

Lisa

System Overview



This is Lisa,[™] Apple's revolutionary personal computer for the office. It doesn't work like a conventional computer. It works the way you do.

Lisa replaces conventional computer commands with simple graphic images and a clever pointing device called a mouse. You use them to control the entire system. Use the mouse to

select the pictured operation you want and Lisa responds instantly. You can actually learn to do useful work with the system in less than 30 minutes.

Lisa's simplicity is matched by its power and expandability. With business applications that work together, and the ability to communicate with central com-

puters, you can integrate the information you need in powerful new ways. And by linking Lisas and other Apple products together in an office network, you can share and distribute this information efficiently. Moreover, the availability of powerful programming languages ensures that additional applications are being developed for your specific business needs.

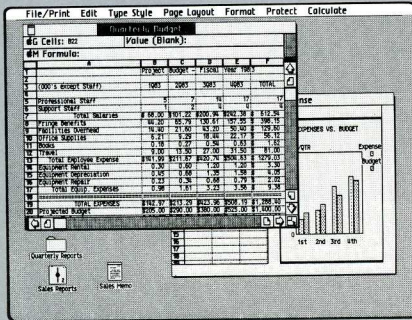
There's nothing else like Lisa. Its revolutionary software and hardware let you work with different kinds of information simultaneously. No other personal system is as powerful, flexible, and simple to use.

Analyze any complex business situation with Lisa's powerful applications.

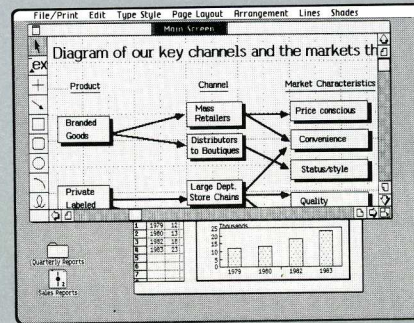
- LisaCalc, LisaList, and LisaProject help you manage complicated business budgets, operations, and projects.
- LisaWrite, LisaGraph, and LisaDraw let you compose and prepare reports, presentations, and business correspondence.
- LisaTerminal and other Lisa data communication products provide access to information in other computers.

Communicate ideas and decisions more effectively through graphics.

- Add strong graphic impact to your reports and presentations with graphics from LisaGraph, LisaDraw, and LisaProject.
- Lisa's revolutionary technology allows you to create and revise graphics as easily as you do text.
- Printouts of any Lisa text or graphics are presentation quality.



"What if?" analyses are easy with all of Lisa's applications. For example, in LisaCalc, enter new information and the model recalculates instantly.



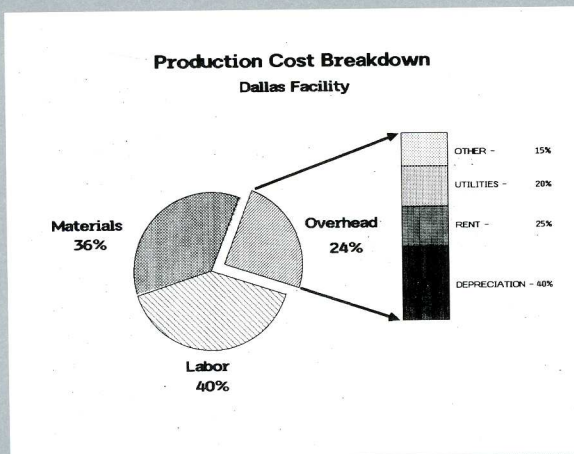
Lisa's revolutionary graphics and applications, such as LisaDraw, enable you to communicate more effectively and easily.

Sophisticated Analysis Tools

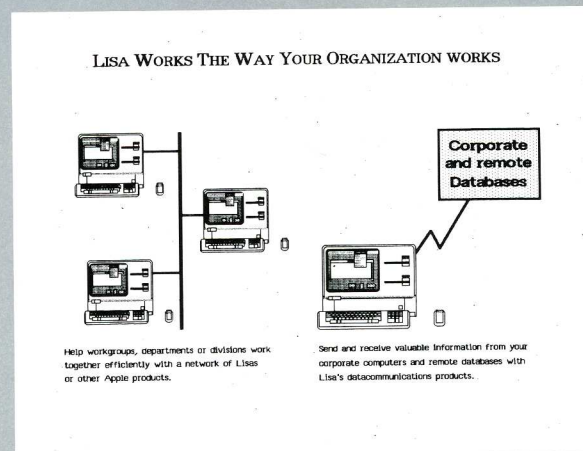
- Examine alternate business and financial scenarios with LisaCalc's "What if?" feature.
- Evaluate various resource and scheduling options with LisaProject.
- Create a data base with LisaList to help organize, update, and refine all kinds of important information.
- Graph even complicated data simply with LisaGraph. Get a clear perspective on important business information.
- Transfer data between applications for added impact (for example, move LisaCalc data into LisaGraph for plotting).

