
The Macintosh Advantage

☒ **Capability**

The QuickDraw™ graphics routines make it possible to have virtually any size display connected to and working with the system transparently. This allows you to configure a display that's best for your customer, rather than forcing the customer to conform to a hardware standard.

☒ **Truecolor**

All Macintosh II computers offer photographic-quality graphics. Because all Macintosh II computers are capable of supporting true color and gray scale, customers can use the Macintosh wherever true-to-life quality is required. The Macintosh II is the first personal computer to offer true color as a standard.

☒ **Flexibility**

To meet different needs and budgets, Macintosh offers a wide range of support for displaying colors—from two to 16.7 million—simultaneously.

☒ **Built-in support**

Why should customers be limited to using a single display? Macintosh fully supports multiple displays in a manner that is transparent to applications. Display combinations—such as an RGB monitor and a two-page display—can help make customers more productive.

☒ **Compatibility**

Some applications can make better use of portrait-style displays; others work better in landscape mode. Since Macintosh has built-in support for different display formats, no special software or application-specific drivers are necessary.

Who Are Your Customers?

☒ **Macintosh 12-inch RGB Display**

Apple's most affordable entry-level color display is ideal for anyone who wants true, photographic color, high-quality images, and high performance for applications such as:

- Graphic design
- Illustrations
- Presentations
- Desktop publishing
- Industrial training
- Accounting and management
- College coursework and administration
- Office administration
- Spreadsheets

☒ **Macintosh 12-inch Monochrome Display**

Apple's most affordable entry-level monochrome display is ideal for anyone who wants high-resolution text and graphics in monochrome or gray scale for applications such as:

- Accounting and management
 - College coursework and administration
 - Office administration
 - Spreadsheets
 - Electronic mail, file server, and print server support
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Product Configurations

☒ **Apple imaging systems**

| | Macintosh 12-inch RGB Display | Macintosh 12-inch Monochrome Display | AppleColor High-Resolution RGB Monitor |
|---------------------|--------------------------------------|---|---|
| Macintosh LC* | 256 colors | 16 shades of gray | 16 colors |
| Macintosh IIsi* | 256 colors | 256 shades of gray | 256 colors |
| Macintosh IIfx* | 256 colors | 256 shades of gray | 256 colors |
| Display Card 4•8 | 256 colors | 256 shades of gray | 256 colors |
| Display Card 8•24 | 16.7 million colors | 256 shades of gray | 16.7 million colors |
| Display Card 8•24GC | — | 256 shades of gray | 16.7 million colors |

* Built-in video support



Key Selling Points

Macintosh 12-inch Monochrome Display

- ☑ Entry-level monochrome display
- ☑ Better screen performance than the Apple High-Resolution Monochrome Monitor
- ☑ Display of up to 256 shades of gray simultaneously
- ☑ New design that complements the Macintosh LC and Macintosh IIx
- ☑ Can be used with any modular Macintosh system

Features

- 12-inch monochrome CRT

- 640 horizontal pixels by 480 vertical lines at 76 dots per inch

- 67-hertz screen refresh rate

- "Page-white" phosphor and dark glass

- Antiglare screen

- Brightness and contrast controls

Benefits

- Delivers sharp, crisp display of text and graphics on a full-size screen.
- Offers superior resolution and focus for displaying small type and fine graphic details.

- Lets you display the full width (including margins) and more than half the length of a letter-size page.
- Maintains close size integrity between the screen and printed documents.

- Eliminates flicker, thereby reducing eyestrain.

- Improves brightness and contrast over Apple's current High-Resolution Monochrome Monitor.

- Minimizes reflected glare.
- Makes working in bright rooms easier.

- Lets you adjust the display to suit your preferences and environment.

