

## The Macintosh Advantage

### ☒ Capability

The QuickDraw<sup>®</sup> 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

## 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



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## 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 IIsx
  - ☒ Can be used with any modular Macintosh system
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## Features

- 12-inch monochrome CRT

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

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- 67-hertz screen refresh rate

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- “Page-white” phosphor and dark glass

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- Antiglare screen

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- 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.

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- 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.

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- Eliminates flicker, thereby reducing eyestrain.

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

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

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

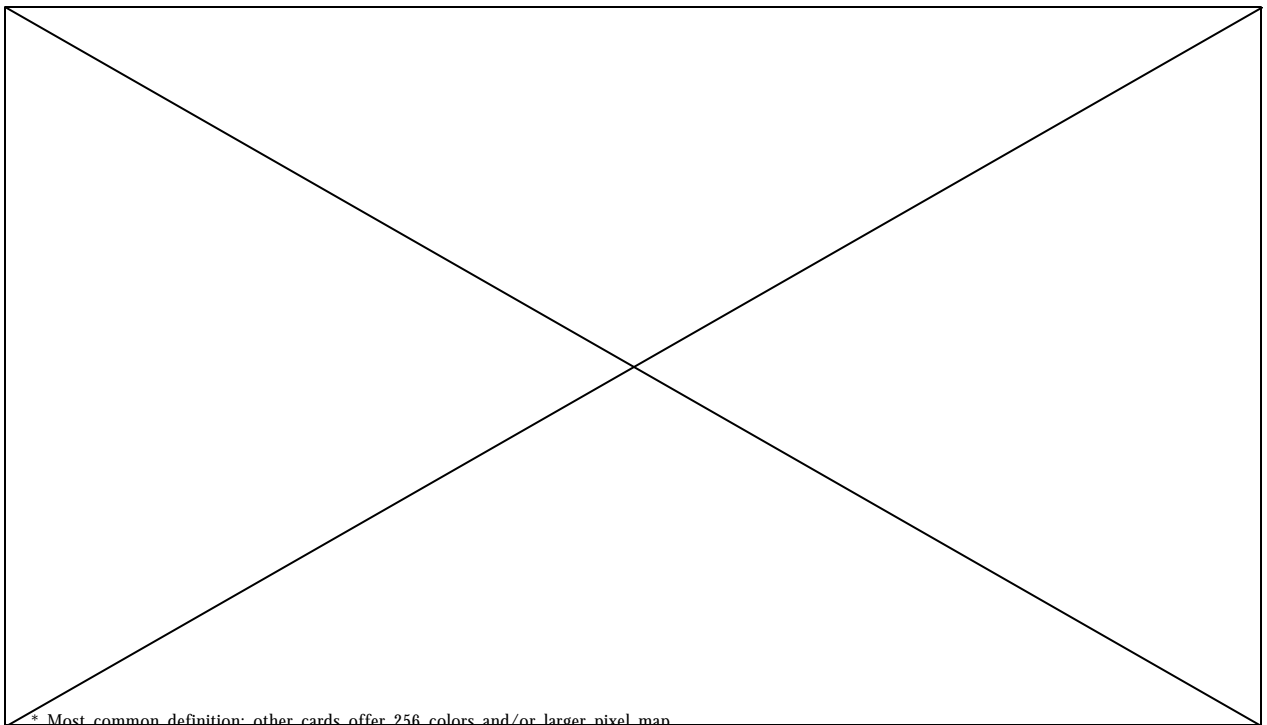
## Product Details

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 8-24<sub>CC</sub>, 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)
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## Graphics Standards: Macintosh vs. IBM-Compatible Displays



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## 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 IIsi
- ☑ Can be used with any modular Macintosh system

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## 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

