The Macintosh LC Advantage

☒ **Performance**
The Macintosh LC is priced similarly to many leading 80286 systems. However, based upon preliminary results from tests conducted by Apple Computer, Inc., which measured the total time needed to complete various tasks using a variety of applications, the performance of the Macintosh LC compares more closely to that of 80386SX machines.

☒ **Video**
The Macintosh LC delivers 256 colors at 512-x-384-pixel resolution with the Macintosh 12-inch RGB Display. VGA delivers 16 colors at 640-x-480-pixel resolution. The Macintosh LC matches this with the 13-inch AppleColor High-Resolution RGB Monitor, and exceeds VGA color capabilities by supporting 256 colors through the optional 512K VRAM SIMM.

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

☒ **Expansion**
The Macintosh LC 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 LC, you would need to add an expansion card. To add an 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.

☒ **Optional Apple IIe compatibility**
The Macintosh LC supports the Apple IIe card, allowing customers to use nearly all Apple IIe software. In the Apple IIe mode, the card supports 5.25-inch and 3.5-inch drives, and allows printing to LaserWriter printers over LocalTalk. This solution is virtually unparalleled by any other system.

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

☒ **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.

The Macintosh LC is the perfect solution for...
· Businesses that need an affordable color system with the ability to use a wide variety of basic productivity tools.
· K-12 institutions that need a solution for running both Macintosh and Apple IIe applications.
· University students and student labs in need of basic performance in a color Macintosh system.
· People who need a color system for doing office work at home, running educational applications, or simply managing personal business.

Apple configurations, memory upgrades, and peripherals that meet your customers' expansion needs...
· Two Macintosh LC configurations:
  - -2MB of RAM, Apple SuperDrive, and keyboard
  - -2MB of RAM, Apple SuperDrive, 40MB hard disk, and keyboard (M0442LL/A)
· Memory upgrades
  - -Macintosh 2MB Memory Expansion Kit (two 1MB SIMMs; M0219)
  - -Expandable to 10MB of RAM via 4MB SIMMs available from third parties

· Peripherals
  - -ImageWriter® II (C0090LL/A)
  - -Personal LaserWriter NT (B0325LL/A)
  - -Apple Hard Disk 40SC (M2644/A), 80SC (M2688/A), 160SC (M2666/A)
  - -Apple Scanner (A9M0337)
  - -LocalTalk cabling system
  - -Apple Ethernet card (available early 1991)
  - -Apple IIe card (available early 1991)

Where to find more information...
· **Macintosh LC product sheet**
Order number M0938LL/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)**
Included in Product Introduction Kit (Q1 '91)

· **Solutions Guides**
  - -*Apple Engineering/Scientific Solutions Guide*
  Order number M6286/A
  - -*Apple Guide to Publishing, Presentations, and Interactive Media*
  Order number M0792LL/A
  - -*Apple Multivendor Network Solutions Guide*
  Order number M6198/B
  - –*Apple Vertical Market Product Directory*
  Order number M1059/A

