

The new iMac.





Mac OS X.

Suddenly, other operating systems seem so 20th century.

If you wanted to build the ultimate operating system for the new millennium, you'd combine a rock-solid UNIX base with breathtaking graphics and Apple's legendary ease of use.

So that's exactly what we did.

Presenting Mac OS X. With its stunning new Aqua interface, OS X makes even the most complicated tasks remarkably easy. But don't let the simplicity fool you. With every click of the mouse you're actually commanding an advanced, crash-proof and secure UNIX-based operating system.



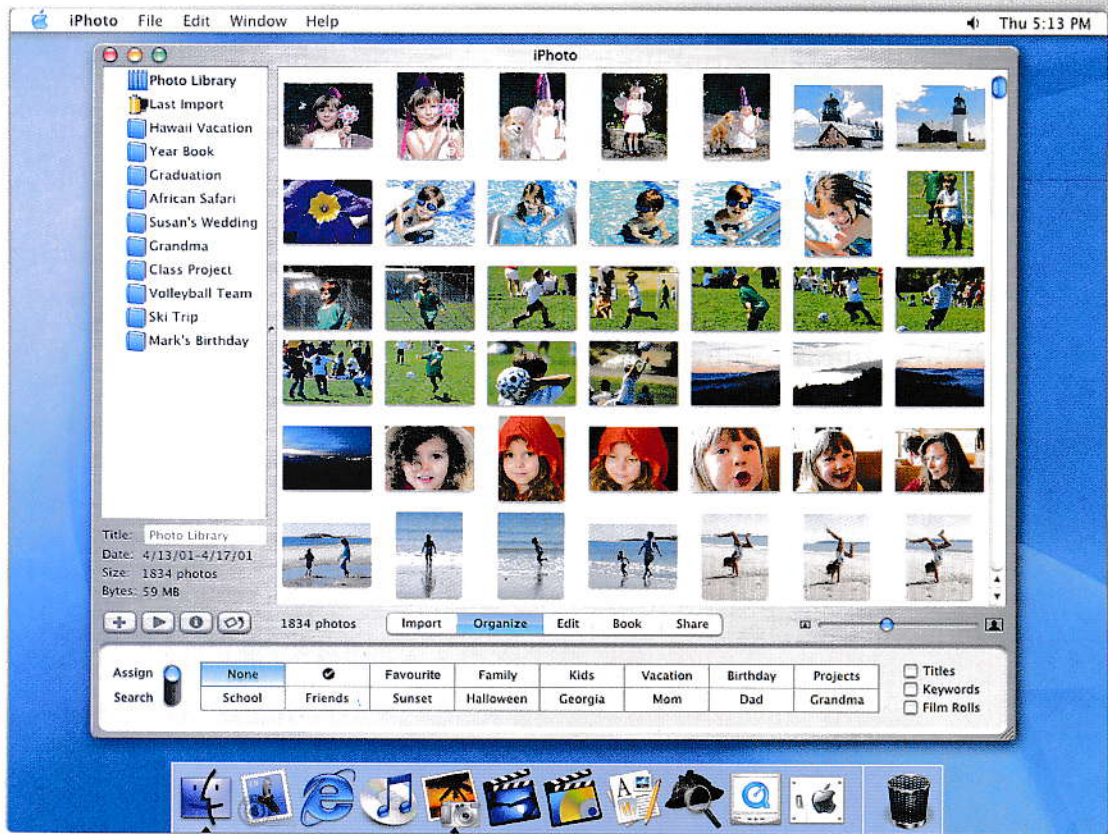
Many leading companies, governments and universities rely on UNIX for their mission critical applications. And now, so can you.

And we didn't stop there. OS X is full of forward-looking innovations that make your life easier and a whole lot better. Like the "Dock", which provides an instant shortcut to the things you use most – applications, documents, photos, you name it. And "Sheets" that stay firmly attached to the windows that own them, so it's always clear which window will be printed or saved. And the new Finder, with Column View, that lets you navigate through gigabytes of folders without losing your way. And "Instant-on," which wakes up your new iMac from its power saving "sleep" mode almost instantly, so it's always ready to work when you are. There's even one backwards-looking innovation – OS X runs virtually all existing Mac applications perfectly.

