



iMac FAQ

iMac Background Information

Q. What are the key features of iMac?

A. iMac—the computer that redefines the boundaries of speed, style, and simplicity—now comes in five delicious flavors.

Speed—Providing performance where it matters

- 333-MHz PowerPC G3 provides awesome performance.
- ATI RAGE Pro Turbo graphics accelerator with 6MB video memory rips through games.
- High-speed I/O keeps you well connected.

Style—As with other major home purchases, style matters

- Stunning industrial design looks great from all angles—and works great, too.
- Compact design fits in the tightest of places.
- Gorgeous display offers crystal-clear clarity.
- Available in five dazzling colors to express your personal style.

Simplicity—Focus on the things you want to do

- Easy setup and Internet access get you up and running in minutes.
- Unmatched integration eliminates system hassles.
- The Mac OS—the easiest-to-use operating system—is preinstalled.
- Great software lets you work and play immediately.

Q. What awards and sales accomplishments has iMac received?

A. As of December 1998, iMac has received the following:

Awards

- *Most Innovative Product*, C/Net Class of '98 Awards (10/8/98)
- *Best Designed Product of the Year*, USA Today (10/19/98)
- *Best Product of the Year*, Weekly Diamond (10/30/98)
- *Good Design Award*, Japan Industrial Design Promotion Organization (10/30/98)
- *Best of What's New*, Popular Science (11/98)
- *Machine of the year*, Time Digital (11/30/98)
- *Best Product of the Year*, DIME (12/3/98)
- *1998 Hardware Top Picks*, USA Today (12/16/98)
- *Super Goods of the Year*, MONO magazine (12/16/98)
- One of the *Best New Products of 1998*, BusinessWeek (12/21/98)
- One of the *Best Designs of 1998*, Newsweek (12/21/98)
- *The Best of Design*, Time magazine (12/21/98)



Sales accomplishments

- Top-selling desktop computer in all channels (ZD Market Intelligence, 12/1/98)
- Best-selling desktop computer in retail (Computer Retail Week, 11/1/98)
- Top-selling PC in retail and mail-order channels (PC Data, 1/21/99)

Q. Why is style so important?

A. When you shop for things like clothing, furniture, and appliances—items that affect your life every day—style matters. Your selections are based in part on a mood, feeling, or decor. Why should your computer choice be any different? Macintosh has always been about personalizing your computer experience. Before, you've been able to change what's on screen to match your style. Now, with iMac, you can pick a color to match your style as well.

All products have both a form and function. Computers serve many functions, which are primarily driven by the silicon and bits inside the system. For a long time, not much emphasis has been placed on a computer's form—you basically got a plain beige box with a ton of cords coming out of the back. iMac serves both form and function—it's not just another pretty face. With iMac, we take advantage of form in two significant ways. First, form is used to make the computer more relevant and approachable. Many people are afraid to use a computer ("It looks too complicated," "I wouldn't know what to do," "It's not for me"). Because iMac is translucent, it produces an open feeling (it's not hiding anything) and can help to reduce a user's fears. The iMac enclosure has features that are extremely practical (the handle, I/O door, and foot), but it also elicits strong physical reactions (you want to touch and experience iMac). Second, form is used to add utility to the functions of iMac. Examples of this include the I/O panel located on the side of the system for easy access and the two headphone jacks in the front to facilitate sharing iMac in classrooms.

Q. What is the price of the new iMac systems?

A. Estimated retail price is \$1,199. Education customer pricing is available separately.

Q. Where can I purchase an iMac?

A. In the U.S., iMac is available through authorized Apple resellers including CompUSA, Best Buy, Micro Center, Fry's, Computer Town, J&R, ComputerWare, AIS Computer, and Computers Stores Northwest, Inc., as well as hundreds of Apple Specialist stores and the online Apple Store (www.apple.com/store). To locate a dealer near you, call 1-800-538-9696 or visit www.apple.com/buy. Outside the U.S., please contact your local Apple subsidiary for availability information.

Q. Can I finance the purchase of an iMac?

A. Yes. The world's easiest-to-use computer is now the world's easiest to own. Through the Apple Loan program, you can get your iMac for about what you'd spend on three pizzas a month—under \$30 a month.* Loan features include:

- No down payment
- No payment for 120 days
- Quick in-store credit qualification
- Complete ownership from day one

*67 monthly payments of \$27.45. 14.9 Annual Percentage Rate subject to increase or decrease. Payments deferred for the first 120 days subject to interest of \$32.71, and loan origination fee of \$49.96 charged on day 91. No prepayment penalty. On approved credit. Based on Estimated Retail Price of \$1,199. Tax and shipping not included.



