



The Small Business Macintosh Series from Apple vs. Macintosh Clones

FOR SALES PERSONNEL ONLY

Small Business Macintosh models

- Power Macintosh 4400/200
- Power Macintosh 6500/250

Advantages over the clones

- A wider range of business software included
- Integrated telephony capabilities, including a modem that sends and receives data at up to 33.6 Kbps and faxes at up to 14.4 Kbps
- Hardware and operating system developed by the same vendor and optimized to work together
- Support for hardware and operating system available from a single source
- Designed by Apple, a company that offers a complete line of integrated products—from servers to notebook computers to printers—for growing businesses

Other Small Business Macintosh strengths

- Outstanding value for small businesses
- Easy to set up, learn, and use—including a customized launcher
- Easy to expand with true plug and play

Essential business software, including:

- Microsoft Office, Standard Edition, version 4.2.1 with Essential Tools for Small Business
- Now Up•To•Date & Contact
- Front Office and Fax^{STF} Special Edition*
- Small Business Legal Pro Deluxe
- BizPlanBuilder
- Small Business Financial Solutions Demo CD
- Apple Internet Connection Kit
- Web Workshop for Small Business
- Business Phone
- Norton Utilities

The Small Business Macintosh® Series includes the Apple® Power® Macintosh® 4400/200 and the Power Macintosh 6500/250. Both systems are designed to help your customers market and manage their growing business by combining a comprehensive range of business software and resources along with powerful hardware.

Much of this software is preinstalled and optimized specifically for these systems—saving your customers valuable time and money. Each system features built-in networking and file sharing, as well as advanced multimedia capabilities such as high-quality, 16-bit stereo sound and full-motion, full-screen video playback. And the Power Macintosh 6500/250 includes even more multimedia capabilities, such as SRS (●)® 3D Stereo Surround Sound Enhancement and 3-D graphics acceleration for astonishing 3-D realism.

Here's why the Small Business Macintosh models are great products for your small-business customers:

- They're ready to work. They come with the software people need to run their businesses, not with software they don't need. Bundled programs include sales, marketing, financial, strategic planning, management, legal, Internet, and communications applications.
- They're equipped with powerful hardware. They feature high-performance PowerPC™ processors, plentiful RAM, large hard disks, fast modems, and fast CD-ROM drives. The Power Macintosh 6500/250 even has an internal Zip drive.
- They grow as your customers' needs grow. Each model comes with two internal PCI expansion slots, six external expansion ports, and expandable RAM.

- They're competitively priced, delivering a superior value for small-business customers with tight budgets. Important features such as business software and modems are already bundled or built in.
- The hardware and software is smoothly integrated. Users can set up a Macintosh system and get on with their work, without having to spend a lot of time managing the computer. Apple creates both the hardware and the system software, and has the unique ability to make those components work together well.



Want more information?

For more information about these or any of Apple's complete line of products, call AppleFax™ at 1-800-462-4396, or visit

Apple's home page on the World Wide Web at <http://www.apple.com/>, or go directly to the Apple small-business home page at <http://www.smallbusiness.apple.com>.

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*Limited version of commercially available product

The Small Business Macintosh Series from Apple vs. Macintosh Clones*

Small business customers who are looking for a computer may be considering the following models. This chart shows how the Small Business Macintosh Power Macintosh 4400/200 and the Small Business Macintosh Power Macintosh 6500/250 compare to some of the more popular Macintosh clones.

	Speed/processor/ RAM	Hard Disk Drive	CD-ROM Speed	Data/Fax Modem	Built-in Zip Drive	Business Software	Marketing Software	Communications/ Internet Software	Reference/ Utilities Software	Games, Entertainment, Education Software
Power Macintosh 4400/200	200-MHz PowerPC™ 603e 32MB	2GB	12x	33.6/14.4	No	Microsoft Office (includes special small-business templates, Bookshelf 1996-97 Edition, Microsoft Word version 6.0.1, Microsoft Excel version 5.0, Microsoft PowerPoint version 4.0, Internet Assistants for Microsoft Excel and Word), Microsoft Business Guide, BizPlanBuilder, Small Business Legal Pro Deluxe, and the Small Business Financial Solutions Demo CD	Now Up • to • Date & Contact, MacPublisher	Front Office and Fax SM Special Edition, Apple Internet Connection Kit (includes Netscape Navigator™, Claris Emailer™ Lite, and more), Web Workshop for Small Business America Online, Microsoft Internet Explorer, workstation license for Microsoft Mail or StarNine Mail	Business Phone, Microsoft Bookshelf CD (includes dictionary, thesaurus, quotations, encyclopedia, atlas, chronology, 1996 Almanac, Internet Directory '96), Norton Utilities, MacInkPlus/Easy Open Translators	Eric's Solitaire Sample
Power Computing PowerBase 240**	240-MHz PowerPC 603e 16MB	1.2GB	8x	N/A	No	Nisus Writer 4.1 (30-day trial), ClarisWorks® 4.0, Intuit Quicken SE	Now Up • to • Date, Now Contact, 250 Bitstream Type 1 and TrueType® fonts	America Online (trial), CompuServe (trial), Nisus Mailkeeper 1.5 (90-day trial), Nisus QUED/M 3.0 (90-day trial)	FWB Hard Disk Toolkit PE, FWB CD-ROM toolkit, Grolier Multimedia Encyclopedia CD	Club KidSoft CD, Bungie's Weekend Warrior 3D Game CD
Motorola StarMax AMT 4160	160-MHz PowerPC 604e 32MB	2.5GB	8x	N/A	No	None	None	None	None	None
Power Macintosh 6500/250	250-MHz PowerPC 603e 48MB	4GB	12x	33.6/14.4	Yes	Microsoft Office (includes special small-business templates, Bookshelf 1996-97 Edition, Microsoft Word version 6.0.1, Microsoft Excel version 5.0, Microsoft PowerPoint version 4.0, Internet Assistants for Microsoft Excel and Word), Microsoft Business Guide, BizPlanBuilder, Small Business Legal Pro Deluxe, and the Small Business Financial Solutions Demo CD	Now Up • to • Date & Contact, MacPublisher	Front Office and Fax SM Special Edition, Apple Internet Connection Kit (includes Netscape Navigator, Claris Emailer Lite, and more), Web Workshop for Small Business America Online, Microsoft Internet Explorer, workstation license for Microsoft Mail or StarNine Mail	Business Phone, Microsoft Bookshelf CD (includes dictionary, thesaurus, quotations, encyclopedia, atlas, chronology, 1996 Almanac, Internet Directory '96), Norton Utilities, MacInkPlus/Easy Open Translators	Eric's Solitaire Sample
Power Computing PowerTower Pro 200**	200-MHz PowerPC 604e 16MB	2GB	8x	N/A	No	Nisus Writer 4.1 (30-day trial)	Macromedia Director 5.0, Macromedia Shockwave, Now Up • to • Date, Now Contact, 250 Bitstream Type 1 and TrueType fonts	America Online (trial), CompuServe (trial), Novell NetWare Client 5.1, Nisus Mailkeeper 1.5 (90-day trial), Nisus QUED/M 3.0 (90-day trial)	FWB CD-ROM Toolkit, FWB Hard Disk Toolkit, Connectix Speed Doubler	None
Motorola StarMax AMT 4200	200-MHz PowerPC 604e 32MB	2.5GB	8x	N/A	No	None	None	None	None	None

* Features and specifications as of April 1, 1997.

** Base configuration. Microsoft Office can be purchased with these products for an additional cost.