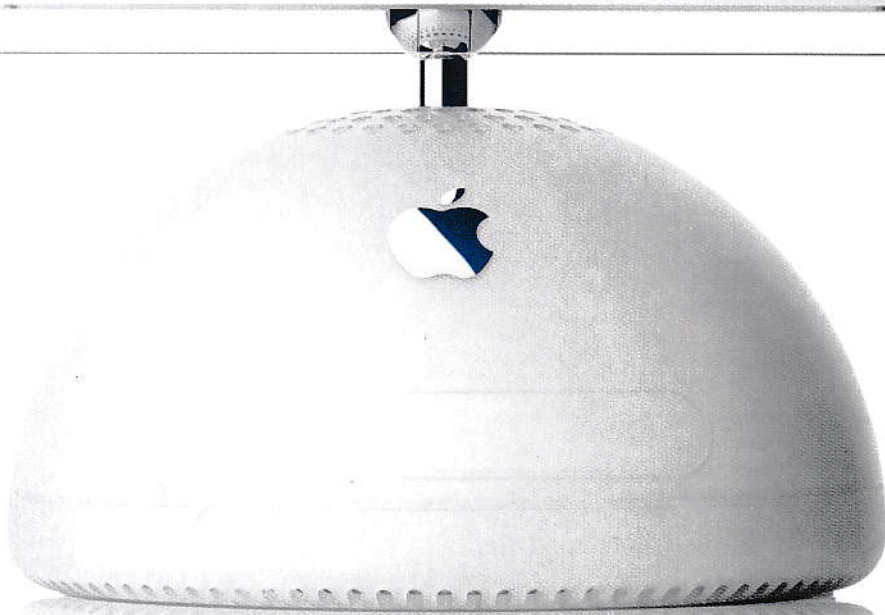
With its power, simplicity and grace, Mac OS X leaves other operating systems firmly in the past.



The new Dock. Place it at the bottom or side of your screen and you have an instant visual shortcut to the things you use most. Just drag and drop your favourite icons onto the Dock to customise it for the way you work. There's nothing like it on PCs.



iMac



Introducing iPhoto. Shoot. Save. Share.

Digital cameras are revolutionising the way we take pictures. Now, Apple provides the missing link to revolutionise the way we save, organise, share and enjoy them.

Just plug your camera* into iMac's USB port and iPhoto automatically imports your photos, catalogues them, stores them and displays them on your screen. Simply drag your mouse, and iPhoto magically grows or shrinks your photos right before your eyes. So you can view individual shots in greater detail for precise cropping. Or see hundreds of photos on the screen at once – and quickly scroll through thousands to find the one you're looking for. Gone are the days of scavenger hunts to find pictures on your hard drive.

iPhoto lets you easily organise your photographs into albums – birthday, vacation, wedding, whatever – for easy retrieval. (If you're familiar with iTunes, think "playlists" for pictures.) Sharing and enjoying them is a cinch, too: Push one button to watch them in a beautiful, full-screen slide show accompanied by your favourite music. Email them to friends. Print them on your ink jet printer.

How much, you wonder, does this remarkable new software cost? If you're a Mac OS X user, iPhoto is a free download at apple.com/uk. But if you're a PC user, there's really nothing like it at any price.



iPhoto makes it easy to import, save, organise and share every digital photograph you take.

You have 206 bones in your body. Surely, one of them is creative.

It doesn't take a lot of effort to enjoy digital music and movies — just the new iMac and a little creativity.

With Apple's award-winning iTunes software you can be your own DJ. iTunes makes it simple to "rip" your CDs and put your music collection right on your iMac. Just drag and drop to make playlists of your favourite songs. Listen to them on your iMac, or push one button to create your own custom CDs that you can play in your car or portable CD player.

Or, for the ultimate in portability, get yourself an iPod. Just plug it into your iMac, and iTunes automatically downloads all your songs and playlists into iPod at blazing FireWire speed (an entire CD in a few seconds). Then just choose a pocket and take your favourite music with you wherever you go.

For making movies, Apple's award-winning iMovie software lets you be the director. Plug your digital camcorder into iMac's FireWire port and transfer your video in pristine digital quality. Use iMovie's intuitive drag-and-drop interface to cut out the boring parts, add Hollywood-style effects — like cross-dissolves and scrolling titles — and lay in a soundtrack. Then share your movies with friends and family by making a custom DVD using our aptly named SuperDrive and remarkable iDVD software.^s You'll be amazed at how professional your movies and DVDs look and how easy it is to create them.

With the new iMac, an ounce of creativity goes a very long way.



iPod. The first MP3 player to pack a mind-blowing 1,000 songs and a 10-hour battery into a stunning 185g package you can take with you wherever you go.*



With iMovie and iDVD you can turn your movies into instant classics and create custom DVDs that play on almost any standard DVD player.



A special message to Windows users: Welcome.

Over the years, there have been more than a few misconceptions about Macs. Let's take a look at some of the most popular ones.