Sophisticated Communication Tools

- LisaDraw makes it easy to create charts, diagrams, and drawings for presentations or reports without the aid of a graphic designer.
- LisaGraph's bar, line, pie, and scatter graphs help illustrate important information.
- A visual Schedule or Resource chart from LisaProject will help you monitor the progress and critical path of any project.
- Lisa's revolutionary Graphics Mouse Technology lets you create, store, and revise graphs, charts, and illustrations as easily as text.
- Advanced printing technology lets you create high-resolution graphics and text in presentation quality printouts.
- Transfer data between applications to emphasize your point of view (for example, move a LisaCalc table into a LisaWrite report).



Lisa's integration allows you to customize LisaGraph charts in LisaDraw for more effective presentations.



Advanced communication tools help to integrate Lisa into your organization. With LisaTerminal, for example, you can easily send and receive information from remote data bases.

built-in disk drives, provide 6.7 megabytes of formatted document storage capacity for large business problems.

- Lisa's 32/16 bit MC68000 microprocessor provides all the power you'll need to work efficiently with any Lisa document.

Create perfect printouts every time.

- What you see on Lisa's bit-mapped, 12-inch (305 mm) screen is exactly what you get on the printed page.

- Lisa's graphics and typestyles [up to 1/3-inch (8.47 mm) tall] are reproduced with unparalleled quality on both Apple's Dot Matrix and Daisy Wheel Printers.

Add software and peripheral products as your needs grow.

- Development tools—BASIC, Pascal, and COBOL—are available for creating new applications.
- Lisa accommodates peripheral

products such as hard disks, printers, and modems.

- Built-in serial and parallel ports make it easy to connect peripherals.
- Three internal expansion slots let you add special equipment.

Share valuable information and peripherals using Lisa's communication capabilities.

- Terminal emulators allow you to access information from other

computers, including IBM hosts.

- AppleNet, Apple's network, will support all Apple products.

Make your office more efficient without disrupting it.

- Lisa's compact, attractive design and silent operation make it unobtrusive in the office.
- The simple, modular design makes it easy to unplug components for basic servicing.

Unmatched Print Quality

- Apple's Dot Matrix Printer produces high-resolution text and graphics that match that of printers costing ten times as much.
- Apple's Daisy Wheel Printer produces all typestyles generated by Lisa, as well as graphics.
- One printout is all you'll ever need because what you see on the screen is exactly what you get on the printed page.
- A variety of typestyles is available, including styles 1/3-inch (8.47 mm) tall for presentations and transparencies.
- Print a document with 132 columns on ordinary 8 1/2 x 11-inch (215 x 279 mm) paper.
- Lisa's background printing feature enables you to print one document while working on any other application.
- Print in either vertical or horizontal formats.

An Integrated Office System

- LisaTerminal, an asynchronous communications package (TTY, VT52, VT100), lets you access corporate mainframes and mini-computers, exchange data with LisaWrite, and transfer data from LisaCalc.
- Lisa will provide access to IBM hosts through a 3270 communications package and Apple's cluster controller emulator.
- AppleNet, Apple's own local area network, is inexpensive, reliable, and easy to install. You'll be able to use it to share information and peripherals.
- A separate Ethernet interface will enable you to connect to an Ethernet network.

A System That's Easy to Expand

- Pascal, BASIC, and COBOL are available so independent software developers will be able to write software for additional applications.
- Printers and modems can easily be added with Lisa's built-in serial and parallel ports.
- Three expansion slots provide even more flexibility and growth potential.

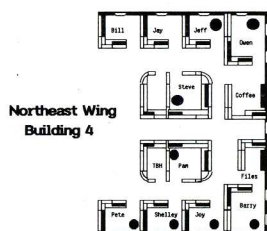
MEMORANDUM

John -- January 27, 1985
Here's a copy of the alternative floor plan for our section. Please look it over. This arrangement would give us more offices with windows, though of course they are smaller than the current layout. It also allows room for 3 more offices, so that we can absorb section growth for the next 4 months and still keep us all together.

Facilities has approved this layout, though of course they're not too happy about the change. If we let them know by next Friday, they can have it done over the holiday break.

What do you think?

Deme



What you see on Lisa's screen is exactly what you get on the printed page. Apple's Dot Matrix and Daisy Wheel Printers both produce presentation-quality documents.

Lisa's Desktop Manager

Lisa works the way you do at your desk. Just as you have folders, documents, and other typical office objects on your desk, Lisa's screen is a "desktop" with the same kinds of objects. This simple desktop model makes Lisa the only computer you already know how to use. For example, if you were to write a memo at your desk, you would reach for a pad of paper and begin writing. You do it the same way with Lisa; simply use the mouse to select the LisaWrite pad and "tear off" a piece of LisaWrite paper. Then, without any special commands, start typing. And switching from one document to another is as easy as reaching across your desk.

