Macintosh PowerBook G3 Series

Product Description

The Macintosh PowerBook G3 Series computers set new standards for portable design, performance, and value. These stylish, advanced notebook systems are truly powerful—outperforming many desktop computers even when it comes to demanding tasks such as multimedia creation and playback and advanced educational applications. And they also provide extraordinary flexibility to meet a wide range of user needs—today and tomorrow.

Key Selling Points

• *Astounding performance.* Built around the same innovative chip that sparked the success of Apple's current line of desktop systems—the high-performance PowerPC G3 processor with performance-boosting backside level 2 cache—the Macintosh PowerBook G3 Series systems outperform comparable Pentium and Pentium II processor–based notebook and desktop systems.* In addition, they use SDRAM and SGRAM for an impressively fast memory architecture. These features combine to produce a unique notebook computer that can outperform many desktop systems, enabling customers to handle even demanding tasks such as rendering sophisticated 3D graphics and performing complex computations.

• *Advanced multimedia capabilities.* The Macintosh PowerBook G3 Series computers incorporate the impressive multimedia capabilities that are a must for today's educators and professionals. They are available in flexible configurations designed to meet a broad range of user needs, offering high-quality 14.1-inch (diagonal) active-matrix displays, an advanced ATI RAGE LT PRO graphics controller to speed on-screen

graphics performance, and up to 4MB of SGRAM video memory for viewing millions of colors. Each system includes either a high-speed CD-ROM drive or a DVD-ROM drive for the latest storage technology. With the DVD-Video PC Card that comes with the DVD-ROM drive, you can play the latest DVD movies. And they support S-video output, making it easy for your customers to showcase their multimedia creations on a TV.

• *Integrated communications.* Because Ethernet networking has become a requirement in most educational environments as well as in business, it's built into the Macintosh PowerBook G3. For customers who spend a significant amount of time on the road, these high-performance portables include an internal 56K modem that supports the K56flex and V.90 standards for the ultimate in flexible, high-speed modem connectivity. And in keeping with Apple's most recent mobile product offerings, they come with built-in IrDA technology, which enables easy, wireless LAN access and file sharing.

• *Striking style.* The award-winning product design of the Macintosh PowerBook G3 supports its stellar performance with superior aesthetics. The result is a system that makes its owners look good to casual onlookers as well as to professional colleagues, offering the best technology currently available in the best-looking product on the market today. It packs productivity-enhancing features such as two expansion bays for multiple storage options and a flip-up keyboard for fast, easy access to the logic board into a conveniently small, light system with elegantly molded contours.

• *Flexible configurations.* In addition to standard configurations (see data sheet for product details and order numbers), the online Apple Store gives customers a range of mix-and-match options in such areas as processor speed, amount of RAM, hard disk drive size, and expansion bay devices (for more detailed information, visit Apple's web site at www.apple.com).

Prospects

With their elegant design, high performance, flexible feature set, and starting price of only $2,799,** these state-of-the-art notebook systems will have a strong appeal to publishing and creative professionals (graphic designers, copywriters, art directors, musicians, and others who value both power and mobility). These same attributes and attractive prices should also gain the attention of a range of educational users—administrators, instructors, and students who require a variety of computer capabilities (especially Internet access) and are often on the move. In addition, there are a number of individuals within the corporate world whose jobs involve considerable travel and the need to make client presentations or pick up e-mail while on the road.

Competitive Advantage

The Macintosh PowerBook G3 systems offer the following advantages:

• *Performance.* These computers not only significantly outperform previous notebook systems from Apple, they have outpaced Pentium II–based systems running at higher clock speeds* They also have 512K or 1MB of performance-boosting backside level 2 cache. The 512K backside cache in the 233-MHz model increases the performance by approximately 70 percent over the previous 233-MHz model without cache, making the PowerBook G3 Series systems the fastest notebooks in the world.*** In addition, the Macintosh PowerBook G3 systems' advanced 2D/3D graphics controller (a RAGE LT PRO) enables users to enjoy the latest in multimedia entertainment or educational resources. There's a configuration that offers the most recent breakthrough technology in multimedia storage and video playback—DVD. And the Macintosh PowerBook G3 systems even support S-video output, making it easy for your customers to make impressive multimedia presentations on a TV.

• *Style.* The elegantly molded contours and distinctive appearance of the Macintosh PowerBook G3 computers—not to mention their soft-touch grip, flip-up keyboard, expansion bays, and other functionally elegant features—have won them the attention of users around the world. They have also drawn the recognition and endorsement of experts in the field of design. The July/August issue of *International Design* magazine recognized the Macintosh PowerBook G3 with the honor of Design Distinction, calling it "delicious on the outside."

• *Value.* Their combination of outstanding performance with unsurpassed style would already make the Macintosh PowerBook G3 Series a notebook line worthy of serious consideration. But the surprisingly low cost of these systems takes them one step further—making the Macintosh PowerBook G3 a unique value proposition.
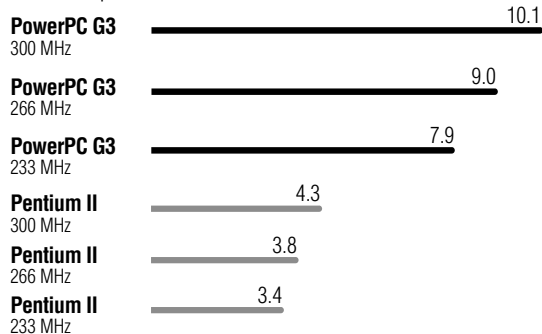
Based on BYTEmark integer index.

**Estimated retail price; actual prices are set by resellers and may vary. Tax, shipping, and handling not included.*

***Based on Apple internal testing using MacBench 4.0 processor performance scores. Actual performance on applications will vary. MacBench is a subsystem-level benchmark that measures the relative performance of Mac OS–based systems (see data sheet for details).*
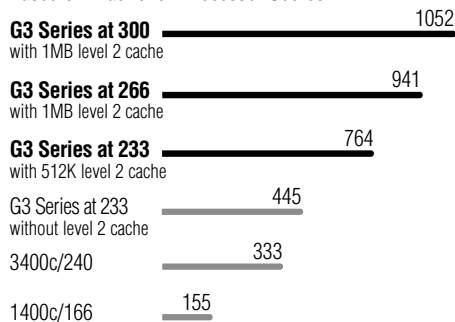
PowerPC G3 Advantage

BYTEmark performance test scores

PowerPC G3 300 MHz — 10.1

PowerPC G3 266 MHz — 9.0

PowerPC G3 233 MHz — 7.9

Pentium II 300 MHz — 4.3

Pentium II 266 MHz — 3.8

Pentium II 233 MHz — 3.4

BYTEmark integer processor performance score © McGraw-Hill

Macintosh PowerBook Performance Comparisons

Based on MacBench Processor Scores***

G3 Series at 300 with 1MB level 2 cache — 1052

G3 Series at 266 with 1MB level 2 cache — 941

G3 Series at 233 with 512K level 2 cache — 764

G3 Series at 233 without level 2 cache — 445

3400c/240 — 333

1400c/166 — 155

Additional Information

Macintosh PowerBook G3 Series Data Sheet	L02838G
Macintosh PowerBook G3 Series FAQ	L03392A
The PowerPC G3 Processor: Taking the Macintosh to the Next Level	L02588A
The Power Macintosh G3 Series: Innovative Product Design for Affordable High Performance	L02589A