

The Macintosh IIsi Advantage

☑ Performance

In independent tests, the Macintosh IIsi outperformed* IBM's and Compaq's 25-MHz 80386 computers running Windows 3.0 (source: Ingram Laboratories Benchmark Report, July 1990).

☑ Video

The Macintosh IIsi has on-board support for a variety of Macintosh monitors, including the 13-inch AppleColor High-Resolution RGB Monitor. Comparable competitive machines generally support on-board VGA video. The major difference is in the number of colors that can be displayed. While VGA provides support for up to 16 colors at 640-x-480-pixel resolution, the Macintosh IIsi provides up to 256 colors also at 640 x 480 pixel resolution. For equivalent capabilities, competitive systems require costly add-in cards and software.

☑ Expansion

The Macintosh IIsi expansion advantage is realized through the benefits of a standard set of built-in ports. To provide competitive systems with video capabilities equivalent to those of the Macintosh IIsi, you would need to add an expansion card. To add a SCSI peripheral or network support, more expansion cards must be installed. This approach is not only expensive, but requires specific drivers and configuration for each card.

☑ Sound capabilities

The Macintosh IIsi has the ability to utilize a new and exciting feature--sound input. Customers simply plug the microphone included with the Macintosh IIsi into the sound input port and use software that supports sound-annotated documents.

☑ Networking

Virtually all DOS/Intel-based networking is add-on networking. All Macintosh computers include built-in networking, which lets customers set up a local area network in minutes to share printers or files.

☑ Applications

There are thousands more applications available for Macintosh computers than for all other graphical environments combined. That means greater freedom of choice for Macintosh owners.

☑ It's a Macintosh

The latest Diagnostic Research study (March 1990) reported that MIS managers rate Macintosh superior as a business tool over MS-DOS and Windows systems, and that both MIS managers and users give Macintosh a stronger purchase recommendation. Further, the study found that users rate their Macintosh systems higher as a source of satisfaction in doing their jobs, as enjoyable to use, and in giving them confidence in using their computers. But most important, the study reported that Macintosh users are more satisfied with the overall performance of Macintosh.

* Performance data is from Ingram Laboratories Benchmark Report (July 25, 1990). Performance is measured by the total time needed to complete tests using a variety of applications.

The Macintosh IIsi is the perfect solution for...

- Businesses that need high performance for large spreadsheets, databases, and mainstream applications, and expansion for higher-performance networking or video options.
- Students, teachers, and administrators who need an affordable, higher-performance solution that can grow as their needs grow.
- Education labs that need higher-performance applications and networking support under the Macintosh or A/UX operating system.
- Anyone who needs an affordable Macintosh II system with the flexibility to enhance both performance and functionality.

Apple configurations, memory upgrades, and peripherals that meet your customers's expansion needs...

- Two Macintosh IIsi configurations:
 - 2MB of RAM, SuperDrive, and 40MB hard disk drive (M0363LL/A)
 - 5MB of RAM, SuperDrive, and 80MB hard disk drive (M0364LL/A)
- Expansion cards
 - Macintosh IIsi NuBus Adapter Card (M0481LL/A)
 - Macintosh IIsi 030 Direct Slot Adapter Card (M0480LL/A)
- Memory upgrades
 - Macintosh 4MB Memory Expansion Kit (four 1MB SIMMs; M0707)
 - Expansion to 17MB of RAM via 4MB SIMMs from third parties
- Peripherals
 - ImageWriter® II printer (C0090LL/A)
 - Personal LaserWriter® NT printer (B0325LL/A)
 - LaserWriter IINT (M6210) and LaserWriter IINTX (M6215/A)
 - Apple Hard Disk 40SC (M2644/A), 80SC (M2688/A), 160SC (M2666/A)
 - Apple Scanner (A9M0337)
 - LocalTalk® cabling system

Where to find more information...