Competitive Environment

·MacintoshLC⊠

·Compaq386S/16

·IBMPS/2Model55SX

·IBMPS/2Model50z
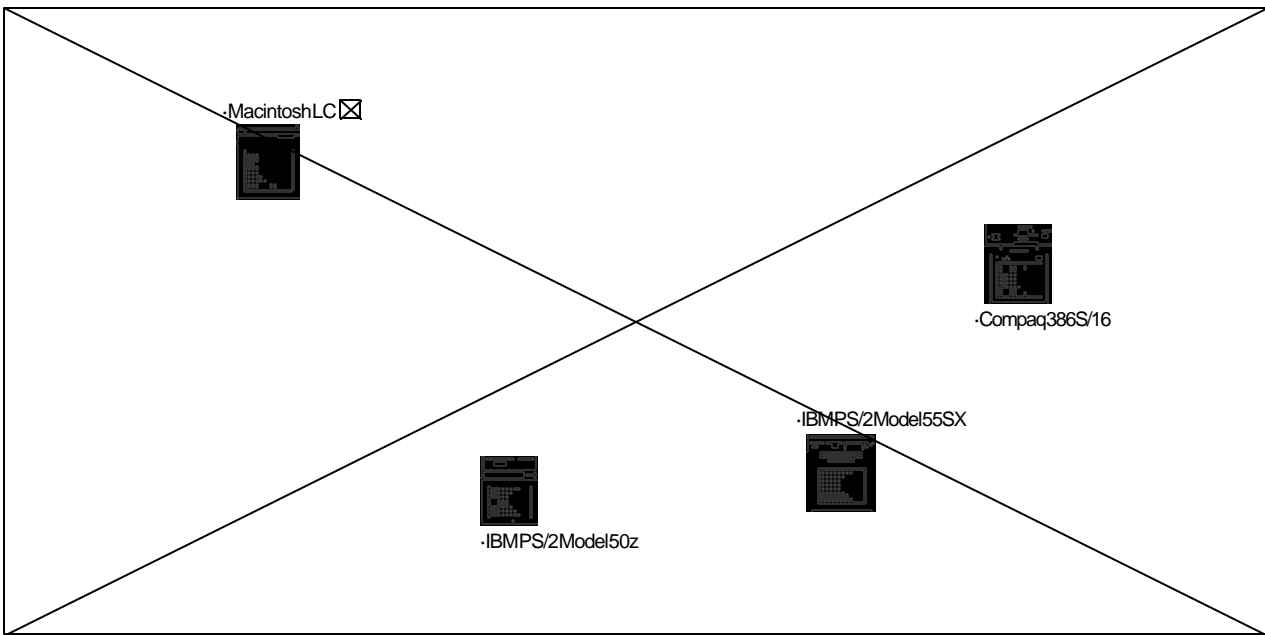
* Performance value = $\dfrac{t \text{ Macintosh LC}}{t \text{ Competitive system}}$ x 100%

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.
⊠= Estimated results from Apple Computer, Inc. (8/90). Actual results from third-party testing will follow.

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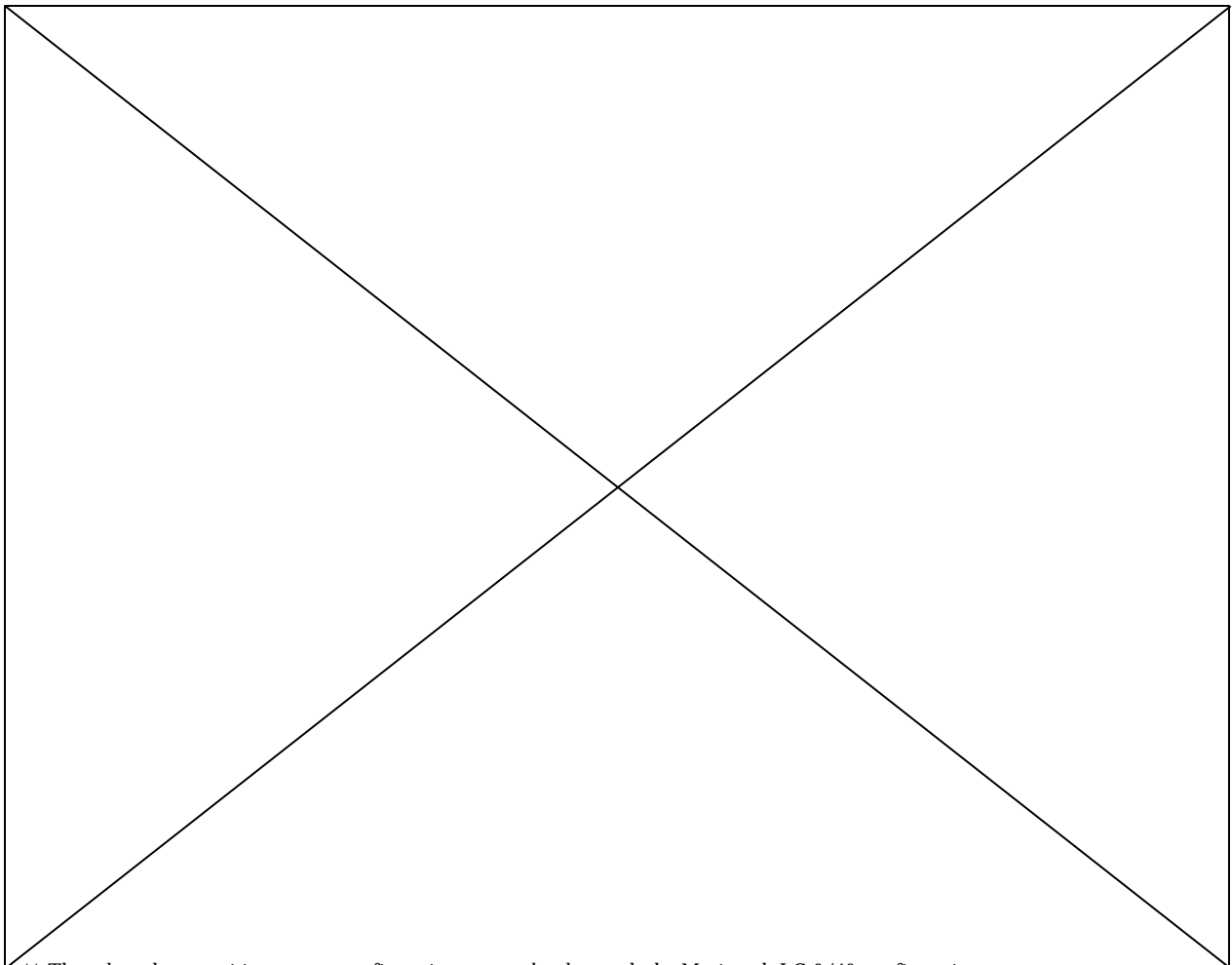
** The selected competitive system configurations most closely match the Macintosh LC 2/40 configuration.

