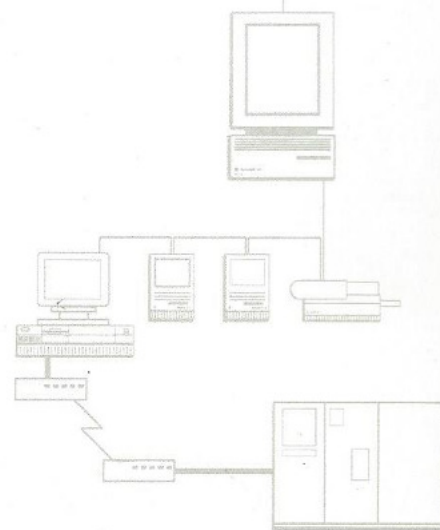




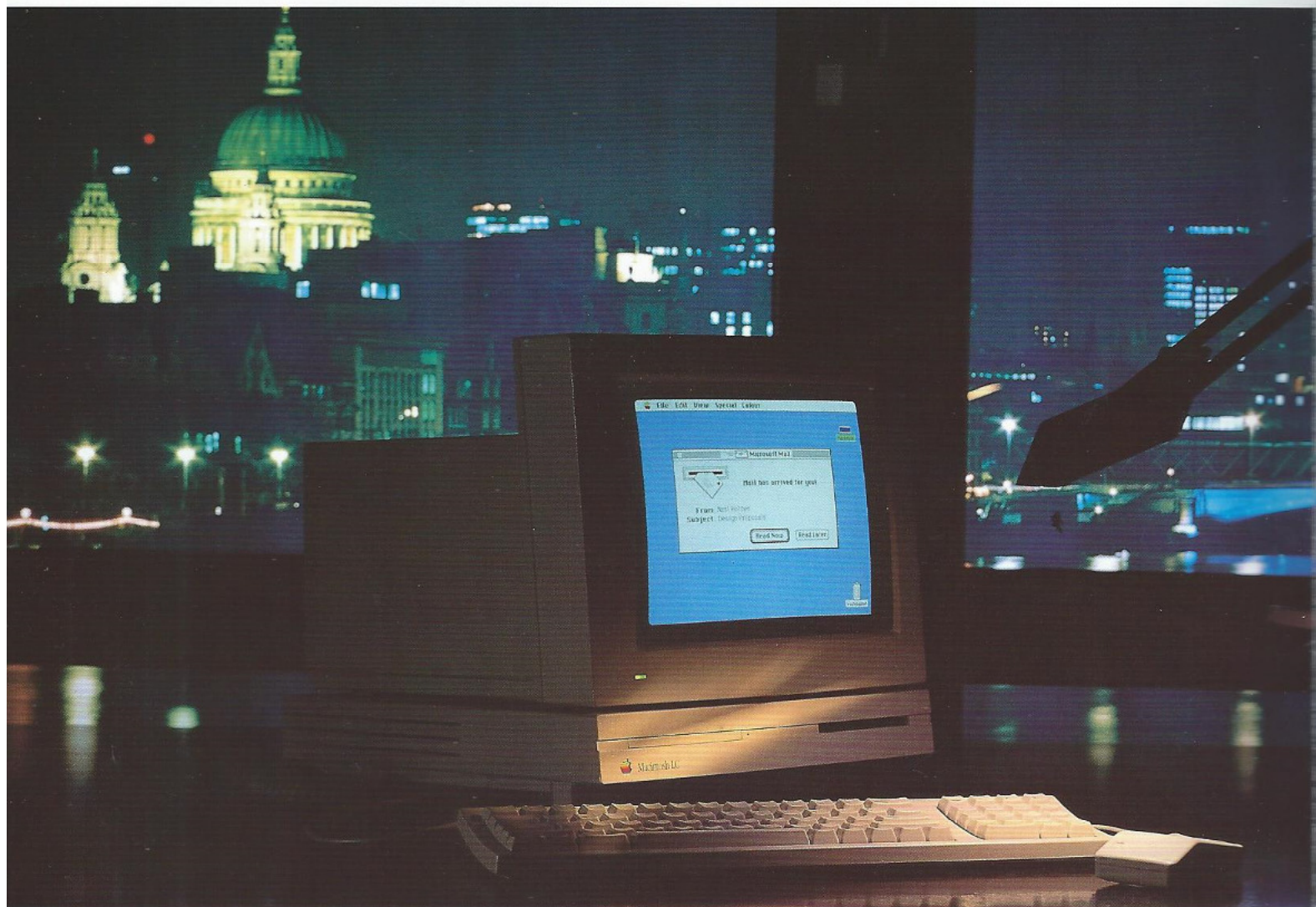
# All the right connections



*Apple™ Macintosh™ Connectivity*



# Connecting your world.

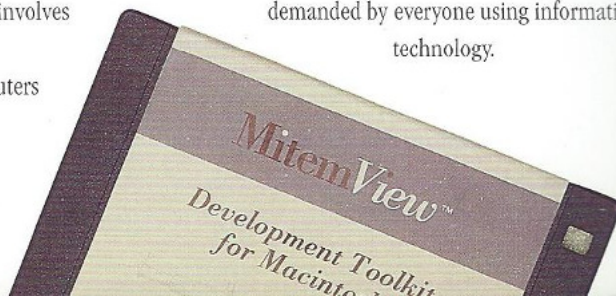


## *Meeting the challenges.*

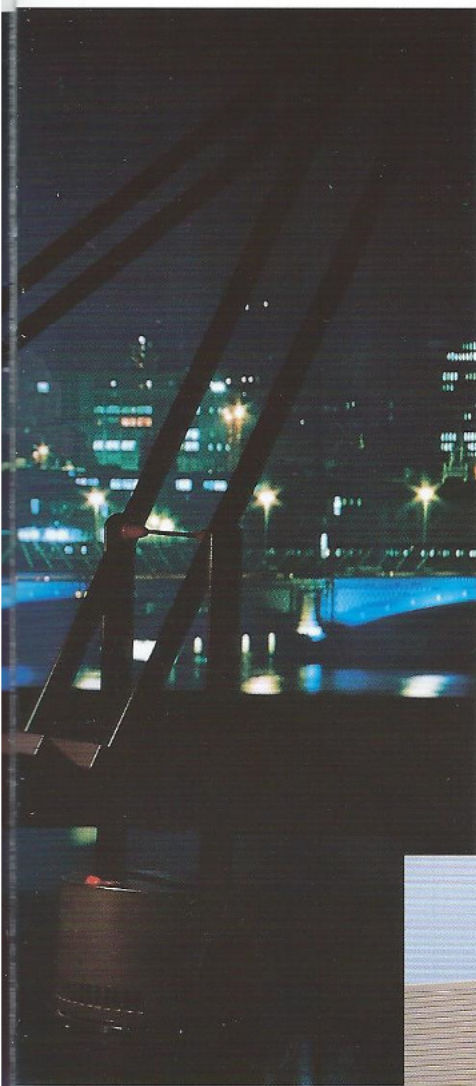
What are your goals for information technology? Improving productivity through better utilisation of data? Providing a more responsive service by more efficient use of computer resources? Facilitating the exchange of ideas and information between workgroups on a local, national or international basis? Or simply the integration of personal computing technology into otherwise paper-driven environments? To achieve such goals is a challenge! Firstly it involves making seemingly incompatible computers communicate.

Secondly and most crucially, it means making information technology much, much simpler to use. The difficult bit is doing this whilst shielding people from the complexities of the underlying communications infrastructure.

This is where Apple Computer comes in. We help you to meet the first challenge by providing, we believe, the most connectable personal computing products available. And we meet the second by delivering the level of user-friendliness that will one day be demanded by everyone using information technology.





