

AppleSource



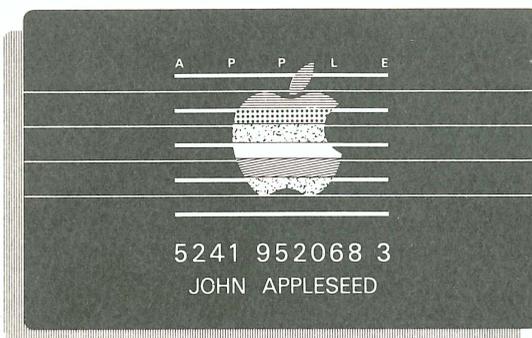
The Newsletter For Apple Dealers From Apple Computer

By Popular Demand: An Enhanced Apple Credit Plan

Due to the enormous success of the Apple Credit Plan for new customers, effective November 15, 1983, we have enhanced the Apple Credit Plan to bring those old customers back into your store making it easy for them to charge into the Holiday Season.

With the enhanced Apple Credit Plan for existing customers, the CPU requirement has been dropped and the initial minimum financed amount is reduced to \$200. (A 10% down payment is required on all initial purchases.) This can be used in purchasing any Apple peripheral and/or Apple compatible software. Further Apple add-on purchases

remain at a \$100 minimum (standard 1% discount).



We also plan to have promotional material available for your own direct mail program. This material will include advertising slicks and promotional stuffers on Apple products

stressing the convenience of using the Apple Credit Plan on their next visit to your store.

Now you can give all your customers Apple products and Apple Credit at one stop. So make it easy for them and for you to catch that Holiday Spirit and keep it the whole year through with the Apple Credit Plan.

Susan Boreni
Financial Services

For Purchases financed under \$750, there will be 2% discount. This is a one time only rate, all subsequent purchases go back to the 1% discount rate.

Holiday Spirit Dealer Style

Authorized Apple dealers around the country are getting ready for the Holiday Season. Here's a look at a few of their holiday spirit ideas for the season.

"I'm dreaming of an INACOMP Christmas" is the theme for INACOMP in Michigan this year. According to Larry White, Vice President of Franchising and Marketing, "this theme

will be consistent throughout all our advertising media. For example we will be doing regional advertising in all major news magazines this season. Our magazine spread consists of a four page color insert with the 'I'm dreaming of an INACOMP Christmas' theme expressed by a person asleep, nightcap and all, with visions of Apple products tied with ribbons as their dream." It's similar to the expression "visions of sugar plums dancing in your head," with Apple products replacing the sugar plums.

This message will also be carried throughout INACOMP's in-store displays. There will be several "Dreams" within the store, each featuring a certain Apple bundle all tied up with a bright holiday ribbon, ready to take home. For those who buy a system this season, INACOMP will give them a flannel nightshirt with the words "My dreams came true at INACOMP" emblazoned on the front. Of course the store itself is all decked out in its holiday finest to greet the customers.



In New York, Laura Harris, Store Manager of Micro World, is using Apple's Holiday Bonus Promotion as their theme. This includes three daily commercial spots on three different TV stations plus a weekly advertisement in their local newspaper. They are also doing a series of mailings to specific professional groups; doctors, lawyers, dentists and previous Micro World customers emphasizing the special holiday pricing they're offering this season.

con't on pg. 2

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Holiday Spirit con't from page 1

Randall Jones, President of Compu Share in Arizona, will have their traditional Christmas tree with all the trimmings in the store. They'll also be offering Compu Share Gift Certificates for training classes. Randall found this promotion to be extremely successful last year and plans on using it during this holiday season too. "It's a great way to bring new customers into the store to learn about computers. It's also an excellent way to learn about new software they received as one of their Christmas presents."

These are just a few of the holiday promotions in progress. May all your holiday ideas join with these in creating a prosperous season. 🍏

Charlotte Smith

Why women buy computers?

In order to understand more on womens' buying decisions regarding personal computers, we conducted a series of focus groups with mothers of school age children in New Jersey, Minneapolis, and Seattle. Three groups were conducted with working women and three with non-working women in the target market (household income over \$35K and either husband or wife college educated).

The women were screened for interest in personal computers. During the discussions, it became clear the major motivation was their desire to provide an educational opportunity for their children.

The interest in purchasing a home computer as an educational device has two distinct fore-runners:

—limited availability of computer time at school is seen as a problem. Mothers want to provide their children with computer access at home as a supplement.

—the computer is seen as an excellent tutor for children with special needs (e.g. — slow learners, gifted children). The computer is an asset because it allows the child to progress at his/her own pace. The computer as tutor does not make judgements and has infinite patience.

A secondary computer purchase motivator is the desire not to be left behind by technological advances. This concern was also noted among males, where it seems to be even stronger.

Respondents indicated a strong desire for a quick and easy method of learning about computers. They feel uncertain about the decision process and want more information so they can make an intelligent purchase decision. They want to learn the basics, but are willing to make only a minimal investment of time and money. Ideas like short courses and video tapes have broad appeal.

Women are also concerned about how they will learn to take advantage of the system after they buy it. Training courses and Computer Aided Instruction materials included with the computer purchase seem to be a viable method for creating a unique advantage which might sway the purchase decision.

Advertising or sales presentations directed at women should focus on the computer as an educational tool for their children. The appeal should address the importance of supplementing limited computer access at school by providing access to a home system, and/or providing personalized tutoring to those children who need it. 🍏

Jeni Sall
Marketing Research and Planning

Who's who on the Dealer Advisory Council Meet John Byren

John Buren, Jonathan's Computer Centers, New Jersey is a National Account and Personal Office Systems dealer focusing on the corporate and small business marketplace.

With the majority of business in the corporate market, John has groomed a highly competent sales staff. In fact, John credits his staff (sales people, application and service personnel) as being the "best, which is the main reason we're so successful. "To further encourage development in the corporate market, for example Penn Mutual, they conduct on site training classes at Penn Mutual.