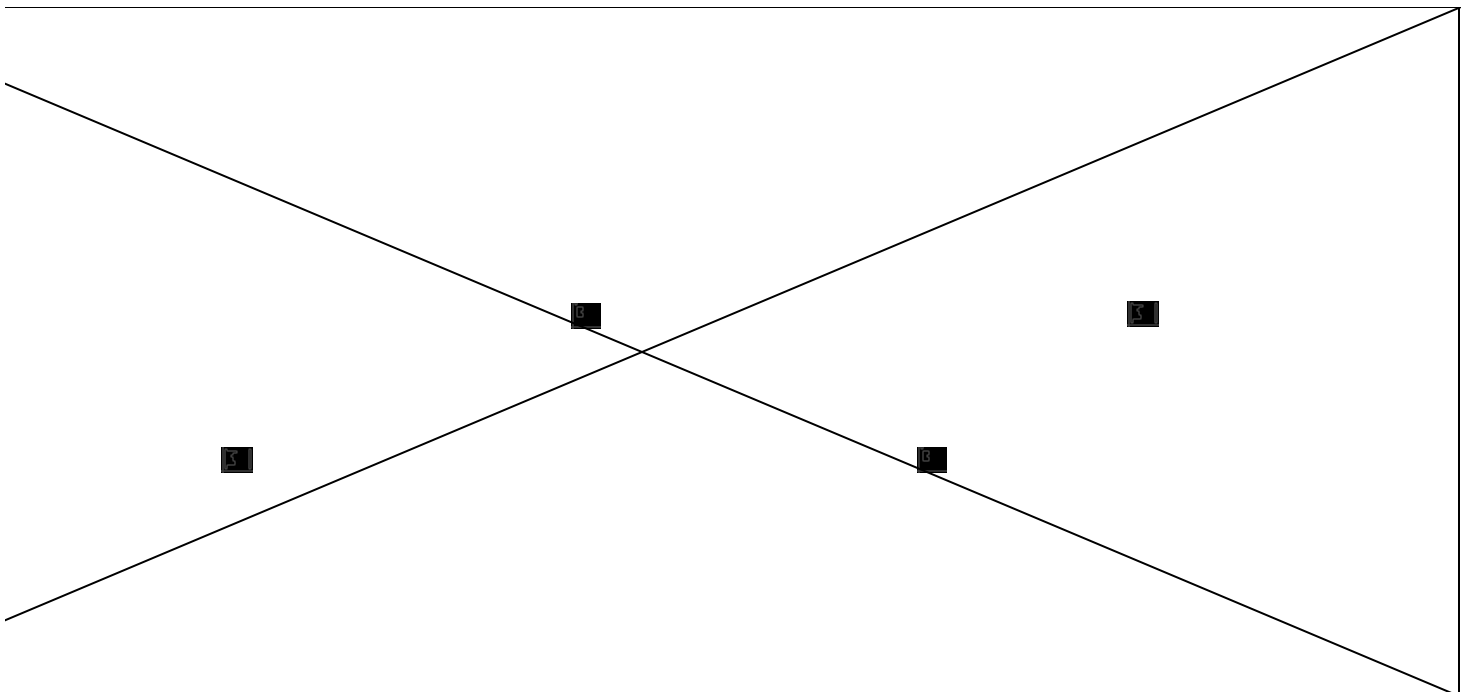
With the Macintosh 12-inch RGB Display, the number of colors that you can work with simultaneously depends on the Macintosh model and/or video card that you're using. For example, you can work with 256 colors simultaneously (from a color space of more than 16 million colors) using the video port on a Macintosh LC, Macintosh IIsi, 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)

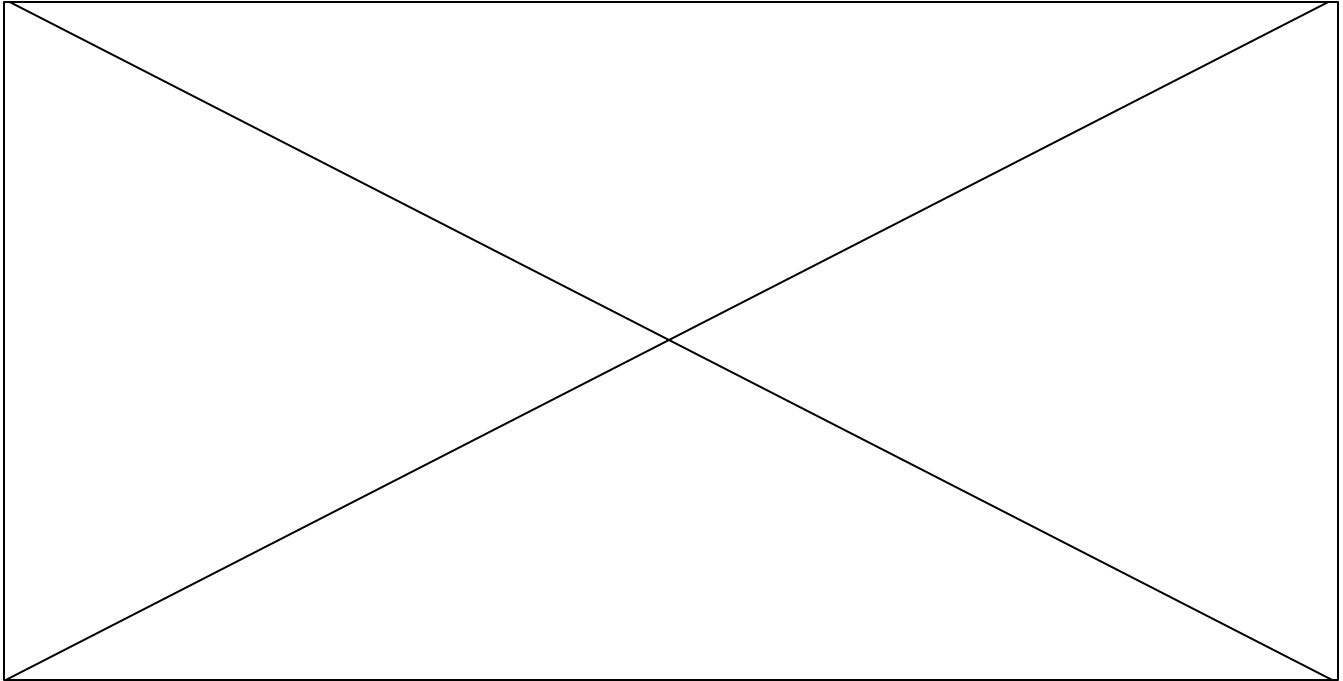
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## Macintosh vs. Non-Macintosh Color Displays



# 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.