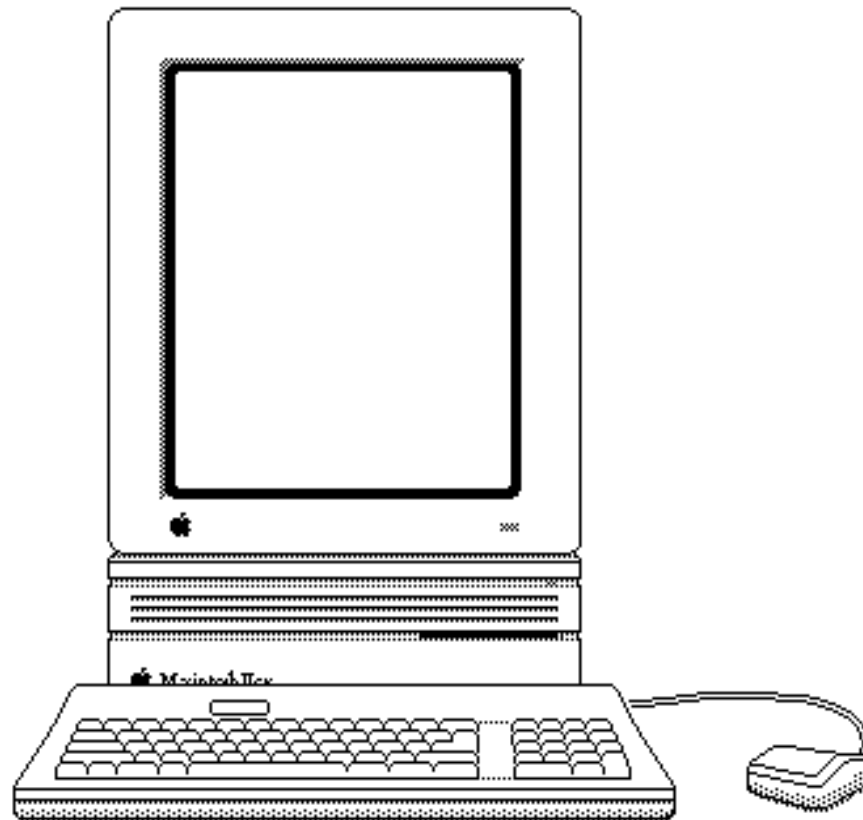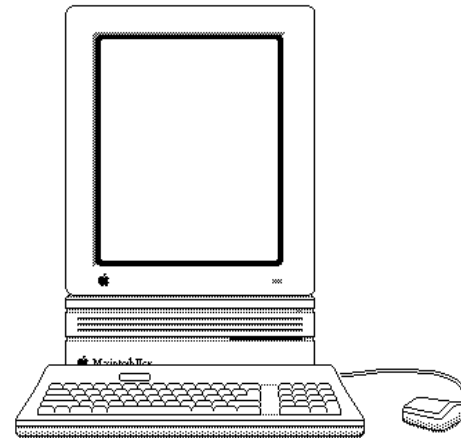# Product Training

## A self-paced learning experience

# Why Product Training?

- To introduce you to the product

- To provide you with information that will enable you to sell the product[1]
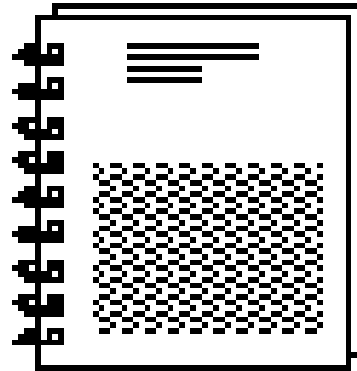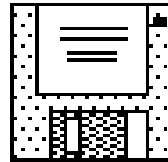
# What's in It for You?

