



# iMac

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**iMac  
Reviewer's Guide**

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Apple Computer, Inc.



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# iMac



## **Yum**

When we began to design iMac, our primary focus was on one type of customer—consumers. We think of consumers not just as the people who want to use a computer in their home, but also as the students and teachers in the K–12 and higher education community as well. From the home office to the college dorm room, from the kid’s bedroom to the kindergarten classroom, iMac was designed for people who crave the excitement of the Internet with the power and simplicity of Macintosh.

Since its introduction in August 1998, iMac has put Apple back in the consumer market with a vengeance. Today’s iMac is even more powerful, beautiful, and easy to use. In a nutshell, iMac redefines the boundaries of speed, style, and simplicity—and it’s now available in five juicy flavors.

We invite you to explore iMac from the perspective of a new user, highlighting some of its exciting new features along the way. Or, if you prefer to “cut to the chase,” we’ve included the most important aspects of iMac and a product specification sheet in the back. Either way, we hope that you enjoy your experiences with iMac and look forward to your comments.

Thank you for taking the time to review iMac.

Sincerely,  
The iMac Product Team

P.S. Our apologies for choosing a flavor for you in advance :-)



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### iMac

#### **iMac background**

The votes are in—iMac has taken the computer market by storm and is breaking records along the way. The success of iMac can be measured in three ways.

First, iMac has won numerous design and technical awards, including:

- *Most Innovative Product*, C/Net Class of '98 Awards (10/8/98)
- *Best Designed Product of the Year*, USA Today (10/19/98)
- *Best of What's New*, Popular Science (11/98)
- *Machine of the year*, Time Digital (11/30/98)
- *1998 Hardware Top Picks*, USA Today (12/16/98)
- One of the *Best New Products of 1998*, BusinessWeek (12/21/98)
- One of the *Best Design for 1998*, Newsweek Magazine (12/21/98)
- *The Best of Design*, Time Magazine (12/21/98)

Second, customer acceptance has been extremely strong. In the first four-and-a-half months of sales, Apple shipped over 800,000 units, making iMac the hottest-selling computer in Apple's history. And during the first 90 days of sales, iMac became the best-selling computer in PC superstores, according to ZD Market Intelligence (12/1/98). In addition, Computer Retail Week named iMac the best-selling desktop in retail (11/1/98), and PC Data named iMac the top-selling computer in retail and mail order (1/21/99). PC Data also named iMac the number one selling PC in retail and mail order during the 1998 holiday season (October through December) and said it was the only product to break into the top five best-selling PCs for five months straight.

Third, by adopting USB (Universal Serial Bus) as the sole direct peripheral connectivity solution, Apple has kick-started the market for this very consumer-friendly and extensible plug-and-play architecture. As of April 1999, there are over 150 shipping or recently announced USB products, and more are coming out each day.

We built iMac to appeal to a wide variety of consumers and have been very successful in bringing new people to the Mac platform, many of them using a computer for the first time. In an iMac buyer study conducted in December 1998, we found that 45% of iMac owners are new to the Macintosh platform and almost 70% are adding to the total installed base of Macintosh systems (Audits and Surveys Worldwide survey of 1,300 U.S. retail iMac buyers during December 1998).

Specifically, the study found that:

- 32% of iMac buyers are first-time computer owners
- 13% previously owned a Windows-based computer
- 24% are Macintosh owners who are adding iMac to their current systems
- 31% are Macintosh owners who are replacing one of their systems with iMac

Why iMac? Our users are loud and clear on this point, and we couldn't be happier. The top reasons given for choosing an iMac are:

- The Apple brand
- Ease of use
- Internet access
- Price
- Speed
- Style



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Apple has always been about making technology accessible, and iMac is an important continuation of this effort. Not only does iMac make computing power more accessible, its superior integration makes the Internet more accessible and, with its low price and aggressive financing program, it makes ownership more accessible as well. You can own an iMac for under a dollar a day.\*

Features of the Apple Loan program include:

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

All a customer needs to do is stop by an authorized Apple reseller and ask a salesperson to help fill out an online Apple Loan application. Or the customer can order online and get an iMac directly from the Apple Store. Education customers can take advantage of education finance options. A few minutes after applying, the customer will receive financing approval. After that, the customer can purchase the system plus additional software and hardware using his or her Apple Loan.

#### **iMac target markets**

iMac appeals to a wide variety of users and is built to handle the most demanding of tasks. Based on its capabilities and position in the Apple product line, we feel that iMac is ideal for the following markets:

- First-time computer buyers. With all of its built-in features and superior Internet integration, iMac offers consumers a friendly, comfortable computing experience with impressive power and performance at an affordable price. iMac has proved to be an ideal solution to get both inexperienced and experienced computer users on the Internet quickly and easily.
- Macintosh installed base. iMac is an awesome and affordable system for people who love the Mac platform.
- Higher education students. iMac is an affordable solution with the right power, networkability, and footprint, but none of the hassles.
- K–12 and higher education institutions. The low cost, high performance, and networkability of iMac are critical features required by this segment. In addition, its small footprint and lower support and administrative costs make it ideal for crowded spaces and for both student and administrative applications.
- Windows converts or mixed-platform environments. iMac can make computing life a great deal easier for PC owners. Also, consumers investing in second or third home systems will often have different requirements than those of their first system, making iMac an attractive solution for Internet access, gaming, schoolwork, and multimedia applications.

