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 with iMac

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

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

iMac

Speed
Style
Simplicity

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

iMac PowerPC G3
266 MHz

9.0

Pentium II
450 MHz

6.2

Celeron
333 MHz

4.7

BYTEmark test scores

Game and 3D Performance

Fast enough for the itchiest of trigger fingers

Quake frames-per-second performance

iMac — 33

Compaq Presario 5050 — 26

Myth II frames-per-second performance

iMac — 32

Compaq Presario 5050 — 21

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

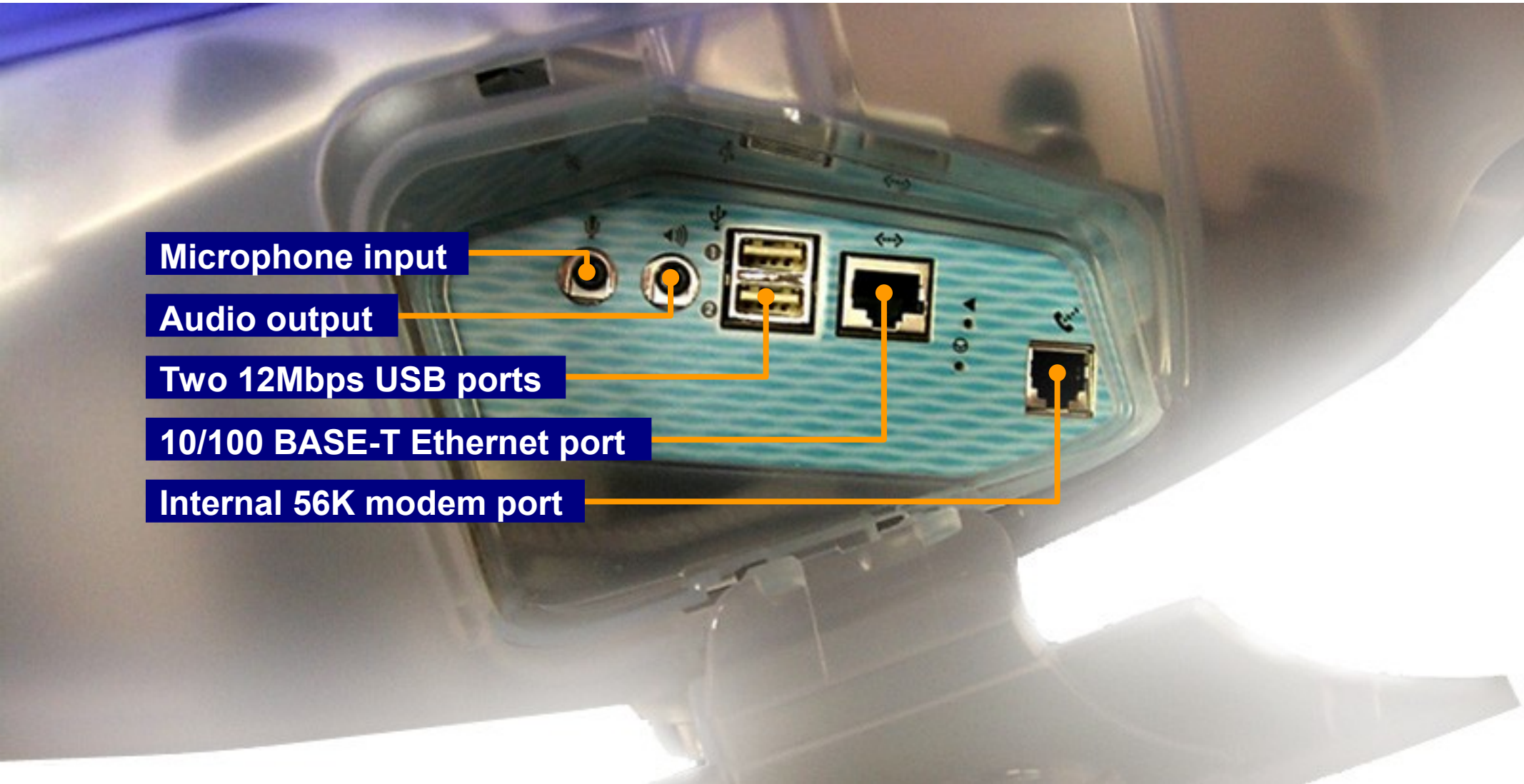|		
iMac	10% faster	704
Compaq Presario 5050		780

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

iMac

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.