$ Product Knowledge
+ Market Knowledge
= Increased Sales

# Options For Self-Paced Training

- **Deliver training individually or in groups**

- **Work at individual pace**
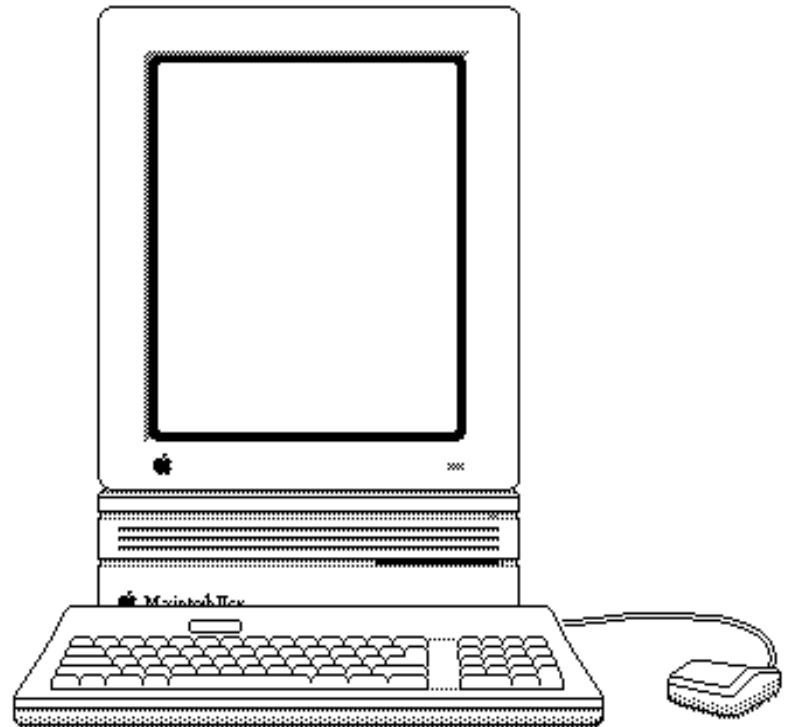
- **Study the material that is relevant to your needs**

# What is Macintosh IIcx Computer Training?
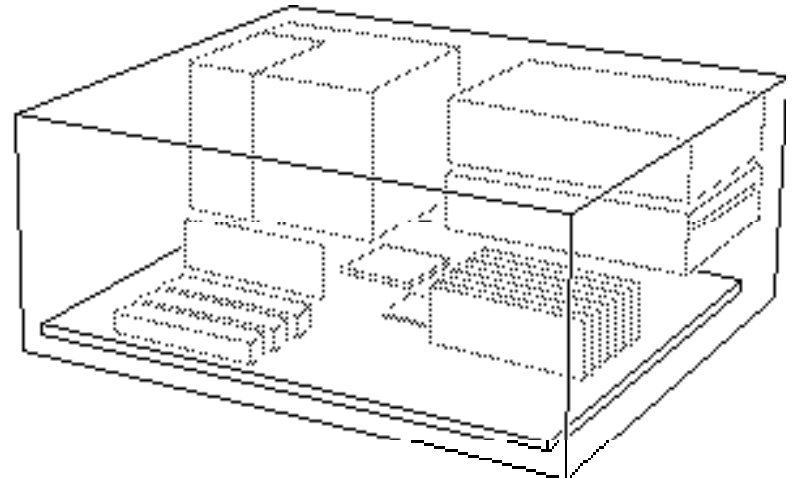
- **HyperCard Stack**

- **Quick Reference Booklet**

# The Macintosh IIcx

- **Extends the flexibility of the Macintosh IIx**

- **Uses existing features that have made the Macintosh II family successful**

# Macintosh IIcx Key Features

•   **Motorola 68030 microprocessor with built-in PMM**
          **data cache, and instruction set cache**