- **Macintosh IIsi product sheet**
Order number M0914LL/A
- **Product Introduction Kit (Q1 '91)**
Available in very limited quantities;
AppleLink® address: PROMO.DIST
- **Apple Advantage (Testing) Brochure**
Order number M0832LL/B

- **Macintosh Product Snapshot Brochure**
Order number M0149LL/E
- **Macintosh Family Brochure**
Order number M0945LL/A
- **Apple Reference and Presentation Library CD (v5.0)**
Available in Product Introduction Kit (Q1 '90)

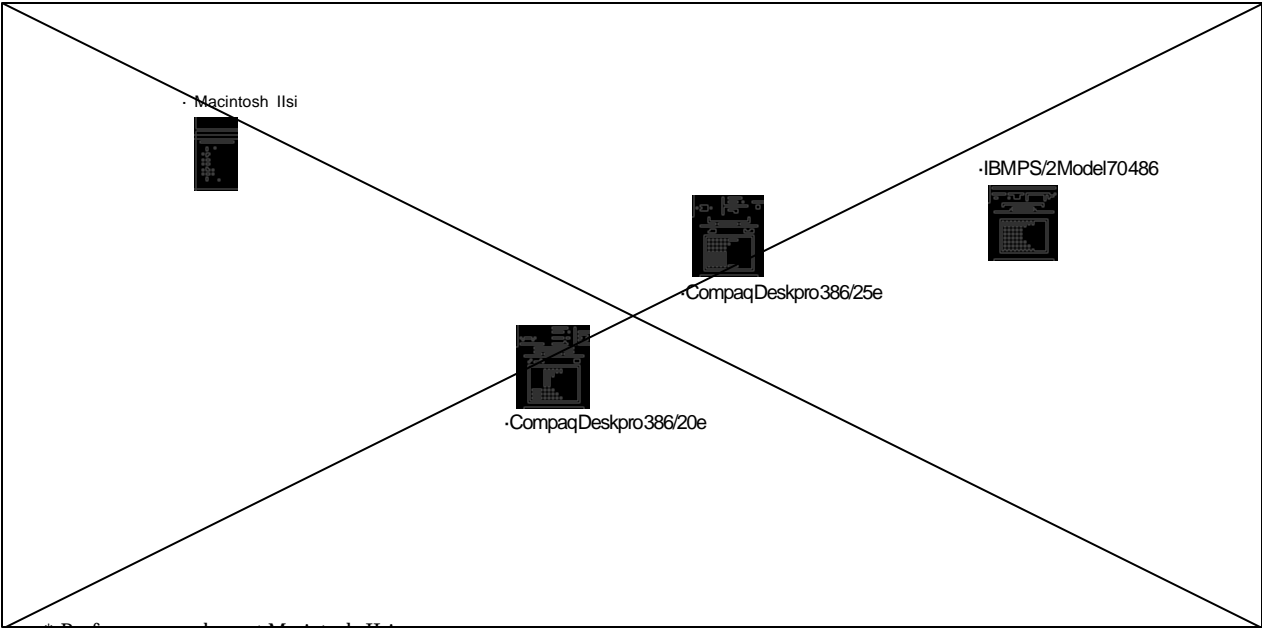
- **Solutions Guides**
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Apple Computer, Inc. 20525 Mariani Avenue Cupertino, CA 95014 (408) 996-1010 TLX: 171-576