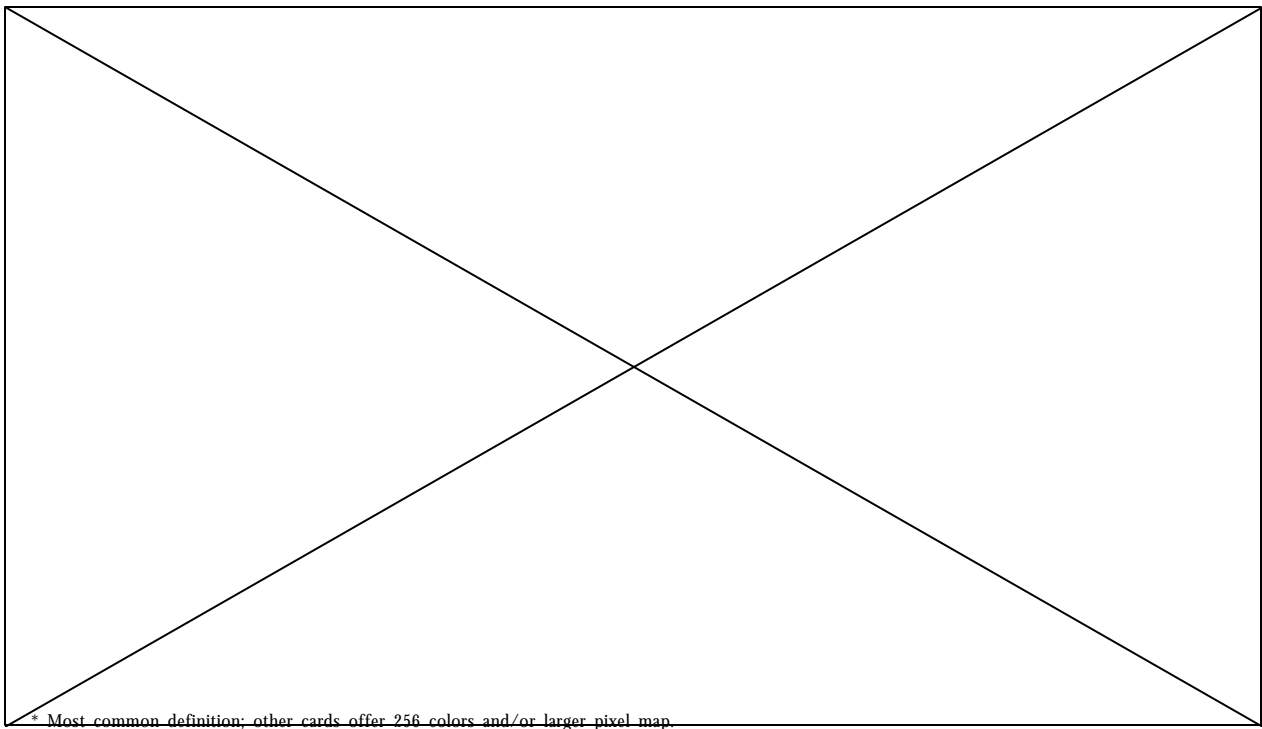
Product Details

With the Macintosh 12-inch Monochrome Display, the number of shades of gray that you can work with simultaneously depends on the Macintosh model and/or video card that you're using. For example, you can work with 16 shades of gray simultaneously if you connect the monitor to the Macintosh LC video port. If you have a modular Macintosh equipped with a Macintosh Display Card 4•8, Display Card 8•24, or Display Card 8•24cc, you can work with 256 shades of gray at the same time on the Macintosh 12-inch Monochrome Display.

To use the Macintosh 12-inch Monochrome Display, you'll need the following:

- A Macintosh personal computer with a built-in video port or an appropriate video card
- A video cable (supplied with the monitor)

Graphics Standards: Macintosh vs. IBM-Compatible Displays



Key Selling Points

Macintosh 12-inch RGB Display

- ☑ Entry-level color display
- ☑ Outstanding screen performance
- ☑ Display of up to 16.7 million colors simultaneously
- ☑ New design that complements the Macintosh LC and Macintosh IIfx
- ☑ Can be used with any modular Macintosh system

Features

- 12-inch CRT with full analog RGB color capacity
- 512 horizontal pixels by 384 vertical lines at 64 dots per inch
- 0.28-mm dot pitch
- 60-hertz screen refresh rate
- High brightness
- Brightness and contrast controls

Benefits

- Produces excellent, vibrant colors on a full-size screen.
- Lets you display the full width (excluding margins) and almost half the length of a letter-size page.
- Provides clear, sharp images, even in finely detailed drawings.
- Minimizes flickering and eyestrain.
- Reduces eyestrain.
- Lets you adjust the display to suit your preferences and environment.