Furthermore John acknowledges the Account Penetration Strategy Workshops as being effective tools in working with major accounts.

John finds selling Apple //e's easy "...sales are outstanding." Recently John joined together with Girard Bank, Delaware, N.A., to make 8.5% financing available to Bank customers when they buy an Apple //e System from Jonathan's Computer Centers. This agreement was directed to over 500,000 Girard Bank customers in their direct mail campaign. The response has been so encouraging that John hopes to take a similar program to corporations in order to provide Apples to their executives at reasonable rates.



When asked what advice John would give to new dealers, he had three suggestions:

- "Don't overpopulate your store with numerous computer lines, pick a winner like Apple."
- "Mind your financials closely, it's very easy to get overextended."
- "Use your co-op, it's an outstanding program."

With these words, we'll close and thank John for being an active participant on the Dealer Advisory Council. 🍏

Charlotte Smith

Let's take it from the top

A word from Apple Management

This month we're hearing from Roy Weaver, Vice President of Distribution, Service and Support. Roy has been with Apple since 1980.

There are more people in more places doing more things with Apple Computers. . . my organization is here to help you support all of those people and all of their equipment. Our programs are designed to support you in your efforts to support Apple users. If everyone does their little bit to help out end users, then we will all benefit from satisfied, well informed Apple customers.

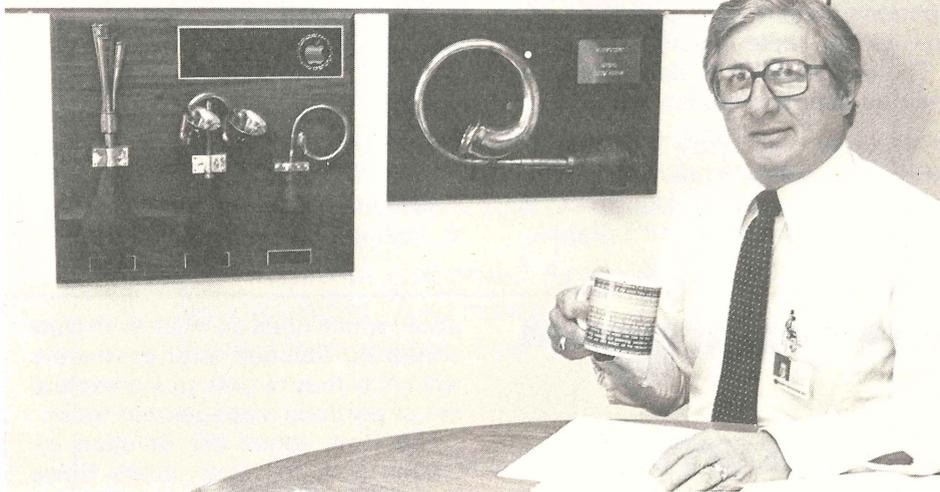
Let me give you some of my thoughts on how our partnership supports the end user. First, we handle well over 6,000 technical calls from your dealerships each month. We recognize that in turn, you are answering many times more questions yourselves. We have over 50 people around the country every day exchanging your modules, shipping you parts and processing your warranty claims. Also, last year we trained 3000 of your service specialists to repair Apple products. They in turn will perform an estimated 250,000 repairs during 1983.

The reliability of Apple products is increasing. However, the rapid growth of the installed base is going to increase the volume of repairs performed at every dealership. In fact, the 250,000 repairs you will perform in 1983 could double in 1984. Higher repair volumes will effect the operation of your service center. We recognized this last year and in August introduced changes in the Dealer Service Program to smooth your transition to the higher volumes.

You have told us over and over again that Apple's Dealer Service Program is the best in the industry. We are proud of our leadership position; and with the recent changes, many of which were recommended by the Dealer Advisory Council, we will continue to be innovative leaders with our service and support programs.

The August revisions to the program focus on productivity within

your service center. As the number of repairs increase you will have to increase the productivity of your service specialists, or, hire more personnel. We believe you would prefer to increase productivity rather than increase staff. Module level repair is the fastest, most productive way to repair Apples; and that's the basis for the new program. The new prices and reimbursements are structured to provide the greatest incentive for your service specialists to repair all Apples at the module level, rather than the component level.



Now I'd like to comment on my favorite subject, AppleCareSM. Walk into any appliance store these days and you'll find the salespeople suggesting service contracts with every major appliance sale. You should be doing the same with AppleCare. By informing your customers of your extensive service and support program and by selling a service contract, you are guaranteeing the availability of dependable service. Dependable service means peace of mind and consumers will spend the money to buy this security. Promote AppleCare with every business pur-

chase; businesspeople are accustomed to buying service contracts.

How do you sell a service contract when part of your sales presentation for the hardware is reliability? Good question. First, Apple's low priced service contract fits right in with your reliability story. If the product wasn't as reliable, the price would be higher (check our competitor's service contract prices!) Second, and more important than price—reliability, you are selling peace of mind. No matter how reliable the products, peace of mind is a valuable element in the system

sale.

Have your salespeople offer AppleCare on every computer purchase; it takes little additional effort. Your average system selling price will increase, and you'll have more satisfied customers. 

Roy Weaver

Editors postscript:

You may be wondering what the horns in the background signify. Well, these horns come in three sound ranges; low, medium and high. They're used to relieve tension.

The Experts say . . .

One thing to bear in mind: No one can teach you when to close. You learn when to close only by closing too early and too often. You will never learn when to close if you continue to close too seldom and too late.

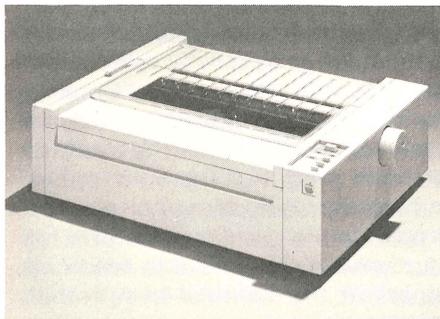
Karl Bach, Selling Is Simple

The IMAGEWRITER

Apple has introduced a new dot matrix printer, the IMAGEWRITER. The Apple IMAGEWRITER is faster, quieter and more compatible with Apple's massive software base, than any other printer in the market in the \$500 - \$700 price range. The Apple IMAGEWRITER answers customer needs and enhances the competitive position of Apples' systems. Our new printer is not only aesthetically pleasing, but truly compliments the contemporary styling of Lisa™, as well as the Apple // and /// family.