\* 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.



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### Your first experiences with iMac

#### What's your favorite color?

When you shop for things like clothes, furniture, and appliances—items that affect your life every day—style matters. You make your selections in part to match 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. And now, with iMac, you can pick a color to match your style as well. You have a choice of grape, tangerine, lime, strawberry, and blueberry.

All products have both a form and a function. Many times the two are inseparable, like scissors, as the form serves a particular product function. Computers are not like scissors; their form and function are usually not thought of together. Computers serve many functions, which are primarily driven by the components found inside the system. And for a long time, not much consideration 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. Ugly, at best. 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 computers 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 this openness 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 also elicit strong physical reactions (you want to walk up and touch and experience iMac). Second, form is used to add utility to the functions of iMac. For example, the I/O panel is located on the side of the system for easy access, and the two headphone jacks are in the front to facilitate sharing iMac in classrooms.

iMac has taken the personal computer to a new level. It is not only a functional tool, but one you can easily live with and enjoy.

- Five dazzling colors to choose from—grape, tangerine, lime, strawberry, and blueberry
- Form that makes computing more approachable and enhances function





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### The easy setup of iMac enables you to get started in record time.

We designed iMac with consumers in mind. Setting up an iMac is incredibly easy; a few simple steps and you're on your way. Everything about iMac—the system, cabling, accessory kit, and packaging—is of the highest quality and attractive in its own right. The integrated design provides incredible convenience—from the built-in handle for easy portability to the meticulous attention to cable and keyboard details. There's no spaghetti mess of cables, and the plugs hang where you can see them. All it takes is connecting four cables (power, keyboard, mouse, and phone/network), and you're done. Everything is neatly organized and stored out of sight by the integrated side door.

- High-quality design of all elements
- Integrated system (display, microphone, stereo speakers, CD-ROM) reduces hassles
- Only four cables to connect



The iMac Setup Guide

### If you think beauty is only skin deep, try building a computer you can see through.

At Apple, we believe that as computers become less expensive, even more pervasive, and a greater part of our everyday lives, style will quickly become a key differentiator. Apple has one of the world's most innovative industrial design groups, and iMac is a great example of what happens when you stop confining yourself to what has been done in the past and begin focusing on what a personal computer should be.



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The first thing people notice about iMac is its industrial design. With its curves (there are no straight lines on iMac) and colorful, translucent materials, the friendly appearance of iMac beckons you to touch and get involved, and allows iMac to be a proud addition to any room. iMac is made of a 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. But its industrial design is not just beautiful, it's also very practical. With an extremely small footprint, iMac can fit into extremely tight spaces, leaving plenty of room for other things. And even though the keyboard has an extremely small footprint when compared to other keyboards, it is a full-size keyboard, and includes function keys as well as an inverted-T for the arrow keys. The keyboard has a built-in "foot" for height adjustment of 6 degrees and can also lay very flat on the desk to minimize bending in the wrist.

Not only is the mouse fun—you can see through the translucent plastics to the circuit board and multicolored ball inside—it also introduces a slightly new way to use a mouse. While most mice on the market today require users to use their gross motor skills, the Apple USB Mouse that comes with iMac is a "fine-motor-skill" mouse. In other words, it is designed to be moved with your fingers instead of your entire arm. Remember when you learned to write in kindergarten—you first learned to make letters with your whole arm, but then you began to use a pencil with just your fingers. The iMac mouse is based on the same principle.

- Awesome industrial design
- Compact design to fit in the tightest of places
- Cool mouse and keyboard



**Built-in Internet setup, 56K modem, 10/100-Mbps Ethernet, and bundled software get you online in minutes.**

iMac makes getting on the Internet a snap. As soon as you turn on the system, the Internet Setup Assistant guides you through the task of getting an Internet account and understanding how to take full advantage of the World Wide Web. Throughout the process, users are assisted by friendly voice-overs explaining every step and movies that show the Internet in action. In fact, 82% of iMac users are actively online, and 66% of those online began surfing the web the first day they used their iMac. In addition, 44% of those online were able to sign up with an ISP in 15 minutes or less (Audits and Surveys Worldwide, December 1998).



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Built into iMac is an impressive array of technologies and tools. Every iMac comes with a fast 56K fax/data modem (compatible with the V.90 and K56flex standards).\* We also included extremely fast Ethernet networking technology—10/100-Mbps Ethernet (auto sensing and switching). This networking capability allows you to take advantage of high-speed networks in organizations and schools as well as to access the Internet from home in faster ways, such as cable modems and DSL modems, and to affordably build in-home networks with other computers and printers.