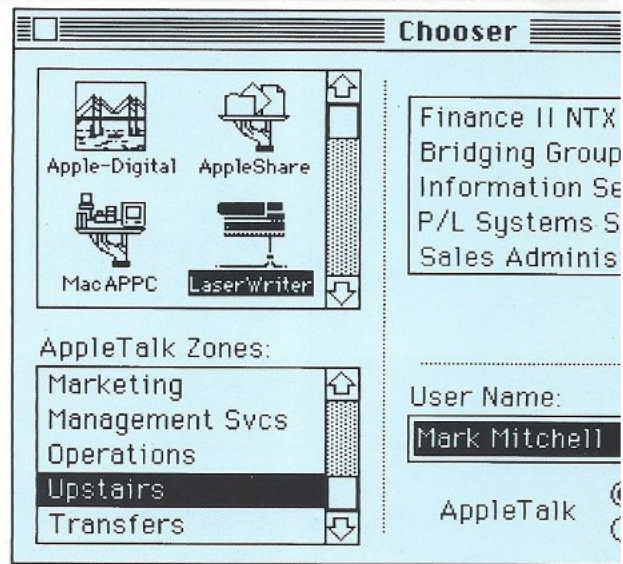
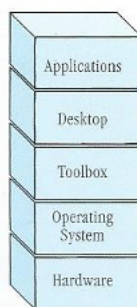


Fundamental to this framework is the Apple Macintosh architecture which incorporates a Toolbox providing all the protocol conversion requirements and drivers necessary to link with other computer resources. The result of this approach means connecting to a printer or mainframe is equally straightforward.

#### *Making the connections you want.*

Apple Macintosh personal computers were designed to network. That's why, unlike most personal computers, every Apple Macintosh has networking architecture built-in.

The Apple Macintosh lets you choose the way that you connect. Network interfaces are available for Ethernet® and Token Ring, with support for all major media types including optical fibre. If you want to link to



installation is simple and inexpensive because you can simply plug Apple Macintosh personal computers and peripherals together — and they start doing their work immediately.

You can view and select network services instantly, by selecting them from a simple menu. And, without disturbing the application in use, you can send an electronic message to a colleague, dial-up a remote database via a shared modem, make a connection across an X.25 network, select a file server in the next office or simply print a document on a networked laser printer.

#### *The power to get the job done.*

Most people measure the performance of personal computers in terms of MIPS, megabytes and megahertz, but at Apple we measure performance in terms of real personal computing power — what people can actually do with this powerful technology.

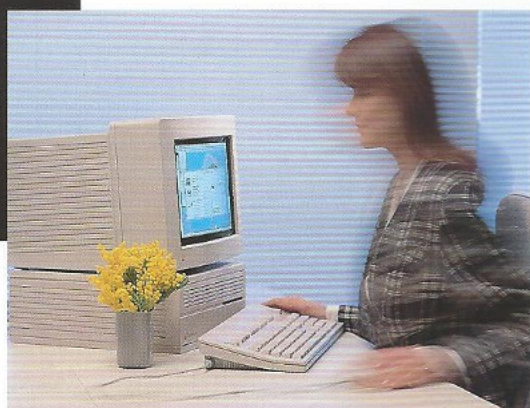
No matter which Apple Macintosh you choose (and there are some pretty potent performers), the balanced architecture of our computers allows the full power of the hardware to be presented to the individual, for an increasingly responsive personal computing experience.

With Apple Macintosh, people can focus on working productively, rather than on the frustration of getting computers to work.

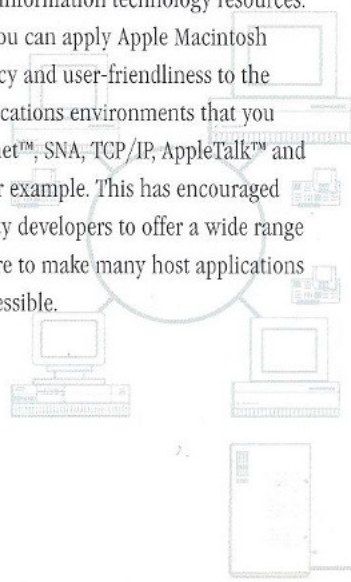


#### *Integrating your IT resources.*

Apple™ Macintosh™ personal computers provide a superb framework with which to integrate information technology resources. So now you can apply Apple Macintosh consistency and user-friendliness to the communications environments that you use: DECnet™, SNA, TCP/IP, AppleTalk™ and Novell, for example. This has encouraged third-party developers to offer a wide range of software to make many host applications more accessible.



