

Macintosh IIvx

Product Brief

For Sales Personnel Only

Product Positioning

The Apple® Macintosh® IIvx is the newest member of the Macintosh II line of personal computers. With prices that start near \$3,000, this system offers powerful capabilities and flexibility to a wider audience than ever before. And it can be purchased with the new AppleCD™ 300i internal CD-ROM drive, giving customers quick, convenient access to the wealth of information available on CD-ROM discs.

Prospects

The Macintosh IIvx is an ideal computer for business and graphics professionals who want premium performance and value. It's easy to learn and use and can easily be expanded as customers' needs grow. For optimum performance, it incorporates a 32-megahertz 68030 processor, a 68882 math coprocessor, and a 32K cache. It's also a good choice for people who already own a Macintosh, but want a faster, more expandable system with a larger, color display.

Home, education, and business customers alike will appreciate the versatile storage options offered by the Macintosh IIvx computer. The 5.25-inch expansion bay supports an optional CD-ROM drive, a SyQuest drive, or a magneto-optical drive. The AppleCD 300i, which transfers data up to twice as fast as ordinary CD-ROM drives, can also take advantage of Photo CD, a new technology from Kodak that makes it easy to add photographs to Macintosh documents.

Key Selling Points

- **Outstanding performance** for high-end applications, including desktop publishing and multimedia. VRAM-based video renders color images faster than similar systems can.
- **Brilliant color**, with built-in support for up to 256 colors on the new Macintosh Color Display. With 512K of additional video RAM (standard with the AppleCD 300i configuration), the IIvx supports up to 32,000 colors.
- **Easy expansion** through three available NuBus™ slots. Customers can add expansion cards for larger displays, millions of colors, higher-speed networking, video capture, and other capabilities. An accelerator slot lets customers boost performance even higher.

- **Flexible configuration** supports the unique requirements of different customers. Customers can add NuBus cards to increase capabilities, add memory, or install an additional storage device, such as a SyQuest drive, a magneto-optical drive, or a second hard disk drive.

- **Multimedia is easy** with the AppleCD 300i CD-ROM drive and QuickTime.™ Customers can immediately tap into the wealth of information available on CD-ROM and create their own multimedia masterpieces, adding color and movement to word processing documents, presentations, and even electronic-mail messages.

- **Future upgrades** will protect customers' IIvx investment. Apple plans to offer future logic board upgrades and other enhancements.

Q&A

1. Why doesn't this system support larger displays?

It does. The Macintosh IIvx supports 14-inch displays, such as the new Macintosh Color Display, without the need for a display card. Customers who want to use multiple displays or large-screen displays can add a display card to one of the computer's NuBus slots.

2. Does the 32K cache in the Macintosh IIvx occupy the accelerator slot?

No. The cache is soldered to the logic board, leaving the accelerator slot open for a third-party 50-megahertz 68030 or 68040 accelerator card.

3. What is Photo CD?

Photo CD is a new technology from Kodak that enables customers to receive up to 100 standard photographic images on a CD-ROM disc, in addition to the usual prints, slides, and negatives. Using the Macintosh IIvx equipped with the AppleCD 300i drive, customers can store the images on the Macintosh, retouch them, and add them to their documents. More images can be added to an unfilled disc at a later session.

