Christmas Apple

In the full spirit of Christmas, Apple Australia has done a lot of special bundling of bargains at special prices.

It is taking the Apple IIe and IIc and for the normal recommended retail price is bundling in programs and peripherals exceeding $550 in value.

With the IIc you get the AppleMouse II and Mousepaint graphics program, MasterType’s Writer wordprocessing program, the magazine on a disk, Microzine, and Hitchhiker's Guide to the Galaxy. Plus the Human Edge program Mind over Minors which teaches you how to cope with ankle biters and is fairly controversial.

The IIe is being bundled with the new UniDisk drive which gives you a whopping 800K of memory on each 3.5" disk. Also thrown in is AppleWorks, the three in one program, Typewriter and Microzine. Plus a book of vouchers which gets you 20% off future purchases.
ALIA stresses need for trading edge

IN a recent appearance before the Senate Standing Committee on Science, Technology and the Environment, the Australian Information Industry Association stressed the importance of technological change on the international competitiveness of industry.

In its submission, the ALIA said the committee's investigations should promote the view that Australia must incorporate itself in the free market to make them more competitive.

Competitiveness

Mr Bob Montic, executive director of the ALIA, said this was particularly important in Australia's case because we were essentially a trading nation, improved international competitiveness was vital to the viability of our industrial base.

The committee's terms of reference cover the adequacy of current mechanisms to investigate and monitor the introduction and current applications of new technology and the need for a national strategy to deal with this challenge.

In response to questions raised by the committee, the ALIA noted that some traditional working definitions would change and new jobs would emerge in every industry.

It is most evident of this is apparent in the software industry, where there is a major shortage of skilled people.

"This area of the information-technology industry promises a bright future and we should positively encourage its development," Mr Montic said.

A number of initiatives had already been made by the Government in this respect, including the 1984 per capita tax incentive for research and development initiatives and the review of the other policies.

"Issue question"

"In the association's view the issue is one of training, retaining and re-deployment of staff rather than stimulating the introduction of new technology in order to protect obsolete industrial processes," said Mr Montic.

The ALIA noted that new growth areas were emerging in the value-added services sector, and therefore it was important that an economic and freely accessible telecommunications environment was provided in Australia. This, it said, would help services to Australian industry.

The pros and cons of ID cards

The pros and cons of ID cards are open to abuse. "The ID card system is as useful as the ID card," Mr Blumberg said. "The ID card system is designed to stop cheating and to prove your identity. But must it be used in this way?"

"The ID card system is designed to stop cheating and to prove your identity. But must it be used in this way?"

Many authorities believe that the card system is not only an effective way of identifying people but also an effective way of controlling them. The system is used by the police, the Army, the Air Force and the Navy, and is also used by the Commonwealth and State governments.

The system is designed to stop cheating and to prove your identity. But must it be used in this way?"

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If this page were Christmas wrapping, would you hope to find when you opened it up?
If this page were Christmas wrapping, which computer would you hope to find when you opened it up?
The Apple Christmas Packages from only $2,295. The computers will be around a long time. We wish we could say the same about the prices.

It has been something of a tradition with Apple to offer special packages at special prices over Christmas.

Computers make wonderful gifts and the Festive Season is one time such a purchase can be justified.

(Although your child’s development and your own productivity should be priorities at any time.)

At this time of year, however, we like to play Santa.

And put together packages which place a complete computer system within closer reach.

This year is no exception. We have put together two different packages around two different models, to cater for both family and professional home computing.

What is exceptional this year is the value of the offers.

The Family Package Offer.

Between now and February 6 (unless we happen to sell out beforehand), we are offering a special price on a complete solution for family use.

It centres around the Apple IIc personal computer and includes a high-resolution monochrome monitor, a mouse, four self-teaching disks, a graphics package, and a bundle of four software programs.

This is not superseded equipment or obscure software, this is the very latest and most popular product, some only newly released.

The entire package would normally set you back a good $2,880.

This Christmas we offer it for just $2,295; $585 worth of extra value.

But perhaps the true value is that it offers serious home computing.

Not the fast-fading novelty of an overpriced toy.

The IIc Computer.

Introduced in 1984, the IIc is a powerful (288K), yet very compact and portable unit. (The disk drive is actually built in.)

It’s simple to use and simple to set up.

Plug the monitor into the computer; plug the computer into the power socket and away you go.

Some might worry if serious computing shouldn’t be harder than this.

We think that only a serious computer has the power to be this simple.

Learning is easy; the IIc comes with a self-teaching, four-disk tutorial as a matter of course.

Adding accessories is as easy as plugging them in. All the necessary circuitry is already inside, bought and paid for.

The IIc is also very stylish to look at.

When you design a computer to be around for a while, those are important considerations. (See separate box.)

’Tis the night after Christmas, and all through the house, every creature is stirring, including our mouse.

The Family Package comes complete with a mouse.