Bundled with iMac is all the software necessary to browse, exchange e-mail, filter content, and create web pages, including Microsoft Internet Explorer and Netscape Navigator for surfing the web; Microsoft Outlook Express and America Online e-mail software for staying in touch with others; EdView Internet Safety Kit filtering software for restricting access to certain web content; and Adobe PageMill web design software for creating web pages. In addition, we include 30 days of free Internet access and 6MB of personal web space through EarthLink, the default ISP for iMac.\*\*

- Integrated 56K modem compatible with V.90 and K56flex
- 10/100-Mbps Ethernet for in-home networking and cable and DSL modem support
- Bundled software lets users browse, exchange e-mail, filter content, and create web pages



The Internet Setup Assistant and EarthLink TotalAccess make signing up a snap.

\* 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.



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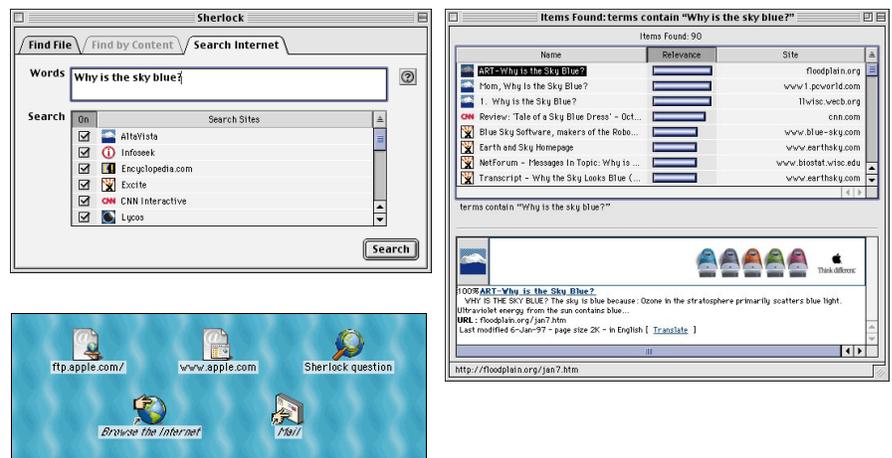
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**Once you've signed up, surfing the web is always only a mouse click away.**

With iMac and the Mac OS, users get tight Internet integration with the entire iMac experience. Everything from the powerful Sherlock search technology to the "Browse the Internet" and "Mail" icons on the desktop to new Internet file types (URLs, FTP sites, and e-mail addresses) to the ability to automatically connect to the Internet enables users to work with information on their hard disk drive, network servers, or the Internet in the same manner—all access is just a double-click away. If a file references content that is not resident on iMac, or if a user initiates an Internet-based request (like opening an URL, sending an e-mail, performing a Sherlock query, or downloading software from an FTP site), iMac will automatically dial up the ISP or connect to the correct server. Also, with multilingual Internet access, users can view web pages in a wide variety of languages, including many European languages, Arabic, Chinese, Hebrew, Indian, Japanese, and Korean.

Sherlock, a powerful feature of the Mac OS, acts as your personal search detective. If you need to find information on the web, just tell Sherlock your needs. Sherlock is smart enough to understand the most advanced search language on earth: the words you use in everyday speech. No need to bother with symbols or quotation marks. Just enter a key word or phrase—Sherlock does the rest. At its command are some of the world's most powerful Internet search engines, all working for you at the same time, and e-commerce and news sites such as Amazon.com and CNN Interactive. You don't even have to open your web browser—a single click sends Sherlock into action. As the search results come in, they're organized in a convenient list—dynamically sorted by relevance. To view the contents of a particular result, just click any listing. If it's a web page, you can either view a summary or go there directly. If it's a document in your computer, Sherlock will either summarize it or open it.

- Same user-friendly method to search and view local and Internet-based content
- Sherlock technology offers users their own personal search detective
- Automatic connection when user makes an Internet-based request



Sherlock and new Mac OS Internet file types make it easy to manage your web experience.



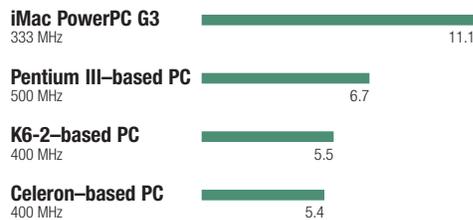
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#### When you power up iMac, hold on—it might get away from you.

iMac boasts a powerful 333-MHz PowerPC G3 processor with 512K backside cache. The PowerPC G3 is the latest in the family of PowerPC microprocessors and includes a large on-chip level 1 (L1) cache, a separate backside bus for the level 2 (L2) cache, and a microprocessor core optimized for the Mac OS. Backside cache refers to the capability of the PowerPC G3 processor to communicate with the system's L2 cache via a dedicated high-speed communication channel. Fast access to a sizable L2 cache provides a significant performance improvement. Its powerful 333-MHz PowerPC G3 processor is twice as fast as the processors found in comparable Windows-based machines. In addition, iMac boasts an integrated ATI RAGE Pro Turbo 3D graphics accelerator with 6MB of dedicated video memory to handle even the most demanding games and multimedia applications.

