



## Briefing Topic Descriptions

- 9:00am Macintosh on the Go!
- 10:00am Why Macintosh
- 11:00am Macintosh Interoperability
- 12:00pm Macintosh on the Go!
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### Macintosh on the Go!

9:00am 12:00noon 2:00pm

Meet all your mobile computing needs with Mac technologies! This briefing will highlight features of new Mac portable and desktop innovations including Mac OS 8.5, PowerBook notebook computers, Remote Access, Location Manager and much more.

### Why Macintosh?

10:00am 1:00pm

Learn why Fortune 500 companies have embraced Macintosh technologies to improve productivity and quality. Combining the excitement of the Internet with the simplicity of the Macintosh, Apple's stunning new iMac is creating a stir in the computing world. Add to that Pentium-toasting Power Macintosh G3 and PowerBook G3 computers, and you have a comprehensive computing solution. Get your hands on an iMac and see how it is 40% faster than the fastest PC, and its processor is more than twice as fast as processors in comparable consumer PCs.

### Macintosh Interoperability

11:00am 2:00pm

Macintosh in corporate environments! Get the best of both worlds on computers that run all Mac software and also run Office 97, Windows NT, Novell, and even Windows 98. We'll show you how effectively our new Operating Systems handle Mac & Windows software on the same systems.

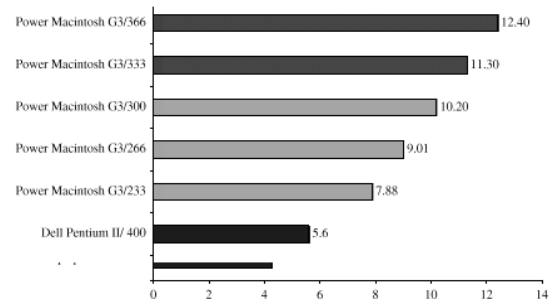


## Apple Computer, Inc.

It's a new day at Apple Computer. Four consecutive quarters of increasing profitability, computers with chips up to twice as fast as the competitor's, and the release of the successful iMac computer -- showing the world that **Apple is Back!**

Some people think the Pentium II is the fastest processor in the world. Not quite.

The chip inside every new Power Macintosh® G3 is up to twice as fast.\*



Apple's G3 line of computers - which includes the new iMac - have been extremely strong sellers. In fact, over 150,000 iMac were pre-sold prior to its launch last August.

Apple Computer, Inc. ignited the personal computer revolution in the 1970s with the Apple II, and reinvented the personal computer in the 1980s with the Macintosh. Apple is recommitted to its original mission -- to bring the best personal computing products and support to students, educators, designers, scientists, engineers, businesspersons and consumers in over 140 countries around the world.