•   **68882 floating-point coprocessor**

•   **1.4M disk drive (Apple FDHD)**

•   **3 NuBus slots**

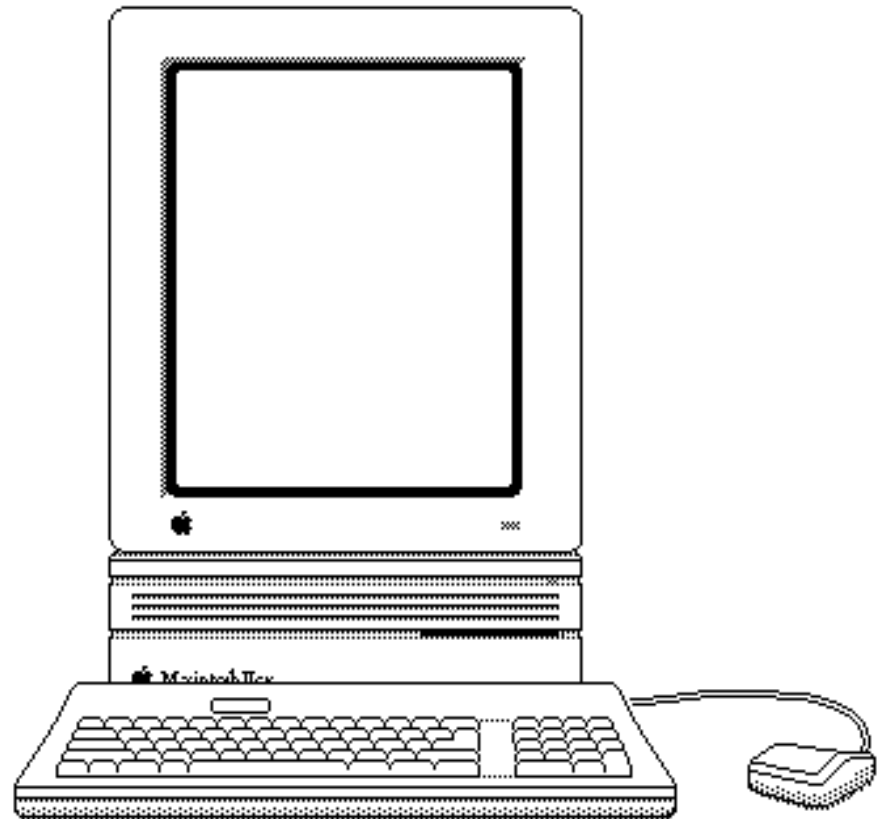•   **RAM  expandable to 8M**

•   **Versatile product design**

# **Macintosh IIcx Key Selling Points**

*Apple's most versatile Macintosh system*
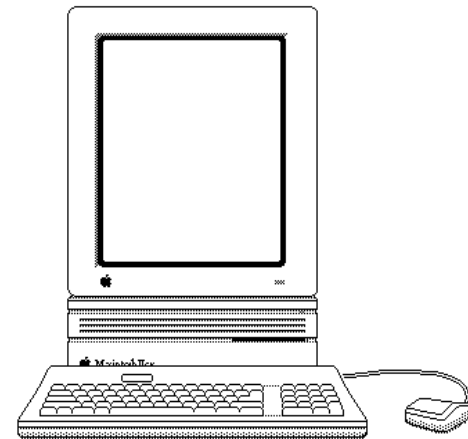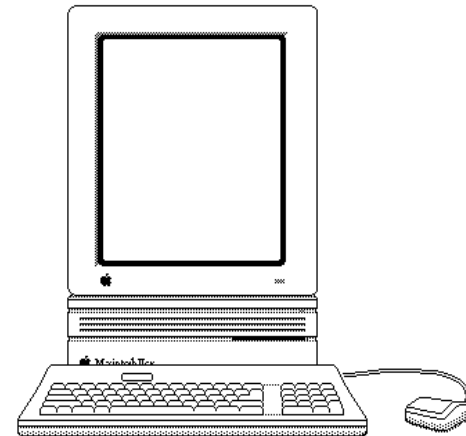
- Performance

- Expandability

- Flexible Design

# Performance

- **68030 microprocessor**

- **68882 floating-point coprocessor handles**
  **many mathematical operations**

- **Apple FDHD for multivendor**
  **disk compatibility**
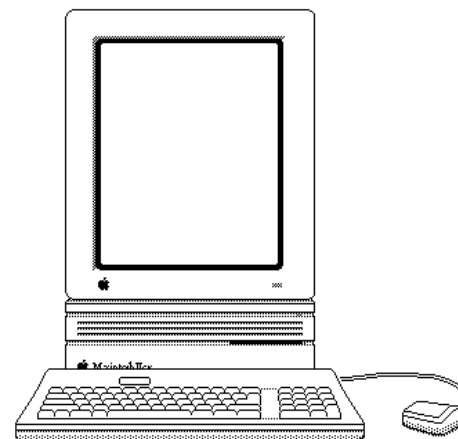
- **Color QuickDraw**

- **Stereo Sound**

# Expandability

- **3 NuBus slots**

- **40 or 80 megabyte internal hard disk**

- **RAM expandable to 8 MB**

- **DB-19 connector for external floppy drive**

- **Serial, ADB, SCSI, and sound ports**

# Design Versatility

- **Smaller footprint than Macintosh IIx**

- **Vertical or horizontal orientation**

- **Automatic Restart for fileserver operation**

- **Increased serviceability (including ROM SIMM)**

- **Redesigned airflow and fan— quieter operation**

# Macintosh IIcx Users

*The Macintosh IIcx is ideal for users who:*

- **Want the performance and versatility of the Macintosh II in a more compact and versatile package than the Macintosh IIx**

- **Have restricted desk space**

- **Have limited expansion needs**

- **Want a more affordable system**

- **Are looking towards a platform for the future**

# Why Macintosh IIcx Training?

- **Product training gives you**
  **the tools you need to sell**
  **the Macintosh IIcx**

- **Product training supports**
  **Apple's commitment to**
  **education about new products**