The IMAGEWRITER, designed with the end user in mind is:

- versatile, text may be printed using eight different character fonts, and you may design up to 175 additional characters. If it's graphic



images you are creating you have a choice of eight dot densities from 72 to 160 dots per inch.

- accommodating to a wide variety of forms. Individual cut sheets up to 10 inches wide, continuous fan-fold forms and roll stock from 3 to 10 inches are quickly and easily loaded.
- fast, it delivers throughput up to

72 lines per minute.

- quiet, operation of the IMAGEWRITER is quieter than background conversation, less than 53 dB.
- convenient, the most frequently used operator controls are located right up front. Indicators continuously inform you of the IMAGEWRITER'S status.
- low priced, the IMAGEWRITER is the best priced performance printer on the market.

The IMAGEWRITER is not just another dot matrix printer, it is the only dot matrix printer that delivers the full high performance of the Apple system on paper. 

Diana Hunter
Accessory Products Group

Featuring



Dow Jones Solution solves investment confusion

Apple has just introduced a software package that gives investors a one-stop solution for their portfolio management needs. Now, they can access financial information directly from the Dow Jones News/Retrieval Service®, and immediately use it to update and analyze their portfolio.

With several Apple-compatible investment packages currently on the market, it's easy to get confused

about which ones do what. With Dow Jones 2.0 Solution, your customers will know they're getting a complete set of portfolio management tools.

The Dow Jones 2.0 Solution includes both the Dow Jones News and Quotes Reporter and the recently revised Dow Jones Portfolio Evaluator 2.0.

Dow Jones and Company reported a 122% increase in users of Dow Jones News/Retrieval last year; this year, they're expecting a 175% jump. That means an increase of new database users needing software to go on-line. The Dow Jones Solution fits the bill. For starters it includes all the previous Dow Jones News and Quotes/Dow Jones Portfolio Evaluator capabilities, such as:

- access to current stock prices;
- easy updating of every quote in each portfolio;
- access to financial and business information from the Wall Street Journal and Barron's, and market forecasts from business experts;
- storage of as many as 36 individual portfolios of up to 50 securities each on a single disk;
- access to operating data on thousands of companies from Media General Financial Services;
- immediate calculation of realized and unrealized gains and losses.

Plus more:

- access to all Dow Jones-listed securities (bonds, mutual funds, treasury bills, as well as common and preferred stocks);
- auto dialing capability;
- flagging of both short-term and long-term gains;
- tracking of maturity dates;
- reporting of transactional summaries;
- several report formats;
- 80 column display option.

The Dow Jones Solution runs on any Apple // system with a minimum 64K. A Hayes Micromodem II™ is also required. 

Public interest in the stock market and the Dow Jones databases has been increasing, giving you an expanding market for financial software. Apple is providing just the right software for that market with the Dow Jones 2.0 Solution. And don't overlook the promotional possibilities of the Dow Jones Solution as a useful and practical gift for the holiday season.

Mark Goldstein
Patty Winter

Micromodem II is a trademark of Hayes Microcomputer Products, Inc.

Best of Co-op

With the end of the year just around the corner, what better gift for the small businessman than a tax-deductible Apple computer?

The Investment Tax Credit point is a great lead-off for your advertising at this time of year. Everyone is looking for a tax break, and an Apple computer is an affordable, sensible way to find it.

Remember, consult your tax advisor for the correct phraseology to use in Investment Tax Credit advertising.

One idea you might like is an ad featuring a seminar for the small businessman with hands-on instruction on the Apple IIe. This seminar might feature VisiCalc®, working on that tiresome end of the year budget, and "what if?" projections for next year. Or perhaps a learning experience in letting your Apple do your taxes for you, and then deducting the whole thing in just four short months.

Another great way to reach your prospect is through direct mail. You may want to get together with your accountant, then put together a direct mail piece on the advantages of buying an Apple before December 31. Point out all the tax advantages available in the near future, as well as the immediate satisfaction of neatly and consistently storing information, retrieving data, keeping a running budget, word processing, accounting, and much much more.

Or radio/TV advertising, carrying the same message. The audio/visual effects can have quite an impact.

When it comes to taxes, don't learn your lesson the hard way.

Learn how to prepare taxes the easy way. With an Apple® Personal Computer. We'll show you how an Apple can make even the most complicated tax situation seem like a short form.

Call your authorized Apple dealer for a demonstration. And exempt yourself from the tax of taxes.



Dealer Name

12-82-19A

Remember, radio and/or TV should run consistently for at least 6 weeks in order to deliver a good return on investment.

All these media, after date of performance, can be immediately submitted for co-op reimbursement with back-up documentation, provided

they meet requirements as listed in the current Co-op Guidelines. Based on sufficient accruals, you can expect 75% reimbursement on all claims for qualifying ads. 🍏

Happy Holidays!
Patti Rodriguez

Apple Writer /// (Version 2.0)

Apple Writer /// (Version 2.0), an enhanced version of Apple Writer ///, is a highly functional text editing system for the Apple ///. With this version several new and time saving features have been added. These include:

- a keyboard template allowing customers to enter their most frequently used commands with a single keystroke. The keypad can be personally defined by the user to fit their individual needs.

- a built-in interface to Apple Speller ///, allowing spelling verification and correction of the document already in memory. It's an easy way to eliminate typing and spelling errors.

- its own word processing language (WPL) allowing users to simplify repetitive tasks, like form letters, by writing programs using Apple Writer commands.

- a utilities disk for converting files between Apple Writer // and ///, VisiCalc® ///, Quick File™ ///, and Mail List Manager.