#### Processor Performance Comparisons



Based on BYTEmark integer index, a measure of processor integer performance. © McGraw-Hill.

Even though many computer users don't like to admit it, we know they love to play games. With ATI RAGE Pro Turbo 3D graphics acceleration and 6MB of dedicated SGRAM, the iMac is a great platform for playing games. One of the best ways to measure game performance is to compare frame rates of cross-platform games. We looked at one of the best-selling and performance-defining games, Dark Vengeance, running on iMac and on a 400-MHz K6-2-based home system (Compaq Presario 5240). It takes a great deal of horsepower to render the environment and provide smooth game play. And iMac clearly outperforms the similarly priced K6-2-based system.

#### Dark Vengeance frames-per-second performance



iMac with 333-MHz PowerPC G3, 6MB SGRAM, and ATI RAGE Pro Turbo  
Compaq Presario 5240 with 400-MHz K6-2, 4MB SGRAM, and ATI RAGE LT Pro (AGP 2X)  
Frames per second as reported by Dark Vengeance software.

- 333-MHz PowerPC G3 with 512K backside L2 cache
- Integrated ATI RAGE Pro Turbo 3D graphics accelerator



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#### **The gorgeous iMac display will immediately grab your attention.**

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.

With 6MB of video memory built in, iMac delivers 24-bit color at all supported resolutions. The video memory works with the ATI RAGE Pro Turbo graphics accelerator to provide rich 3D texture rendering for the latest games. Competing systems that ship with less video memory may have difficulty maintaining high frame rates while drawing detailed scenes and characters.

To make game play flow smoother, while iMac is preparing what's currently on screen (the front video buffer), it is also preparing what will be on screen next (the back buffer). If the game plays in 640- by 480-pixel resolution at 16-bit color, before the game can truly take advantage of textures and special effects, it has to dedicate 1.8MB of video memory just to get the screen drawn (the system allocates 0.6MB for the front buffer, 0.6MB for the back buffer, and 0.6MB for the Z-buffer, which helps the back buffer sort out which objects are closest to the player so that the correct objects appear on screen). The remaining video memory is primarily available for textures, which are the images or designs that get wrapped around objects to make them look realistic, futuristic, or just terrific. With iMac, there is ample space to hold this critical information.

- 15-inch shadow mask monitor, 13.8-inch diagonal viewable image, .28mm dot pitch
- Three resolution/scan rates: 640 by 480 at 117 Hz, 800 by 600 at 95 Hz, 1,024 by 768 at 75 Hz
- 6MB SGRAM video memory provides 24-bit color at all resolutions and rich 3D texture rendering



Simulated screen shot of Unreal showing off the ATI RAGE Pro Turbo 3D graphics acceleration.



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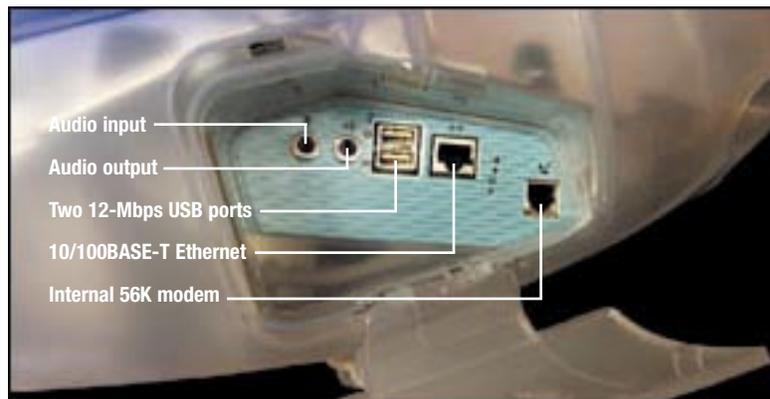
#### Connecting peripherals has never been simpler with USB on iMac.

The Universal Serial Bus (USB) is an industry-standard way to attach peripheral devices to a personal computer. The USB ports on the iMac replace the traditional Apple Desktop Bus (ADB), serial, and SCSI ports found on earlier Macintosh desktop systems. USB is extremely fast, running at up to 12 Mbps. Also, USB is very extensible, allowing up to 127 devices, including printers, scanners, cameras, joysticks, and removable mass-storage devices, to be connected at one time. Adapter devices enable owners of many non-USB peripherals to connect to the iMac via USB (or through Ethernet). USB is also supported on multiple platforms, making it easier for iMac users to access a wide variety of peripherals. USB devices can be “hot plugged”—that is, plugged in and unplugged at any time, whether the computer is running or turned off. This allows you to add or remove devices as needed.

