many cases, while you wait.

Each Apple //c carries a ninety-day limited warranty. Beyond that, you can protect yourself from unexpected expenses by enrolling your Apple in *AppleCare*.SM Apple's total service plan.

If you want to purchase a computer on your own terms, ask your dealer about the *Apple Credit Card*.^{*} It lets you divide the cost of your system into regular monthly payments, so you can squeeze a computer into a tight budget.

The Apple //c. You can count on it. You can rely on us.



Simple plug-in connectors along the back of the Apple //c give you plenty of room to grow. You can add anything you'll ever want—without having to open up the computer and go inside. And you'll know exactly what goes where, because each connector is marked with a small picture.

Each cable is marked with a picture, too, so you know where each one goes. You can add, for instance, any of the accessories shown here.

Mouse, joystick, hand controllers. Attach any of these popular system-control and game-playing accessories.

Modem. Plug your computer into home banking and information services as well as computer-to-computer communications. This high-speed serial port can handle any standard modem.



Apple modem



AppleMouse

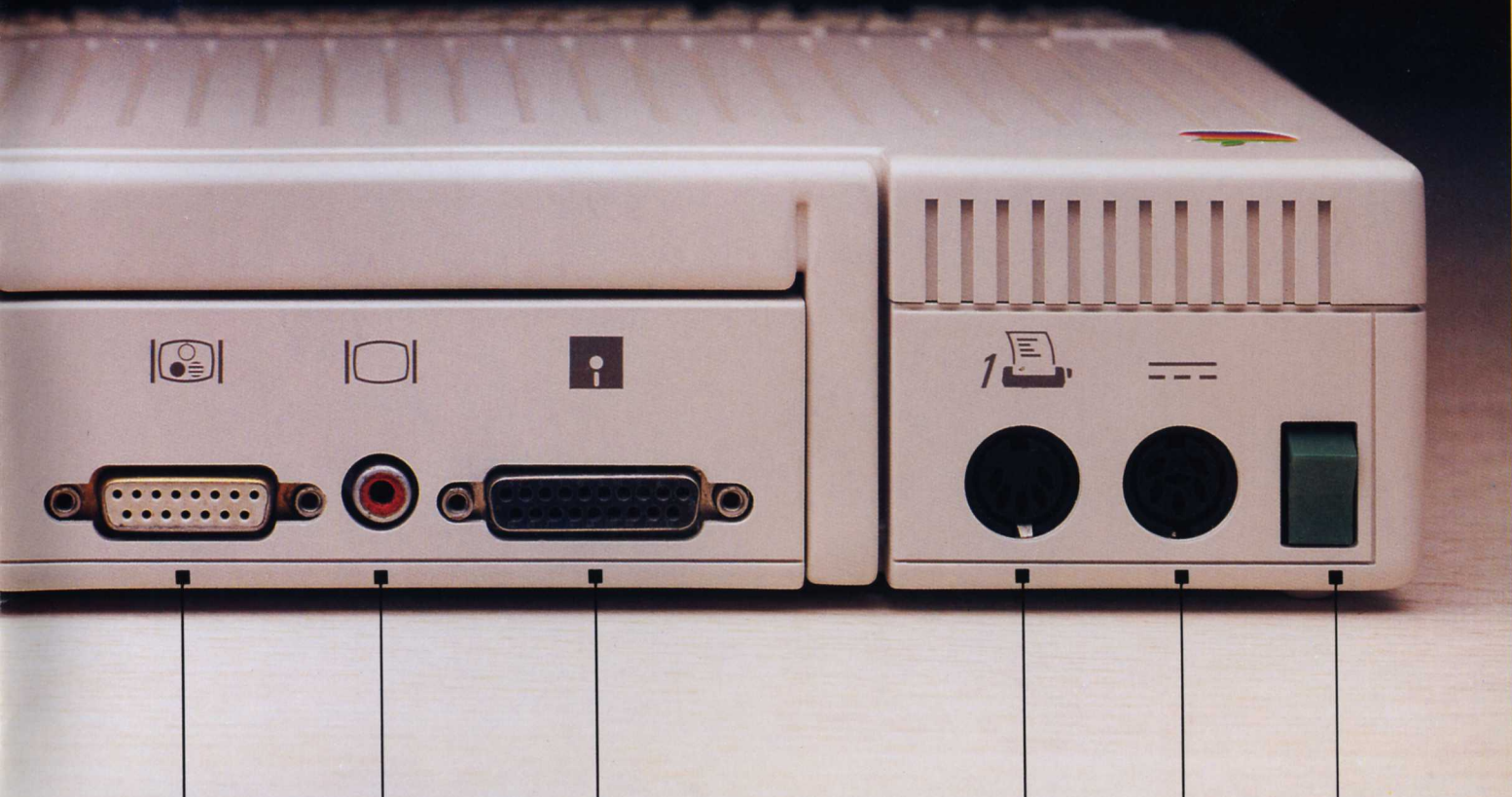


Hand controllers, joystick

^{*}Available in U.S. only.

Apple, the Apple logo, AppleCare, Lisa, and MousePaint are trademarks of Apple Computer, Inc.

Macintosh is a trademark licensed to Apple Computer, Inc.



Television, RGB color monitor, flat-panel display.

To attach most computers to a television or color monitor, you have to open them up and insert special cards. Not so with the Apple //c. A television, RGB color monitor, or flat-panel display connect to the //c via this built-in port.

Video monitor.

The //c can accept any standard monochromatic or color monitor, including, of course, the optional Apple //c Monitor. It gives you a high-resolution display, and tilts on its optional stand for optimal viewing.

External disk drive. In addition to the built-in disk drive, you can add a second matching drive. A second drive makes it easier to copy information from one disk to another, and most convenient to store data.

Printer, plotter. This port makes it easy to attach any standard serial dot-matrix or letter-quality printer or plotter.

Power supply. Just plug it in. It's that simple and straightforward. And if you purchase a second power supply, all you ever have to carry is the computer itself.

On/off switch.



Flat-panel display available Fall, 1984



Apple //c Monitor and stand



Disk //c



Scribe printer



ImageWriter printer



Apple Computer, Inc.
20525 Mariani Avenue
Cupertino, California 95014
(408) 996-1010
TLX 171-576

Apple Canada, Inc.
33 Yonge Street, Suite 1120
Toronto, Ontario
Canada M5E 1S9
(416) 336-2232
TLX 069-86561

A2F4001 3/84 2.5 Million
© 1984 Apple Computer, Inc.
Printed in U.S.A.