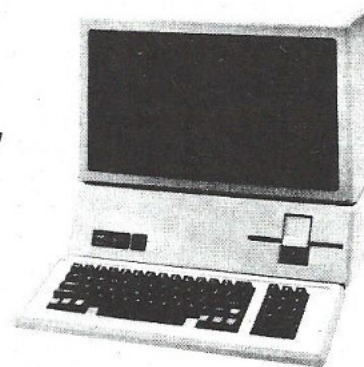




# Apple III

More Computer Power on your Desk-top

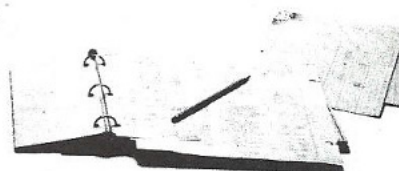
*Apple III is the heart of a personal computer system built to cope with bigger business problems - faster. Apple III helps synthesise the information you need to make the right decisions — the decisions that keep your business moving ahead — without resorting to mountains of paper, files and calculations. To make a success of these decisions, you need to assimilate data — sales analyses, projections, overheads, raw material and labour costs. Without Apple III, you're facing an impossible task. Apple III helps you organise the data and calculations so that you make the right decisions.*



## Apple III The Personal Computer for Professionals

Apple III has been designed to grow. You just plug the most common accessories (monitor III, a printer and up to three Disk III drives) right into the back — without having to open the casing.

As your needs grow, Apple III internal memory can grow, too, from 128K bytes to 256K bytes — without using any of the four internal expansion slots. These slots let you add interface cards for mass storage (with ProFile, Apple's 5-megabyte hard disk), communications, plotters, test equipment control and many other types of applications.



## Apple III Advanced Technology with Practical Features

### Compact Design

Apple III fits conveniently on your desk. And there are no complicated electrical procedures to follow — simply plug Apple III into an electric supply and you're ready to start using it.

### Built-in Disk-Drive and Controller

For extra convenience in running programs or manipulating data, you can add up to three extra Disk III drives without the need for peripheral cards.

### Human-Engineered Keyboard

Features include sculptured keys for speed and accuracy, a 13-key numeric keypad for fast entry of numerical data and automatic repeat on every key. Special Function Keys simplify program control and movement through text.

### High-resolution Video Display

Monitor III gives a high-resolution (560 x 192 dots) display up to 80 characters (upper and lower case) by 24 lines of text. In addition, a wide variety of character fonts (including inverse video) are available.

### Large-Capacity Internal Memory

The internal memory can handle over 131,000 characters of information — more than enough to develop and update large forecasting models. For still larger tasks, you can increase internal memory to handle 262,000 characters. Because you can do this without using expansion slots, you won't sacrifice any of the system's ability to handle special hardware for special applications.



Apple III

### System Expansion

As well as four expansion slots within Apple III, there are also two built-in ports on the back of the Apple III. These allow you to attach accessories without buying extra control cards. A serial port will connect Apple III to a letter-quality printer, another computer or a modem for data communications by telephone. A Silentype interface provides direct connection for your Apple III Silentype draft-quality printer. The four expansion slots allow you to install a wide variety of accessories — up to three additional floppy disk drives or ProFile™, the personal mass storage system.

### Advanced Control Program

The Apple III Sophisticated Operating System (SOS) is a powerful foundation for applications and language systems. SOS takes care of all internal housekeeping — such as knowing which disk drive contains the file you are using. SOS also has an 'information clustering' facility which allows storage of files in a hierarchical structure — making it easier to find and retrieve them. This is especially useful when using ProFile™, enabling hundreds of files to be categorised, stored and referenced. SOS also makes it easier to add accessories such as printers and plotters, thanks to a menu-driven system configuration program that lets you name devices and access them directly.

### Apple III Software Applications

#### VisiCalc™ III

Created specially for Apple III, VisiCalc III lets you design and edit an electronic worksheet 63 columns by 254 rows in size, which can be used for working with words, numbers or formulas. Built-in functions such as sum, average and net present value simplify operations.

VisiCalc III is remarkably easy to use and acts as a natural extension of your thinking process. And, once you have set up your model, you can examine the effect of changing variables. As you modify information in your model to reflect different alternatives, VisiCalc III calculates and displays the results instantly.

Anyone who has to plan a budget will find VisiCalc III helps reduce planning time without recourse to calculator and pen. VisiCalc III not only helps you work more efficiently, it helps you work more intelligently, too — by letting you calculate instantly the effects of alternatives.

#### Apple Writer III

Apple Writer III simplifies creating, editing and printing any kind of document, from simple memos to lengthy articles and reports.

Easy-to-use commands let you insert or delete words, sentences, paragraphs or large blocks of text. With Apple Writer III you can also move text within a document or between documents. In addition, Glossary Files allow you to store vocabularies of frequently-used words or phrases, which can be inserted into text with just three key strokes.

You can also insert VisiCalc III models in the middle of reports to present tabular information or to simplify complex explanations. And you can link to Mail List Manager for standard letters with a personal look.

Apple III  
The Personal  
Computer for  
Professionals

Apple III  
Advanced  
Technology with  
Practical  
Features



### Mail List Manager

Mail List Manager allows you to maintain names, addresses, telephone numbers and classified information on your customers or clients.

With Mail List Manager, you can create, maintain and print mailing label files up to 960 entries long. (Larger lists can be maintained by segmenting them into files of 960 labels each). When retrieving information, you can search by name, post code or even by approximate name.

Mailing, telephone and other kinds of lists can be printed totally or selectively.

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### Apple III For Program Development

#### Apple III Business Basic

You don't need to be a professional programmer to use Apple III for special applications — but programmers will enjoy many of its convenient features. Apple Business Basic is a powerful computer language that lets you use commands similar to ordinary English. Business Basic takes full advantage of Apple III's large memory workspace, advanced file handling capabilities and wide range of output formats and instruction statements, all of which make it one of the most powerful Basics available.

#### Apple III Pascal

Apple III Pascal creates a powerful application development environment. This includes provision for complete text processing, file maintenance and program compilation.

Apple Pascal with its structural programming facilities and extensive data structures helps programmers work more efficiently while lowering software development costs.

Apple III Pascal meets the programming requirements of a wide range of users. Its variety of data types, control functions and powerful utility routines can dramatically improve productivity on large projects. This is one reason why Apple Computer has selected Pascal as a standard vehicle for most system and applications development.

apple computer

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