Key Selling Points

☒ **Most affordable color Macintosh**
The Macintosh LC represents the lowest-cost entry to color Macintosh computing. Now more customers than ever before can take advantage of Macintosh applications that support and are enhanced by color.

☒ **Built-in video support**
Customers can choose the type of monitor they want without adding a separate video card. The Macintosh LC has built-in support for three Apple monitors: the Macintosh 12-inch RGB Display, the Macintosh 12-inch Monochrome Display, and the AppleColor[s] High-Resolution RGB Monitor.

☒ **Expansion options**
In addition to seven built-in ports that accommodate LocalTalk® cabling, printers, scanners, and other peripherals, the Macintosh LC includes an 020 Processor Direct Slot. This slot allows users to expand their systems with expansion cards that are available for everything from more sophisticated networking to Apple IIe emulation.

☒ **Apple IIe compatibility**
Customers who install the Apple IIe card in the expansion slot of the Macintosh LC will be able to run thousands of Apple IIe applications in addition to Macintosh applications. The Apple IIe card also allows Macintosh LC users to work with Apple IIe disk drives and joysticks. And in the Apple IIe mode, the card supports LaserWriter® printing over the AppleTalk network.

☒ **Sound input capability**
One of the most exciting features of the Macintosh LC is its ability to utilize sound input from various sources. Customers simply plug the microphone included with the Macintosh LC into the sound input port and use software that supports sound-annotated documents.

Features / Benefits / Product Details

Features	Benefits	Product Details
· 16-MHz 68020 microprocessor	· Enables users to take full advantage of thousands of consistent, intuitive Macintosh applications with no modification-- including applications that require or are substantially improved by color.	
· Built-in video support for three Apple monitors: --Macintosh 12-inch RGB Display (256 colors) --Macintosh 12-inch Monochrome Display (16 shades of gray) --AppleColor High-Resolution RGB Monitor (16 colors)	· Lets customers choose the display they want to work with and then simply plug it in. · Reduces system cost and increases flexibility by eliminating the need for a separate video card.	· The Macintosh LC comes with 256K of video RAM (VRAM) on the logic board. With the optional 512K VRAM SIMM, the Macintosh LC can display more than 32,000 colors simultaneously on the Macintosh 12-inch RGB Display, 256 shades of gray on the Macintosh 12-inch Monochrome Display, and 256 colors on the AppleColor High-Resolution RGB Monitor.
· 020 Processor Direct Slot	· Lets customers expand the capabilities of the Macintosh LC with any of the 020 Processor Direct Slot expansion cards available from Apple or third-party developers.	· Simply insert an Apple IIe card, Ethernet card, or third-party expansion card directly into the 020 Processor Direct Slot.
· Sound input capability; included microphone and phono jack adapter	· Allows customers to add a new dimension of information to documents and presentations.	· Includes a Control Panel device and HyperCard® 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.
· Upgradable RAM	· Lets customers select the amount of RAM they need to accommodate large applications and run multiple applications under MultiFinder®.	· Comes with 2 megabytes (MB) of RAM; upgradable to 4MB with two 1MB SIMMs, or to 10MB with two 4MB SIMMs.
· Included keyboard	· Simplifies setup; sleek design saves desk space.	· Has a two-level tilt adjustment and includes a numeric keypad.
· Apple SuperDrive	· Gives customers flexibility in multivendor environments by reading from, writing to, and formatting MS-DOS, OS/2, ProDOS, and Macintosh disks.	· Uses the Apple File Exchange utility or a variety of third-party products.
· Internal 40MB hard disk drive	· Supports a broader range of computing needs by storing large amounts of information.	· Uses a 3.5-inch-diameter, 1-inch-high hard disk drive.
· Seven built-in ports	· Gives users the ability to add a range of peripheral equipment and network services.	· 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, and a sound output port.

