

Product News

Apple Computer, Inc. announced two aggressive pricing programs that will provide customers in the United States with immediate savings on selected Apple computers and peripherals. First, the "On-the-spot rebates. On-target solutions." promotion offers rebates ranging from \$50 to \$350 on the purchase of a selection of popular Macintosh portable and desktop computers and Apple scanners and printers. Effective immediately, the promotion will run through September 30, 1993 and will be administered by participating Apple authorized resellers. Second, in conjunction with this announcement, Apple has also lowered suggested retail prices on selected Apple computers and peripherals effective today. Reductions on Macintosh computers range from 6.8% to 12.6%, and as much as 26% on peripherals.

Apple Computer, Inc. recently released version 1.6 of QuickTime. This version is designed to improve performance, and the use of sound and graphics. QuickTime runs on Macintosh computers equipped with a 68020 processor or better, 4MB of memory, and versions 6.0.7 or later of the Macintosh operating system.

Apple Computer, Inc. announced two new powerbook models. The PowerBook 180c brings active matrix color to the top of the line while the PowerBook 145B lowers the entry-level price by 25 per cent.

Apple Computer, Inc announced the PowerBook File Assistant, software created specifically to help people using both a desktop and a notebook computer keep information on both computers synchronized. In addition, the software package also includes an array of tools designed to address issues specific to mobile computing including battery-life management, deferred printing and automatic server remounting.

Apple USA, a division of Apple Computer, Inc., formally launched the Apple Software Volume Licensing Program, a simple, cost-effective way for customers in the U.S. to acquire software licenses, support and maintenance in volume for selected Apple software products. For complete program details, customers should contact their Apple authorized reseller or Apple account representative.

This month's "Product News" department was based on Apple Computer, Inc. press releases found in the OneNet Apple Press Releases conference. This conference, which is available on many FirstClass BBSs nationwide (including the Electronic Pen BBS in Harrington Park, NJ), has the latest news from Apple Computer. •