



Apple Displays Update

Information About New Displays

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For Sales Personnel Only



Apple Multiple Scan 15AV Display

Product Description

The Apple® Multiple Scan 15AV Display is a high-quality, yet affordable half-page monitor with a host of advanced features. It sports a sleek new design that incorporates conveniently located front-panel stereo speakers and controls, and a flat, square shadow mask screen that provides a larger viewing area than many other 15-inch monitors (its diagonal viewable image size is 13.75 inches). The Multiple Scan 15AV Display offers multiple-scan technology, for flexible user viewing options, and takes advantage of ColorSync® technology to provide unparalleled color accuracy, consistency, and integration. And it can be used not only with Macintosh computers, but also with PCs running Windows (requires a Macintosh-to-VGA adapter).

Positioning

Apple's 15-inch, multimedia-ready display, designed to meet the needs of consumer and education users.

Key Selling Points

- **Outstanding image quality.** The Apple Multiple Scan 15AV Display features a 15-inch (13.75-inch diagonal viewable image size) flat, square shadow mask screen with a .28-mm dot pitch and antistatic, antiglare coating—a screen that offers a larger viewing area than many other 15-inch monitors.
- **Multimedia integration.** Designed to complement the multimedia capabilities of Apple's desktop computers, the Apple Multiple Scan 15AV Display features front-facing, integrated stereo speakers and a front-panel headphone jack.

- **Advanced functionality.** The Apple Multiple Scan 15AV Display takes advantage of multiple-scan technology to provide customers with flexible viewing options, and includes mode-switching software that allows them to move between these options seamlessly—without having to restart their system. And it's integrated with ColorSync technology to ensure outstanding color accuracy across multiple devices, such as scanners and printers.
- **Compatibility.** The Multiple Scan 15AV Display provides plug-and-play connection to, and full compatibility with, both Mac OS systems and MS-DOS and Windows software-based computers (requires a Macintosh-to-VGA adapter).
- **Energy efficiency.** The Multiple Scan 15AV Display complies with all of the most important energy and safety standards for monitors, including the EPA's Energy Star energy-consumption guidelines and the MPR II standard for electrical and magnetic field emissions.

Prospects

With its integrated speakers and flexible multiple-scan viewing capabilities, the Apple Multiple Scan 15AV Display is the ideal complement to any Apple entry-level or midrange desktop system. (In particular, it pairs perfectly with the Macintosh Performa® 6400 series systems.) Target markets include consumers and educators, though some home office and small business customers may also be interested in an economical multimedia-capable display.

Competitive Advantages

The major competitive advantage of the Apple Multiple Scan 15AV Display lies in its ability to integrate with Macintosh computers. The Multiple Scan 15AV complements the Performa 6400 subwoofer speakers and multiple-scan video output capabilities. Apple's pricing is competitive—even in this increasingly hot market segment—and this display's high-quality front-panel speakers and headphone jack and ColorSync color matching give it a performance edge over many competitors.

Q&A

How does the Multiple Scan 15^{AV} Display compare with the Multiple Scan 15?

The Multiple Scan 15^{AV} will directly replace the Multiple Scan 15 Display. However, both will exist in the product line for a short time during end-of-life transition for the Multiple Scan 15 Display. The Multiple Scan 15^{AV} Display improves on several key features to make this display much more competitive, including improved video performance, higher screen resolutions and refresh rates, better front-panel stereo speakers, a front-panel headphone jack, and a new Apple industrial design.

Does the Multiple Scan 15^{AV} Display support standard Performa and Power Macintosh resolutions?

Yes, it supports standard Macintosh 75-Hz resolution and 60-Hz PC resolutions. The monitor will work equally well on any Macintosh computer. However, the sound system has been optimized for use with the subwoofer in the Performa 6400. This is the ideal display to complement that computer.

Does Apple have a non-^{AV} 15-inch display in its product line?

For some business customers, the Multiple Scan 15^{AV} will be the appropriate choice depending on their intended applications. However, some business customers do not need ^{AV} functionality. Apple won't have a 15-inch non-^{AV} display in its product line. However, we encourage business customers to move up to the Multiple Scan 1705, Apple's most affordable 17-inch display.

Additional Information

<i>Data Sheets</i>	<i>Part No.</i>
Apple Multiple Scan 15 ^{AV} Display	L01975A
Apple Displays Matrix	L01080D
An Overview of Apple Products	L00763F
AppleFacts 5.96	L00327H