Having USB as the only peripheral interface makes connecting devices more consumer friendly, as it eliminates cable confusion and the need to shut down the system before adding a device (just as users don't expect to turn their TV off if they want to connect their VCR). Certain devices can also draw power from the USB, eliminating the need for external power supplies.

To date over 150 new USB devices are available or were recently announced for iMac. For added convenience, Apple has preinstalled the latest version of the Apple USB software (v1.1). Software for USB Zip drives, USB SuperDisk drives, and several joysticks and game controllers is also preinstalled. Apple also included drivers for other popular USB devices, such as printers, in the CD Extras folder on the iMac Software Install CD included with each iMac. Updated drivers may also be available from various manufacturers through their respective web sites.

- Extremely consumer-friendly
- Two USB ports offering up to 12-Mbps transfer rate and connection of up to 127 devices
- Industry standard, eliminating need for separate hardware for each operating system (requires OS-specific drivers)
- Hot swapping and auto-configuration of devices
- Provides power to certain devices, reducing the need for external power adapters



Integrated side I/O door



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The following is a partial listing of USB products for Macintosh that were announced or shipping as of April 1, 1999. Please visit [www.apple.com/guide](http://www.apple.com/guide) for the latest information on USB products.

### Communications

56K USB Modem	Best Data
isdnVigor 128 USB ISDN Adapter	DrayTek
Leonardo USB (56K Modem)—Europe	Digicom
Planet ISDN Adapter	Sagem
Web Shuttle ISDN Modem	Hermstedt

### Digital Still Cameras

Compact Flash Card Adapter	SanDisk
DC 220 Still Camera	Kodak
DC 260 Still Camera	Kodak
iRead (PC Card Adapter)	Ariston
Smart Media Adapter	Hagiwara
uFlash-CM Compact Flash Adapter	Newer
uFlash-SM Smart Media Adapter	Newer

### Game Controllers

Ares Joystick	Ariston
Cyborg 3D Joystick	Saitek
Fusion Game Pad	CH
Gamepad	Gravis
Gamepad	Thrustmaster
Hermes Gamepad	Ariston
iPad USB Reversible Controller	Imaccessories
iStick	Mac Ally
iStick USB Flight Command Stick	Imaccessories
Joystick	CH Products
Topgun Joystick	Thrustmaster

### Graphics Tablets

Creation Station	Calcomp
PenPartner	Wacom

### Hubs

4-port Hub	Ariston
4-port Hub	Aten
4-port Hub	Interex
4-port Hub	Keyspan
4-port Hub	Mac Ally
7-port Hub	Ariston
Hub4u 4-port Hub	Entrega
Hub7u 7-port Hub	Entrega
Quad Hub 4-port Hub	Peracom
uHub 7-port Hub	Newer
uHub 4-port Hub	Newer

### I/O Adapters

Copy Protection	Aladdin Knowledge
Copy Protection	Rainbow Tech.
iGame Gameport Adapter	Imaccessories
iSCSI USB to SCSI Adapter	Ariston
Joyport USB Controller Adapter	Kernel Products
PCI USB Card	Keyspan
USB to SCSI Adapter	Microtech
USB to Serial Adapter	Keyspan
USCSI USB to SCSI Adapter	Newer

### Keyboards

iBoard USB Ergonomic Keyboard	Imaccessories
iBoard USB 10-Key Pad	Imaccessories
iKey Keyboard	Mac Ally
USB Keyboard	BTC
USB Keyboard	Cherry

### Mass-Storage Devices

Databook HDs (2, 3, and 8GB)	DataZone
Flashbuster-U Floppy Disk Drive	YE Data
Floppy Disk Drive	VST
iFloppy	iDrive Storage
Orb 2.2GB Removable Disk Drive	CastleWood
Que! Drive (CD-RW)	QPS
Slim Mii USB Zip Drive	Microtech Int'l.
SuperDisk Drive (120MB and 1.4MB)	Imation
SuperDisk Drive (120MB and 1.4MB)	Winstation
SuperRom USB CD-R/W	Winstation
uDrive	Newer
USB Hard Disk	La Cie
Zip USB Drive	Image

### Mice (Pointing Devices)

2-Button Mouse	Mac Ally
Anir Ergonomic Mouse	AnimaX International
iBall Trackball	Mac Ally
iMouse	Compucable
iMouse Pro (2-button programmable)	Mac Ally
iPoint USB Mouse	Imaccessories
iTrack USB ProBall	Imaccessories
MouseMan Wheel (4-button)	Logitech
Mouse-in-a-Box	Kensington
Orbit Mouse	Kensington
Podiki Mouse	Ariston
Trackball	Interex
TrackBall	Logitech
Trackball	Mouse Trak
USB Wheel Mouse	Logitech

