



Apple Does it again.

*Introducing
the Macintosh 512K*



Macintosh 512K Product Positioning

There are several important elements in the positioning of the Macintosh 128K and Macintosh 512K.

First, the Macintosh 128K and Macintosh 512K are--before anything else--Macintosh personal computers. That means they share the same key product features. Both employ built-in Lisa Technology, which benefits the user through radical ease of learning and ease of use. Both use a 32-bit microprocessor for speed and power. Both offer extensive personal productivity business software from leading software developers. And both come in a complete, 20-pound transportable package. What all the world has come to understand about Macintosh applies to both versions.

Second, the Macintosh 512K is simply a Macintosh that solves bigger problems. That is, the Macintosh 512K gives users the ability to work with larger documents and models. For example, the Macintosh 128K is appropriate for a user who works on MacProject documents with up to 200 tasks. If the projects are larger (up to 2000 tasks), then the additional investment for the Macintosh 512K would be justified. If the users deals with large spreadsheet models, then the larger memory version may be appropriate.

Third, the Macintosh 512K offers improved speed when performing certain tasks. Applications that access the disk often, such as Microsoft's Multiplan and Chart, can benefit from the additional memory.

Fourth, the Macintosh product line now allows memory expansion as a customer's needs grow. A customer who purchases a Macintosh 128K and later needs a system with more memory can simply purchase a 512K Memory Expansion Kit. Macintosh's memory is now as expandable as that of any other personal computer.

Fifth, customers who wish to run the Lotus Macintosh product (available in the first quarter of 1985) need the Macintosh 512K. The Macintosh 128K can be expanded to a 512K system at any time.

In brief, there are now two Macintosh personal computers: the 128K and the 512K. Both share the same key points: Lisa Technology; 32-bit architecture; personal productivity business software from leading developers; and one complete, transportable box. The Macintosh 512K offers greater memory for working with larger documents and faster processing speed. The Macintosh 128K can be expanded to a 512K system.

Macintosh 512K Questions and Answers

What is the Macintosh 512K?

The only difference between the Macintosh 128K and the Macintosh 512K is the amount of memory in the computer. The Macintosh 512K stores larger documents and models, and offers slightly faster performance. For example, MacWrite documents can be as long as 10 pages on a Macintosh 128K and over 80 pages long on a Macintosh 512K. And MacDraw and MacProject documents can hold over ten times as many objects when they're run on a Macintosh 512K.

The Macintosh 512K has the same key product features as the Macintosh 128K: Lisa Technology for radical ease of use; 32-bit architecture for high performance; business software from leading developers; and one complete, transportable box.

How do I determine which Macintosh is right for my customers?

There are three major areas that you must address to determine which Macintosh is appropriate for a given customer.

First, the level of sophistication of your customer's business problems. For relatively short memos and moderate-sized spreadsheets, the Macintosh 128K is appropriate without incurring additional cost. Users who work with very sophisticated MacDraw illustrations (up to 10,000 objects) or MacProject documents (up to 2000 objects) need the Macintosh 512K. Both Macintoshes solve the same tough business problems, in the same easy way. The user must decide, with help from an Authorized Apple dealer, how sophisticated the problem is.

Second, the Lotus Macintosh product. Customers who definitely plan to purchase this software need the Macintosh 512K. If they're unsure, then the Macintosh 128K is a better choice. Your customer can, at any time, expand the Macintosh 128K to a 512K system.

Third, price. The Macintosh 128K offers your customers an incredible value and the ability to run over 40 business software products. It is the most affordable solution for customers who want an easy-to-use, yet powerful personal computer.

Why is the Macintosh 512K faster?

Since more information can be stored in memory, programs on the Macintosh 512K don't need to access the disk frequently for information.

What is the difference in the hardware?

The Macintosh 128K and Macintosh 512K use identical digital computer boards. The only difference between the two computers is the type of memory chip installed in the board: sixteen 64K memory chips in the Macintosh 128K, and sixteen 256K memory chips in the Macintosh 512K. The manufacturing process and other components are identical.

What about pricing?

As of September 10, the Macintosh 128K will have a suggested retail price of \$2195 and the Macintosh 512K will have a suggested retail price of \$3195. Both systems will maintain current dealer margins, and the Apple 60-day unsold inventory price protection policy will apply. Apple will credit dealer accounts for the difference in price paid for systems purchased between July 10 and September 10.