Lisa's Desktop Manager takes care of all the "housekeeping," such as filing and organizing your desktop. To file a Lisa memo, simply use the mouse to place the memo in a particular folder. In this manner, the Desktop Manager also enables you to easily find a document. You can arrange everything on your desktop—move documents, cover or overlap them, change their size or shape, and position the graphic symbols anywhere you want—using only the mouse. Lisa does all this graphically and without the keyboard—making it dramatically easier for you to learn and use this revolutionary personal office system.

Stationery To begin a document, use the mouse to select the appropriate stationery pad and "tear off" a sheet of paper.

Mouse The mouse is a palm-size device that controls the pointer on Lisa's desktop. As you move the mouse on your desktop, the pointer moves on Lisa's screen. It replaces all confusing special function keys and commands.



Folders Folders enable you to group documents on a disk for easy reference. For example, you could name a folder "Letters to Chicago office" and use it to hold all correspondence to that office. You can also put folders within folders for easy referencing.

Disks Documents, folders, and stationery are stored on diskettes and the ProFile. Lisa's Desktop Manager enables you to view the contents of any disk at any time.

Integration More than one Lisa document may be open on the screen at one time. To move information from LisaCalc to LisaGraph, simply use the mouse to select COPY from the menu. When you're ready to transfer the information into another document, select PASTE and your data is moved.

Menu Bar All Lisa functions are selected from menus. To print a document, for example, just move the mouse and select PRINT from the menu bar. A short list of options then appears. Once printing is under way, you may continue working with Lisa, either in the same or another document.

The screenshot shows the Lisa desktop with a menu bar at the top: File/Print, Edit, Type Style, Page Layout, Format, Graph, Customize. There are three windows open:

- Profile**: Shows "3251 blocks free out of" and icons for "LisaWrite Paper" and "Forecast".
- Quarterly Budget**: A spreadsheet with columns A, B, C, D and rows 1-4. Row 1: Project Budget - Fiscal. Row 2: (000's except Staff). Row 3: 1083, 2083, 3083. Row 4: 5, 7, 14.
- Budget vs. Expense**: A spreadsheet with columns B, C and rows 1-19. Row 1: 102.97, 205. Row 2: 230.61, 280. Row 3: 485.09, 380. Row 4: 561.83, 525. To the right is a bar chart titled "EXPENSES VS. BUDGET" with a y-axis labeled "\$/QTR" (0 to 800) and x-axis labeled "1st, 2nd, 3rd, 4th". The chart shows two bars for each quarter: Expense (dotted) and Budget (solid). The legend indicates Expense is represented by a square and Budget by a circle.

A mouse cursor is pointing at a folder icon labeled "Sales Reports" on the desktop.

The menu bar shows the following options:

- Edit
- Search
- Type Style
- Undo Last Change
- Cut (⌘X)
- Copy (⌘C)
- Paste (⌘V)
- Select All of Document (⌘A)



Hardware:

- 32/16-bit MC68000 main microprocessor.
- 1 megabyte memory capacity is standard.
- Apple's ProFile hard disk provides 5 megabytes of disk storage.
- Two built-in disk drives provide 1.7 megabytes of formatted floppy disk capacity.
- 12-in. (305 mm), bit-mapped display screen (364 lines × 720 dots).
- High-resolution black on white display.
- Selectric-style, detached keyboard with 10-key pad.
- One-button mouse.
- Two RS-232C serial ports.
- One parallel port.
- Three expansion slots.

Software:

- Applications: LisaCalc, LisaList, LisaProject, LisaWrite, LisaGraph, LisaDraw.
- Languages and development tools: Pascal, BASIC, COBOL, Editor, assembler, debugger, and linker.

Communications:

- LisaTerminal (TTY, VT52, VT100), 3270.

System expansion:

- Printers: Apple Dot Matrix, Apple Daisy Wheel.
- Additional hard disks may be attached.
- Lisa supports synchronous and asynchronous modems.
- Parallel Interface Card (2 ports).
- Local Area Networks: AppleNet and Ethernet.

Weight and dimensions:

- Computer console:
 - Weight: 48 lb (22 kg).
 - Height: 13.8 in. (350 mm).
 - Width: 18.7 in. (475 mm).
 - Depth: 15.2 in. (388 mm) [16 in. (403 mm) deep with keyboard in storage position.]

Power requirements:

- 115 or 230 V AC.
- 48 to 68 Hz.
- 270 W (maximum).

Environmental requirements:

- Ambient temperature: 40°–108°F (5°–42°C).
- Relative humidity: 15–80%, noncondensing.

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