An exciting by-product of our revolutionary Macintosh technology, the mouse makes it possible to control the computer without using the keyboard.

Together with the accompanying MousePaint graphics package, you can create pictures on the screen of your IIc.

MasterType’s Writer.

Word processing is fundamental to personal computing.

We give you one of the best examples, MasterType’s Writer from Scarborough Systems.

It features dual windows, help files, sorting, macros, a selection of typefaces and a tutorial disk.

Despite quite sophisticated functions, its operation is remarkably easy.

The first word processing program capable of performing in colour, it perfectly suits an option-colour monitor and colour printer.

Giving you not just the ability to process words, but the power to express yourself colourfully.

Mind Over Minors.

How well do you know your kids?

Mind Over Minors is software that helps you manage and motivate youngsters.

You can identify your child’s (and your own) personality traits to improve communication and handling.

Sounds like the sinister side of computers they warned us about, but far from it.

Fascinating to the point of being addictive, it’s a sometimes funny, sometimes thought-provoking program.

Microzone.

Microzone is a complete activity magazine in electronic form, providing you with eight complete programs on two separate disks.

Teachers cite it as a most exciting innovation in electronic learning.

Microzone challenges your children’s minds while it captures their imaginations.

Kids can talk to Microzone and it talks back.

Adventures and mysteries let kids become the stars of their own stories.

Microzone also comes complete with student’s handbook.
While the needs for family computing require one sort of solution, the needs for professional home computing require another.

That's why we're offering two completely different packages this Christmas.

The other being this Personal Productivity Package based around the Apple IIe.

**The Personal Productivity Package Offer.**

Until February 7 (if they last that long), we offer a special price on this complete solution for professional home use.

Apart from the IIe 128K Central Processing Unit, or CPU, you also get a UniDisk 5.25" – a standard 143K external disk drive – as well as the incredible new 800K Unidisk 3.5 mass storage external disk drive, high-resolution monochrome monitor, and a bundle of 4 software packages.

This high-powered lineup is all yours for $5,295, well over $500 worth of free extras.

**The IIe Computer.**

The IIe has its origins in the Apple II, launched in 1977. (The 'e' stands for enhanced.)

So closely related is the family line that people who bought an Apple II in 1977 can upgrade it with today's add-ons to give them the performance of a 1985 model.

Almost all the software written since 1977 runs on the latest model.

(Well over 10,000 programs for that.)

The IIe design is 'open system' architecture, with eight slots to give you the ability, as time goes on, to add hard disk capacity, networking, mouse, numeric keypad and a host of other functions.

This is reassuring stuff when you're just about to plunk money down on your first computer.

There are already over 2.5 million Apple II systems in use.

It's been time-tested to be free of bugs, glitches and gremlins.

In short, it has been perfected.

**The 800K External Disk Drive.**

The 128K IIe in standard trim is already a powerful computer for professional home use.

The 800K UniDisk 3.5 external disk drive included in the Christmas package provides additionally huge file power.

This 3.5-inch microfloppy is the very latest disk technology.

What it amounts to is six times the file storage capacity of a standard disk drive and three times the speed.

**AppleWorks.**

Being a business-like sort of package, we felt it would be appropriate to include an advanced business program in the form of AppleWorks.

This is an integrated package featuring spreadsheet, database and word processing capabilities.

AppleWorks is consistently at the top of the best-selling list of software packages both here and in the USA, business or otherwise.

**Typequick.**

Computers speed up the processing of words to such an extent, the slowest part of the whole process becomes the person typing in the words.

Your output can be increased enormously by the ability to touch type.

Typequick is a program with a course of 10 real lessons designed to teach this skill in the shortest possible time.

It's so good it won the 1985 Australian Personal Computer Magazine Award for Australian software.

**Microzone.**

Microzone is essentially a hands-on computer activity magazine on disk.

(Hands-on is computertalk for very involving, which this certainly is.)

It is not just one program, but eight high-interest programs on two disks.

Microzone is an entertaining way to develop the skills that are the cornerstone of computer literacy: programming, word processing, problem solving, filing, database management and other skills.

It can also double, in a less serious way, as absorbing entertainment and tutoring for kids.

**Print Shop.**

Here's a program that can turn your computer into a personal print shop.

With only a few keystrokes you can write, design and print like a professional.

You can turn out letterheads, announcements, notes, cards, banners, stationery, notices and greeting cards.

Perhaps the first thing you'd like to do with this program is turn out a nice Thank You card for the thoughtful person who gave you this terrific package.

Even if the thoughtful person happens to be you.

**Apple Computers.**

**Presents that have a past as well as a future.**

This Christmas, you're going to be tempted by a profusion of bright, shiny new computers.

And that's just the problem.

A lot of new models on the market will be unproven, let alone perfected.

And could well go the way of many other brands and models over recent years.

Leaving you stranded with a computer nobody wants to know about.

