



iMac

Name

Title

Apple Computer, Inc.

iMac Update

It's been a great six months

PUBLICATIONS:

C/Net Class of '98 Awards - "Most Innovative Product"
10/08/98

USA Today - "Best Designed Product of the Year"
10/19/98

Weekly Diamond - "Best Product of the Year" 10/30/98

Popular Science - "Best of What's New" award 11/98

Time Digital - "Machine of the year" 11/30/98

USA Today - "1998 Hardware Top Picks" 12/16/98

MONO Magazine - "Super Goods of the Year" 10/19/98

BusinessWeek - One of the "Best New Products of 1998"
12/21/98

Newsweek Magazine - One of the "Best Designs for 1998"
12/21/98

Time Magazine - "The Best of Design" 12/21/98



iMac Update

There's strength in numbers

SALES:

ZD Market Intelligence - "Top selling desktop in all channels"

12/01/98

Computer Retail Week - "Best selling desktop in retail"

11/01/98

PC Data - "Top selling PC in retail and mail order"

1/21/98

800,000 units sold through end of 1998

Substantial increase to Macintosh installed base

- 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



iMac Update

**Over 100 USB
devices now
available!**

In the Spirit of...

what Technicolor did for film

what Swatch did for watches

what USA Today did for newspapers

...Apple's doing for
computers



What's your
favorite color?

What's new

The award-winning and best-selling system continues to redefine speed, style and simplicity with iMac



- Five dazzling colors
- 266-MHz PowerPC G3
- 6GB hard drive
- Mac OS 8.5.1
- New bundled software

iMa

Speed

Style

Simplic

ity



Think speed.

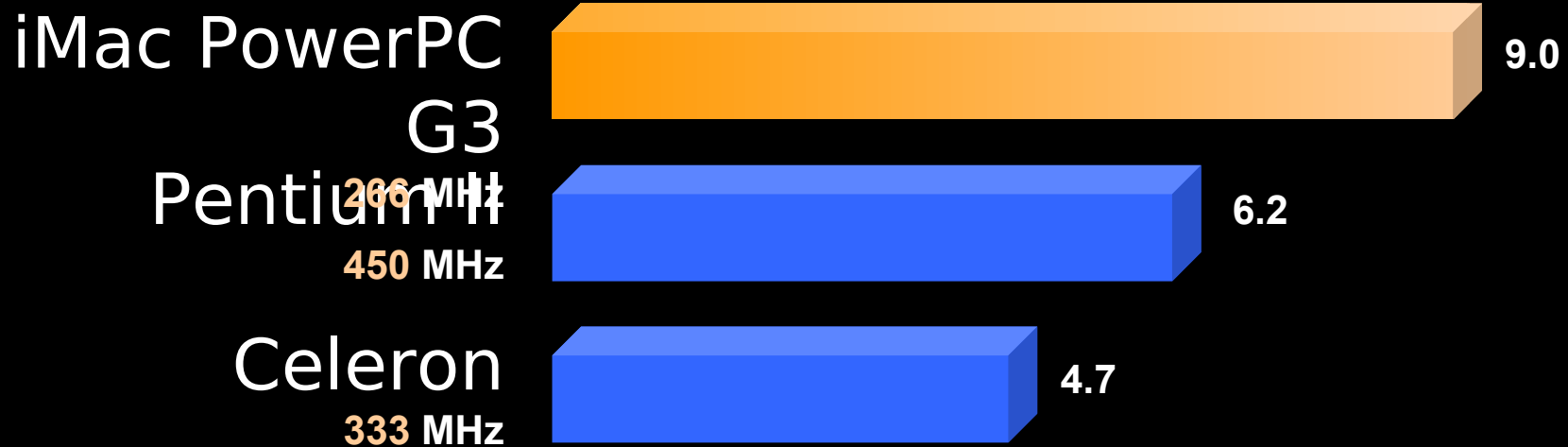
- 266-MHz PowerPC G3 provides awesome performance
- ATI RAGE Pro Turbo 3D graphics accelerator with 6 MB video memory rips through games
- High speed I/O keeps you well connected