Applying for a loan is quick and easy. Stop by an authorized Apple reseller and ask a salesperson to help you fill out an online Apple Loan application. Or you can order online and get an iMac directly from the Apple Store. A few minutes after applying, you will receive financing approval. After that, you can purchase the system plus any additional software and hardware you want. Education customers can take advantage of education financing options.

iMac Product Information

Q. What are the colors of the iMac computers?

A. Strawberry, lime, tangerine, grape, and blueberry. Because of the color names, we often refer to them as “flavors” in our advertising, press, and marketing materials. (Don’t you want to say “Yum”?)

Q. How does the PowerPC G3 processor in iMac compare with Intel processors?

A. Performance matters, and iMac delivers. Its powerful 333-MHz PowerPC G3 processor is twice as fast as the processors found in comparable Intel processor–based systems (based on BYTEmark integer index processor comparisons).

Processor	Computer	BYTEmark integer index
333-MHz PowerPC G3	iMac	11.1
500-MHz Pentium III	Professional PC	6.7
400-MHz K6-2	Consumer PC	5.5
400-MHz Celeron	Consumer PC	5.4

Q. Is iMac Internet-ready? What do I need to do to get on the Internet?

A. Yes. All you need is an iMac. Everything you need is right in the box, including:

- Built-in 56K modem for fast access*
- Internet Setup Assistant to make it easy to sign up with an Internet provider
- 30 days of free Internet access and 6MB of storage space through EarthLink**
- Browsers (Microsoft Internet Explorer and Netscape Navigator) for surfing the web
- E-mail software (Microsoft Outlook Express and America Online) for staying in touch
- Filtering software (Internet Safety Kit) for restricting access to certain content
- Web design software (Adobe PageMill) for creating your own web pages
- The Mac OS for making the Internet just a mouse click away, with Sherlock search technology to simplify the process of locating information on the web

*Data speeds up to 56 Kbps, fax speeds up to 14.4 Kbps. Download speeds vary with line conditions and your ISP’s modem capabilities. FCC regulations limit ISP transmission speeds to 53 Kbps in the U.S.

**TotalAccess software includes EarthLink 30-day free trial offer; setup fee is waived. Internet access requires an Internet service account.



FAQ

iMac

Q. What input/output (I/O) technology is built into iMac?

A. iMac offers the following I/O and communication technologies:

- 12-Mbps USB ports—a high-speed, industry-standard, and extremely flexible way of connecting devices such as digital cameras, scanners, printers, and input devices to iMac
- 56K modem—high-speed Internet access and dial-up connections to office or school networks
- 10/100BASE-T Ethernet—high-speed network access and home broadband access (via DSL and cable modems)

Q. What USB devices are available for iMac?

A. To date, over 150 USB devices are available or were recently announced for iMac. For more information about USB, visit www.apple.com/usb. For a listing of available third-party products, go to www.apple.com/guide.

Q. Can I connect non-USB devices to iMac?

A. Yes. It was only a matter of time before USB and Ethernet adapters and converters became available. You can connect Apple serial printers to the Ethernet port using solutions from Farallon and Asante. You can connect LocalTalk-based printers via Ethernet. And HP and Epson have parallel-to-USB connector kits for some of their printers. Serial converters from Peracom, Entrega, Belkin, and Keyspan are becoming available to support a variety of existing devices.

Q. What is FireWire, and is it included with iMac?

A. FireWire is a high-speed data transfer technology used in many desktop digital video solutions. These high-end solutions are out of the reach of most consumers and education customers. FireWire is not meant to replace USB; the two are complementary connectivity technologies. USB offers a wide variety of low-cost devices. If customers are interested in FireWire-based solutions, they should consider the Power Macintosh G3 line, which has FireWire built in.

Q. Why is Ethernet important in the home?

A. Having Ethernet in the home is important for two reasons. First, it makes it easy to share resources with other home computers and printers. There are inexpensive Ethernet hubs that serve as a “central clearinghouse” for an in-home network. Second, new communication technologies will enable consumers to access the Internet at speeds significantly faster than 56 Kbps, such as DSL (digital subscriber line) and cable modems. Both technologies require a fast connection in the computer, and the Ethernet built into iMac provides this capability.