Macintosh IIfx Competitive Comparison

System	Processor	RAM and VRAM	Disk Storage	Built-in Networking	Built-in Display Capabilities	Expansion Capabilities	Built-in Sound	SRP and Configuration*	Macintosh Advantage
Without CD-ROM Drive									
Macintosh IIfx	Motorola 68030 32 MHz 32K cache and 68882 floating-point unit (FPU)	RAM: 4MB to 68MB VRAM: 512K to 1MB	80MB or 230MB HD 1.4MB SuperDrive™ 5.25-inch bay	LocalTalk®	12", 13", 14" Apple and VGA	3 NuBus slots, accelerator slot	Sound input: microphone jack; sound output: Macintosh sound mono, CD sound stereo	\$2,949 Includes 4MB RAM, 512K VRAM (8-bit color), 80MB HD	General competitive advantages: Value. Built-in LocalTalk networking; file sharing with System 7™ Macintosh is the most cost-effective personal computing solution in terms of overall ownership expense (Gartner Group Study, March 1992). Customer satisfaction. The integrated hardware and software architecture of the Macintosh contributes to unmatched customer satisfaction with Apple (J.D. Power & Associates, January 1992). Easy to learn and use. Apple's graphical user interface has been rated as superior in ease of operation by people who use both Macintosh and Windows computers (Evans Research Associates, June 1992). MIS managers rated Macintosh as better than Windows by a margin of 5 to 1 (International Data Corporation survey on Operating System and Application Migration, April 1992). There are thousands of Macintosh applications that all work in the same, consistent way. Additional advantages over competitors without an internal CD-ROM drive: • Integrated 5.25-inch expansion bay allows addition of a CD-ROM, SyQuest, or magneto-optical drive; high-speed SCSI port supports up to seven SCSI devices. Additional advantages over competitors with an internal CD-ROM drive: • Includes the AppleCD 300i, Apple's high-performance, double-speed CD-ROM drive; supports Kodak Photo CD; comes with 10 CD-ROM titles.
Dell Precision 486 SX/25	Intel 80486SX 25 MHz	RAM: 4MB to 32MB VRAM: 512K to 1MB	120MB HD 3.5-inch FD 5.25-inch FD	None	Super VGA	5 16-bit slots	None	\$1,799 Includes 4MB RAM, 512K VRAM (4-bit color), 120MB HD, 14-inch Super VGA display	
Compaq ProLinea 4/33	Intel 80486SX 33 MHz FPU	RAM: 4MB to 16MB VRAM: 1MB	120MB HD 3.5-inch 1.44MB FD 5.25-inch FD	None	Super VGA	3 16-bit slots	None	\$1,950 Includes 4MB RAM, 1MB VRAM (8-bit color), 120MB HD	
With CD-ROM Drive									
Macintosh IIfx	Motorola 68030 32 MHz 32K cache and FPU	RAM: 5MB to 68MB VRAM: 1MB	80MB HD 1.4MB SuperDrive AppleCD 300i drive	LocalTalk	12", 13", 14" Apple and VGA	3 NuBus slots, accelerator slot	Sound input: microphone jack; sound output: Macintosh sound mono, CD sound stereo	\$3,199 Includes 5MB RAM, 1MB VRAM (16-bit color), 80MB HD	Additional advantages over competitors without an internal CD-ROM drive: • Integrated 5.25-inch expansion bay allows addition of a CD-ROM, SyQuest, or magneto-optical drive; high-speed SCSI port supports up to seven SCSI devices. Additional advantages over competitors with an internal CD-ROM drive: • Includes the AppleCD 300i, Apple's high-performance, double-speed CD-ROM drive; supports Kodak Photo CD; comes with 10 CD-ROM titles.
IBM Ultimeidia M57 SLC	Intel 80386SLC 20 MHz 8K memory cache; optional FPU	RAM: 4MB to 16MB VRAM: 1MB	160MB HD 2.88MB FD CD-ROM II drive	None	XGA and VGA	3 Micro Channel slots	Sound input: microphone jack; sound output: 16-bit stereo	\$5,995 Includes 4MB RAM, 1MB VRAM (16-bit color), 160MB HD	
Tandy 4825 SX MPC	AMD 80486SX 25 MHz optional FPU	RAM: 4MB to 16MB VRAM: 512K	120MB HD 1.44MB FD CD-ROM drive	None	Super VGA	2 16-bit slots	Sound input: microphone jack; sound output: 16-bit stereo	\$2,799 Includes 4MB RAM, 512K VRAM (24-bit color), 120MB HD	

* Suggested retail price (SRP) is based on manufacturer's retail price as of September 1992. All configurations include keyboard, mouse, operating system, and user interface.

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