PowerPC G3

Performance

Be sure not to blink



BYTEmark test scores

Game and 3D

Performance

Fast enough for the itchiest of trigger fingers

Quake frames-per-second performance



Myth II frames-per-second performance



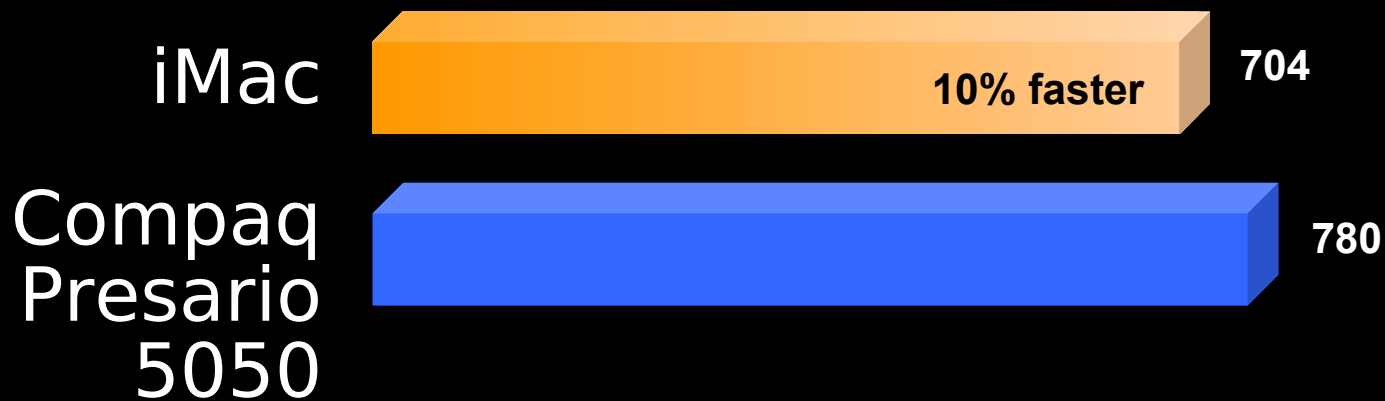
iMac PowerPC G3 266/6MB SGRAM RAGE Pro Turbo

Compaq Presario 5050 Celeron 333/2MB SGRAM RAGE LT Pro - AGP x2

Frames per second as reported by Quake software running "TIMEDEMO DEMO2" at 640x480 pixel resolution and 16-bit color. Frames per second as reported by Myth II software running "Down a Broken Path" campaign. For Quake, both iMac and Presario were running with hardware rendering. For Myth II, iMac was running with hardware and Presario was running with software rendering. Presario yielded 9 frames per second with hardware rendering. Quake is a registered trademark of ID Software. Myth II is a registered trademark of Bungie Software.

Productivity Performance

Less time for a coffee break



Total test time (seconds)

Based on a test suite of 7 applications (AppleWorks, Internet Explorer, Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Quicken, and Photoshop) on similarly equipped systems.