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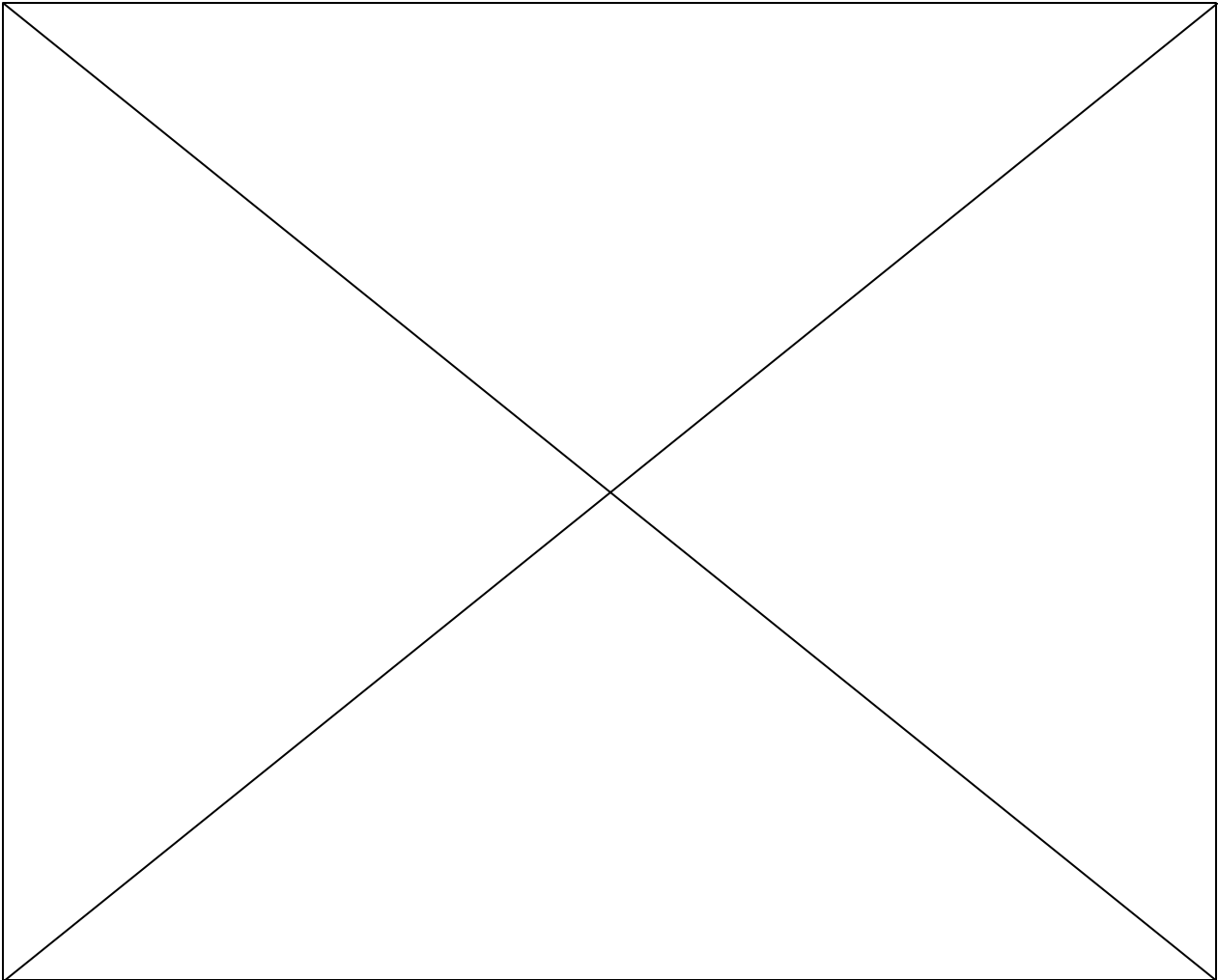
Competitive Environment



* Performance value = $\frac{t_{\text{Macintosh IIsi}}}{t_{\text{Competitive system}}} \times 100\%$

t = time needed to run a variety of graphically based applications (source: Ingram Laboratories Benchmark Report, July 1990).
 Pricing of non-Apple systems is based on manufacturer's suggested retail price as of 8/90.

