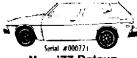
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You've just run out of excuses for not owning a personal computer.

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Clear the kitchen table. Bring in the color TV. Plug in your new Apple II,* and connect any standard cassette recorder/player. Now you're ready for an evening of discovery in the new world of personal computers.

Only Apple II makes it that easy Its a complete ready to use computer, not a kit. At \$1298 it includes video graphics in 15 colors. It includes 8K bytes ROM and 4K bytes RAM:— easily expandable to 48K bytes using 16K RAMs But you don't even need to know a RAM from a ROM to use and enjoy Apple II. For example, it's the first personal computer with a fast version of BASIC permanently stored in ROM. That means you can begin writing your own programs the first evening, even if you've had no previous computer experience.

The familiar typewriter-style key-board makes it easy to enter your instructions. And your programs can be stored on — and retrieved from audio cassettes, using the built-in cassette interlace, so you can swap with other Apple II users

You can create dazzling color displays using the unique color graphics commands in Apple BASIC. Write simple programs to display beautiful kaleidoscopic designs. Or invent your own games. Games like PONG using the game paddles supplied. You can even add the dimension of sound through Apple II's built-in speaker.

But Apple II is more than an advanced, infinitely flexible game machine. Use it to teach your children arithmetic, or spelling for instance. Apple II makes learning fun.

Apple II can also manage household linances, chart the stock market or index recipes, record collections, even control your home environment. Right now we're finalizing a peri-

pheral board that will slide into one of the eight available mother-board slots and enable you to compose music electronically. And there will be other peripherals announced soon to allow your Apple II to talk with another Apple II, or to interface to a printer or

Apple !! Is a completely self-conlained computer system with BASIC in ROM, color graphics, ASCII keyboard, light-weight, efficient switching power supply and molded case. It is supplied with BASIC in ROM, up to 48K byles of RAM, and with cassette tape, video and game I/O interfaces. built in. Also included are two game paddles and a demonstration cas-

SPECIFICATIONS

- Microprocessor: 6502 (1 MHz).
- Video Display: Memory mapped, 5 modes - all Software-selectable
- 1 ext 40 characters/line 24 lines upper case.
- Color graphics 40h x 48v 15
- High-resolution graphics 280h
 x 192v; black, white violet, green (12K RAM minimum required)
- Both graphics modes can be selected to include 4 lines of text at the hottom of the display area.
- Completely transparent memory access. All color generation done
- Uses either 4K or new 16K dynamic memory chips Up to 12k ROM (8k supplied)

- Fast extended BASIC in ROM with color graphics commands
- Extensive monitor in ROM

- 1500 bps cassette interface
- 8-slot motherboard
- Apple game I/O connector
- ASCII keyboard pon speaker Composite video output.

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