- two product training disks providing a hands-on tutorial for new users.

Now your Apple /// customer has a sophisticated word processing program — Apple Writer /// Version 2.0. 🍏

Brenda Wood
Personal Computer Systems Group

Apple Writer (Version 2.0) Upgrade Program is available for the current version of Apple Writer ///. For more information see your Nov. 15 Dealer Mailing.

Apple /// Personal Business Systems Group Apple /// Integration Shares Data Applications

Although a great deal of software has been written for personal computers, it is becoming evident that no one piece of software is capable of handling all the needs of computer users. In many applications it is advantageous for data from several different programs to work together. For example, a typical application for a personal computer in business is to: write a letter, include a VisiCalc model, and personalize it by inserting individuals' names from the mailing list. This application involves the use of a word processor, a spread sheet, and a data base. Short of re-keying the data, it is not possible, on most personal computer systems, to perform this task.

Recently many manufacturers have been developing software packages allowing work to be integrated from several different programs. However, these packages restrict the user to only those packages developed or supported by that specific software manufacturer. In the Lotus 1 2 3 program for the IBM PC, only Spreadsheet, Database, and Graphics applications are available. If word processing or another application is necessary, it cannot be integrated without special programming.

Now Apple has solved the problem of integration! Building integration capabilities into the operating system of the Apple ///, gives us the ability to integrate all applications, regardless of who wrote the software! Because the files used by the Integrated Operating System are always the same, regardless of which application is being used, the files are compatible between applications. You have the ability to:

- merge a VisiCalc spreadsheet with Apple Writer, or if you prefer Word Juggler.

- transfer Quick File, PRS, or Keystroke data into Apple Writer, Word Juggler or the Pascal Editor.

- create BASIC programs using the Pascal Editor.

- create data with VisiCalc and plot it using Business Graphics or PFS:Graph.

You can even list a diskette's directory using System Utilities, and load this listing into any word processing document. Files created with Apple Writer can be used by Word Juggler or Pascal Editor; and read under Pascal or BASIC. These are just a few samples of the many combinations of integration available with the Apple /// Integrated Operating System.

The Operating system is controlling the integration, not the individual programs themselves. This means any application can work with any other. You select applications that best suit your needs, and the integrated operating system of the Apple /// will make them work together. Below are just two examples of how data can be integrated and transferred using the Apple /// Integrated Operating System.

To merge a VisiCalc file with Apple Writer:

1. Develop Your VisiCalc Model
2. Move to the upper left corner of the area you would like to transfer
3. Type '/P' (for print) followed by an 'F' (for file)
4. Enter a name for your temporary storage file (may be on disk or Profile)
5. Move to the lower right hand corner of the area you would like to transfer
6. Press Return
7. Start the Apple Writer program
8. To insert the Visicalc model, use CONTROL-L (load) followed by the name you chose in step 4. It's that simple!

To load the directory of a diskette into Apple Writer:

1. Boot System Utilities
2. Type an 'F' (for file commands), followed by an 'L' (for listing)
3. Enter the name of the disk drive you would like to list and press return
4. When you are asked where to send the listing replace the default of 'CONSOLE' with a temporary

file name for storing the data

5. Get into Apple Writer and load the temporary file name. That's all there is to it!

As you can see from these two examples, integration on the Apple /// is accomplished by simply "printing" the data to a file instead of a printer (printing to a temporary file name instead of .PRINTER) and then loading that file into your other application. This power makes the Apple /// the most versatile system on the market, with the ability to transfer data from any application or device to another quickly and easily.

Now you can select the packages you would like to integrate, instead of being locked into one software manufacturer's package. here's the best part - everything we've talked about is included with every Apple /// that has been shipped. So, try the examples above, and experiment with integrating other applications. 

Byron Haas

Personal Business Systems Group

Apple Writer and The Apple Color Plotter

If you're not really into programming but you have a slightly adventuresome spirit, you'll enjoy the next half hour or so. You're going to learn how to use the Apple Color Plotter to create some unique graphics. Sure the ACP will work with over a half dozen Business Graphics packages, but now we're going to use Apple Writer to generate some overhead slides which will certainly add to the quality and excitement of your presentations. Although there is an explanation of this procedure in the Part // manuals, we'll take it a step further...

WHAT YOU'LL NEED:

- An Apple // OR Apple /// system...an extra drive is helpful! (but not mandatory).
- An Apple Color Plotter with cables and any necessary interface. (Check the User Manuals Part // for installation instructions)

cont. on pg.7

Apple Plotter con't from page 6

- A copy of Apple Writer // or Applewriter ///
- Some paper and Plotter pens (to start...we'll change to transparency film later).

When you have all of the equipment hooked up (again, follow the instructions in the User Manuals), boot up Apple Writer on the system. For you Apple /// users, check to see which SOS drivers are installed on the Apple /// diskette. You will probably want to add the '.plotter' driver from your "Chart Maker ///" diskette (using System Utilities). It will make things a lot easier. Be sure to check the baud rate in the driver, and set up the plotter appropriately.

After Apple Writer is booted, enter the following lines of text (don't type the information in the braces '{ }'). The information there is just to help you understand what's going on!:

```
.LMO
{sets the left margin to 0}
SPO
{Plotter command to set the paper
size to 8½ x 11 inches}
LR90
{Turns any printing on the plotter
to horizontal}
MA0,0
{Moves the plotter pen to the top left
corner of the paper}
```

Now let's try to make this part work. First hold down the CONTROL key and press the 'P' key followed by a '?' and RETURN. The print menu will be displayed. Type 'CR1' and RETURN (setting a Line Feed after CARRIAGE RETURN, like a printer). Now type 'PD.PLOTTER' (if that's the name of the plotter driver for the Apple ///) or 'PD2' (or whatever slot you have the Super Serial Card installed in for the Apple //)..... Press RETURN when that's all done. The plotter should be all ready to receive Apple Writer output (just like a printer). Now type 'NP' and press RETURN. If everything worked correctly, the plotter (of course you placed it "ON LINE" with both green lights on, right?) should move to the top of the page on the left hand side. Not very exciting? Well, let's move on...

