



## **Why should your customers buy a Lisa?**

**It comes from Apple Computer.**

**Lisa Technology allows you to profit more from all personal computer functions faster than with any other computer.**

**The Lisa's 32-bit processor powers the only complete and integrated set of personal computer applications.**



**Lisa does what other PCs do \_ \_ \_ \_ BETTER**

**Lisa does what other PCs do \_ \_ \_ TOGETHER**

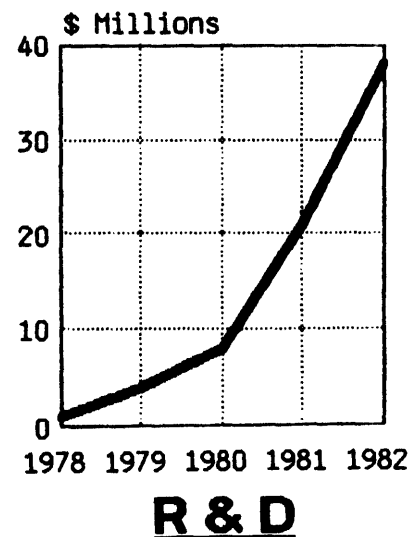
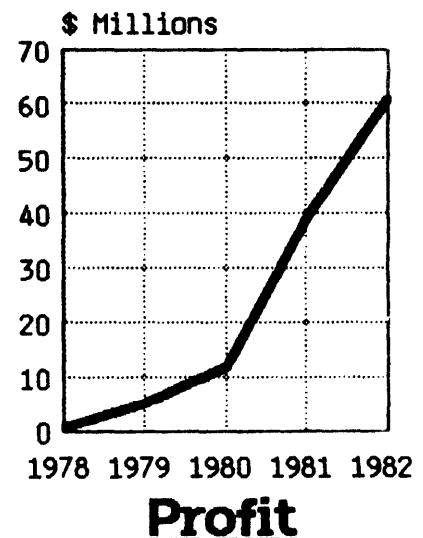
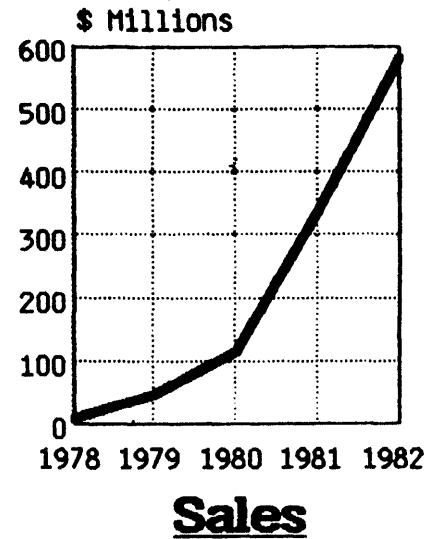
**Lisa does what other PCs \_ \_ \_ \_ CANNOT DO**

# Table of Contents

Corporate Story .....	1
Target Market Profile.....	4
Product Description.....	6
Hardware Overview .....	7
Compatibility.....	9
Integration.....	11
LisaDraw .....	13
LisaCalc .....	15
LisaList.....	17
LisaWrite.....	19
LisaGraph .....	21
LisaProject .....	23
Printing .....	25
Datacomm .....	27
LisaTerminal .....	29
Networking .....	31
Development Tools .....	35
Third Party Program.....	37
Application Developers Toolkit.....	38
Competitive Analysis	
Hardware .....	39
Lotus 1-2-3 .....	41
Visi-On.....	44
Small Business .....	45
International .....	47
Service and Support.....	50
Product Calendar .....	51
Who to Call for Answers .....	54

# Apple Corporate Story

- **1976** - Jobs & Wozniak designed the Apple I in Jobs' parents' garage.
- **1977** - The Apple II starts the personal computer revolution.
- **1982** - At only 5 years old, Apple joins the Fortune 500 on sales of \$600 M
- **1983** - Lisa Technology sets a new standard for personal computers.



Apple Computer founders, Steve Jobs and Steve Wozniak, first met when they were in their early twenties, soon discovering they shared not just a fascination with computers, but with an entirely new concept - the personal computer.

In 1975 they co-designed what would later be dubbed the "Apple I", an easy-to-use, single-board personal computer, and the forerunner of more powerful Apple systems to come.

The young inventors spent six months assembling the prototype in Wozniak's parents' garage, attracting nearly 50 advanced orders. Their commitment intensified when, forced to raise seed money, Jobs and Wozniak sold their most valuable possessions, a programmable calculator and a Volkswagen bus.

Return on their investment came faster than anticipated, with Apple I sales quickly reaching a respectable \$200,000. Apple Computer was in business!

In 1976 A.C. "Mike" Markkula, Jr. joined Jobs and Wozniak. The three incorporated the company as Apple Computer in January, 1977, recruiting the finest available talent from computer and semiconductor companies throughout the US. Four months later, Apple literally revolutionized the computer industry by introducing the first fully assembled, programmable personal computer, the Apple II.

Recognizing the growing need for a personal computer system able to handle highly sophisticated business and professional applications, Apple introduced the Apple III in 1980. Its powerful microprocessors and large memory capacity attracted the interest of a wide range of professionals, enhancing Apple's position in the business, scientific, and industrial marketplaces.

With manufacturing, service, and distribution centers worldwide, the company had - in the span of just three years - grown international in size and scope. Apple became a publicly owned company in December, 1980, in what The Wall Street Journal called "the (stock) offering of the decade."

In 1982, only six years after Wozniak and Jobs demonstrated the first Apple I for friends, Apple's sales skyrocketed to an astronomical \$600 million, catapulting the company to the ranks of America's FORTUNE 500. No corporation in the history of American business has grown so big, so fast.

In January 1983, Apple introduced its most innovative personal computer to date, the Lisa™ Personal Office System. Utilizing new "Lisa Technology", the Lisa is controlled by a palm-size desktop device called a "mouse". By simply using the mouse to point at familiar symbols appearing on the computer screen, you can direct the Lisa to perform a wide variety of sophisticated tasks - without ever having to learn computer commands.

The latest event in Apple's history was the naming of John Sculley as President and Chief Executive Officer. Mr. Sculley, previously president of Pepsi Cola, brings with him many years of marketing experience as Apple makes the transition to a more marketing driven company.

As the innovator in the personal computer industry it brought to life, Apple remains committed to its founders' original vision: to place personal computer power well within everyone's reach.

## **You can profit from Lisa Technology if you:**

- **Manage people, projects, and/or time.**  
Lisa's solution: LisaProject, LisaList
  - **Analyze information and make decisions.**  
LisaCalc, LisaGraph, LisaProject
  - **Need ready access to information.**  
Desktop Manager, LisaList
  - **Share information.**  
LisaTerminal, Apple Network
- And most importantly,
- **Must communicate ideas convincingly.**  
LisaDraw, LisaGraph, LisaWrite

**With LisaTechnology, you have the only complete personal computer solution for all of your job.**

# **Lisa Product Description**

**Lisa Technology = High Technology at low cost.**

- **32 Bits** - for larger memory and faster processing.
- **Graphics Mouse Technology** - The most effective way to operate a computer.
- **Desktop Manager** - You already know how to use it.
- **Software Integration** - The only complete set of personal computer applications.
- **Unsurpassed Printing** - Communicate your ideas convincingly.
- **Low Cost** - To be useful, it must be affordable.

**The Lisa solution costs no more than an ordinary PC solution!**

# **Hardware Overview**

**The Lisa hardware uses the latest technology to provide a personal computer solution with unmatched power. It is a wise investment because of:**

- **The MC68000.** The CPU has a 32-bit design which allows it to manipulate complex information faster than 8 or 16-bit processors.
- **Memory capacity.** The Lisa has a full megabyte of memory to support large amounts of information (e.g. spreadsheets) and many applications running simultaneously.
- **Memory management.** Special electronics support for multitasking lets you work on several documents at once and do background printing and datacomm simultaneously.
- **Monitor.** The Lisa uses a high resolution graphics display to show detailed graphics as well as different styles of text.
- **Mouse.** One easily controls the Lisa by pointing with the mouse to menus and other objects on the screen. Users are not tied to the keyboard for typing in commands



# Hardware Overview

High resolution graphics display.