Q. Does iMac have any expansion slots?

A. No. USB provides a very consumer-friendly way to add a wide variety of devices and new functionality to iMac. USB does not require customers to open their computer, and devices can be plugged in and unplugged without having to shut down or restart iMac. The Power Macintosh G3 line offers PCI expansion slots for customers who require this capability.

Q. Does iMac support speech?

A. No. In addition to 16-bit sound quality, PlainTalk speech recognition requires computers capable of sound input at 22.050 kHz. iMac supports only higher-quality 44.100-kHz sound input. Apple’s speech technologists are currently working on a version of speech recognition for iMac, and when ready it will be downloadable free from www.apple.com/speech.



Q. Does the built-in modem support voice (speakerphone) capabilities?

A. No.

Q. Can the iMac processor be upgraded?

A. No. iMac owners cannot upgrade the processor beyond its 233-, 266-, or 333-MHz speed.

Q. Can you expand the memory in iMac?

A. Memory is expandable to 256MB. iMac has two memory slots. Depending on the system you purchase, the upper slot may be open for memory expansion or may have memory already installed. The lower slot is filled with 32MB of SDRAM that can be replaced with a higher-capacity memory chip (requires installation by an authorized service provider). You can purchase your iMac with additional memory through the online Apple Store.

Q. What is the quality of the built-in monitor?

A. The built-in monitor is one of the best monitors of its size on the market, as noted in most articles written about iMac. iMac integrates a 15-inch shadow mask monitor (13.8-inch diagonal viewable image) with a .28mm dot pitch. It has extremely high-quality edge-to-edge sharpness and focus that bring crystal-clear clarity to everything you do. The display has three resolution/scan rates: 640 by 480 at 117 Hz, 800 by 600 at 95 Hz, and 1,024 by 768 at 75 Hz. These extremely high scan rates mean that you get a rock-steady image with virtually no flicker.

Q. How does iMac compare with the new Power Macintosh G3 computers?

A. The chart below compares the two product lines.

	iMac	Power Macintosh G3
Processor	333-MHz PowerPC G3 with 512K L2 cache at 133 MHz	300-MHz PowerPC G3 with 512K L2 cache at 150 MHz 350-MHz PowerPC G3 with 1MB L2 cache at 175 MHz 400-MHz PowerPC G3 with 1MB L2 cache at 200 MHz
Memory	32MB SDRAM expandable to 256MB	64MB or 128MB SDRAM expandable to 1GB (1,024MB)
Graphics controller	ATI RAGE Pro Turbo	ATI RAGE 128
Graphics memory	6MB SGRAM	16MB SDRAM
Hard disk drive	6GB IDE	6GB or 12GB Ultra ATA or 9GB Ultra2 SCSI
CD-ROM/DVD-ROM	24x-speed (maximum) CD-ROM drive	24x-speed (maximum) CD-ROM drive or 5x/32x-speed (maximum) DVD-ROM drive
Modem	56K built in	56K optional through internal slot
Monitor	15-inch built in	Available separately
USB	Two 12-Mbps ports	Two 12-Mbps ports
FireWire	None	Two 400-Mbps ports
Ethernet	10/100BASE-T	10/100BASE-T
Expansion slots	None	Four PCI slots (one dedicated to graphics card and one may have SCSI card)
Sound	Stereo audio input/output	Stereo audio input/output
Industrial design	Available in five colors	Available in one color
Estimated retail price	\$1,199	\$1,599–\$2,999



FAQ

iMac

iMac Software Information

Q. How many applications are available for iMac?

A. There are over 12,000 software and hardware products available for iMac (and every Macintosh). A great resource for finding the products that are right for you is the Macintosh Products Guide (www.apple.com/guide).

Q. What is Apple Game Sprockets and why is it preinstalled on iMac?

A. Apple Game Sprockets is a suite of game technologies that make it easy for people to develop games. They are designed specifically to provide the functionality that Mac games need: drawing to the screen, handling input devices (like joysticks and flight controllers), simulating 3D sound, and setting up multiplayer games. Preinstalling Game Sprockets on iMac provides an improved technology platform for game developers, shows Apple's commitment to the game market, and reduces the complexity of installing games.