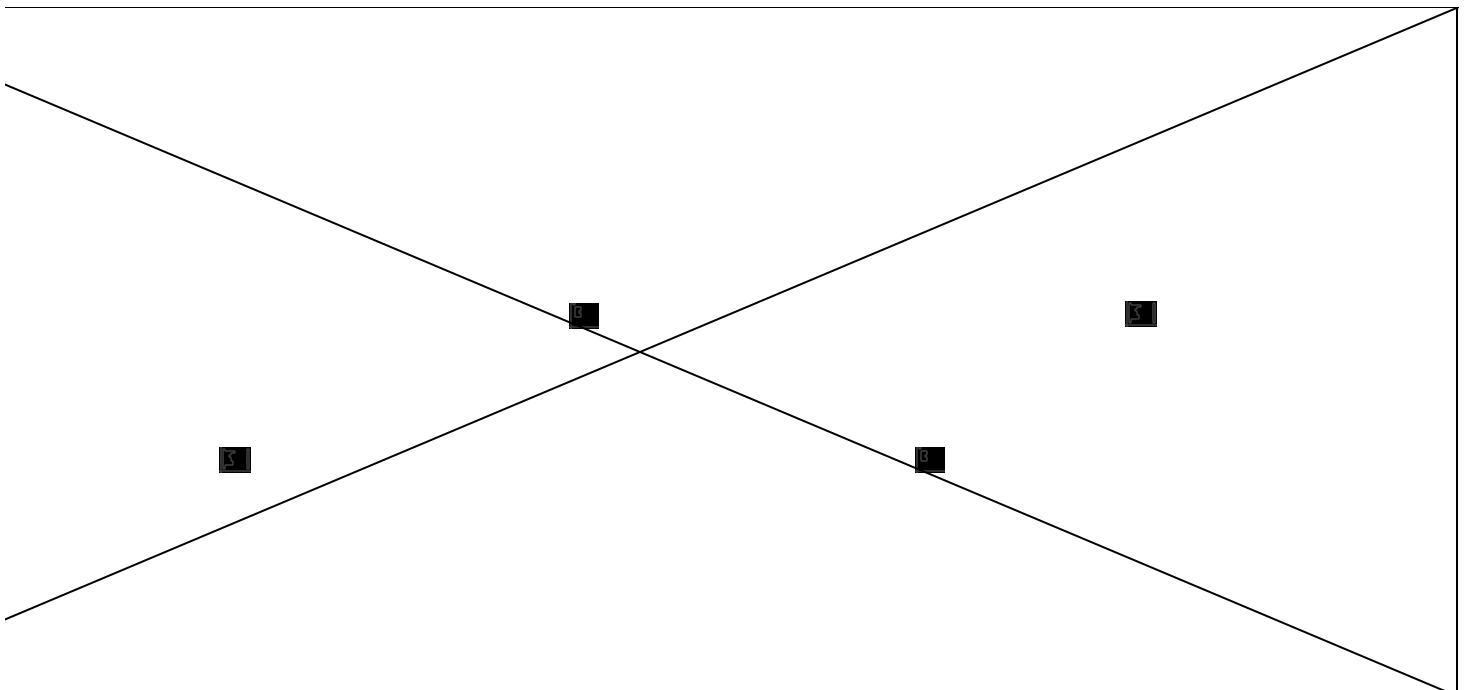
Product Details

With the Macintosh 12-inch RGB Display, the number of colors that you can work with simultaneously depends on the Macintosh model and/or video card that you're using. For example, you can work with 256 colors simultaneously (from a color space of more than 16 million colors) using the video port on a Macintosh LC, Macintosh IIfx, or Macintosh IIfx, or any other modular Macintosh equipped with a Macintosh Display Card 4•8. If you have a modular Macintosh equipped with the Macintosh Display Card 8•24, you can work with 16.7 million colors at the same time on the Macintosh 12-inch RGB Display.