5 MB hard disk storage

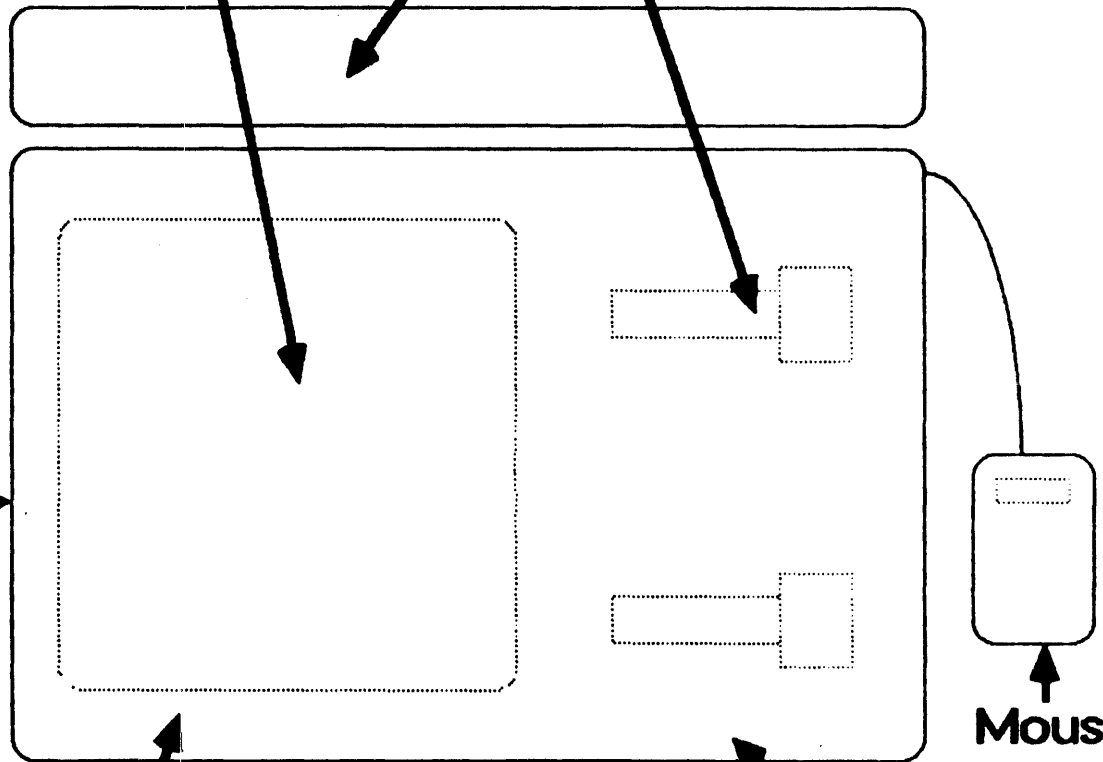
1.7 MB floppy storage

1024K main memory

Mouse

Memory management for multitasking

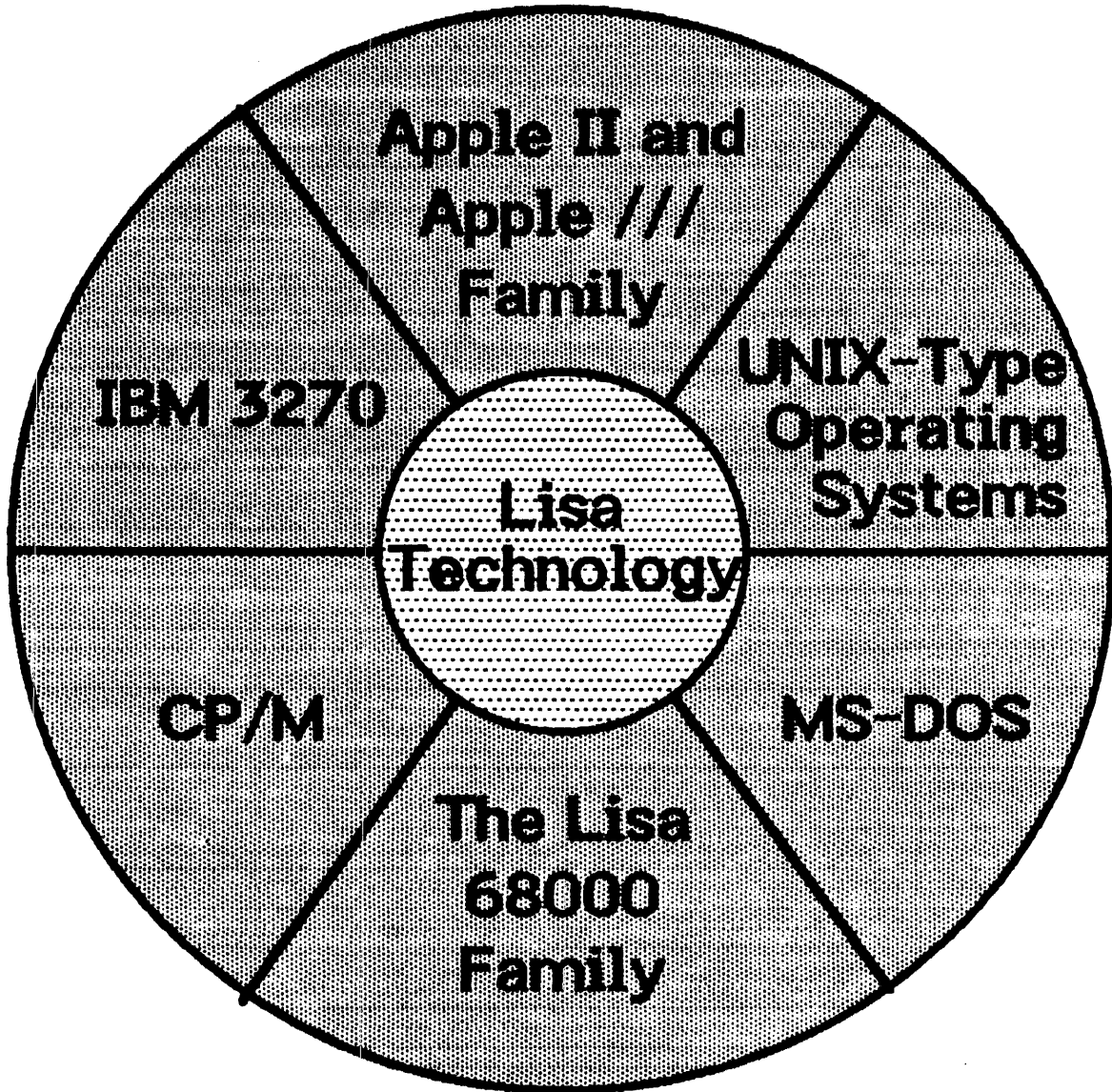
MC680000 32 bit microprocessor



## Compatibility

- **Future Apple products will leverage off the 200 person-years we invested in Lisa Technology and will have a high degree of compatibility, including document sharing and emulation capabilities.**
- **The Lisa is a revolutionary new architecture optimized for ease of use and integration. However, it is still possible to transfer text files between Apple IIs, Apple IIIs, and Lisas.**
- **Apple has in the past supported significant standards in the industry.**
  - **CP/M-80 for the Apple II+, IIe, and III;**
  - **Unix-type operating systems on the Lisa;**
  - **Industry-standard communications protocols for all Apple products;**
  - **IEEE numerics standards for Lisa**
- **Apple will continue to be compatible with important standards.**
  - **MS-DOS and Concurrent CP/M will be available on the Lisa in 1984, allowing the user to run software written for many other machines.**
  - **3270 SNA/SDLC and Bisync protocols will be fully supported on the Lisa in early 1984.**

# Lisa Compatibility



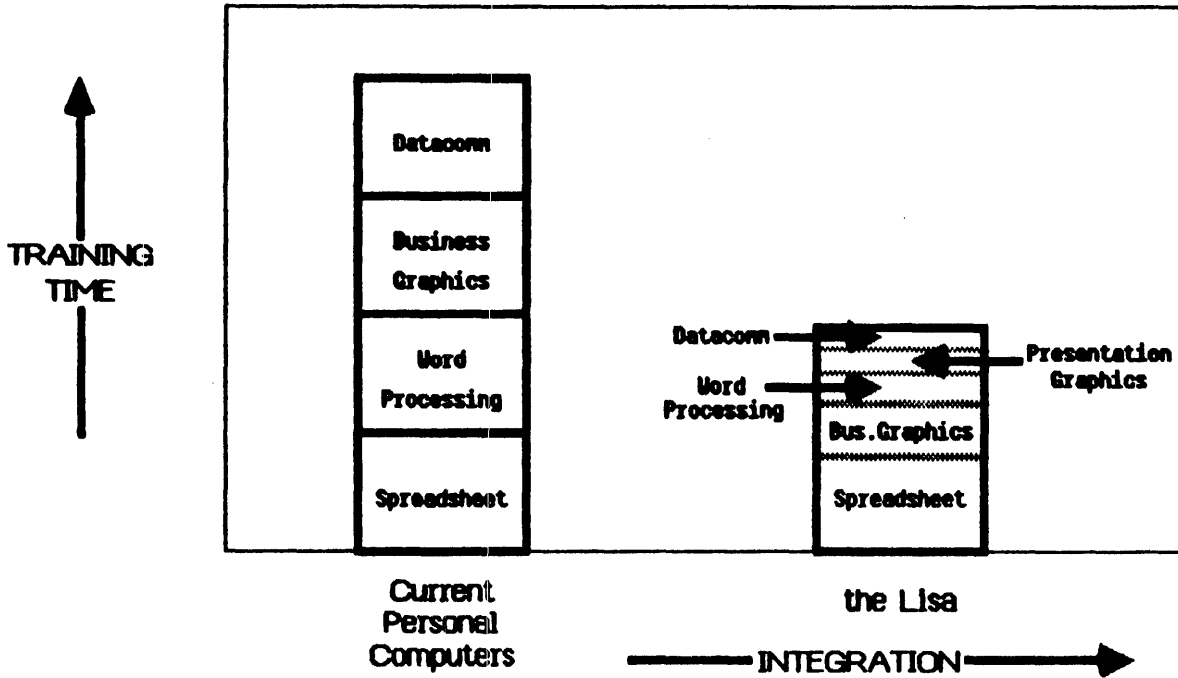
# **Integration**

**Because of the Lisa's integration, it is the only complete set of personal computer applications.**

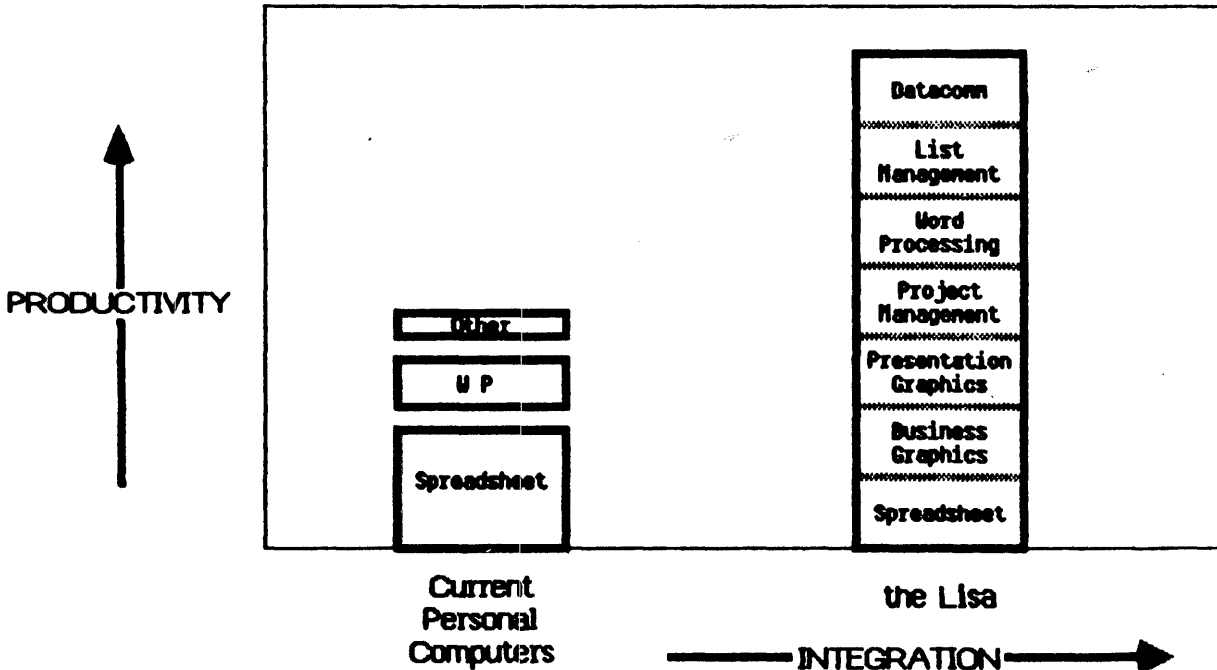
- **Reduce training time dramatically with an integrated user interface. Users save hundreds of hours when learning many computer applications.**
  - **Common functions across all the applications.**
  - **Because operations are always done the same way, learning one application means you have learned the basics for the next.**
  