Q. Is iMac a good computer for running games?

A. Of course. Most home applications do not require cutting-edge performance and features. However, today's games are stretching and often exceeding the limits of many home systems (especially models that are several years old). To run the latest games, users need systems with a fast processor and CD-ROM drive, lots of memory and storage space, and 3D hardware acceleration. 3D hardware is especially important for games and can dramatically affect performance. iMac, with its PowerPC G3 processor, ATI RAGE Pro Turbo graphics accelerator, and 6MB of video memory, offers most consumers a great gaming experience. Many competitive systems cut corners and offer less video memory, which significantly hinders game performance and quality. Hard-core gamers—who represent about 10% of the consumer market—should probably purchase a Power Macintosh G3. Power Macintosh G3 systems offer faster processors, the new ATI RAGE 128 graphics accelerator, and expansion slots for additional 3D hardware.

Q. Are there new iMac themes?

A. With the introduction of colors to the iMac line, Apple also provides new desktop themes with iMac. Lollipop (blueberry-based) is the default theme for all of the new iMac systems. To change the theme to match the other iMac colors, just go to the Appearance control panel and pick one of the other Lollipop flavors.

Q. What makes up the iMac software bundle?

A. iMac includes a great selection of software:*

- Mac OS—The powerful, easy-to-use, and friendly operating system.
- QuickTime—Technology that makes video, sound, music, 3D, and virtual reality come alive.
- AppleWorks—A complete productivity solution that gives you integrated word processing, spreadsheet, database, painting, and graphics modules.
- FAXstf from STF Technologies—For sending, receiving, and managing faxes on iMac.
- Kai's Photo Soap SE from MetaCreations—All the power of professional retouching in a sleek, intuitive package anyone can use.
- Nanosaur from Pangea Software—A fast-paced 3D game pitting you against the baddest of dinosaurs.

*U.S. software bundle; software may vary by country. Most applications are preinstalled. Some applications require use of included CD-ROM. Product contains electronic documentation. Backup software provided on CD-ROM.



- Quicken Deluxe 98 from Intuit—The easiest way to organize, save, and invest your money.
- Williams-Sonoma Guide to Good Cooking from Brøderbund—A culinary resource that allows you to quickly access a wealth of popular and proven recipes, video clips on cooking techniques, and an illustrated glossary of ingredients and cooking terms.
- World Book Encyclopedia from IBM—A powerful and robust multimedia and online reference based on the world’s best-selling print encyclopedia.
- PageMill from Adobe Systems—The easiest way to create and manage World Wide Web pages.
- Internet Safety Kit from EdView—Software that makes you feel good about your children using the Internet.
- Internet Explorer from Microsoft—The browser full of features that bring you the web the way you want it.
- Outlook Express from Microsoft—The easiest, most complete, and personalized e-mail product on the Internet.
- Navigator from Netscape—The easy-to-use browser with advanced functionality for accessing the web.
- AOL from America Online—Providing subscribers with a global, interactive community that offers a wide variety of content, features, and tools.
- TotalAccess from EarthLink—An Internet service provider (ISP) specializing in providing inexpensive, fast, and reliable Internet access with 24-hour customer support. Included with iMac are 30 days of free, unlimited usage and 6MB of personal web space.

In addition, iMac comes with two CDs that make it easy to restore the system to its “factory-fresh” condition or reinstall software that was originally installed on the hard disk drive.

Q. What are the advantages of having the Mac ROM in RAM?

A. The Mac ROM in RAM debuted with the original iMac and is now a feature of the new Power Macintosh G3 line. Having the contents of the Mac ROM reside in the system’s memory, rather than on its own chip, improves performance (fetching information from RAM is inherently faster than fetching it from ROM). Having ROM in RAM decreases the interrupt latency of iMac (in this case, lower is better), which results in a performance improvement, especially in surfing the web (the computer is able to “grab” IP packets from the Internet faster).

iMac Support and Compatibility Information

Q. What warranty does iMac come with?

A. iMac is covered by a one-year carry-in service warranty and 90 days of up-and-running phone support. On-site and extended warranties and support options are available for purchase.

Q. Are there any updates that current iMac owners should take advantage of?

A. There are a number of iMac updates that users may want to install. See the chart on the next page for details. Customers should consult the iMac support page (www.apple.com/support/imac) for more information. Updates can be downloaded at www.apple.com/swupdates.



