



iM a c

Name

Title

Apple Computer, Inc.

iMac Update

The world is talking

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

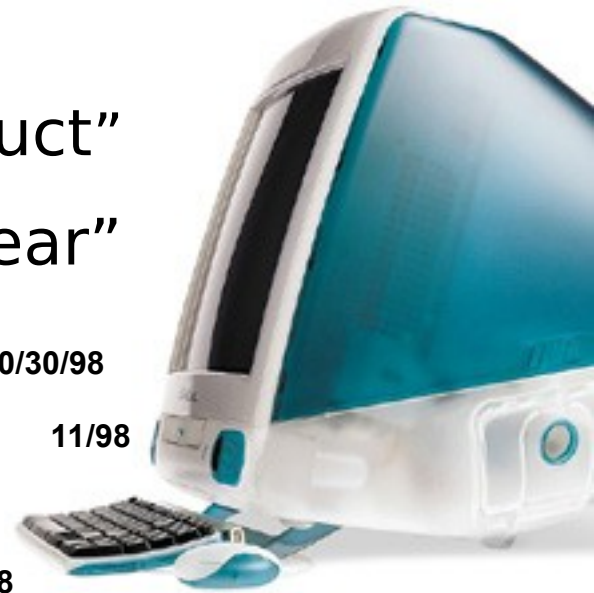
USA Today - “1998 Hardware Top Picks” 12/16/98

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 150 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



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

iMa

Speed

Style

Simplic

ity

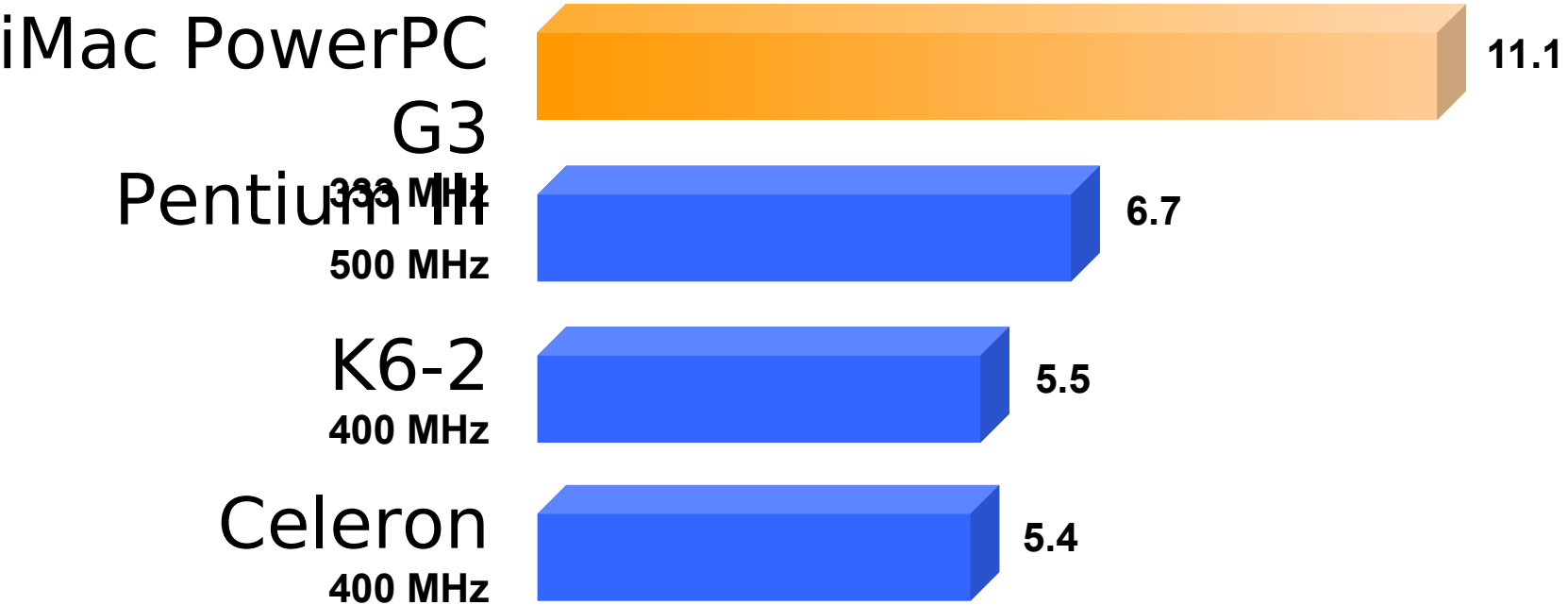


Speed



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

PowerPC G3 Performance



BYTEmark test scores

Game and 3D

Performance

Fast enough for the itchiest of trigger fingers



Dark Vengeance Frames per second

iMac 333-MHz PowerPC G3, RAGE Pro Turbo, 6MB SGRAM
Compaq Presario 5240 400-MHz K6-2, RAGE LT Pro AGP 2X, 4MB SGRAM
Frames per second as reported by Dark Vengeance software