- **Maintain higher productivity through the most integrated personal computer.**
  - **Have many windows of varying applications on the screen simultaneously and move back and forth between them quickly.**
  - **Never retype data again: just "cut and paste" between the windows in 4 quick steps.**

# Integration

## Reduce Training Time



## Maintain Higher Productivity

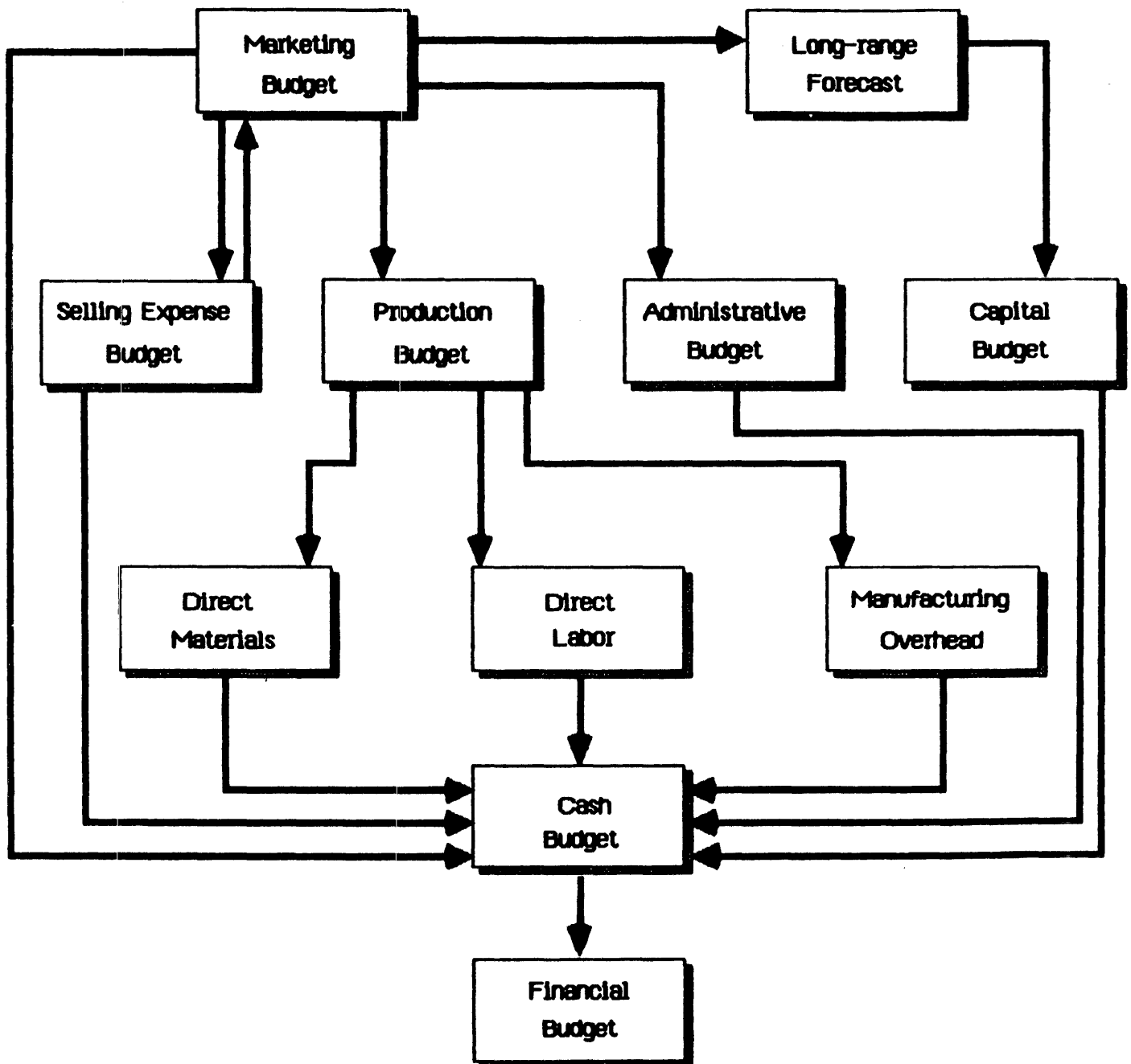


# LisaDraw

**LisaDraw is unique among personal computer solutions and is only possible with Lisa Technology.**

- **LisaDraw allows you to graphically represent concepts that would be impossible to describe with words alone.**
- **LisaDraw stimulates creativity by providing easy-to-use tools including many text styles, line types, shapes, shades, scaling, grids, rulers . . .**
- **Printing is a feature, not an after thought.**
  - **Drawings can be as large as 32 square feet.**
  - **Save time by only having to print once because what you see on the screen is exactly what will be printed.**
- **Use LisaDraw to enhance information from LisaGraph and LisaProject so you can present your facts in the most effective way.**
- **LisaDraw helped us create most of the graphics you see in this binder.**

**Imagine trying to explain this process with mere words! LisaDraw makes it easy!**



# LisaCalc

**LisaCalc goes beyond the traditional spreadsheet solution. It adds value in these key ways:**

- **Size** - Solve problems up to five times larger than other spreadsheets.
- **Display**
  - Display multiple documents simultaneously.
  - View up to 28 rows and 13 columns vs 10 rows and 9 columns on competitive systems.
- **Integration** - the LisaCalc results can easily be moved into LisaWrite or LisaGraph for better communication of the information.
- **Accuracy**
  - LisaCalc always gets the correct answer.
  - 16 digit precision ensures your results.
- **Unique Features - Only in LisaCalc**
  - Display and print formulas as well as values.
  - Functions such as Annuity, Compound, Net Present Value, Search, and calendar arithmetic.
  - Print in a variety of typestyles.



# View 28 rows and 13 columns.

File/Print Edit Type Style Page Layout Format Protect Calculate

YEARLY FORECAST

# G Cells: Value:

# M Formula:

	A	B	C	D	E	F	G	H	I	J	K	L	M
1											YEAR END	TOTAL	
2	Product	Price	Q1 84		Q2 84		Q3 84		Q4 84		UNITS	REVENUE	
3													
4	A301	\$ 1.95	20	\$ 39.00	22	\$ 43.68	24	\$ 47.17	28	\$ 54.25	94	\$ 184.10	
5	A319	\$ 0.95	32	\$ 30.40	36	\$ 34.05	39	\$ 36.77	45	\$ 42.29	151	\$ 143.51	
6	A341	\$ 0.47	12	\$ 5.64	13	\$ 6.32	15	\$ 6.82	17	\$ 7.85	57	\$ 26.62	
7	A356	\$ 0.52	2	\$ 1.04	2	\$ 1.16	2	\$ 1.26	3	\$ 1.45	9	\$ 4.91	
8	A378	\$ 0.95	71	\$ 67.45	80	\$ 75.54	86	\$ 81.59	99	\$ 93.83	335	\$ 318.41	
9	A379	\$ 0.57	45	\$ 25.65	50	\$ 28.73	54	\$ 31.03	63	\$ 35.68	212	\$ 121.08	
10	A381	\$ 1.14	154	\$175.56	172	\$196.63	186	\$212.36	214	\$244.21	727	\$ 828.76	
11	A399	\$ 2.01	80	\$160.80	90	\$180.10	97	\$194.50	111	\$223.68	378	\$ 759.08	
12	A450	\$ 0.66	22	\$ 14.52	25	\$ 16.26	27	\$ 17.56	31	\$ 20.20	104	\$ 68.54	
13	A458	\$ 0.94	41	\$ 38.54	46	\$ 43.16	50	\$ 46.62	57	\$ 53.61	194	\$ 181.93	
14	A489	\$ 0.19	203	\$ 38.57	227	\$ 43.20	246	\$ 46.65	282	\$ 53.65	958	\$ 182.08	
15	A495	\$ 0.07	189	\$ 13.23	212	\$ 14.82	229	\$ 16.00	263	\$ 18.40	892	\$ 62.45	
16	CATEGORY:												
17	TOTAL		871	\$610.40	976	\$683.65	1054	\$738.34	1212	\$849.09	4,112	\$2,681.48	
18													
19	B301	\$ 0.47	12	\$ 5.64	13	\$ 6.32	15	\$ 6.82	17	\$ 7.85	57	\$ 26.62	
20	B319	\$ 0.52	2	\$ 1.04	2	\$ 1.16	2	\$ 1.26	3	\$ 1.45	9	\$ 4.91	
21	B341	\$ 0.95	71	\$ 67.45	80	\$ 75.54	86	\$ 81.59	99	\$ 93.83	335	\$ 318.41	
22	B356	\$ 0.57	45	\$ 25.65	50	\$ 28.73	54	\$ 31.03	63	\$ 35.68	212	\$ 121.08	
23	B378	\$ 1.14	154	\$175.56	172	\$196.63	186	\$212.36	214	\$244.21	727	\$ 828.76	
24	B379	\$ 2.01	80	\$160.80	90	\$180.10	97	\$194.50	111	\$223.68	378	\$ 759.08	
25	B381	\$ 0.66	22	\$ 14.52	25	\$ 16.26	27	\$ 17.56	31	\$ 20.20	104	\$ 68.54	
26	B399	\$ 0.94	41	\$ 38.54	46	\$ 43.16	50	\$ 46.62	57	\$ 53.61	194	\$ 181.93	
27	B450	\$ 0.19	203	\$ 38.57	227	\$ 43.20	246	\$ 46.65	282	\$ 53.65	958	\$ 182.08	
28	B458	\$ 0.94	189	\$177.66	212	\$198.98	229	\$214.90	263	\$287.13	892	\$ 838.67	