SENDING TEXT TO THE PLOTTER

Suppose that you want to put some words on the page (at the top like a title, perhaps) and you want those letters to be about 1 inch high (25.4 millimeters). Well, we have to do a

real simple calculation to figure out what command to send the plotter to do that.

There are 1759 graphics units across the 8½ inch edge of the paper (in simple terms that means that there are 175.9 millimeters of usable space, since each graphic unit equals 0.1 mm when the plotter is powered up). There is a border of 20 mm all around any standard size media (when media size is set with plotter software commands). If we wish to have the plotter generate letters 1 inch high (or 25.4 mm) then we need to send a "LETTER SIZE" command of LS254 (254 x (.1 mm/graphic unit) = 25.4 mm). When each letter is plotted it will be 1 inch high (25.4 mm) and the width (including spacing between each letter) will also be 1 inch (25.4 mm). You can tell how many of those 1 inch letters will go across the page by dividing the total width by the letter width. In our case:

$$(1759 \text{ mm}) / (254 \text{ mm}) = 6.91 \text{ characters}$$

Obviously the 0.91 character will literally fall off the side of the page and only a portion of it will get printed, so we'll stick to 6 letters. A smaller size command would obviously allow more letters to be placed across the page.

Got all that? Well, perhaps the explanation will be clearer if we actually plot something out. In addition to what you have typed already (the commands above) enter the following:

```
.LMO
{Sets the left margin to 0 for
Apple Writer}
LS254
{Sets the letter to 1 inch height}
PL
{The PL command sends text to
ABCDEF
the plotter - the control-V, control-C,
control-V sequence terminates the
PL command}
control-V control-C control-V
```

Now, following the same procedure outlined above, send your file to the plotter. Surprised? You should see ABCDEF plotted across the top of the page. If you noticed that the plotter was moving but nothing was being plotted then go back and look at what you typed in, specifically a the PL command. Was each piece of the PL command typed on a separate line? This is important, since Apple Writer will then generate a CAR-

RIAGE RETURN/LINEFEED before the actual text is plotted, bringing the plotter head into the usable portion of the plotting area.

Try using different sizes of lettering to get the feel of how the text appears on the paper. You can also change pens in the plotter by using the PSx command where x is a number from 1 to 4. Type in a PS2 just before the PL command (above) and notice that the lettering is now plotted in the color of pen #2.

You may also use the formatting capabilities of Apple Writer to format text sent to the plotter. Confused? It's really quite simple. Before you send any text to the plotter, you only have to enter a "dot" command to Apple Writer to set the right margin. You already know how to figure the total number of letters and numbers that will fit across the page (through the formula above), and you simply set the right margin to that number. Be sure that the left margin is set to "0" like you did in the previous example however, or your text will overrun the paper. Here's an example:

```
.LMO
{set the formatted left margin to 0}
.RM50
{set the formatted right margin to
50}
LS35
{sets the letter size to 35 which
allows 50 across the page}
```

So, now that you've been able to put text on your paper, let's jazz things up a bit, and draw some simple figures.

CREATING A WORKING GRID

In order to be really effective with this method, you should create a "grid" to layout your slide. This grid can be generated a number of different ways, but the easiest and quickest is to write a few instructions to do it in Apple Writer. The command sequence is as follows:

```
.LMO
{Sets the left margin to 0}
SPO
{Sets 8½ x 11 inch vertically}
MA0,0
{Move to top left corner}
DA2394,0,2394,1759,0,1759,0,0
{Draws a box around the paper}
XT0,100,23,1759,0
{Generates an x-axis grid}
MA0,0
{Move to top left corner again}
YT0,100,17,1294,0
{Generates a y-axis grid}
CH
{Home the pen head} cont. on pg. 8
```

Color Plotter con't from page. 7

CH

{Home the pen head}

Send this sequence to the plotter and you will get a complete grid to work with. A reduced copy of this grid is shown below in Figure 1 with the coordinates labeled.

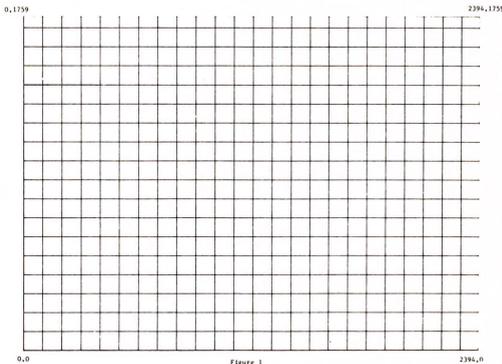


FIGURE 1

You should make copies of your own grid to use for laying out your slides. Note that the separation between the grid marks is 100 graphic units (10 mm). This should be sufficient for most uses, but if you want smaller or larger separations you can change the XT and YT commands (above). Be aware that if you change the spacing, you will also have to change the number of grid lines. For example, if you want to place 5 mm spacing on the grid, the commands would look like this:

XT0,50,47,1759,0

{for the x-axis}

YT0,50,35,2394,0

{for the y-axis}

DRAWING FIGURES

Using a copy of your grid, layout your slide the way you want it with little and big boxes since we will be able to create a "generic" box and simply copy it to different places on the slide. Figure 2 shows a simple example:

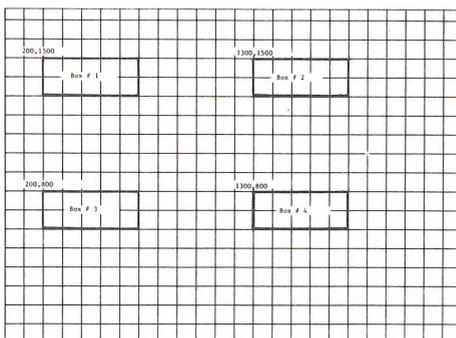


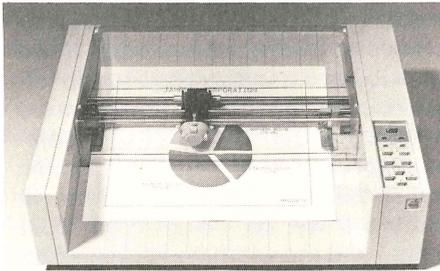
FIGURE 2

Note that the boxes are all the same size. They are 500 units long and 200 units high. We can create a short "relative" drawing module which will draw this box anywhere on the plotting surface. It would look like this:

DR500,0,0,-200,-500,0,0,200

{Draws a box 500 x 200}

To place this box somewhere, you



only have to issue a MA (move absolute command) to the plotter to move the pen to a location you desire. For the example the upper left corner of box #1 is at 200,1500 so you would enter

MA200,1500

{Moves to 200,1500}

DR500,0,0,-200,-500,0,0,200

{Draws our box}

Duplicate the process as many times as you need. To simplify the duplication process, note that with Apple Writer you can delete the DR command and copy it back from the buffer again (as many times as you need it) which saves a lot of typing.

Next time we'll get into some of the more advanced techniques, but in the meantime, have some fun. 🍏

Phil Williams

Service & Support

AppleCare and the Dealer: The User's Best Friends

On August 8, 1983, Apple reduced the price of AppleCare Carry-In Service 45%. AppleCare is now the lowest priced service contract in the personal computer industry. Knowing this, AppleCare should be offered

with every Apple computer you sell. But it isn't...yet.

Roy Weaver's article (page 3) points out that the best way to sell AppleCare is to offer it with every purchase. Offer the customer AppleCare *after* you know he is going to buy.

This article is written for all people who are selling Apples and AppleCare. In it we will explain three things: 1) What AppleCare is; 2) Why you should sell it; and 3) How to sell it.

What is AppleCare?

- The AppleCare Carry-In Service Plan is a low cost maintenance agreement that covers Apple computers and associated Apple hardware for a 12 month period. All repairs are performed at *no charge* to the customer who owns an Apple system covered by AppleCare.

- Only authorized Apple dealers may sell AppleCare Service Agreements.

Why sell AppleCare?

- AppleCare makes it easy for you to service Apples. Recent surveys indicate that service is a primary consideration when purchasing a computer. Customers want AppleCare!

- Profit. AppleCare is an excellent way to add 4-9% revenue to a sale. You earn a 35% profit (based on suggested list price) on each AppleCare contract you sell. Dealers are invoiced approximately 65% of the sales price *after* you have sold the service agreement. In addition, you profit from the reimbursements Apple pays you for repairs of Apple systems covered by AppleCare.

- Satisfied Customers. The low cost and fast modular repairs are attractive features of the AppleCare Service Plan. AppleCare will increase customer satisfaction with your service and support.

- Peace of Mind. Customers gain peace of mind and confidence knowing that both you and their Apple are backed by Apple Computer, Inc.

Your ability to support your sales is very important for your future success. AppleCare will enhance your reputation for good service and support.

How to sell AppleCare.

- With all the benefits listed above, you should be trying to sell AppleCare on every system that leaves your store. Now let's list the sales technique we recommend for AppleCare.

AppleCare con't from page 8

- The best way to sell AppleCare Carry-In Service is to include it as part of the total package you recommend for the customer. Offer AppleCare *after* you know the customer has decided to buy an Apple system.

- AppleCare should be the final step in your sales presentation...“and of course you'll want your system protected with AppleCare.”

- If the customer resists, you should qualify the objection. Ask the customer “Why don't you want AppleCare?” The most common objection is, “I've heard Apples never break down.” You should acknowledge this point, and then ask if there are any *other* reasons why the customer doesn't want AppleCare.

Here's where the selling starts. First, address the reliability issue:

- “Indeed, Apples are one of the most reliable personal computers in the world. It is because of this reliability that we can keep our



AppleCare prices so low (about 8% of the average system cost). So, just in case you do have a problem you're covered with AppleCare.”

- Excellent Value. “AppleCare is priced well below the average cost of a single repair. For the cost conscious consumer like you, AppleCare is an excellent value when compared to the potential cost of repairs.”

- Unlimited Repairs. “Regardless of how often your Apple fails, under normal circumstances it is still covered under AppleCare.”

Then refer to the following benefits, as needed:

- Nationwide Coverage. Assure your customers that their AppleCare Agreements will be honored at over

1400 Apple Authorized Dealers within the United States — added protection should they relocate.

- Fast Service. Modular replacement repair allows repairs to be performed in minutes — often while the customer waits. AppleCare covers the costs.

- Quality Service. Your dealership, as an Apple Authorized Service Center has qualified customer service specialists who are specially trained by Apple to provide the highest quality service.

- Budget for Service. The AppleCare Carry-In Service Plan lets your customers budget for unexpected service expenses. Many customers want the security of a one-time, known payment for AppleCare. Your customers may even buy AppleCare on their Apple Credit Card!

Let's work to keep Apple customers satisfied. Sell AppleCare Carry-In Service with every Apple. 🍏

Jay Quinby
Service Marketing

F.Y.I.

JFY, INC., a Consumer Data Base Company located in Melville, NY, announces the availability of a national consumer data base technology that can provide the Home Computer Industry with the names and addresses of more than 900,000 home computer sales prospects each year by as much six months in advance of their actual purchase. Furthermore, the JFY home computer data base can be customized by subscribers to include whether the computer purchase is for business or personal use, educational training, or for video game entertainment.

For further information Contact:
Mr. Harry Dale
555 Broad Hollow Road
Melville, NY 11747
516/420-9380

KOALA TOUCH TABLET — this tablet attaches to the Apple personal computer through the game controller port. It is a direct replacement for paddle controllers and analog joysticks. Additionally the cursor control of the KoalaPad faithfully reproduces drawn, traced, or written images and performs menu selections. Users can draw on the tablet with the stylus provided or with their fingers. It's fun and useful for users from ages six to adult. Suggested retail price is \$124.95. This includes Micro Illustrator, a full function menu driven graphics program. For more information, contact Koala at 408/986-8866.