High speed I/O

Access to the latest devices and networks

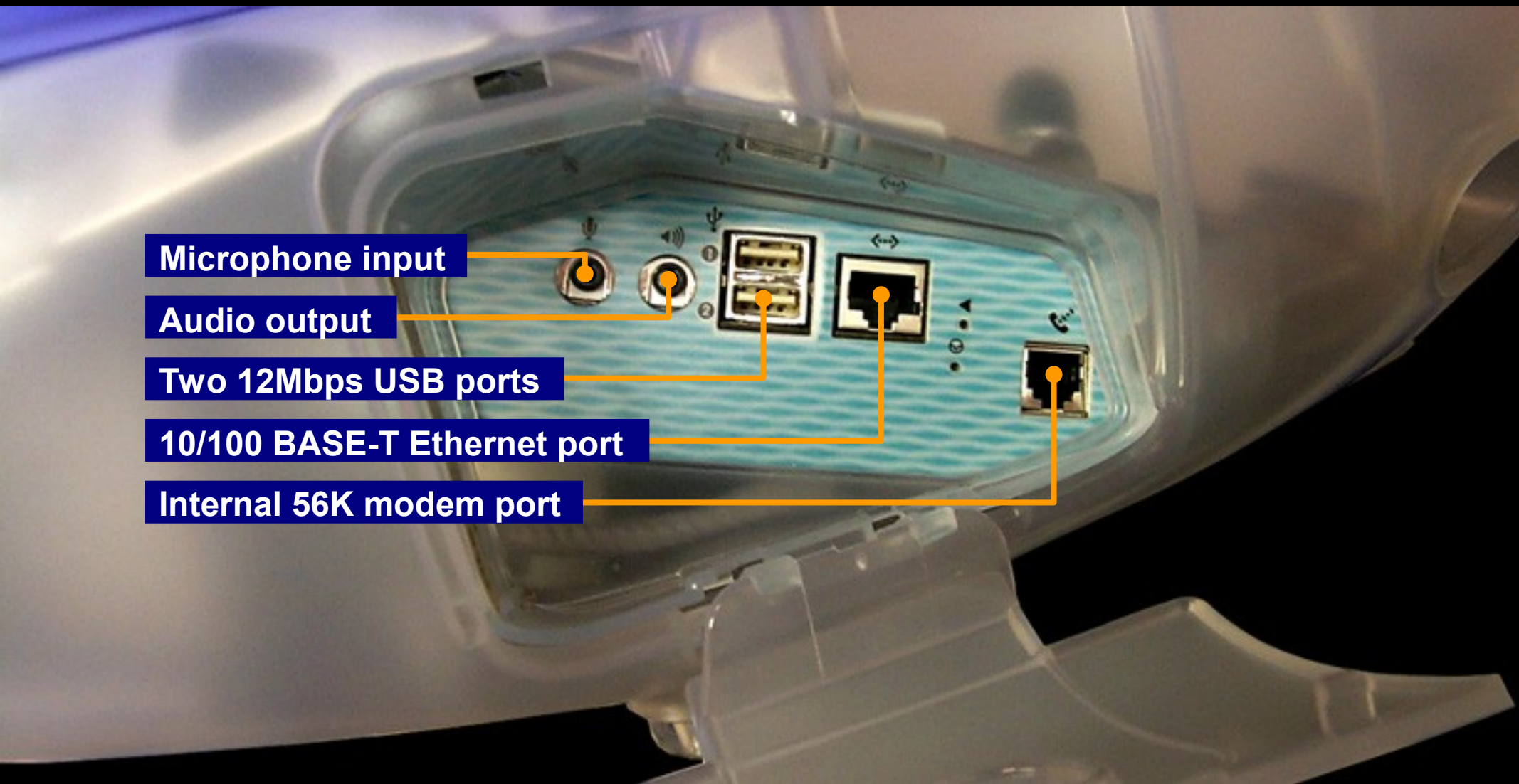
Microphone input

Audio output

Two 12Mbps USB ports

10/100 BASE-T Ethernet port

Internal 56K modem port



iMa

Speed
Style
Simplicity



Think Style

- Stunning industrial design looks great from all angles
- Compact design to fit in the tightest of places
- Gorgeous display offers crystal-clear clarity
- Available in five juicy flavors to express your personal style



Stunning Industrial Design

Enhancing both form and functionality





Gorgeous

Display

Rock-steady image puts others to shame

- Easy on the eyes

1024 x 768 at 75Hz

800 x 600 at 95Hz

640 x 480 at 117Hz

- 24-bit color in all resolutions

Now Available in Five Juicy Flavors



Grape

Tangerine

Lime

Strawberry

Blueberry

Yum.

iMa

Speed
Style

Simplic
ity



Think simplicity.