To use the Macintosh 12-inch RGB Display, you'll need the following:

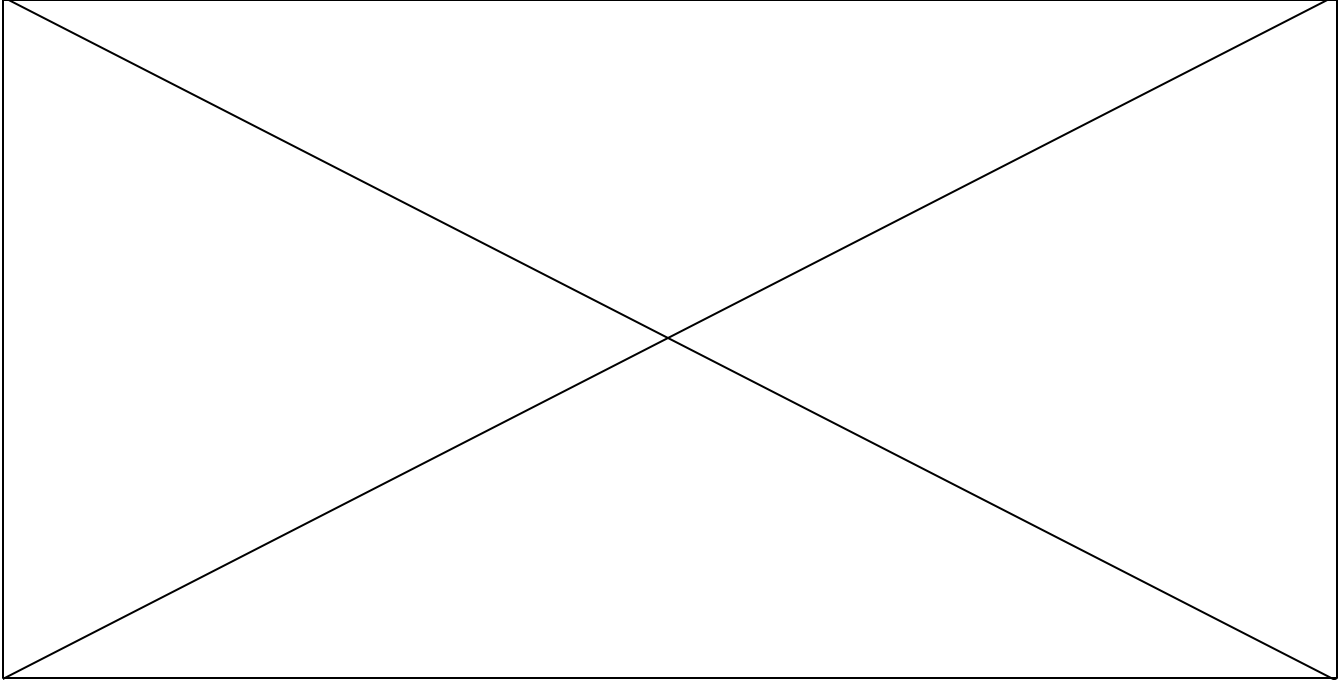
- A Macintosh personal computer with a built-in video port or an appropriate video card
- A video cable (supplied with the monitor)

Macintosh vs. Non-Macintosh Color Displays



Macintosh 12-inch RGB Display and Macintosh 12-inch Monochrome Display

Product Orientation Guide



Product Overview

These two Macintosh® displays are entry-level displays—one color, one monochrome—for owners of modular Apple® Macintosh systems. Both feature a sleek new industrial design that matches the Macintosh LC and Macintosh IIsx personal computers.

- ☒ The Macintosh 12-inch RGB Display is Apple's lowest-cost color display for the Macintosh. Producing bright, vibrant colors on a high-contrast screen, the Macintosh 12-inch RGB Display provides the same sharp, clear images that users expect in Apple monitors, in a new design and at a lower cost than ever before. It also supports simultaneous display of color graphics, text, or photographic-quality color images, and can be used with any Macintosh personal computer that has a built-in video port or is equipped with an appropriate video card, such as the Macintosh Display Card 4•8 or the Macintosh Display Card 8•24.

- ☒ The Macintosh 12-inch Monochrome Display is Apple's lowest-cost option for high-resolution display of text and graphic images. With a new "page-white" phosphor screen and new, darker glass, the Macintosh 12-inch Monochrome Display delivers better screen performance than the Apple High-Resolution Monochrome Monitor, which it replaces. It produces extremely high-quality images that are sharp and readable, with crisp lines, clear focus, and no distortion. Its 12-inch, 640-by-480-pixel screen shows the full width and more than half the length of a letter-size page. It also can display up to 256 shades of gray simultaneously, depending on the Macintosh computer or video card to which it is connected.