# Print formulas as well as values.

	A	B	C	D	E	F	G	H
1								
2								Excess or
3		Employees	Salaries	Benefits	Expenses	TOTAL	Budget	(Deficit)
4	1Q83	4	(B4*B14)/4= 34.00	C4*D14/100= 11.90	B4*E14*3= 16.80	sum(C4:E4)= 62.70	150.00	G4-F4= 87.30
5	2Q83	B4*2= 6	((B4*B14*(1+C14/100)) -(B5-B4)*B14)/4= 52.70	C5*D14/100= 18.45	B5*E14*3= 25.20	sum(C5:E5)= 96.34	200.00	G5-F5= 103.66
6	3Q83	B5*2= 12	((B5*B14*(1+C14/100)) -(B6-B5)*B14)/4= 104.55	C6*D14/100= 36.59	B6*E14*3= 50.40	sum(C6:E6)= 191.54	275.00	G6-F6= 83.46
7	4Q83	Round(B6*1 .25)= 15	((B6*B14*(1+C14/100)) -(B7-B6)*B14)/4= 132.60	C7*D14/100= 46.41	B7*E14*3= 63.00	sum(C7:E7)= 242.01	400.00	G7-F7= 157.99
8								
9	TOTAL	B7= 15	sum(C4:C7)= 323.85	sum(D4:D7)= 113.35	sum(E4:E7)= 155.40	sum(F4:F7)= 592.60	sum(G4:G7)= 1,025.00	sum(H4:H7)= 432.40
10								

# **LisaList**

**LisaList brings increased productivity to the management of lists and records through:**

- **High-speed sorting: sort 100 rows in 3 seconds.**
- **More flexibility**
  - Search for any combination of information using "Query by Example".
  - Sort on any combination of keys.
- **LisaList's capacity is unsurpassed in personal computer solutions. Up to 4 megabytes of information can be stored in 100 fields, and each record can be up to 990 characters.**
- **Create, change, and expand your database easier than ever before possible on personal computers through the use of the graphics mouse interface.**
- **Generate specialized reports by displaying and printing selected rows and columns in numerous typestyles.**
- **Your data is more accurate with LisaList's edit checking against closed data types.**

# Query by Example

Employees				
Search Specifications				
Name	MailStop	Department	Building	Hire Date
L THRU Z		=Engineering	= 4	



Employees				
Selected Rows				
Name	MailStop	Department	Building	Hire Date
Litani, Gavin	2-B	Engineering	4	7/21/76
Lo, Chris	2-B	Engineering	4	7/24/82
Machado, Ivan	1-D	Engineering	4	3/06/80
Malick, Rob	2-B	Engineering	4	4/09/82
Noguchi, Yo	2-B	Engineering	4	3/15/82
Olsen, Sharon	2-B	Engineering	4	5/18/76
Page, Ralph	2-B	Engineering	4	7/21/82
Peters, Barbara	1-D	Engineering	4	8/01/80
Reed, Rob	1-D	Engineering	4	9/20/82
Tyson, Wayne	1-D	Engineering	4	2/15/79
Weilers, June	1-D	Engineering	4	4/01/79

# **LisaWrite**

**LisaWrite helps you take your ideas and translate them into printed words that PEOPLE WILL READ!**

- **Produce professional quality results.**
  - **Many type faces and styles.**
  - **Printing solutions are inexpensive and unique.**
  
- **Get final product faster.**
  - **Display many windows simultaneously**
  - **Copy and paste between them, including from word processing templates.**
  - **Consistent user interface leverages familiarity with desktop, windows, and the mouse.**
  
- **Integration allows information from LisaCalc and other computers to be pasted into your document.**
  
- **Familiar filing and retrieval using file folders and names you create and understand. The Lisa lets you stay more organized.**



## InterOffice Memo

**TO :** Sales Staff

**FROM :** VP of Sales

**DATE :** 15 October, 1983

**RE : SALES MEETING**

---

From the reports that I have heard, you have all been doing a terrific job. I would first like to congratulate you and thank you for making Apple even more successful.

I have scheduled a meeting with all of you to give you some information on how the sales channels are doing and to discuss goals for the next quarter. Please come prepared with your projections as well as any questions or comments you may have for me.

**Meeting: 20 Oct, 9:00 am**

**Big Apple Conference Room**

**Subject: Quarterly Profits and Projections**

# LisaGraph

**LisaGraph provides the highest quality graphs of any personal computers.**

- **Variety**

- line graphs
- bar charts
- pie charts
- scattergrams
- mixed bar/line graph

- **Integration**

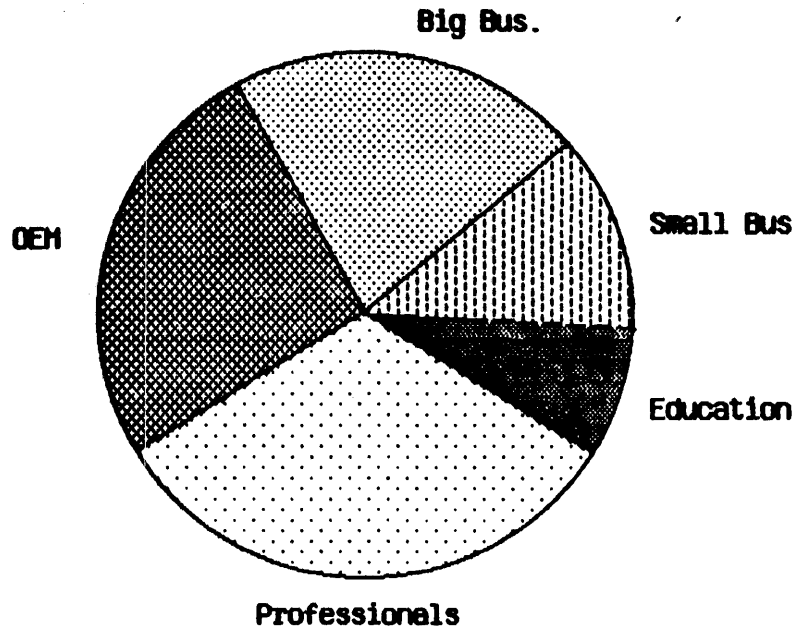
- LisaGraph can graph information from LisaCalc which saves time having to re-enter numbers.
- Unlimited customization is allowed by pasting graphs into LisaDraw.

- **Flexibility**

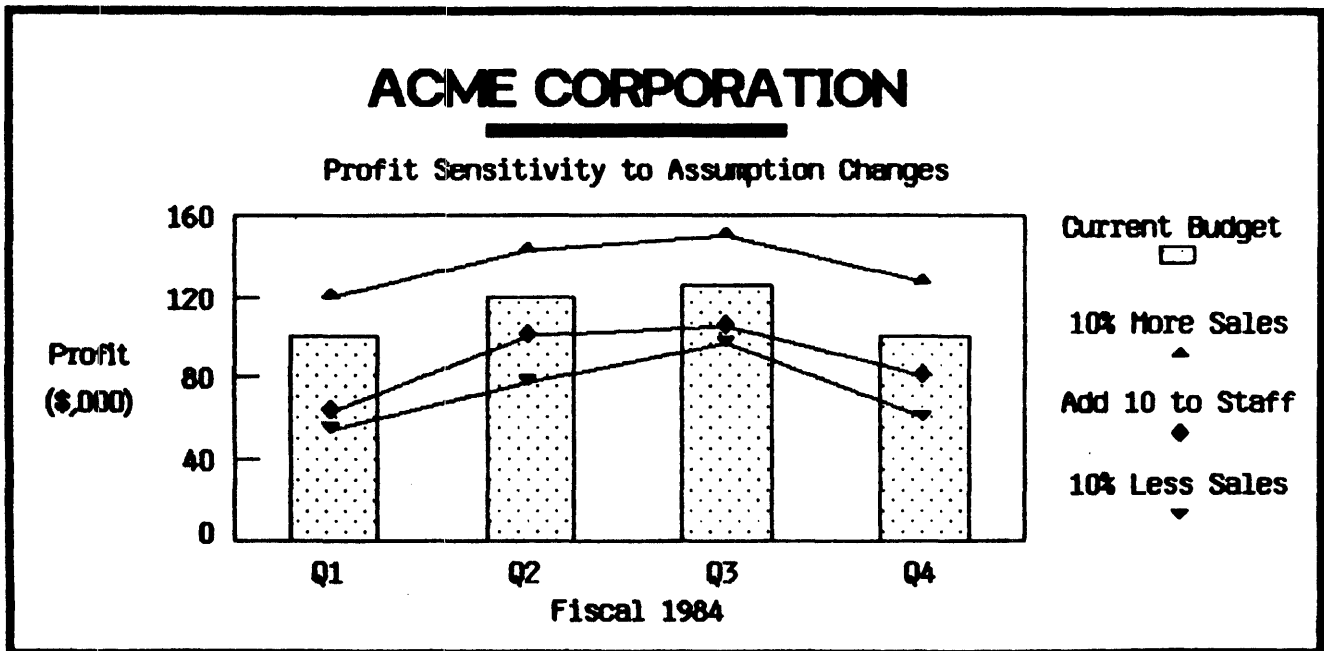
- LisaGraph data and graphs are shown on the screen simultaneously for easy and fast editing.
- The user can ask "What if?" with data; LisaGraph gives a graphic answer instantly.

- **Printing** - The superior screen resolution is easily captured on paper for use in reports or presentations.

# Market Breakdown



Ask "What if....?" Get a graphic answer instantly.