a wide area network, no problem: you are supported at both hardware and software levels with full OSI compliance. If you need to connect to mainframes, there is a multitude of options available for the Apple Macintosh. And for networking small workgroups, our low-cost LocalTalk™ cabling system could be just the solution for you. With all our networking products,

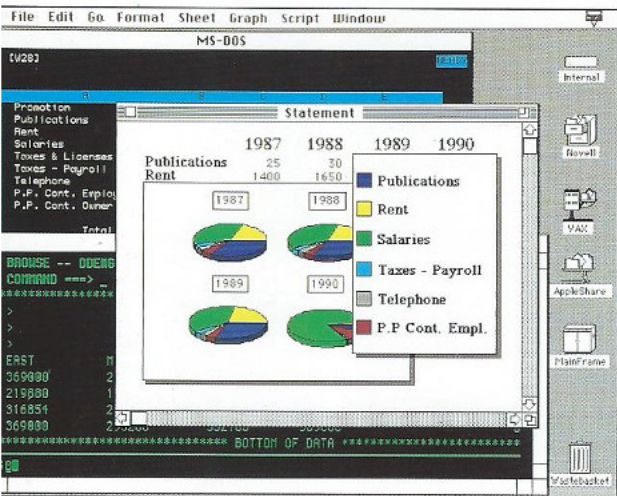




# The corporate connection.

Using information technology inevitably means accessing corporate data.

This often requires people to switch from application to application and to source data from a variety of computers. Even if the resultant complexity isn't a problem for IT professionals, it certainly is for the many people who use such services!



## *Making the mainframe connection.*

Apple Macintosh makes it possible to apply a consistent user-interface across mixed applications and environments.

At the simplest level, the Apple Macintosh can emulate any standard mainframe terminal in a non-intrusive fashion, without any modification to the host application. A wide variety of Apple Macintosh applications allow this to be done without any modification to host applications.

And thanks to the sophisticated Apple Macintosh architecture, it is possible to develop graphical interfaces to host applications without the risk of software or data conflicts.

Development tools like HyperCard™ are available to help you apply the qualities of Apple Macintosh in the manner that best suits your organisation. Apple Macintosh user-interfaces can be used to simplify navigation through mainframe applications. And pull-down menus, together with easy-to-assimilate icons, replace multiple levels of conventional text commands. Such systems are fast to implement and don't even compromise mainframe performance.