iMac

Speed

Style

Simplicity

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 Guide

A few steps is all it takes

Easy Internet Access

Start surfing the Web in minutes

- 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

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
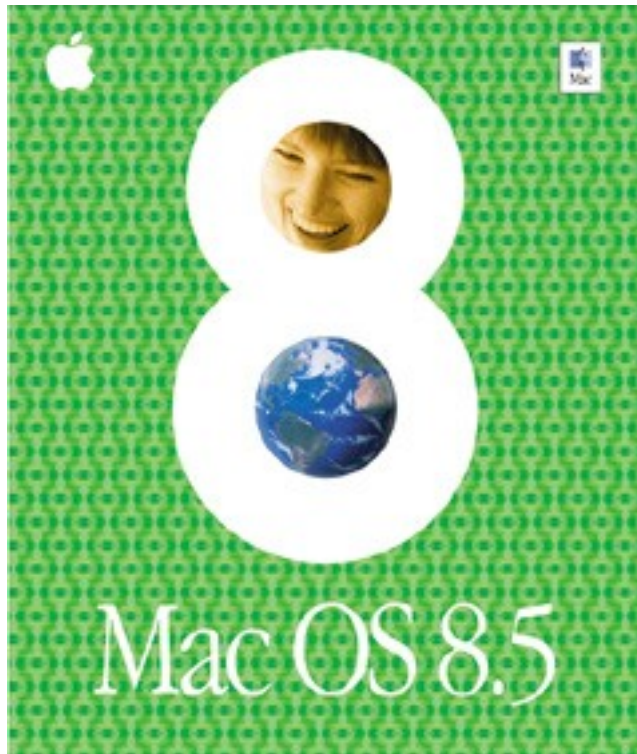- 40% of online users have purchased through e-commerce

Universal Serial Bus

Connectivity has never been this easy

- 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 Bundle

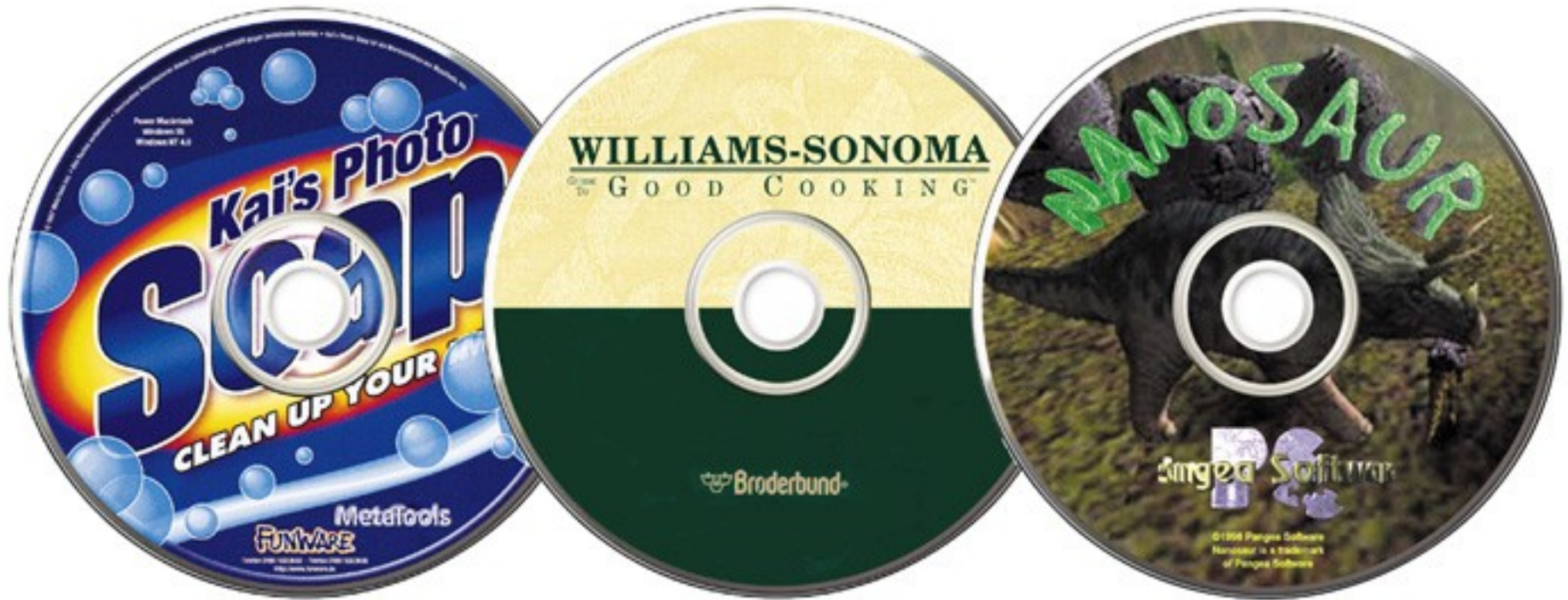**Internet**

Great Software Bundle

Productivity

Great Software Bundle

Fun and Games

Think
$1,199
via huge *

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 Information

The easiest to use computer is now the easiest to own

- 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.