High-speed I/O

Access to the latest devices and networks

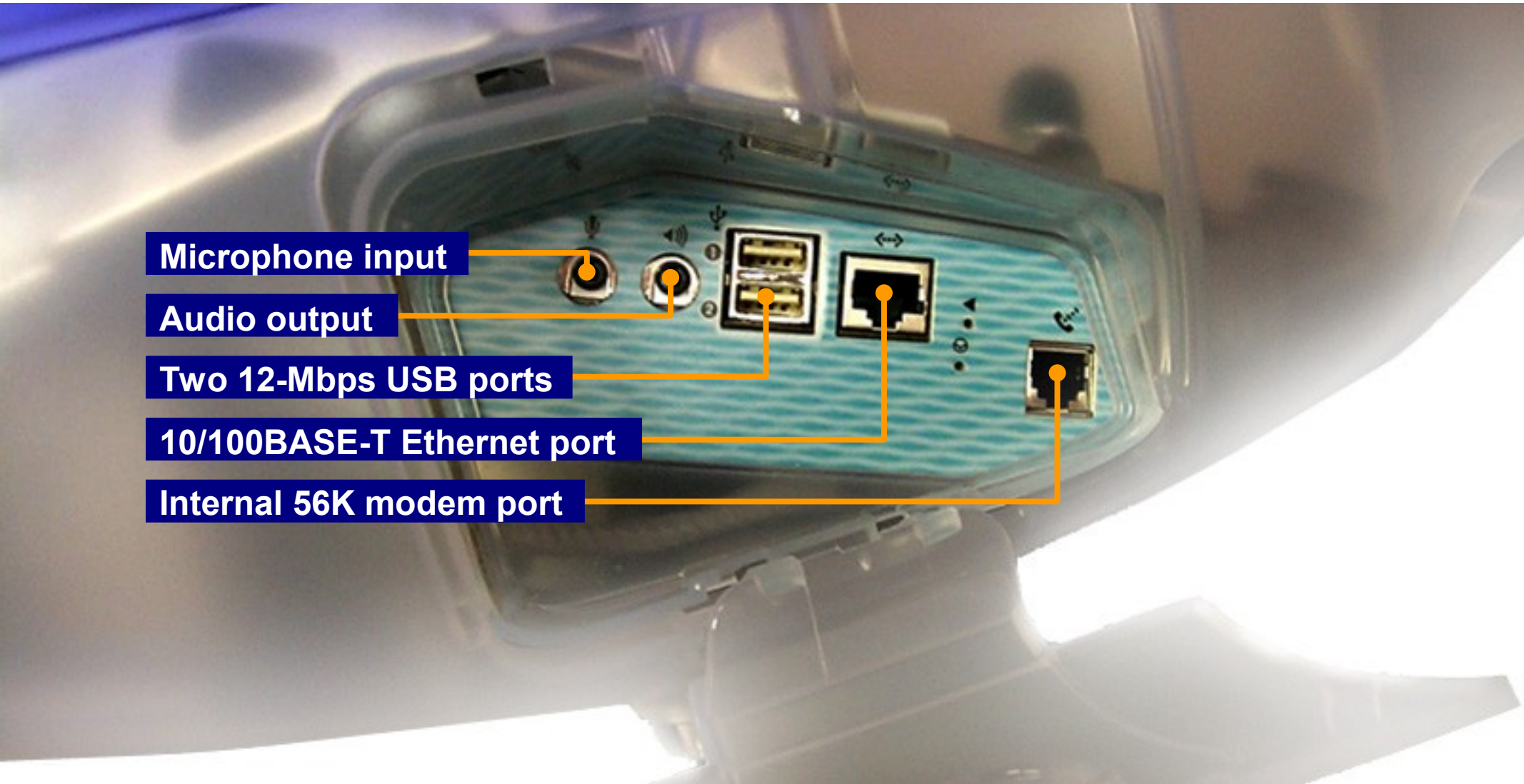
Microphone input

Audio output

Two 12-Mbps USB ports

10/100BASE-T Ethernet port

Internal 56K modem port



iMa

Speed

Style

Simplic

ity



Style



- Stunning industrial design looks and works 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



Simplicity

A close-up, detailed illustration of a laptop hinge mechanism, showing the metal casing and the internal components. The hinge is shown in a slightly open position, revealing the internal structure. The lighting is dramatic, highlighting the metallic surfaces and the precision of the engineering.