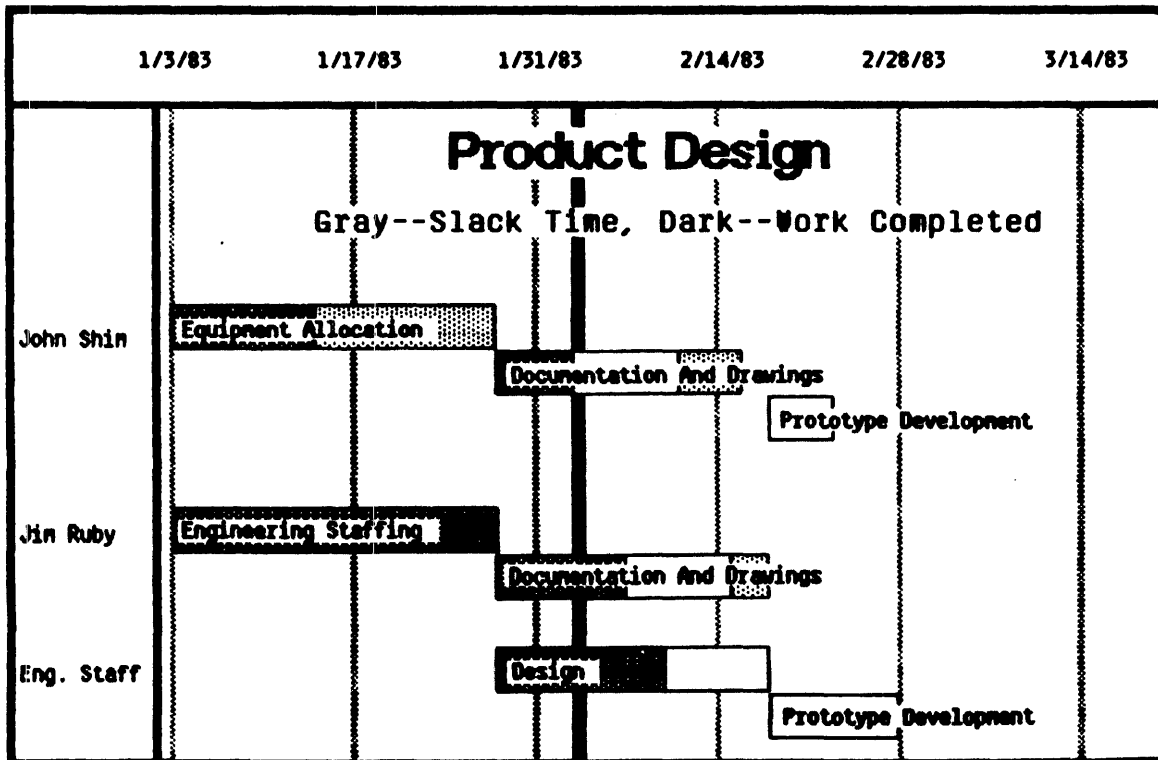
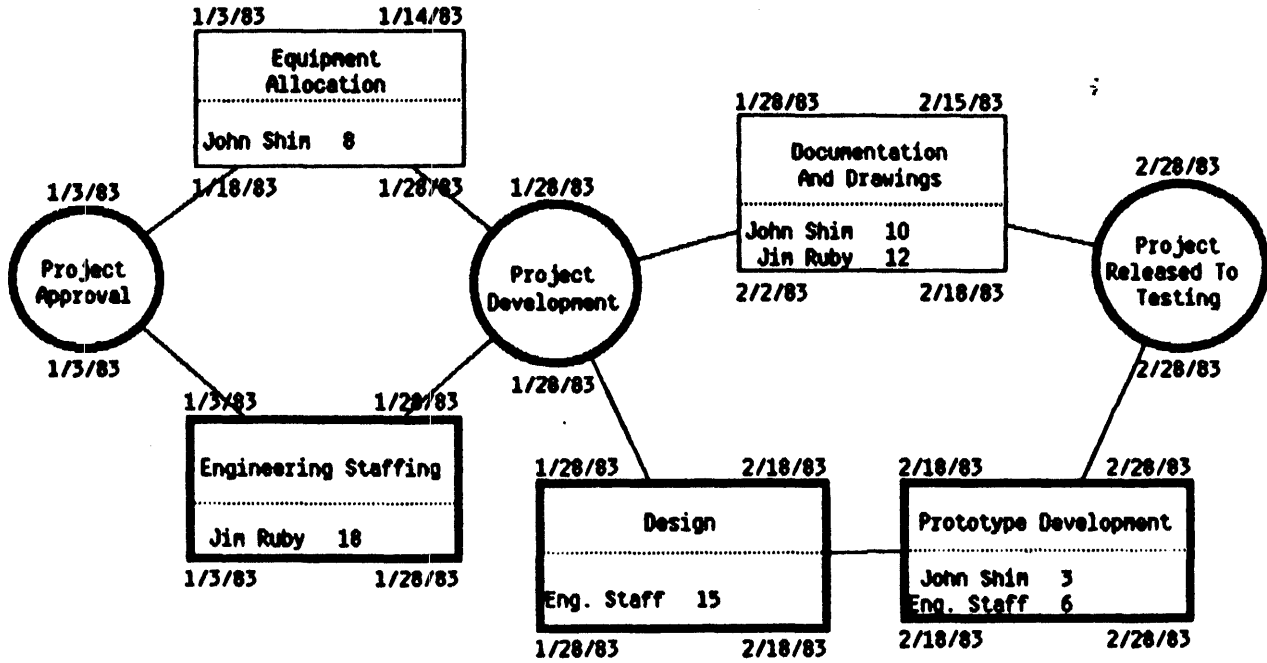
# LisaProject

The new decision support tool that is a **MUST** for successful professionals.

- LisaProject is based on the PERT and CPM, proven project management techniques now available to all managers.
- LisaProject automatically calculates critical tasks flagging those tasks and resources that need special attention.
- Very large projects are effectively managed with LisaProject because it can handle up to 1000 tasks.
- LisaProject performs "What If" analysis for people, resources, and tasks, just like spreadsheet products have done for numbers.
- Progress status is tracked graphically with 3 different types of charts. Choose the display which suits your style and need.
- LisaProject information is easily integrated into LisaDraw where it can be enhanced for more effective presentations.



# Product Design Ranger Mfg., Inc.



## **PRINTING**

**The superior quality of the final output from any Lisa application reflects the quality of your efforts.**

- **Apple printers can print graphics and text in a number of typestyles and typefaces.**
- **The Lisa "background" printing capability lets the you continue working while the Lisa is printing.**
- **The Lisa always shows you what the final document will look like so you only need to print it once.**
- **For greater flexibility both printers can print in "landscape" and "portrait" formats with only a few clicks of the mouse.**
- **The Daisy Wheel Printer supports bold, italics, large characters (1/4 & 1/3 inch), foreign and scientific characters without changing printwheels.**
- **The printers connect easily, are simple to use, and provide significant value for the dollar.**
- **Color printing is a technology we are continuing to investigate but we have no products to announce at this time.**

# Graphics and Typestyles for Every Need !

## 11 Sizes and Faces → So what does it buy you ?

Gothic 15 pitch  
 Elite 12 pitch  
 Modern 12 pitch  
 Courier 10 pitch  
 Modern 10 pitch  
 Modern proportional spaced  
 Boldface proportional spaced

Classic 1/4" tall  
 Modern 1/4" tall  
 Classic 1/3" tall  
 Modern 1/3" tall

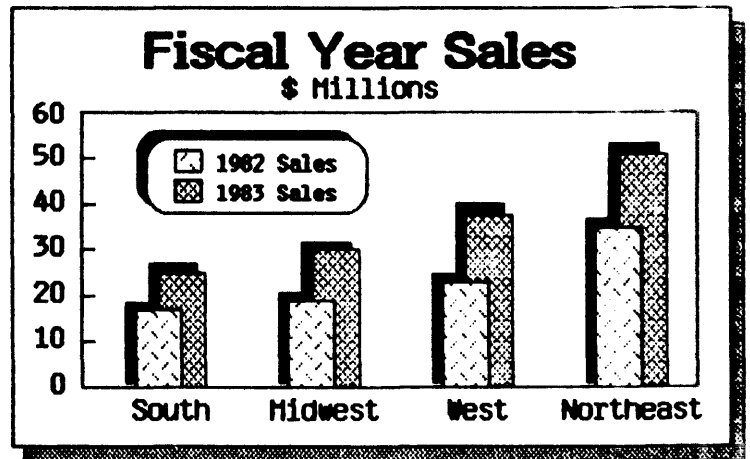
Generate overhead slides for presentations

**NATIONAL SALES MEETING**

Agenda

- Introduction - R. Duncan, VP Sales
- Eastern Area - T. Phillips, Eastern GM
- Western Area - C. Queen, West GM

Create more professional-looking reports:



Fit more data into your models or lists:

Part No.	ACE SPORTS, INC. 1985 FORECAST						
	JAN	FEB	MAR	Q1	APR	MAY	JUN
001-231	4400	3200	3400	11000	3200	3300	3750
001-232	340	350	310	1000	360	360	360
001-233	600	600	600	1800	650	650	650
001-234	<u>1240</u>	<u>1275</u>	<u>1325</u>	<u>3840</u>	<u>1400</u>	<u>1350</u>	<u>1350</u>
Subtotal	6580	5425	5635	17640	5610	5660	6110

With the 15 pitch typestyle, you can fit 132 columns of data on a normal 8 1/2" x 11" page. No other personal computer can offer this kind of flexibility. You can even print on 8 1/2" x 14" paper.

## And Numerous Styles

Regular                      *Italic*

Underline                **Bold**

Hollow                      **Shadow**

And *combine* different *styles*

Foreign and special characters:

{ } | \ ` ~ A & Ä ä á à ã â Ç ç É é è ê  
 ï ï ï Ñ Ñ Ö ö ó ô õ Ü ü ù û ï " £ ¢  
 ∞ § ¶ @ ± \* ° Σ Θ † ‡ Ø ø Π π μ « »  
 ð ð Δ ~ ... Æ æ Ω = ∫ ∫ ≤ ≥ ∞