- Easy setup and Internet access gets you up and running in minutes
- Unmatched integration eliminates system hassles
- Software bundle and Mac OS 8.5.1 let you work and play immediately



iMac Setup

A few steps is all it takes



Easy Internet

Start surfing the Web in minutes

Access

- Internet Setup Assistant with instructional voice-overs and videos
- Everything you need is built-in
 - 56K modem and 10/100BASE-T Ethernet
 - Browser, mail, filter, and web design software included
 - 30 days of free Internet access and 6 MB of personal web space
- Mac OS makes the Internet easier
 - Sherlock search technology
 - HTML-based help system
 - Manage local and Internet content the same way

iMac Users and the Web

The "i" stands for Internet

Majority of iMac users are on the web:

82% of iMac users are actively online

66% of online users got online the first day

44% of online users signed up within 15 minutes

40% of online users have purchased through e-commerce

Universal Serial



Connectivity has never been this easy

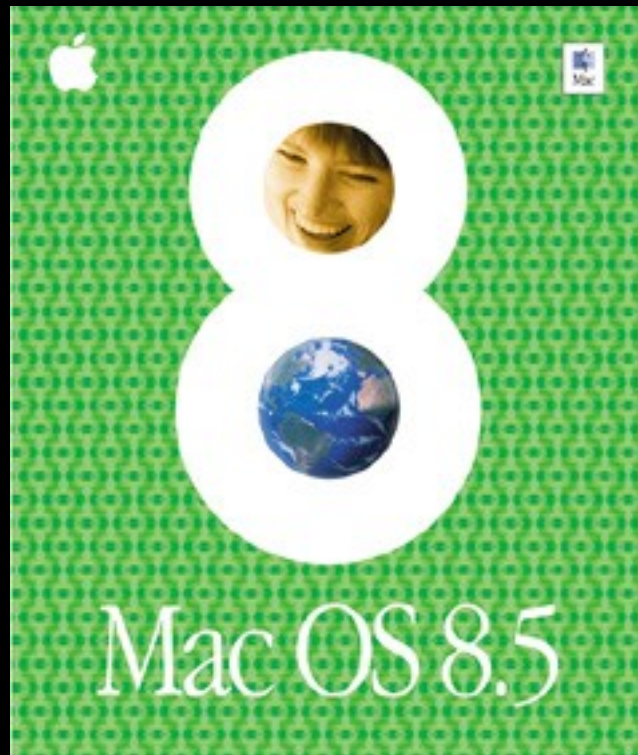
Bus

- Fast and extensible
 - Up to 12 Mbps
 - Up to 127 devices
- Extremely consumer-friendly
 - One type of connector
 - Hot plug and unplug
 - Bus-powered devices
- Over 100 new devices
- Latest USB release and drivers pre-installed