Competitive Systems



** The selected competitive system configurations most closely match the Macintosh IIsi 2/40 configuration.

Key Selling Points

- ☑ Performance and flexibility in the most affordable Macintosh II

The Macintosh IIsi offers customers the performance and flexibility of the Macintosh II line at the lowest-possible price. Because it uses the 20-megahertz 68030 processor, the Macintosh IIsi can immediately take advantage of thousands of applications, running them up to five times faster than the Macintosh SE. The 68030 includes an integrated memory management unit, which supports the A/UX[®] operating system and will support the virtual memory feature of System Software Version 7.0.
- ☑ Flexible expansion

A particular strength of the Macintosh IIsi is its flexibility in giving customers a cost-effective but high-performance personal computer that can grow with their needs over time. Its expansion slot, for either a NuBus or 030 Direct Slot Adapter Card, allows users to select the expansion option that best meets their needs.
- ☑ Built-in video support

The Macintosh IIsi has multiple monitor options and eliminates the need for customers to add a separate video card to the system. The Macintosh IIsi automatically supports four Apple monitors--the AppleColor^s High-Resolution RGB Monitor, the Macintosh 12-inch RGB Display, the Macintosh 12-inch Monochrome Display, and the Macintosh Portrait Display--and a variety of third-party monitors. Users simply choose the monitor they want and plug it in. When the Macintosh IIsi is equipped with the appropriate video card, it also supports all other Apple and third-party monitors.
- ☑ Sound input capability

One of the first Macintosh computers to offer sound input as a standard feature, the Macintosh IIsi lets customers annotate documents with input from various sources. The Macintosh IIsi comes with a microphone and a phono jack adapter, which customers can plug into the computer's sound input port. With applications supporting these new sound capabilities, users can annotate word processing documents or spreadsheets, send voice electronic-mail messages, or incorporate sounds into presentations.

Features

- 20-MHz 68030 microprocessor

- Built-in video support for four Apple monitors:
 - AppleColor High-Resolution RGB Monitor (256 colors)
 - Macintosh 12-inch RGB Display (256 colors)
 - Macintosh 12-inch Monochrome Display (256 shades of gray)
 - Macintosh Portrait Display (16 shades of gray)

- Optional NuBus or 030 Direct Slot Adapter Card, both with 68882 math coprocessor

- Sound input capability; included microphone and phono jack adapter; mono input and Macintosh II stereo output

- Upgradable RAM

- Apple SuperDrive

- Internal 40MB or 80MB hard disk drive

- Eight built-in ports

Benefits

- Enables the Macintosh IIsi to run applications up to five times faster than the Macintosh SE.

- Lets customers choose the monitor they want to work with and simply plug it in.
- Eliminates the need for a separate video card or special driver software.

- Gives customers a choice of expansion cards and enables them to choose which form of expansion is best for their needs.
- Lets customers expand the capabilities of the Macintosh IIsi with a wide variety of high-performance expansion cards.

- Allows customers to enhance presentations and communications by adding sound to documents.

- Lets customers select the amount of RAM they need to accommodate large applications and run multiple applications under MultiFinder[®].

- Gives customers flexibility in multivendor environments by reading from, writing to, and formatting MS-DOS, OS/2, ProDOS, and Macintosh disks.

- Supports a broader range of computing needs by storing large amounts of information.

- Gives users the ability to add a wide range of peripheral equipment and network services.

Product Details

- Supports A/UX and will support System Software Version 7.0, including its virtual memory feature.

- Using the appropriate adapter card it can also accept an optional NuBus or 030 Direct Slot video card.

- The NuBus or 030 Direct Slot Adapter Card is plugged into the logic board; then the selected expansion card is plugged into the adapter card. The 68882 math coprocessor is included on each adapter card. Macintosh SE/30 expansion cards can be used with the 030 adapter card.

- Has a Control Panel device and Hyper-Card[®] audio palette for basic input. More sophisticated sound applications will be available through third parties. Sound can be recorded at 22 KHz or 11 KHz frequency at optional compressions of 3:1 and 6:1.

- Comes with 2 megabytes (MB) of RAM; can be expanded to 5MB or 17MB by installing 1MB or 4MB SIMMs.