# Lisa Datacomm Solutions

**The Lisa talks to IBM.**

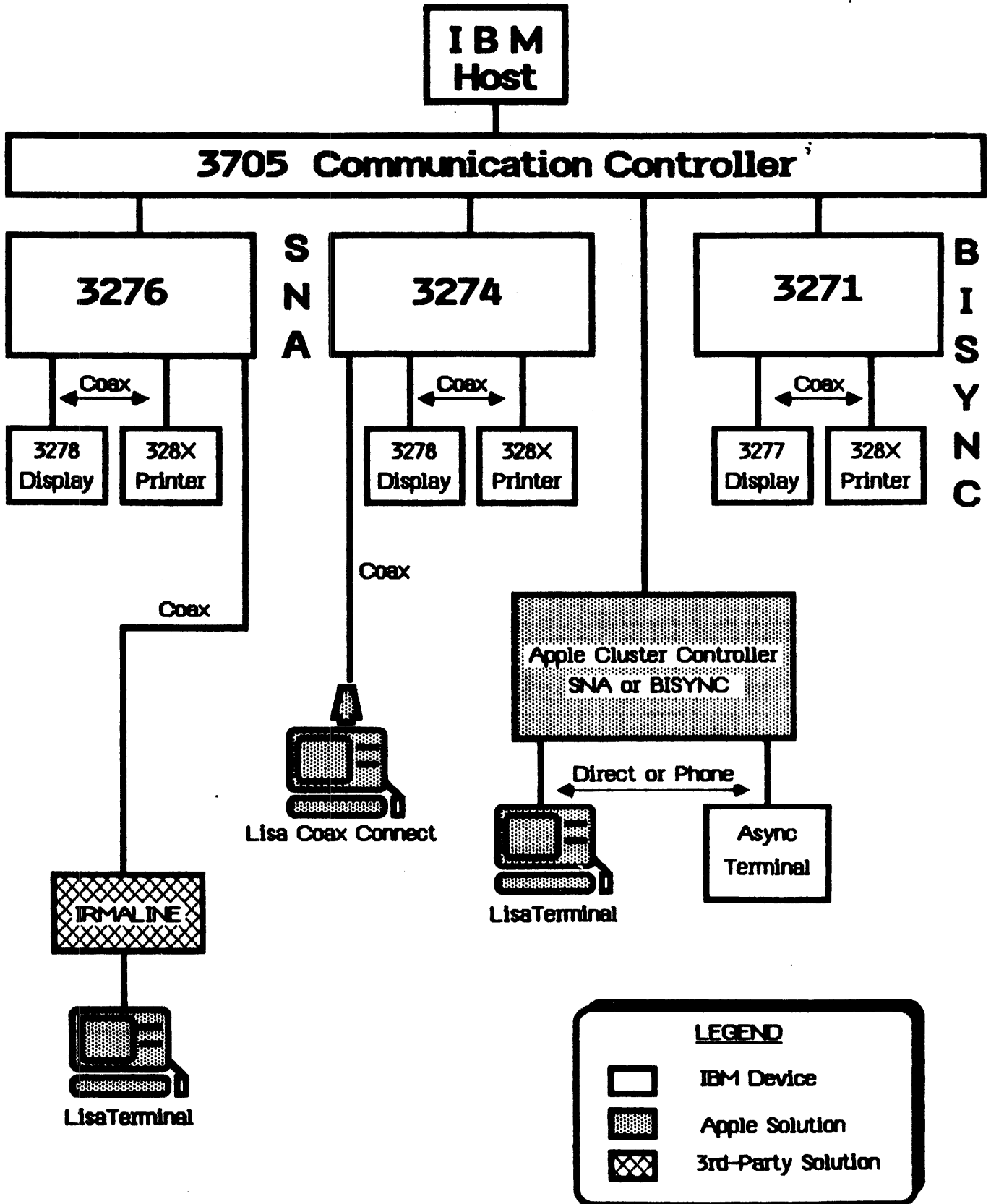
## Apple Solutions

- **LisaTerminal is now available, providing VT100, VT52, and ASCII TTY terminal emulation for the Lisa.**
- **The Apple Cluster Controller allows access to IBM Bisync and SNA environments through LisaTerminal.**
- **Apple will provide a 3270 coax attachment for the Lisa in the 3rd Qtr 1984.**
- **The Lisa Data Communications Developer's Toolkit, allowing developers to write their own datacomm programs, will be available 4th Qtr 1984.**

## 3rd-Party Solutions

- **An external coax solution, called IRMALINE, is available from Technical Analysis Corp.**

# Lisa Solutions for IBM Datacomm



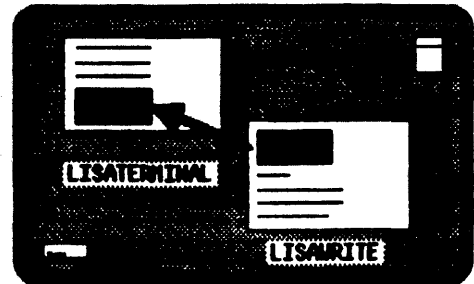
# **LisaTerminal**

**LisaTerminal gives you access to more information enabling you to make better decisions.**

- **LisaTerminal is an integrated Lisa application which emulates VT100, VT52, and TTY terminals.**
- **Moving text between a remote computer and LisaWrite is easy. . . Simply use the same "copy and paste" procedure that applies to all Lisa applications.**
- **LisaTerminal saves all information, even after it has scrolled off the screen. You can save money in connect time by getting all necessary information at one time and then work with it off-line.**
- **Use the mouse to set communication parameters. Graphics-mouse technology makes this much easier, especially for the non-technical user, therefore saving time and frustration.**
- **LisaTerminal works with the Apple Cluster Controller and other protocol converters, allowing you access to IBM BSC and SNA environments.**
- **Enhanced LisaTerminal, available 2nd QTR 1984, will feature LisaCalc Integration, File Transfer, and Macros.**

# LisaTerminal

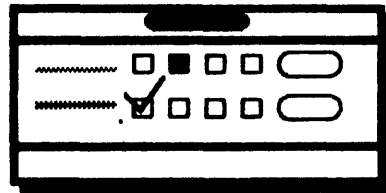
**Integration with LisaWrite**



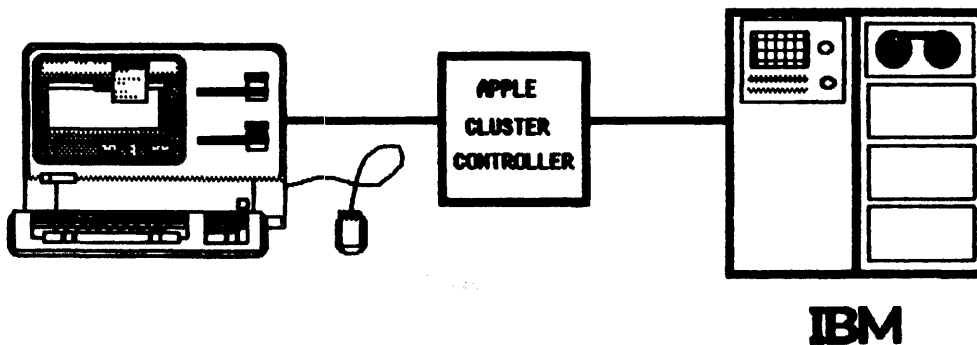
**Session Recording**



**Easy Terminal Set-Up**



**Works with Apple Cluster Controller  
and other protocol converters, allowing  
access to IBM computers.**



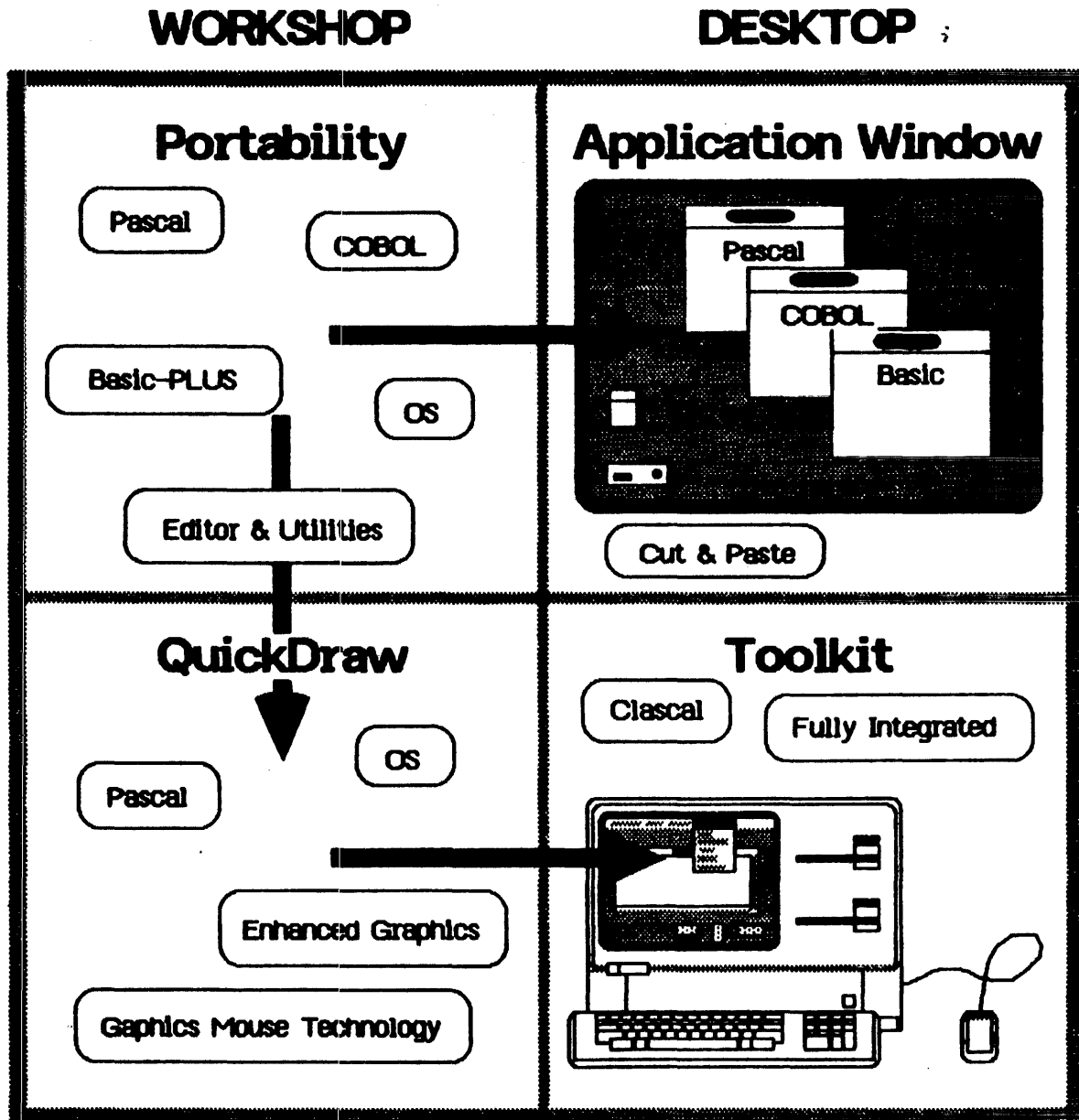
# Lisa Development Tools

**The Lisa offers a more powerful development environment than any other personal computer...**

- **Many languages are available for easy portability.**
  - **Pascal - with 3D graphics and mouse interface**
  - **BASIC+ - Compatible with DEC'S BASIC+**
  - **COBOL - GSA High COBOL with IBM extensions**
  - **APL - Available from a 3rd Party**
  - **'C' (3rd Qtr 84)**
  - **FORTRAN (4th Qtr 84)**
  