It may seem odd in an industry as young as ours but Apple is, for all its tender years, virtually the oldtimer.

Having invented the personal computer industry in the 1970s, we're now a world-wide company with proven products, back-up, software, and a commitment to refining rather than changing our models every year.

This Christmas will mark the ninth year the Apple II family of products have been continually marketed.

Yet, while the lineage is permanent the technology is continually evolving.

Apple II products are at the very cutting edge of computing creativity.

It may seem unfair to other computer companies for us to be so inimical about our strengths.

But a computer costs a considerable amount of money.

Even if, over Christmas, not nearly as much with Apple.
An Apple IIe! You'll think all your Christmases have come at once!
In addition to the two packages we're offering at a special price this Christmas, you'll also find enclosed in every kit, a book of vouchers.

These vouchers will offer 10% to 20% discount on the retail price of a variety of hardware and software in the form of cash rebates.

So that in addition to being off to a good start, you're also in a position to add other equipment and programs at an economical rate.

Vouchers will give you cash rebates on equipment like the new ImageWriter II printer, which will print out 'hard copies' of whatever you put up on the screen, in seven beautiful colours.

(This, incidentally, is the first time the ImageWriter II has been available in this country.)

That particular voucher is, for example, worth $115.

You can also get generous rebates on our Apple Modem, the phone link device that puts you in touch with Telecom's Viatel and other computers, anywhere in the world if you wish.

- Plus a stack of seventeen of the latest and most useful software packages.

In all, the vouchers offer rebates totalling over $500.

It's nice to know that Apple computing is not only easy to do and easy to add to, but easy to afford as well.
We even have the perfect Christmas Card.

A lot of people who buy Apple systems keep coming back for more.

For software, peripherals, enhancements and advancements.

Even more computers.

And they buy them right away without upsetting their cash flow

or having to wait for extra cash.

They do it with the Apple credit card which provides easy affordable credit terms and no down payment.

It could be a handy thing to have this Christmas, when the Festive Season causes the traditional meltdown of your other plastic.

Why not apply now?

You can either use this easy-to-fill-out application/agreement printed here. Or apply while you are in the store.

In most cases, with instant credit approval over the phone.

At the same time, your total credit line can be determined, completely free of other credit card commitments.

Once your credit is approved, you can take your computer home.

The card will follow you home by mail.

Should you wish to make additional purchases before your Apple card arrives, simply show your copy of the approval application agreement.

You know where you stand.

Easy-to-read monthly statements give your current balance and the credit available for new purchases.

They clearly indicate the minimum payment due.

And, if you wish to avoid or lessen finance charges, you're free to exceed the minimum payment or pay the total balances at any time.

Apple Card Customer Credit Application

☐ JOINT ACCOUNT: If another person will be using the account and/or signing the agreement, complete entire application.

☐ INDIVIDUAL ACCOUNT: Where other person's income and assets will be relied upon to establish credit, complete entire application.

CORPORATE CARD facilities available. Please contact our representatives on (02) 899 7535.

Credit Limit Requested $ __________

Applicant Information

Last Name: __________ First Name: __________ Initial: __________ Birth Date: __________ Marital Status: __________

No. of Dependents: __________ Present Address: __________ City: __________

State: __________ Postcode: __________ Own/Buying/Rent: __________ How long: __________ Monthly Payment: __________

Telephone No: __________ Previous Address: __________ How long: __________

Employment Information

Employed by: __________ Address: __________ How long: __________ Position: __________

Telephone No: __________ Annual Salary: __________ How long: __________

Previous Employer: __________

Address: __________ Telephone No: __________

Other Applicant/Spouse

Last Name: __________ First Name: __________ Initial: __________ Birth Date: __________

Address: __________ How long: __________ Telephone No: __________

Employed by: __________ How long: __________ Telephone No: __________

Position: __________ Annual Income: __________ Credit References: __________

Your Credit References

Do You Have: __________

Cheque Account: __________ Yes No Name: __________ Branch: __________ Account No: __________

Bank Savings Account: __________ __________ __________

Bank Loan: __________ __________ __________

Finance Company Loan: __________ __________ __________

American Express: __________ __________ __________

Diners Club: __________ __________ __________

Bankcard: __________ __________ __________

Other: __________ __________ __________

Personal References

Motor Vehicle Registration No: __________ Driver's Licence No: __________

Name: __________ Telephone No: __________

If you wish your company's name to also appear on the Apple Card, please advise name of company.

I/We hereby apply to Centrelease Finance Corporation Pty Limited for an Apple Card on your usual conditions advised to me/us from time to time. I/We hereby warrant that the information provided above is true and correct. I/We have not been bankrupt nor are there any unsatisfied judgements against me/us.

Signatures of Applicants: __________

Date: __________

Send the completed form to Centrelease Finance Corporation Pty Limited, PO Box 8, Rozelle 2039.