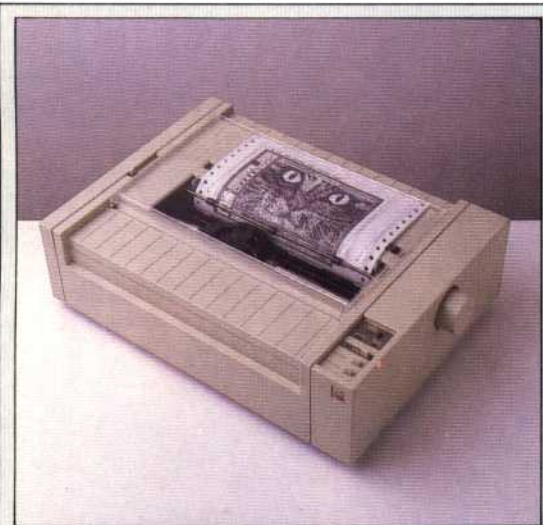


Signature Panel
Inside the Macintosh case, Apple has inscribed the signatures of the design team. Included are those of Steven Jobs and Steve Wozniak, who created Apple. Their genius made the Lisa and Macintosh computers possible

makes possible some truly stunning graphics applications. Besides being great fun, the graphics tricks of the Macintosh are very valuable to designers, architects, advisers, public relations people, photographers, and many others. As the Mac is designed to work specifically with Apple's high-speed ImageWriter printer, all of its impressive graphics will print out exactly as they appear on the screen.

Despite the high quality and reliability of the Macintosh hardware, it is the added strength of its software that makes the machine so exceptional. With the integration of hardware and software, and the extensive ROM-based operating commands, it is fairly easy for developers to transfer programs written for other computers to the Macintosh. The computer is so 'user-friendly' that it can literally be plugged in and put to work immediately without prior knowledge of computer operation.



Improving Image
The ImageWriter is a serial printer that generates text at a speed of up to 120 characters per second. Its speed is even more evident in graphics mode, because it generates graphics in bit-mapped fashion, following the format of the screen



Analogue Board
This board controls the video monitor and the power supply. There is no need for a fan on the Macintosh. Excess heat is channelled through metal plates to the vent slots in the cabinet

Built-in Speaker

Disk Drive Head

Screen Contrast Control

Sony 3 1/2 in Disk Drive

Specially-built for Apple, this drive holds 400K on a side. Double-sided disks, when available, will hold 800K each

Video RAM

Some of the 22K required by the video display is drawn from these DMA (direct memory access) circuits

Keyboard

The Macintosh's detachable keyboard has its own processor to handle international character sets and special functions. No cursor keys are needed because of the mouse

Keyboard Connector

Mouse

The mouse controls movement of the cursor and is used to 'select' objects on the screen, then act on them according to instructions chosen from pull-down menus