- **The Lisa provides a powerful mouse-based environment to create and debug applications.**
  - **Mouse/Menu/Window-based Text Editor**
  - **TTY capability to download source code from mainframes and other personal computers.**
  
- **Anyone can write integrated desktop applications.**
  - **The Application Window (1st Qtr 84) integrates existing applications, written in any of the above languages, into the Desktop.**
  - **The Toolkit (1st Qtr 84) enables developers to create fully integrated, 'Lisa-like' applications.**
  
- **UNIX and XENIX Development Environments and associated tools also available.**



# Lisa Development Environment



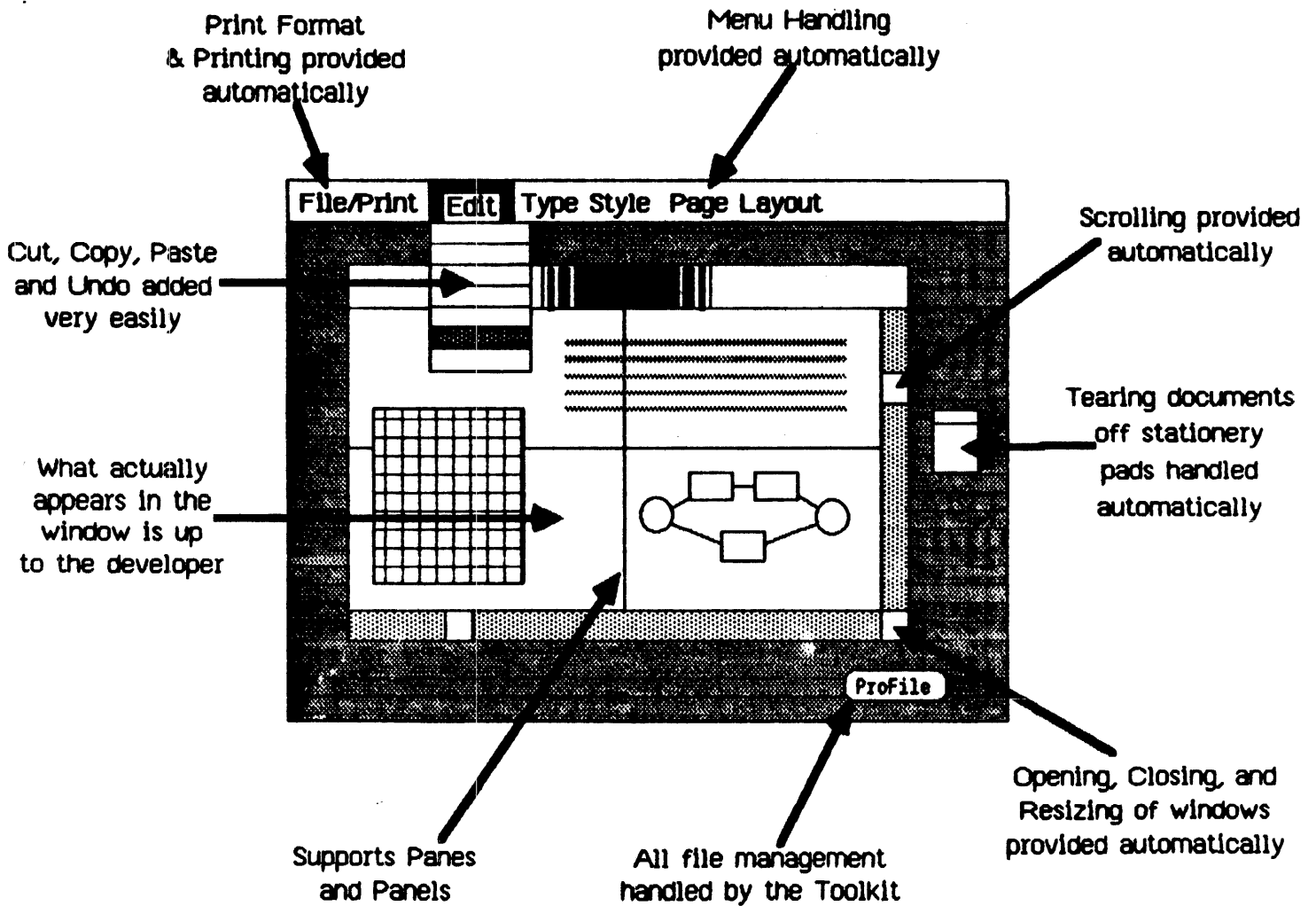
## **Lisa 3rd Party Program**

**As of September 1983 there are 155 Developers writing software for the Lisa.**

- **Word Processing -- 19 developers including:  
Quadratron and Compugraphics**
- **Database -- 13 developers including:  
Oracle and SPI**
- **Statistics and Modeling -- 15 developers including:  
Execucom (IFPS), Wadsworth Publishing (Statpro)**
- **Graphics -- 10 developers including:  
Software Publishing, BPS and Mesa Graphics**
- **General Accounting -- 13 developers including:  
BPI and Open Systems**
- **Vertical Markets -- 25 developers including:  
Aardvark (CPA/Tax), Aurora Systems (Banking),  
Solarsoft (Architecture), Layered  
Software (Medical), Compu-Law (Legal)**
- **System Software -- 12 developers including:  
Digital Research, Microsoft and UniSoft**

# Application Developers Toolkit

**The Toolkit is a revolutionary tool for developers. Now anyone can write fully integrated, "Lisa-like" applications utilizing Graphics Mouse Technology.**



**The Toolkit handles all but the specific functions of the application itself.**

## **Competitive Analysis - Hardware**

**Lisa's leading edge, state-of-the-art hardware has key advantages over the competition, and gives you more for your money.**

- **Capacity.** The Lisa has more main memory than the IBM PC-XT, the DEC 350, and the Wang Professional. This allows more complex programs and bigger spreadsheets.
- **Power.** The Lisa hardware is based on a powerful architecture not present in IBM, DEC, and Wang systems. This architecture includes:
  - **32 bit technology** (others use 16 bit engines)
  - **memory management** to support multitasking
- **Display.** The Lisa's display has much higher resolution than the IBM, DEC, or Wang. This enables the user to better view complex graphics and many styles of text.
- **Price.** At \$6,995\*, the Lisa is less expensive and more powerful than IBM (with 1/2 meg & graphics), DEC, and Wang.

(\* Suggested retail price)

# Competitive Analysis - Hardware

## Lisa vs IBM XT, DEC 350, and Wang Professional

	<b>Lisa</b>	<b>IBM</b>	<b>DEC</b>	<b>Wang</b>	<b>The Lisa Advantage</b>
<b>Processing Power</b>	<b>32-bit</b>	<b>16-bit</b>	<b>16-bit</b>	<b>16-bit</b>	<b>Twice the power</b>
<b>Screen Resolution</b>	<b>262,080 dots</b>	<b>144,000 dots</b>	<b>230,400 dots</b>	<b>240,000 dots</b>	<b>Higher screen resolution</b>
<b>Standard Memory</b>	<b>1 MB</b>	<b>128 kB</b>	<b>256 kB</b>	<b>128 kB</b>	<b>4-8 times the standard memory</b>
<b>Maximum Memory</b>	<b>1 MB</b>	<b>640 kB</b>	<b>256 kB</b>	<b>640 kB</b>	<b>nearly twice the maximum memory</b>
<b>Price *</b>	<b>\$7,000</b>	<b>\$7,000</b>	<b>\$8,600</b>	<b>\$8,000</b>	

(\* Suggested retail price)

## **Competitive Analysis**

# **IBM<sup>®</sup> PC-XT with Lotus 1-2-3<sup>™</sup>**

**You can do everything you will ever want to do with a personal computer, and because of the Lisa's graphics mouse interface you learn to use it faster and more productively than any competitive solution.**

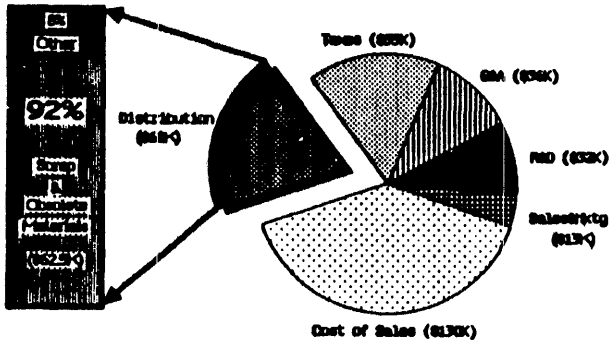
- **The Lisa has twice the processing power, twice the memory, and twice the screen resolution of the IBM.**
- **Because of its greater memory capacity, the Lisa's applications can handle up to 10 times more information than 1-2-3.**
- **The Lisa's graphics can be created and printed two times faster . The Lisa, unlike 1-2-3, is not limited to conventional line, bar, & pie charts, and provides including professional looking results.**
- **Lisa can communicate with other computers mainframes.**
- **Lisa is an open system with new integrated applications available from third parties.**
- **The Lisa Office System is priced \$800\* less than a comparable IBM/1-2-3 solution.** (\* Suggested retail price)

# The Lisa vs IBM<sup>®</sup> PC-XT with Lotus 1-2-3™

## Lisa Pie Chart

### The Manufacturing Company

1983 Expenses by Category



Prepared by: Financial Planning Dept.

