

Introducing the
first computer
in history that's
easier to use
and more
powerful than
a Macintosh.

Congratulations. You already own it.

System 7 is here. The biggest improvement in Macintosh since Macintosh.

System 7 brings many new and existing capabilities to Apple® Macintosh® computers. It also makes the computer that's famous for being easy to use even easier.

But what's really exciting is the fact that the Macintosh computer sitting there on your desktop has the power to take advantage of all these advanced capabilities.

System 7 can run on every Macintosh personal computer we've built since 1986.

(All you need is a hard disk drive and at least two megabytes of memory.)

It's like getting a whole new Macintosh without buying a whole new Macintosh.

And while we have been busy reinventing your Macintosh, the best software developers in the world have been busy, too. Creating the next generation of Macintosh software. Bringing new powers to your favorite Macintosh applications. And creating new programs that will enable your Macintosh to do things no other personal computer has ever done before.

System 7 is just the latest example of how Apple moves technology ahead without leaving you behind. To not only protect your invest-

ment, but also to make it worth more than ever.

To make the transition easy, we've prepared two System 7 Upgrade Kits.

The Personal Upgrade Kit is for individual users and contains everything you need. Including System 7 software, a compatibility checker, HyperCard® 2.1 software, a comprehensive manual and 90 days of toll-free upgrade assistance from Apple.

The Group Upgrade Kit is designed for managers of large Macintosh installations. It will let you upgrade your entire network quickly and easily. And it includes System 7 software, the compatibility checker, HyperCard 2.1, a special Macintosh guide to networking and 180 days of toll-free upgrade assistance.

For information on upgrade kits, call your authorized Apple reseller. For the name of the reseller near you, call 800-538-9696, ext. 777.

And rediscover the power no other computer can offer. The power to do more than ever. The power to be your best.

Introducing System 7 for Macintosh.