Why did Apple reduce the price of the Macintosh 128K?

The Macintosh factory in Fremont, California, has increased production of Macintosh computers, which means reduced manufacturing costs because of economies of scale. Apple is passing along those reduced costs to our customers. This will allow Apple dealers to increase sales significantly during the Christmas sales season.

Why did Apple introduce the Macintosh 512K three months ahead of schedule?

The introduction was accelerated because sufficient quantities of advanced 256K RAM chips, at reasonable prices, were available earlier than anticipated.

What about manufacturing of the Macintosh 512K?

Since the same manufacturing facility, process, and components are used for both systems, it's relatively simple to produce either version of the product. During the next few months, Apple expects that 30% to 50% of the systems produced will be the Macintosh 512K. This number depends completely on customer demand.

What about all the software that runs on the Macintosh 128K? Are there any changes?

All of the existing Macintosh software (over 70 products, 40 of which are business packages) will run, without change, on the Macintosh 512K. You simply use the software in exactly the same way on both computers. Macintosh is smart enough to adjust the software automatically to take advantage of the increased memory of the Macintosh 512K. Depending on how the developer has written the application software, users will be able to work with larger documents and enjoy faster operating speed when they run their software on the Macintosh 512K.

For example, MacWrite documents are limited to 10 pages on a 128K system, and can be up to 80 pages long on a 512K system. MacProject and MacDraw can hold about 10 times more objects on a Macintosh 512K than on a 128K system. Microsoft Multiplan models are significantly larger. MacPaint documents scroll much more rapidly.

What about the Lotus product?

Lotus Development Corporation is aggressively developing a product that will run only on the Macintosh 512K. We've seen the pre-release version of the product, and it's insanely great. Unfortunately, we've agreed to let Lotus introduce their own product, so that's all we can say right now.

How do owners of a Macintosh 128K expand to a 512K system?

Authorized Apple dealers will carry the Macintosh 512K Memory Expansion Kit, which expands a Macintosh 128K to a 512K system.

The procedure is simple. The dealer removes the main digital logic board and replaces it with a complete, brand new logic board containing 512K of RAM. (To increase the reliability of the Macintosh system, the memory chips are permanently mounted to the logic board, and cannot be removed without severely damaging the board.) Installation of the new board takes about 30 minutes.

After the new board is installed, the dealer replaces various labels on the computer to indicate that it now contains 512K of memory.

A customer who purchased a Macintosh 128K before September 10 and buys a 512K Memory Expansion Kit may also mail the old system disk to Apple and receive a free copy of MacProject and MacDraw. Inside the kit is a new system disk to replace the one sent to Apple.

Can users install the new board themselves?

No. The operation must be performed by a Level 1 technician at an authorized Apple dealer so that the warranty is valid and safety precautions are observed.

How much does it cost to expand the Macintosh 128K to a 512K system?

The suggested retail price is \$995, including the cost of servicing the Macintosh. Dealers will be charged \$ 995 and credited \$300 upon receipt of the used 128K boards. The upgrades will be available in limited quantities in October.

Why does it cost \$995?

The memory chips that are on the Macintosh 512K board are about 10 times more expensive than those on the 128K board, thus adding significantly to the cost.

How is Apple taking care of early Macintosh customers who bought a Macintosh for \$2495, and now have to pay more than new customers to get the 512K expansion?

Apple feels very strongly that it needs to support customers who purchased Macintosh before September 10. When those customers purchase a 512K Memory Expansion Kit, they're also entitled to receive, free of charge, a copy of MacProject and MacDraw. Those packages have a value of \$250. Thus, a customer who purchased a Macintosh 128K before the price change to \$2195 is getting the expansion and the software for the same price as a customer buying a Macintosh 512K, MacProject, and MacDraw separately.

Customers who purchase a Macintosh 128K after September 10 are not eligible for the free software offer.

How does Apple tell when customers purchased their Macintoshes?

The customer is required to mail the Macintosh system disk to Apple. Printed on the system disk label is the encoded date of manufacture.

Ordering Information

Product	Part Number	Suggested Retail Price
Macintosh 128K (with MacWrite/MacPaint)	M2128	\$2195.00
Macintosh 512K (with MacWrite/MacPaint)	M2512	\$3195.00
Macintosh 512K Upgrade (available October, 1984)	M2515	\$ 995.00

September 10, 1984. Pricing and availability subject to change.