### MIDI Devices

DATport	OpCode
MIDI Man	Midiport 2x2

### Printers

1040 (PCL) Laser Printer	Brother
1050 (PCL) Laser Printer	Brother
BJC-430JD Lite Color Inkjet Printer	Canon (Japan)
DeskJet 880C/882C Color Inkjet Printer	HP
DeskJet 895Cse/xi Color Inkjet printer	HP
Epson USB Printer Kit	Epson
HP USB Print Kit (DJ670 and DJ690)	HP
MacJet USB-Parallel (PCL printers)	CAI
PowerPrint USB (over 1500 printers)	Infowave
StylusColor 740 Color Inkjet Printer	Epson
U-Mater USB-Parallel	Compucable
USB Printer Kit (MD1000, 1300, 5000)	Alps

### Scanners

1212U Flatbed Scanner	Agfa
1220U Flatbed Scanner	Umax
1236USB Flatbed Scanner	Arttec
636 Perfection Flatbed Scanner	Epson
SlimScan C3 USB Flatbed Scanner	Microtek

### Video Cameras

InterCam Elite	AVerMedia
iView	Ariston
QuickCam Pro	Logitech
QuickCam VC	Logitech

### Video Capture Devices

Avid Cinema (includes AV-Capture HW)	Avid
iView	Ariston
Mvexplorer	AverMedia

### Other

Display Calibration	X-Rite, Inc
Fingerprint Scanner	Teraglobal
iDock	Compucable
IrDA Pod	Reudo
KickOff! (Auto-restart recovery device)	Sophisticated Circuits
McPiper Cordless Phone	Shinei Sangyo



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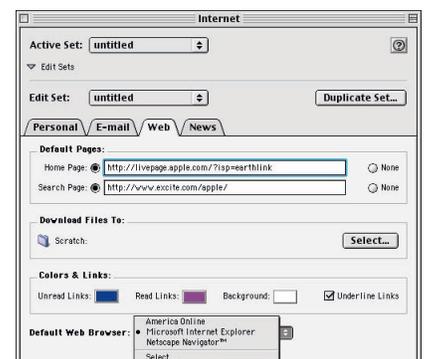
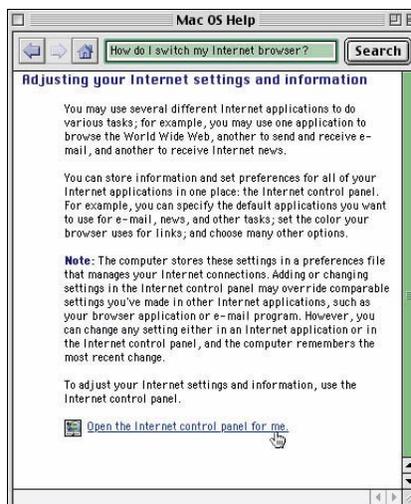
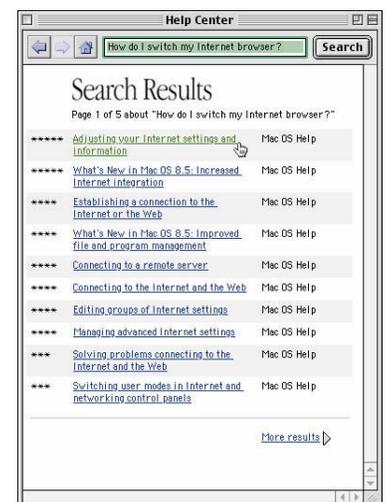
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**Whenever you're in doubt, iMac is ready to help and to act on your behalf.**

The iMac help system is HTML-based for quick, intuitive access and easy integration with Internet-based content. With built-in AppleScript (Apple's systemwide scripting technology), iMac help enables the system to perform actions automatically. Tasks get done while questions are being answered, not afterward. If a user wants to find out how to switch the default Internet browser, he or she can enter "How do I switch my Internet browser" in the Help Center and follow the simple steps.

For additional support, users can go to the iMac support page on the Internet or use Sherlock to query the Apple TIL (Technical Info Library) to find information about their system, get software updates, and have their technical questions answered. If the answer has not been posted in the TIL, the question can be raised in the Tech Exchange section.

- Built-in HTML-based help with AppleScript integration
- Comprehensive online support



The Help Center provides useful information about iMac and the Mac OS.