Update name	Required for iMac introduced in August 1998 (M6709LL/A; Mac OS 8.1)	Required for iMac introduced in October 1998 (M6709LL/B; Mac OS 8.5) or iMac introduced in August running Mac OS 8.5	Required for iMac introduced in January 1999 (Mac OS 8.5.1 or later)
iMac Update 1.0	Yes	No	No
iMac v.34 Only Modem Script	Maybe*	Maybe*	Maybe*
Apple Modem Updater 1.2.1	Yes	Some**	No
iMac CD Update	Yes	Some**	No
Mac OS 8.5.1 Update	No***	Yes	No
iMac Firmware Update	Yes	Yes	No
iMac Update 1.1	No***	Yes	No

*Needed only if you are having difficulty making or maintaining modem connections.

**Early versions of iMac model M6709LL/B may not have this update.

***Requires Mac OS 8.5 or 8.5.1.

Q. Why doesn't iMac have a floppy drive?

A. Apple is moving the industry forward and setting a direction by removing the floppy disk drive. This is a result of both explicit and implicit customer requirements. Floppy disks have traditionally been used for installing software, backing up hard disks, and sharing files. Almost every application now ships on CD-ROM because it's cheaper and more durable, holds more information, and is easier to distribute. With 6GB of hard disk space, it would take over 4,000 floppy disks to back up the entire iMac hard disk. And with the networkability of iMac (via the 56K modem for dial-up and Internet access and 10/100BASE-T Ethernet for LANs and faster modems), users can easily e-mail files, log on to file servers, and use networked computers with floppy disk drives. By removing the floppy disk drive, Apple is not saying that there is no need for removable media, but that the floppy disk drive doesn't satisfy many of our customers' needs. The market has not decided what's next after the floppy—design and publishing customers like Iomega Zip drives, educators are interested in Imation SuperDisk because of its floppy disk compatibility, and so on. In response to this, Apple's approach is to provide the technology (USB) and to work with developers to ensure that a variety of removable-media solutions are available via external connections. There is also a growing number of web sites (such as imacfloppy.com and nofloppy.com) and programs (Retrospect Remote Internet) dedicated to letting customers use the Internet as a "virtual floppy" or backup resource.

Q. Is the iMac CD-ROM drive reliable?

A. Yes. Apple has many years of experience in the consumer and education markets and constantly designs and tests our products for reliability. In fact, the iMac CD-ROM drive is the same one used successfully in millions of laptops and portable CD players, which take a great deal of rough usage on a daily basis.

Q. How durable is iMac?

A. iMac is extremely well self-contained and durable. iMac is made of state-of-the-art semi-transparent polycarbonate plastic for the highest-quality finish and color durability. In fact, it's the same kind of plastic used to make bulletproof glass.



Q. Is iMac compatible with Windows?

A. iMac is compatible with Windows files and applications in several ways. Built into the Mac OS is the ability to read and write PC-formatted files. By using a Mac version of a cross-platform application (such as Microsoft Word or Adobe Photoshop) or a Mac application with the appropriate file translators, iMac users can open, edit, and save files in a PC format and send them to others via e-mail or a network. This feature has been a part of the Macintosh platform since 1987. In addition, a great deal of content and many applications are designed to run over the Internet via Java. Because Mac OS Runtime for Java is part of the Mac OS, it is easy for iMac users to take advantage of Java-based content and many applications. Also, iMac computers can easily connect to Windows NT servers; no additional software is required (and NT servers come with an unlimited Mac client license). Windows-based computers can also easily connect to AppleShare servers. Finally, with additional software (SoftWindows or Virtual PC), iMac users can run the Windows operating system and Windows applications directly on iMac.

Additional Information

Q. Where can I get more information?

A. A wide variety of information about iMac is available through the following sources:

http://www.apple.com	Main Apple home page
http://www.apple.com/store	Apple's online store
http://www.apple.com/imac	iMac information
http://www.apple.com/support/imac	iMac support
http://www.usb.org	General Universal Serial Bus information
http://www.apple.com/usb	Apple USB developer information
http://www.apple.com/powermac/technologies/g3.html	PowerPC G3 processor information
http://www.apple.com/macOS	Mac OS information
http://www.apple.com/sherlock	Sherlock technology information
http://www.apple.com/guide	Macintosh Products Guide
http://www.apple.com/financing	Apple financing programs
http://www.apple.com/developer	Apple Developer Relations
http://www.apple.com/signmeup	Subscription form for <i>Apple eNews</i>
800-SOS-APPLE (800-833-6223 TDD/TTY)	General, nontechnical information
800-730-4121	Information on Apple financing
800-500-7078	Assistance—90 days' up-and-running support
888-APPLE-VALU	Support after up-and-running/warranty period