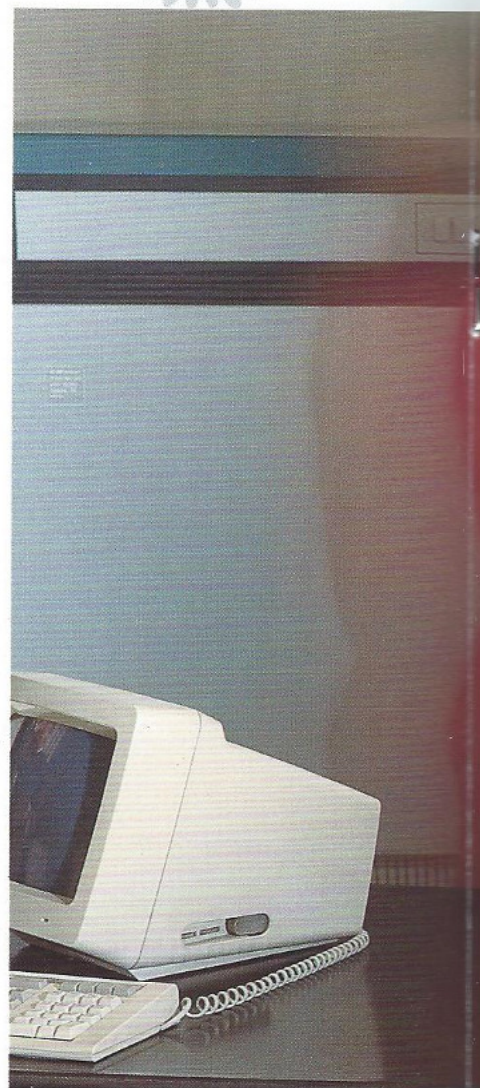
## *Effective mainframe applications.*

Mainframe connectivity can also be enhanced so that the power of the Apple Macintosh is exploited to make system operation much faster. Intelligent emulation of this sort, for instance using MacWorkStation™, dramatically reduces communications traffic — thus allowing more workstations to be served without compromising performance. Whilst MacWorkStation involves some modification to the host application, development tools are provided to greatly simplify the task.

For developers of distributed or co-operative applications, a range of development tools exists, including those for the SQL-based Data Access Language. For advanced co-operative applications, program-to-program communications for the IBM® APPC and Digital RPC are supported.

## *Meeting your standards.*

Inevitably, we need to comply with your system requirements as previous investments in information technology need to be protected. You certainly don't want to turn your world upside down to integrate personal computers into your network.



To facilitate the creation of consistent, integrated Macintosh applications for IBM environments, an Apple standard set of SAA-compliant protocols, interfaces and development tools is available for customers and developers.

For the VAX™ world, Apple has established a unique development alliance with Digital to ensure a very high level of integration between the two environments using both AppleTalk and DECnet.

For the UNIX® world, Apple provides TCP/IP network support for file transfer, electronic mail and network management services. This provides the user-friendliness of Apple Macintosh on a standards-compliant UNIX operating system kernel.







MacDFT



MultiGate Mac



TCP/Connect



ccMail



MacMainFrame 3270/DFT



Apple is also committed to the concept of Open Systems. In fact, we are actively developing OSI integration products in step with the needs of the market. And for companies who have already made an investment in OSI, a number of products exist to support electronic mail, file management and terminal services consistent with the Government OSI Profile (UK GOSIP) specifications.

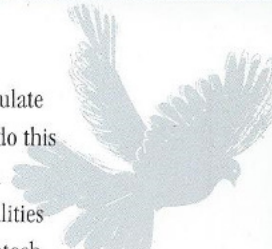
#### Connecting to the PC world.

If you need to swap data with other personal computers, Apple File Exchange could be the solution for you. Using the Apple SuperDrive™ which is now standard on Apple Macintosh personal computers, you can read and write MS-DOS® and OS/2™ files with 3.5inch diskettes. File translators are available for dozens of popular applications.

For regular data interchange, other personal computers can be linked to the Apple Macintosh using AppleTalk or other industry standard network systems. This provides the added benefit of shared printing, electronic mail and other network services.

And if you need to use a specific MS-DOS application, you can even emulate a PC on an Apple Macintosh. You can do this using software or hardware emulation products, whilst preserving all the qualities that you'd expect from an Apple Macintosh.

With Apple Macintosh, you can bring the productive power of a consistent user-interface to all your applications, however you make the connection.