### The Lisa includes:

One megabyte of memory

Two 860KB disk drives

Six integrated office applications:

LisaCalc, LisaDraw, LisaGraph  
LisaList, LisaProject, Lisawrite

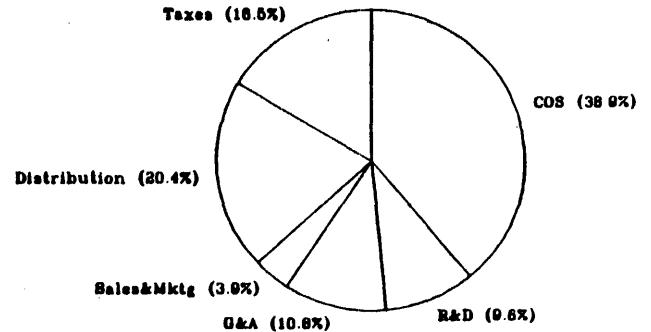
32-bit processor

High resolutions screen (720x364)

## 1-2-3 Pie Chart

### The Manufacturing Company

1983 Expenses by Category



### The IBM XT with Lotus 1-2-3 includes:

One half megabyte of memory

One 320KB disk drive

Lotus 1-2-3:

spreadsheet, business graphics,  
and database

16-bit processor

Low resolution screen (600x240)

**And . . . the Lisa costs \$800\* LESS !**

(\* Suggested retail price)

## Competitive Analysis

### IBM<sup>®</sup> PC-XT with VisiOn<sup>™</sup>

**You can do everything you will ever want to do with a personal computer, and because of the Lisa's graphics mouse interface you learn to use it faster and more productively than any competitive solution.**

- **The Lisa provides seven applications now, including data communications; VisiOn plans three.**
- **The Lisa has twice the processing power, twice the memory, and twice the screen resolution of the IBM PC-XT.**
- **VisiOn's user interface is cumbersome:**
  - **No desktop manager (text only, no icons).**
  - **Two button mouse is confusing, needs a special pad, and requires seven times more desk area.**
  - **Four operations to resize windows.**
- **VisiOn is text oriented and has limited graphic capabilities. Sophisticated graphic applications (e.g., LisaProject) are very difficult under VisiOn.**
- **VisiOn's printing capabilities are not defined; Lisa's revolutionary printing remains unmatched.**
- **The Lisa solution is priced \$800\* less than the comparable IBM/VisiOn solution.** (\* Suggested retail price)



## **Small Business**

**For small businesses and professionals, the Lisa has comprehensive Accounting systems for single or multiple users.**

- **The Lisa/BPI accounting solution offers superior price- performance relative to accounting solutions available on the IBM PC-XT.**
- **The Lisa architecture and BPI accounting software leverage a user's productivity in 4 ways:**
  - **Print Spooling (up to 20 documents on 2 printers)**
  - **Access to current information at all times**
  - **Historical & budgetary comparisons**
  - **Graphics Mouse user interface for ease of use**
- **The Lisa/XENIX/Open Systems multi-user accounting solution offers users 4 principal benefits:**
  - **Superior price-performance**
  - **With file & record locking, multiple users can work concurrently on any application.**
  - **The A ] [+ , A //e, A ///, Lisa, and data entry terminals can be connected to a host Lisa running XENIX and Open Systems accounting.**
  - **Users can create custom reports or transfer accounting files to XENIX productivity software with the Team Manager.**

# Small Business

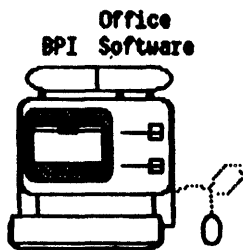
## Lisa/BPI vs IBM PC-XT/Peachtree/Lotus 1-2-3

	<u>System Price *</u>
Lisa/Lisa Office Software/BPI GA/DM Printer	\$ 9,085
IBM PC-XT/Lotus 1-2-3, Wordstar, Harvard Project Mngr./ Peachtree GL/DM Printer	\$ 9,794

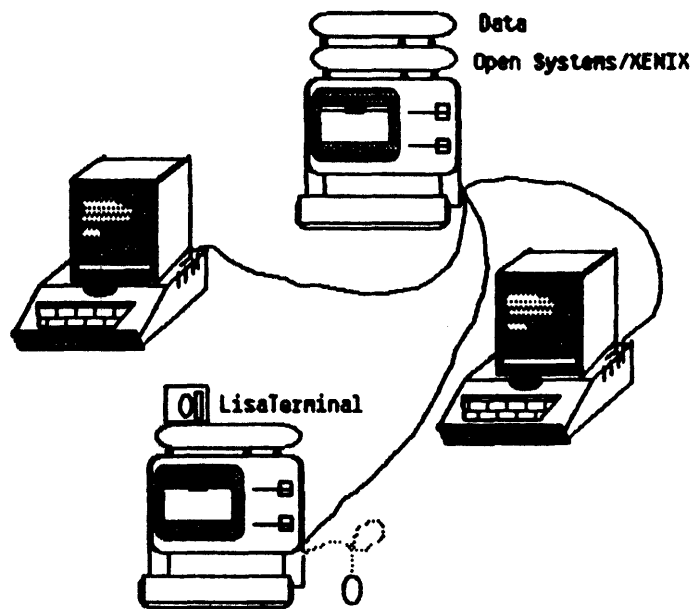
## Lisa/XENIX versus Fortune System 10 & Altos 586-10

	<u>System Price (\$) *</u>			
	<u>Number of Users</u>			
	1	2	3	4
Lisa/2 Profiles/XENIX/ 8 Open Systems apps/DM Printer	13,645	16,840	18,335	19,335
Fortune System 10/ 7 app Bus. Acct. System/Printer	14,950	18,830	23,115	24,210
Altos 586-10/ 8 app Altos Acct./ Printer	13,329	14,324	17,309	18,304

### BPI Accounting System



### Open Systems Accounting System



(\* Suggested retail price)

## **International**

**Multinationals and companies around the world can now take advantage of the productivity the Lisa offers.**

- **The Lisa is the first truly international personal computer with:**
  - **international character set**
  - **flexible data formats**
  - **correct alphabetical sorting**
  - **printing for American and European paper sizes**
  
- **The Lisa is presently available in:**

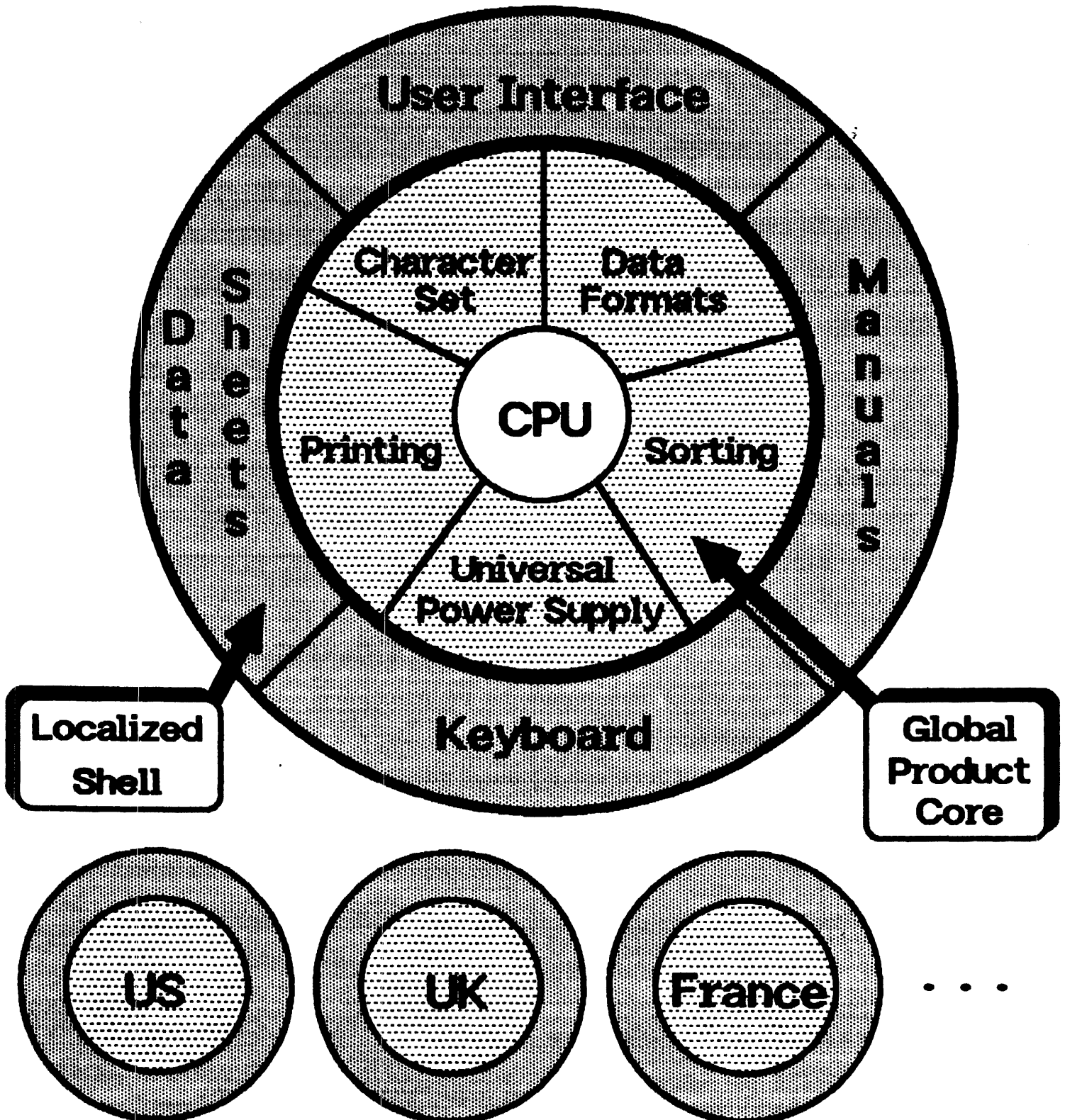
<b>British English</b>	<b>French</b>	<b>German</b>
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- **In early 1984 the Lisa will be available in:**

- <b>Italian</b>	<b>Swedish</b>
- <b>French Canadian</b>	<b>Spanish</b>
- <b>Swiss German</b>	<b>Swiss French</b>
- <b>Dutch</b>	<b>Latin American</b>
  
- **The Lisa development tools will allow independent software houses to write global applications for worldwide markets.**
  
- **Over 50 European third party developers are already creating new Lisa application software.**

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# Design for World-Wide Markets

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## **Service and Support**

**The Lisa has been designed to be as easy to service as it is to use. This minimizes repair cost and downtime.**

- **Installation and orientation are provided at no extra cost.**
- **There is a large variety of service options available.**
  - **On-site, on-demand service**
  - **User self-service**
  - **Customer carry-in service**
- **User gets free service and support for 90 days.**
  - **Access to the toll-free phone support**
  - **Hardware and software warranty**
- **Users can buy software updates for a nominal fee.**
- **Apple's data shows the Lisa to be as reliable as an Apple //, corrected for the relative complexity of each system.**