ThinkTank — Is a new kind of software for your personal computer — an idea processor. With ThinkTank, you can display your ideas in an outline format to help you organize them quickly. In a recent issue of INFO-WORLD, ThinkTank was reviewed and received “excellent” ratings in all categories. It requires 64K RAM and two drives. Versions are currently available for the Apple //e, //, //+ and ///. Corvus hard disk compatible. Suggested retail price, \$150.00.

For more information contact:
Living Videotext
450 San Antonio Road
Suite 56
Palo Alto, CA 94306
415/857-0511



LisaTerminal Arrives

LisaTerminal, Lisa's asynchronous communications software allows users to access remote computers by emulating VT100, VT52, and TTY terminals. Now your Lisa customers have the ability to exchange text with central mainframes, minicomputers, as well as other micros. LisaTerminal is unique because it is the first integrated Lisa data communications application, having most of the features found in other Lisa applications. For example, users can copy and paste, or exchange information with LisaWrite.

The first shipment of LisaTerminal packages will contain promotional

material from Dow Jones News/Retrieval®, The Source™ and CompuServe™. Each of these commercial information providers has included a valuable subscription offer to buyers of LisaTerminal. You should encourage your customers to try the various services in order to determine which one best fits their needs. In fact, you may want to subscribe to one of these services so your LisaTerminal demonstrations will be even more effective.

LisaTerminal is here to meet your customers' communication needs.

For more information on LisaTerminal (part number A6D0157) see your local Apple Sales Representative.



Tracing with LisaDraw

Objective: To be able to trace an item to a LisaDraw document with ease.

Lisa Solution: Tear off a piece of LisaDraw stationary and open it up.

Be sure that the picture you are tracing is on traceable paper, i.e. transparency or tracing paper.

Tape the picture you wish to trace over the Lisa™ screen.

With the cursor (freehand symbol), trace the outline of the picture by holding down the mouse button and dragging it until the drawing is completed.

When completed, if you are not satisfied, you can choose 'Select All of Document' and 'Clear' from the edit menu (and begin again). You can also change portions of the drawing by choosing 'Reshape' in the edit menu, grab the handles and move around until you are satisfied.

Lisa – configuration of printers

A reminder on dip switch setting for the Lisa: the DWP must be configured for a 9600 baud rate. This is done with switches 3, 2, and 1 on dip switch A (on the main PCB). The DMP (Dot Matrix Printer) does not need any of its dip switches changed, because Lisa overrides the settings.

One nice feature of the Lisa is its ability to do a screen dump at the push of a button. You must first have your Apple DMP configured for the upper port of the parallel port card. Then press OPTION-SHIFT-4 (the 4 on the numeric keypad) and off you go! The resulting printout is quite impressive, so pass the word to all the salespeople...

Northeast Region,
Marlboro, Technical Support Group

LisaList Hints

Copy and Paste

Copy and paste is the LisaList equivalent of Quickfile's "open-apple S". This is convenient if you have many of the same entries to type in. Using Lisa however, it can become a burden to continually remove a hand from the keyboard to choose copy and paste from the edit menu with the mouse. Well, all this can be done right from the keyboard.

You will notice when you pull down edit from the menu bar, to the right of cut, copy and paste are the keyboard commands. To copy and paste an entry from one place to another select the entry. Type the Apple key (left of space bar) and the letter C key, this will copy the entry on to the clipboard. Now wherever you want the same entry to appear, type the Apple key and the V key and the entry will be pasted from the clipboard to where you have specified. This entry will remain on the clipboard as long as you do not copy or cut anything else. If you do, just re-copy your original entry back to the clipboard and proceed.

Note: the arrow keys on the numeric keypad are very useful to select and/or scroll to entries, in other fields, rows or columns from the keyboard.

Search Specifications

When choosing "Find What?" from LIST on the menu bar you are choosing a set of search specifications. These specifications will remain there until you either clear all of the entries (From the EDIT menu) or save and put away your list.

If you do not clear the entries, the next time you want a partial list your search specifications will include your previous specifications, and will therefore show a completely different list than what was expected; or worse yet, nothing at all. This easily occurs if your list has many columns, some of which do not appear on the screen before scrolling.

Note: Do not panic if you open your list and find only a portion of the list intact. What has probably happened is the list was put away under a set of search specifications; ie: before clicking on *Show Entire List* and then saving. 

Peter Demers
Northeast Region,
Marlboro Technical Support Group

Text File Transfer Between Lisa™ and the Apple /// Personal Computer

Objective: To allow a Lisa™, equipped with LisaTerminal, to communicate with an Apple /// Personal Computer, equipped with Access ///.

Solution: Communication between the Lisa and the Apple /// requires the following:

- A Lisa equipped with Lisa-Terminal
- An Apple /// Equipped with Access ///
- A standard communication cable
- A modem eliminator (full modem) cable

Using the following method, you can communicate either character by character information or entire files in either direction. The following description covers communications with an Apple /// Personal Computer located near your Lisa only. If you want to communicate over telephone lines, you must replace the null modem cable with a modem for each computer.