MacTCP



LAT



TokenTalk Prep



TSSnet™



MacAPPC



# The human connection.



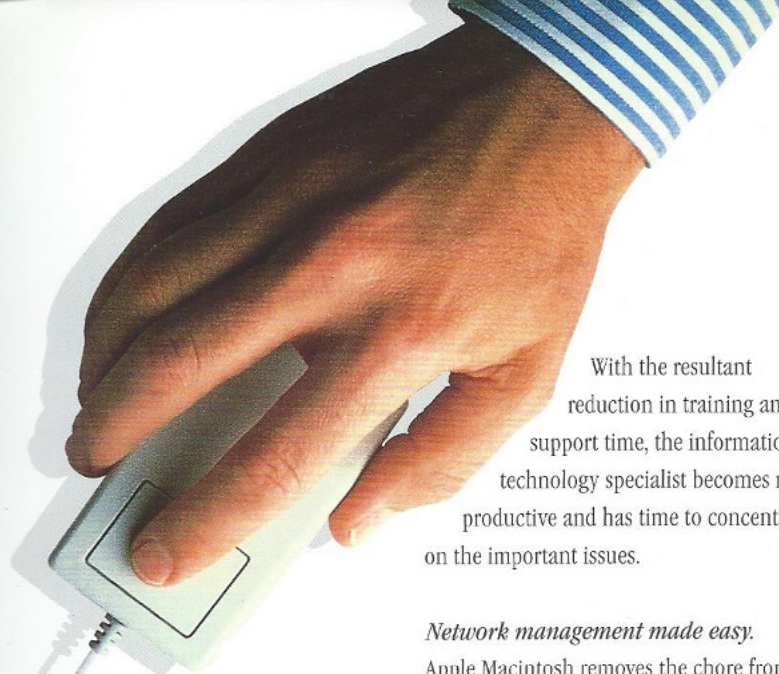
<b>Edit</b>
Undo
Cut
Paste
Clear
Invert
Fill
Trace Edges
Flip horizontal
Flip vertical
Rotate
Revert To Snapshot

<b>Edit</b>
Undo
Cut
Paste
Clear
Select all
Show Clipboard

<b>Edit</b>
Undo
Cut
Paste
Clear
Select all
Find...
Find Next...
Change...
Spelling...
Show clipboard
Preferences...
Edit story

Apple Macintosh connectivity brings benefits at all levels. At the personal level, it offers a user-interface that has been tuned to perfection over many years of careful development. Accessing mainframe information can be as simple as using a local printer. And at the technical support level, Apple Macintosh substantially reduces installation and management of networks without compromising performance.





With the resultant reduction in training and support time, the information technology specialist becomes more productive and has time to concentrate on the important issues.

#### *Network management made easy.*

Apple Macintosh removes the chore from network administration to give the system manager more flexibility and control than ever before. A straight-forward approach is applied to all aspects of setting-up and maintaining the network. As a result, configuring a new or modified network can take minutes, whereas with other systems it takes hours.

All aspects of configuration are easy to view. And control of applications is dramatically simplified through remote monitoring of software revision levels, coupled with the facility to load updates down-line. Sophisticated software is also available to analyse and fine-tune network performance, as well as to diagnose and fix problems quickly.

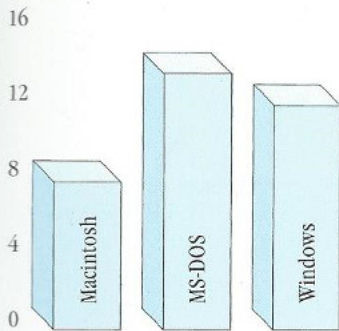
Apple Macintosh user-friendliness makes extending your network a breeze. For example, imagine plugging in a new peripheral or adding another personal computer and having it available on the network instantly. With Apple Macintosh that's how it is because configuration and installation of software is carried out automatically.

With Apple Macintosh, people make the connection easier and faster. Now wouldn't you say we were well connected?

#### *Speeding learning.*

Our computers were designed from inception around the individual — using a friendly but sophisticated graphical operating system — the Apple Macintosh operating system. All applications (nearly 4,000 now) are consistent in use. You can literally switch from one application to another and find consistent icons and menus, allowing you to take intuitive decisions by simply pointing and clicking with the hand-held mouse.

#### Learning time

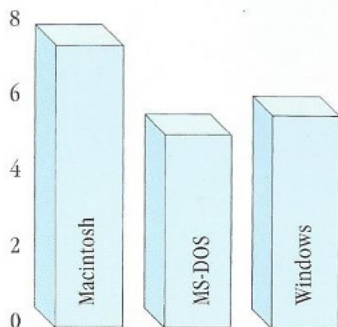


Source: Diagnostic Research Inc. 1990

Learning a new application on Macintosh takes 50% less time than on MS-DOS and 40% less than on Windows.