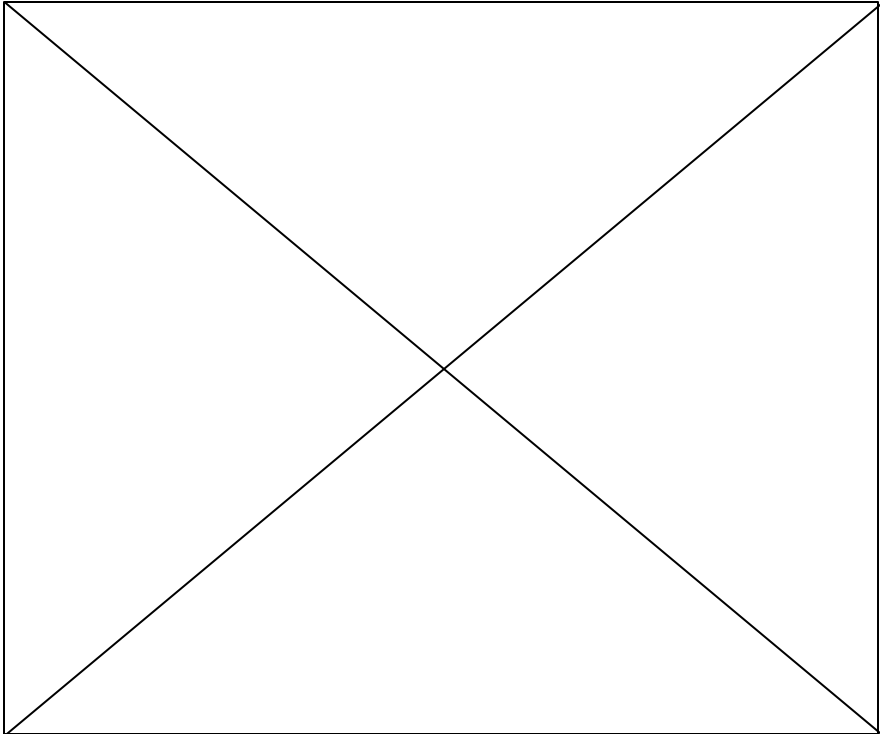
- Uses the Apple File Exchange utility or a variety of third-party products.

- Uses a 3.5-inch-diameter, 1-inch-high hard disk drive.

- Contains an Apple Desktop Bus^s port, two mini-8 serial (RS-232/RS-422) ports, an SCSI interface, a video port, a sound input port, a sound output port, and an external floppy disk drive port.

Macintosh IIsi

Product Orientation Guide



Product Overview

- ☒ The Apple® Macintosh® IIsi personal computer is an excellent system for use in business, education, and government because it provides the high performance, video flexibility, and expandability of a Macintosh II system at a very affordable price.
- ☒ Features of the Macintosh IIsi include a 20-megahertz 68030 microprocessor, which enables the Macintosh IIsi to run applications up to five times faster than the Macintosh SE. The on-board video support for a variety of Apple and third-party color and monochrome monitors allows customers to choose the monitor that best meets their needs, and simply plug it in.
- ☒ Customers can also increase the system's capabilities and performance by adding either the Macintosh IIsi NuBus⁵ Adapter Card or the 030 Direct Slot Adapter Card. Not only do these cards allow the addition of one of hundreds of high-performance NuBus or 030 Direct Slot expansion cards, they also include the 68882 math coprocessor. This chip improves system performance by greatly speeding math-intensive applications such as sophisticated graphics or CAD/CAM programs.
- ☒ The Macintosh IIsi is also one of the first Macintosh computers to incorporate sound input capabilities, enabling customers to capture sounds from a variety of sources. Voice-annotated electronic-mail messages, word processing documents, spreadsheets, and presentations will be possible through applications that support sound input.
- ☒ The Macintosh IIsi includes a built-in Apple SuperDrive⁵ floppy disk drive (for reading from and writing to Macintosh, MS-DOS, OS/2, and ProDOS[®] floppy disks), a 40- or 80-megabyte internal hard disk, and eight built-in ports, which support the AppleTalk[®] networking system as well as a variety of popular peripherals.
- ☒ Offering high performance and a wide range of expansion and video options, the Macintosh IIsi is ideal for customers who need a powerful but low-cost system. They can start with the basic Macintosh IIsi and extend its performance later by adding expansion options to support whatever their needs dictate.