Setting up to communicate

Upon opening a new sheet of LisaTerminal paper, open the computer compatibility dialog box. The following figure is an example of a Lisa set up to communicate with an Apple /// system. (See File/Print Edit Setup)

The Lisa must be configured exactly as shown with the following exceptions: either connector may be selected, as defined in preferences. The baud rate may be set to any desired value as supported by Access /// (note: the serial A set up the following characteristics):

To set up the Apple ///, boot up Access /// and enter the setup mode by hitting the Open-Apple key and the S key simultaneously. Using the cursor arrow keys, set up the following characteristics:

- ANSI mode
- Send LF after CR
- 7 bits per character
- Enable XON/XOFF
- Half duplex
- Wraparound
- Parity: None

Any settings not specifically mentioned can be set to your convenience. The baud rate should be set to



File/Print Edit Setup

Connector:	<input type="checkbox"/> Serial A	<input checked="" type="checkbox"/> Serial B	
Parity:	<input checked="" type="checkbox"/> None	<input type="checkbox"/> Even	<input type="checkbox"/> Odd
Handshake:	<input type="checkbox"/> None	<input checked="" type="checkbox"/> X0n/XOff	
Baud Rate:	<input type="checkbox"/> 50	<input type="checkbox"/> 75	<input type="checkbox"/> 110
	<input type="checkbox"/> 134.5	<input type="checkbox"/> 150	<input type="checkbox"/> 200
	<input type="checkbox"/> 300	<input type="checkbox"/> 600	<input type="checkbox"/> 1200
	<input type="checkbox"/> 1800	<input type="checkbox"/> 2000	<input type="checkbox"/> 2400
	<input type="checkbox"/> 3600	<input type="checkbox"/> 4800	<input checked="" type="checkbox"/> 9600
Modem:	<input type="checkbox"/> Hayes 1200	<input type="checkbox"/> Hayes 300	<input checked="" type="checkbox"/> Other
Dial:	<input type="checkbox"/> As the Document is Opened		<input checked="" type="checkbox"/> Using the Phone Menu
Terminal:	<input checked="" type="checkbox"/> VT100	<input type="checkbox"/> VT52	<input type="checkbox"/> TTY
Duplex:	<input type="checkbox"/> Full	<input checked="" type="checkbox"/> Half	
Auto New-Line:	<input checked="" type="checkbox"/> On	<input type="checkbox"/> Off	
Communication:	<input checked="" type="checkbox"/> On (On-Line)	<input type="checkbox"/> Off (Local)	

the same value as the Lisa baud rate. Hitting Ctrl-S saves the values entered. To communicate, select resume terminal mode.

Communicating

Plug the communications cable and the modem eliminator together. Plug one end into the selected Lisa serial connector B and the other into the connector on the back of the Apple /// system. It does not matter which end goes where.

If LisaTerminal and Access /// are both running and set up correctly, communication is now established. If you type in your LisaTerminal document, the characters appear on both computers. Similarly, if you type on the Apple ///, the characters should appear both on the Apple /// and the LisaTerminal screen area.

To send information to the Apple ///, open the Lisa document, copy the section that you want and paste it into the bottom of the screen area of your LisaTerminal document. To send a file to Lisa, set the 'remember/forget' field of the comfort characteristics dialog box to remember. On the Apple ///, enter 'setup mode' and select 'exit terminal mode'. From the main menu select 'transmit a file',

then press return. Select the file to be transferred by specifying the complete file pathname. 🍏

Note: Only ASCII files may be transmitted in this manner.

LisaCalc Sales Tips

LisaCalc has several features that no other spreadsheet program has. Besides ease of use, displaying and printing different type styles, showing formulas **and** values simultaneously, did you know that you can perform date arithmetic? Try the following simple example with a blank piece of LisaCalc Paper:

Enter a date in cell A2 [4/15/83].
Enter a second date in cell B2 [5/15/82].
Enter the Formula A2-B2 in cell C2 [335 days].

You can also use the function 'DATE' to enter today's date in any cell.

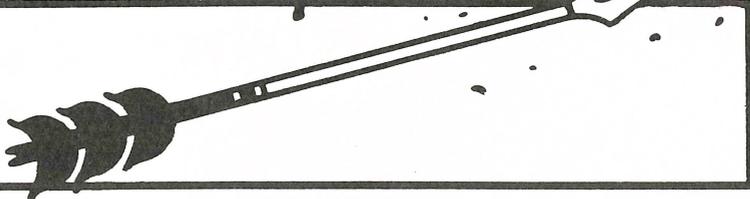
Select cell A3 and enter the formula DATE.
TODAYS DATE APPEARS IN CELL A3

Now try testing dates using the IF function:

Select the cell D4 and enter the formula:
IF (A2<DATE, "LATE", "OK")

This will let you test dates against today's date! 🍏

William Tells



The information regarding "taking Apples to Europe," in the September/October issue of *AppleSource*, in this column, was not completely up to date. Here is more recent information on the subject. We are sorry for any inconvenience this may have caused you.

FEATURES AND COMPARISONS

- Compared to a U.S. Apple, the European Apple has a 220 Volt/50 Hertz power supply, power cord and appropriate quartz crystal.
- In the U.K., France, Germany and Italy a "localized system" will be announced consisting of a keyboard, manuals and ROM chips to generate a character set of each local country language. Apple will introduce the "localized system" in other countries over a period of time. European local language manuals, keycaps, ROM chips, power supplies, crystals and other spare parts are not sold separately.

- On the Apple //e Personal Computer only, a keyboard switch is available in three combinations: English/French, English/German, and English/Italian. More language combinations will be added over time.
- A PAL video output is built into the main board circuitry which generates a different screen pattern than the U.S. NTSC system. A U.S. Apple will not work with a European monitor or television, and vice-versa.
- The European system has a one year warranty (U.S. warranty is 90 days). Neither the standard warranty

or the AppleCare Service Plan are valid outside the country of purchase.

QUESTIONS:

Q. Where are European Apples manufactured and where can I buy one?

A. European Apples are only manufactured in Cork, Ireland, and sold by some 1700 Authorized Apple Dealers in Europe and Intercontinental countries outside the United States.

Q. Can Apple or a Dealer modify a U.S. Apple to European specs?

A. No. Neither in the U.S. or Europe. The Differences in video output, power supply, keyboard and screen character generator constitute a completely different system.

Q. Can I run a U.S. Apple off a transformer?

A. Periodically, we get calls from users in Europe who have damaged their Apple circuit using a transformer. Whether the cause is improper grounding, a line voltage surge, or something else, repair is always at the user's expense, not covered by warranty, and only done in the United States. 🍏

Terry Adams
European Sales Liaison Manager

*Wishing all of
you a
happy
and
prosperous
New Year!*



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