## Reviewer's Guide

### iMac

#### **Bundled software allows you to play and work immediately.**

We've included a great selection of software with iMac, including the following:\*

- Mac OS 8.5.1—the powerful, easy-to-use, and friendly operating system.
- QuickTime 3—technology that makes video, sound, music, 3D, and virtual reality come alive.
- AppleWorks 5.0.3 (formerly ClarisWorks)—a complete productivity solution that gives you integrated word processing, spreadsheet, database, painting, and graphics modules.
- FAXstf 5.0.5 from STF Technologies—for sending, receiving, and managing faxes on iMac.
- Kai's Photo Soap SE 1.0 from MetaCreations—the program that gives users all the power of professional retouching in a sleek, intuitive package anyone can use.
- Nanosaur 1.0.8 from Pangea Software—a fast-paced 3D game pitting you against the baddest of dinosaurs.
- Quicken Deluxe 98 from Intuit—the easiest way to organize, save, and invest your money.
- Williams-Sonoma Guide to Good Cooking 1.0.1 from Broderbund—a culinary resource that allows users 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 1.0 from IBM—a powerful and robust multimedia and online reference based on the world's best-selling print encyclopedia.
- PageMill 3.0 from Adobe Systems—the easiest way to create and manage World Wide Web pages.
- Internet Safety Kit 1.2.1 (Family Edition) from EdView—software that makes you feel good about your children using the Internet.
- Internet Explorer 4.0.1 from Microsoft—the browser full of features that bring you the web the way you want it.
- Outlook Express 4.0.1 from Microsoft—the easiest, most complete, and most personalized e-mail product on the Internet.
- Navigator 4.0.5 from Netscape—the easy-to-use browser with advanced functionality for accessing the web.
- AOL 4.0 Preview from America Online—providing subscribers with a global, interactive community that offers a wide variety of content, features, and tools.
- TotalAccess 2.1 from EarthLink—an Internet service provider (ISP) specializing in providing inexpensive, fast, and reliable Internet access with 24-hour customer support. Included with iMac is 30 days of free, unlimited usage and 6MB of personal web space.

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

#### **Speaking of play...**

Some of the most performance-intensive applications are written for the home, and iMac is designed to fly through multimedia titles, rip through the latest games, and sail through the most challenging edutainment software. Besides the Internet, games are the “killer consumer app” and the number two use in the home (Software Publishers Association). The entertainment software business surpassed box office sales in the U.S. in 1997 (Interactive Digital Software Association). Computer game software is a \$2 billion market, and unit shipments are expected to hit 100 million by 2001 (IDC/LINK). In November 1998, 15 out of the top 20 software packages sold were games and edutainment titles (PC Data). And, as several million units have shipped, it's clear that games aren't just for the hard-core players anymore.

\* 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.



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A few years ago, consumers who wanted to play the hottest 3D games would go without question to their console systems (like PlayStation or Nintendo 64). These systems provided a powerful and consistent 3D platform for developers. Many computer-equipped homes also included console systems, as the console system was seen as the best way to play games. Now that most home computers include 3D acceleration, consumers are turning to their computers for many types of games. While certain categories continue to remain popular on console systems, many categories, such as action and adventure, are well suited for the power and networkability of computers. The integrated ATI RAGE Pro Turbo graphics accelerator and 6MB of video memory on iMac allow us to offer an affordable system with high-performance 3D technology.

And Connectix is shipping its Virtual Game Station software (available only on PowerPC G3-based Macintosh systems), enabling users to run hundreds of PlayStation games directly on iMac. Connectix Virtual Game Station comes with ready-to-use support for the iMac keyboard and mouse and also supports input devices such as game pads and joysticks.

With dedicated 3D acceleration, the PowerPC G3 in iMac is freed from performing some of the more repetitive but power-intensive tasks and can work on more interesting operations (such as creating smarter enemies, more realistic behavior and modeling, better tracking of actions, and better network game play). But in the end, 3D acceleration boils down to speed and quality, and iMac delivers.

Also, Apple Game Sprockets has been preinstalled on iMac. Game Sprockets are system extensions that make it easier for developers to write games for the Mac OS. They are designed specifically to provide basic functionality required by many games: drawing to the screen, handling input devices (joysticks and flight controllers), simulating 3D sound, and setting up multiplayer games.

In order to make iMac a great game system, we included features that give consumers incredible value and high levels of performance, including:

- ATI RAGE Pro Turbo 3D graphics acceleration with 6MB of dedicated video memory
- 24x-speed (maximum) CD-ROM drive
- SRS 3D surround sound and integrated stereo speakers
- Built-in microphone and dual headphone jacks
- 16-bit audio input/output ports
- Apple Game Sprockets preinstalled

#### Speaking of work...

iMac also provides users with a powerful environment for working on a wide variety of applications from productivity to 3D design to statistical analysis. Its PowerPC G3 processor delivers an unbelievable price/performance advantage and is built with the future in mind.

To support these needs, iMac offers:

- 333-MHz PowerPC G3 with 512K backside L2 cache
- 32MB SDRAM, expandable to 256MB
- Easy logic board access for memory expansion
- 6GB IDE hard disk



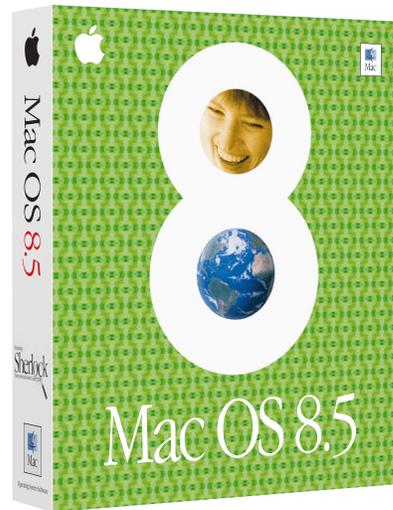
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### The reason your iMac is performing so well is...it's a Mac.