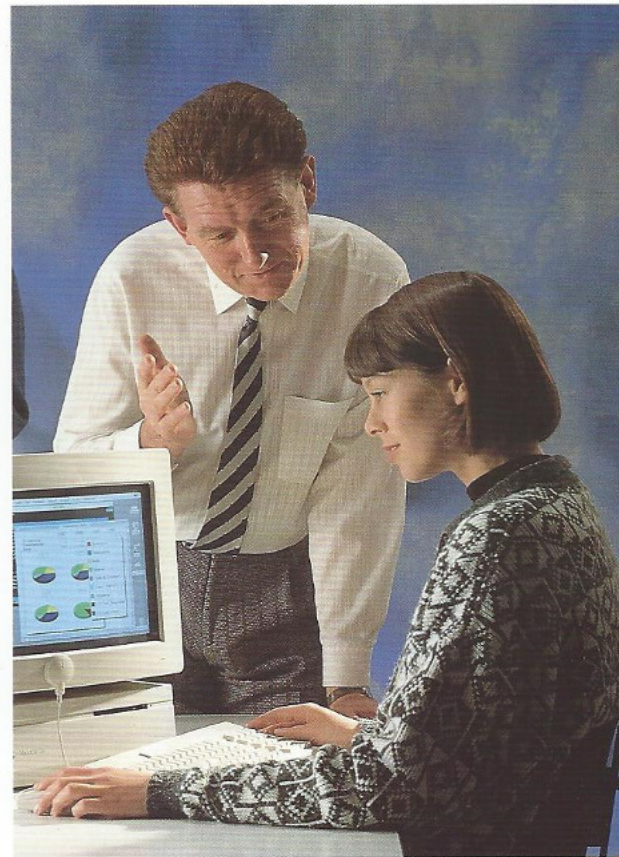
Apple Macintosh personal computers not only make computing a delight, they dramatically speed up the learning of new applications too. This is a quantum leap for those people previously left staring helplessly at a meaningless command prompt line.

#### Productivity



Source: Diagnostic Research Inc. 1990

Productivity for those using Macintosh is 37% higher than for those using MS-DOS and 32% higher than for those using Windows.



## Make the connection with Apple™ Macintosh.™

Fortunately, making the connection with Apple Macintosh is as easy as using one. If you qualify, an Apple Credit Card can get you Apple products the very same day you apply. Written details are available upon request. Apple Computer are licensed credit brokers.

Or, if you want to conserve your working capital, then you have the option of leasing with Apple Commercial Credit.

There are more than 180 Apple Authorised Dealers around the country who will be happy to show you the entire range of Apple Macintosh personal computing products and allow you to try out any of the systems. Your local dealer can help you identify your exact needs and suggest the right Apple Macintosh and software for you.

All of our dealers have had to reach the highest standard of competence before being awarded the authorised classification.

Every Authorised Dealer and AppleCentre™ has access to full service and technical support facilities to help you gain the greatest benefits from your Apple Macintosh solution.

Presented by:



Apple Computer

Apple Computer U.K. Limited, 6 Roundwood Avenue, Stockley Park, Uxbridge UB11 1BB  
Telephone 081-569 1199. Telex 927346 APPLUK G

©1991 Apple Computer U.K. Limited, February 1991. Apple, the Apple logo, AppleTalk, HyperCard, SuperDrive, FileExchange, Toolbox, LocalTalk, Macintosh, MacAPPC, MacWorkStation are trademarks of Apple Computer, Inc. AppleCentre is a service mark of Apple Computer, Inc. DECnet and VAX are trademarks of Digital Equipment Corporation. IBM and OS/2 are registered trademarks of International Business Machines Corporation. MS-DOS is a registered trademark of Microsoft Corporation. UNIX is a registered trademark of AT&T Information Systems. Ethernet is a registered trademark of Xerox Corporation.

© Apple Computer U.K. Limited, February 1991.