Myth 1: Everyone uses Windows.

Fact: If you're an accountant, you're more than likely to be surrounded by boring beige boxes. But if you work in almost any creative field, you more than likely use a Mac. Like in graphic arts, advertising and publishing. Or in Hollywood. Or in science-based industries like biotech. Or in education, where an ever increasing number of computers are Apples. Or if you are President of the United States (the two most recent presidents both use Macs). Even the Euro was designed on a Mac. In all, over 25 million people use Macs in their homes, offices and schools every day.

Myth 2: Macs don't work with PCs.

Fact: Simply untrue. Every day, millions of documents, emails and instant messages are sent between Macs and PCs. Word documents, Excel spreadsheets and PowerPoint presentations exchanged. Emails delivered and instant messages shuttled back and forth. This isn't news because it happens silently, daily, with no fanfare. That's because all Macs are designed to work seamlessly with PCs and connect into PC networks to easily access files and folders. The rest of the world should get along so well.

Myth 3: The software I need isn't available for Macs.

Fact: There are over 15,000 applications available for the Mac, in every category imaginable. Productivity programs from Microsoft Office to FileMaker. Design programs from Photoshop to Maya.



Contrary to popular belief, Mac and Windows get along perfectly together. They run the same software. They talk to each other. It's a small world after all.

Filmmaking tools from Final Cut Pro to After Effects. Finance programs from Hansa to MYOB. And games from The Sims to Harry Potter. But if you do encounter that rare program which isn't available for Mac, you can still run it on your Mac using Virtual PC.³ Still think there's something you're missing? Go to apple.com/uk and check for yourself. We promise not to say, "we told you so."

Myth 4: Macs don't run Microsoft Office.

Fact: Quite the opposite. Not only does a brand new version of Microsoft Office run on the Mac, but – and this is according to the company that made it – Office v.X for Mac OS X is actually better than its Windows cousin, with features available only on the Mac. Microsoft Office documents are fully compatible between Mac and Windows. So when you create an Excel spreadsheet or a Word document or a PowerPoint presentation on a Mac, you can send it to someone with a PC and it will open perfectly. And vice versa.

Myth 5: Windows has caught up with the Mac.

Fact: It can't be denied that Microsoft has made a good business out of copying the innovative Mac OS. And, truth be told, Windows XP is their best effort to date. But Mac OS X has sent them back to the drawing boards. Particularly with respect to graphics, everything digital (like music, movies and photography), ease of use and elegance. In other words, all the things that make a state-of-the-art operating system, well, state-of-the-art.

Myth 6: Macs are far easier to use than PCs.

Fact: Guilty as charged.



| | | |
|--------------------------------|---|---|
| 15" active-matrix LCD | 15" active-matrix LCD | 15" active-matrix LCD |
| 700MHz G4 with Velocity Engine | 700MHz G4 with Velocity Engine | 800MHz G4 with Velocity Engine |
| 128MB RAM | 256MB RAM | 256MB RAM |
| 40GB hard drive | 40GB hard drive | 60GB hard drive |
| CD-RW drive | Combo drive (CD-RW/DVD-ROM) | SuperDrive (CD-RW/DVD-R) |
| AirPort ready | AirPort ready | AirPort ready |
| Internal speaker | Internal speaker and Apple Pro Speakers | Internal speaker and Apple Pro Speakers |

One of the most revolutionary parts of the new iMac is its price tag. For about the same price as CRT-based PCs, the new iMac is designed around a stunning 15" flat screen, and features a blazing-fast G4 processor, the remarkable OS X operating system and Apple's award-winning suite of software for digital photography, movies and music. Learn more at apple.com/uk, apple.com/ie, apple.com/dk, apple.com/fi, apple.com/no or apple.com/za.

Or visit your nearest authorised Apple reseller.



The new iMac.

**For a complete list of supported cameras visit www.apple.com/uk/photo. iPhoto may require Internet download. Internet access fees may apply. †SuperDrive required. ‡Capacity based on 4 mm/s per second/160kbps. Battery life depends on configuration and use. **Files sold separately. Don't steal content. ©2002 Apple Computer, Inc. All rights reserved. Apple, the Apple logo, AirPort, Aqua, Final Cut Pro, FireWire, iMac and Mac are registered trademarks of Apple Computer, Inc., registered in the US and other countries. iMovie, iPhoto, iPod, iTunes, SuperDrive and Velocity Engine are trademarks of Apple Computer, Inc. Other product and company names mentioned herein may be trademarks of their respective companies. Product specifications are subject to change without notice.