Macintosh LC
Product Orientation Guide
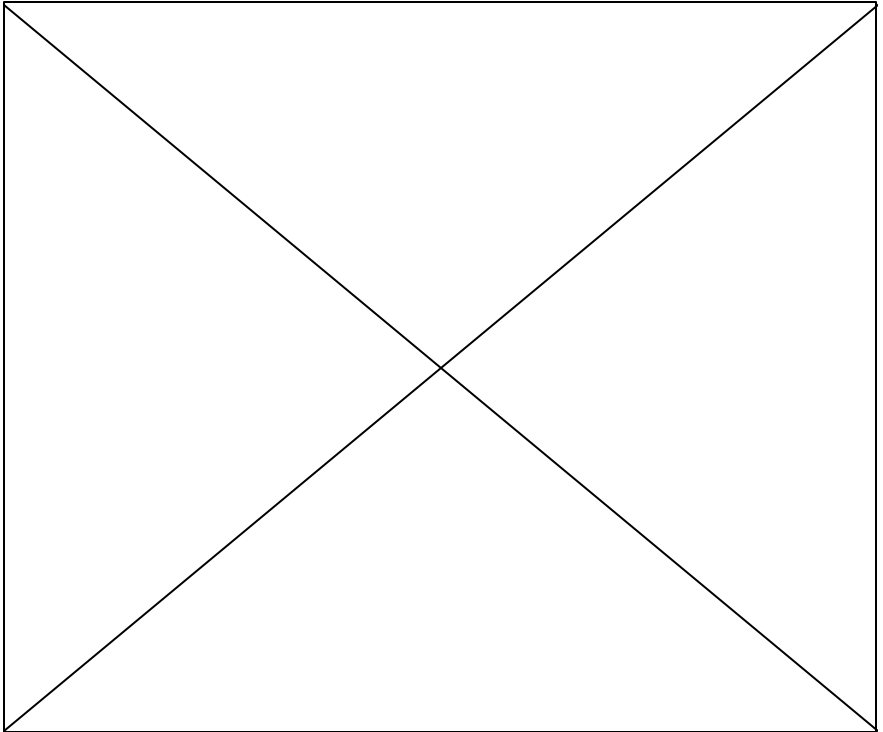
Product Overview

⊠ The Macintosh® LC, Apple's entry-level color Macintosh, represents an important new level of functionality, performance, and responsiveness within the Macintosh family. The Macintosh LC offers an excellent solution for people who want the advantages of Macintosh and color at the most affordable price.

⊠ Built around a 16-megahertz 68020 microprocessor and packaged in a slender, modular design, the Apple® Macintosh LC personal computer comes with built-in support for three Apple monitors, offering customers a choice of color or monochrome displays without adding a video card. And with sound input capability built into the Macintosh LC, customers can capture sound from a variety of sources. Using applications that support sound, customers can then annotate electronic-mail messages, word processing documents, spreadsheets, presentations, and more.

⊠ Like other modular Macintosh computers, the Macintosh LC is easy to expand. It includes an 020 Processor Direct Slot, which customers can use to extend the system's capabilities through expansion cards for communication, Apple IIe emulation, graphics, and more. When equipped with the Apple IIe card, the Macintosh LC can run applications developed for Apple IIe systems. Seven ports are built into the Macintosh LC, supporting AppleTalk® networking, as well as a variety of peripherals. The Macintosh LC also includes the Apple SuperDrive⁵ floppy disk drive, which can read from and write to Macintosh, MS-DOS, OS/2, and ProDOS® disks. It can accommodate a 40-megabyte internal hard disk, making it ready for System Software Version 7.0 and a host of new applications.