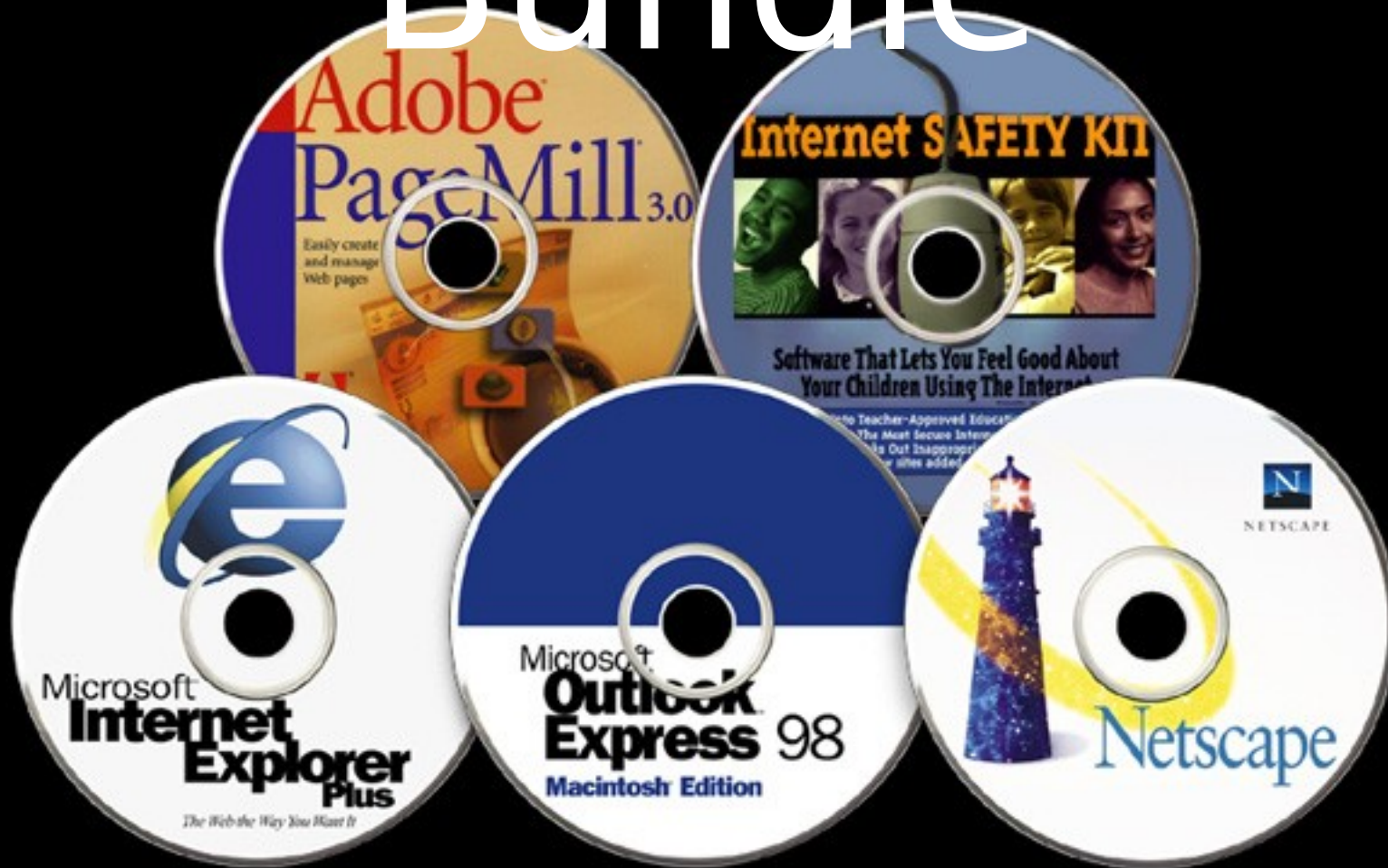
Mac OS 8.5.1

The world's easiest to use operating system



- Sherlock—your personal search detective
- Increased network performance
- Native AppleScript
- QuickTime—the digital-media standard

Great Software Internet Bundle



Great Software Productivity Bundle



Great Software

Fun and Games

Bundle



Think \$1,199*



Under a \$1 per day**

* U.S. suggested retail price subject to change. Tax and shipping not included.

** Refer to the Apple Loan Program for more information.



Think different.



...and in color.

Optional Slides

Apple Loan

The easiest to use computer is now the easiest to own
Information

- No down payments
- Pay nothing for first 120 days—then just \$27.45 a month.*
- Quick in-store credit qualification
- Complete ownership

* 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.

Think value.



- Available in five dazzling colors
- 266-MHz PowerPC G3 processor with 512K backside level 2 cache
- 32MB RAM expandable to 256MB
- 15-inch display (13.8-inch viewable)
- 6MB video memory, ATI RAGE Pro Turbo graphics controller
- 6GB IDE hard disk drive
- 24x-speed (maximum) CD-ROM drive
- 56 Kbps V.90 modem
- 10/100BASE-T Ethernet
- Two 12 Mbps Universal Serial Bus (USB) ports
- Price: \$1,199* / \$1 per day

* U.S. suggested retail price subject to change.
Tax and shipping not included.

iMa

Speed.

iMac Styl



iMac
Simpli
city.