- 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

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 6MB 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 Bus

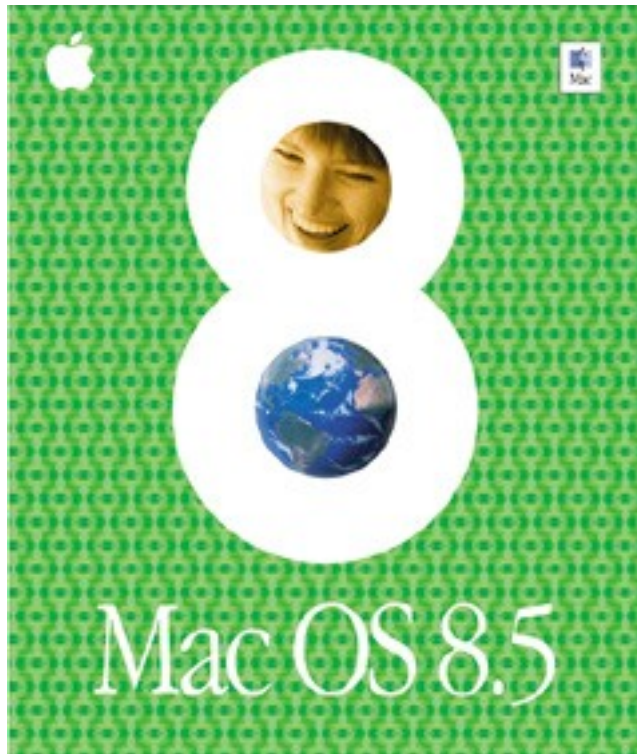
Connectivity has never been this easy

- 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 150 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



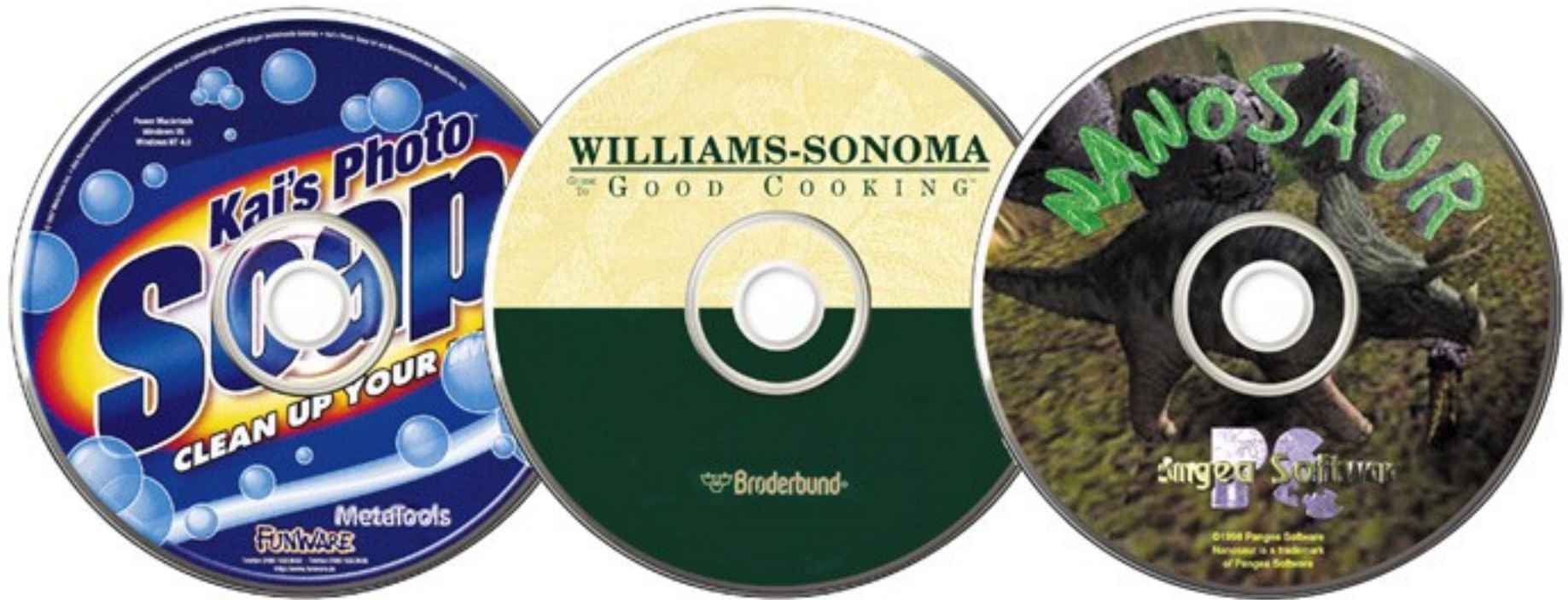
Great Software Productivity Bundle



Great Software

Fun and Games

Bundle



Value

\$1,19¢ *

Under \$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.

Value



- Available in five dazzling colors
- 333-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
- 56K 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.

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iMa

Speed.

iMac

Sty

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Jim Mac
Simpli
city.