Macintosh has always been known for its ease of use, plug-and-play connections, and friendly and intuitive interface. iMac ships with Mac OS 8.5.1—the easiest-to-use operating system. Mac OS 8.5.1 increases stability and performance and delivers key new features, including Sherlock, your personal search detective. Other benefits of Mac OS 8.5.1 are native AppleScript, fast network copy performance, network time synchronization, built-in Internet/intranet access, state-of-the-art multimedia, easy PC file exchange, backward compatibility with older applications and files, and increased hard disk storage capability. Mac OS 8.5.1 technologies include QuickTime, AppleScript, WorldScript, Mac OS Runtime for Java, and ColorSync. All of these set a new standard for efficiency and user-friendliness with improved system performance and innovations. In addition there are over 12,000 hardware and software products available for iMac (and every Macintosh).



### How to make iMac impress your coworkers, friends, readers, viewers, and you

- Bring them in and let its style do the talking
- Create a new Internet account with the Internet Setup Assistant
- Have Sherlock perform an Internet search (you might want to first go to [www.apple.com/sherlock](http://www.apple.com/sherlock) to download any new Sherlock plug-ins)
- Surf the web (using both a phone connection and an Ethernet network)
- Plug in a USB game controller and play a game, like Tomb Raider II
- Go to the Help Center for assistance
- Launch some of the software titles
- Install Microsoft Office and see how fast Word launches and runs



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### When you think about iMac...

#### Think about speed—providing performance where it matters.

- 333-MHz PowerPC G3 processor with 512K backside L2 cache (at 133 MHz) provides incredible performance—twice the performance of comparable Pentium II or Celeron processors and greater performance than Pentium III processors.
- Two USB ports (12 Mbps) offer high-speed, industry-standard peripheral connectivity. USB supports hot swapping and auto-configuration of up to 127 devices.
- Built-in 56K modem and 10/100-Mbps Ethernet provide high-speed Internet access and support for in-home networking, cable modems, and DSL modems.
- ATI RAGE Pro Turbo accelerated 3D graphics and 6MB of dedicated SGRAM video memory for enhanced multimedia and game experiences.
- Impressive array of built-in features, including:
  - 32MB SDRAM, expandable to 256MB (two SO-DIMM slots—one open)
  - 6GB IDE hard disk drive
  - 24x-speed (maximum) CD-ROM drive
  - SRS 3D surround sound, integrated microphone and stereo speakers, dual headphone jacks, and 16-bit stereo input and output ports

#### Think about style—like other major consumer purchases, style matters.

- Five juicy flavors to choose from—grape, tangerine, lime, strawberry, and blueberry.
- Awesome industrial design that is both beautiful and practical.
- Compact design to fit in the tightest of places.
- Gorgeous display provides crystal-clear clarity and virtually flicker-free viewing. iMac has a 15-inch shadow mask monitor (13.8-inch diagonal viewable image) with a .28mm dot pitch and support for three resolution/scan rates, all in 24-bit color: 640 by 480 at 117 Hz, 800 by 600 at 95 Hz, 1,024 by 768 at 75 Hz.
- Elegant cable routing to reduce hassles.
- Cool-looking mouse and keyboard.

#### Think about simplicity—enabling users to focus on the things they want to do.

- Easy Internet setup and access gets you surfing the web in minutes.
- Mac OS 8.5.1 provides the easiest-to-use operating system.
- Unmatched integration eliminates system hassles.
- Automatic connection to the web when you make an Internet-based request.
- Bundled software enables you to play and work immediately.
- Comprehensive online support.
- Apple Loan program makes the easiest-to-use computer the easiest to own.



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#### **iMac information on the web**

<http://www.apple.com>

<http://www.apple.com/pr>

<http://www.apple.com/store>

<http://www.apple.com/imac>

<http://www.apple.com/support/imac>

<http://www.usb.org>

<http://www.apple.com/usb>

<http://www.apple.com/powermac/technologies/g3.html>

<http://www.apple.com/macOS>

<http://www.apple.com/sherlock>

<http://www.apple.com/guide>

<http://www.apple.com/financing>

<http://www.apple.com/developer>

<http://www.apple.com/hotnews/subscribe.html?>

Apple home page

Apple media and analyst information page

Apple's online store

Information about iMac

iMac support

General Universal Serial Bus information

Apple USB Macintosh information

PowerPC G3 processor information

Mac OS 8.5 home page

Information about Sherlock technology

Macintosh Products Guide

Information about Apple financing programs

Information about Apple Developer Relations

Subscription form for *Apple eNews*

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