

“In the 1980s, personal computers accomplished their mission: to radically improve individual productivity.

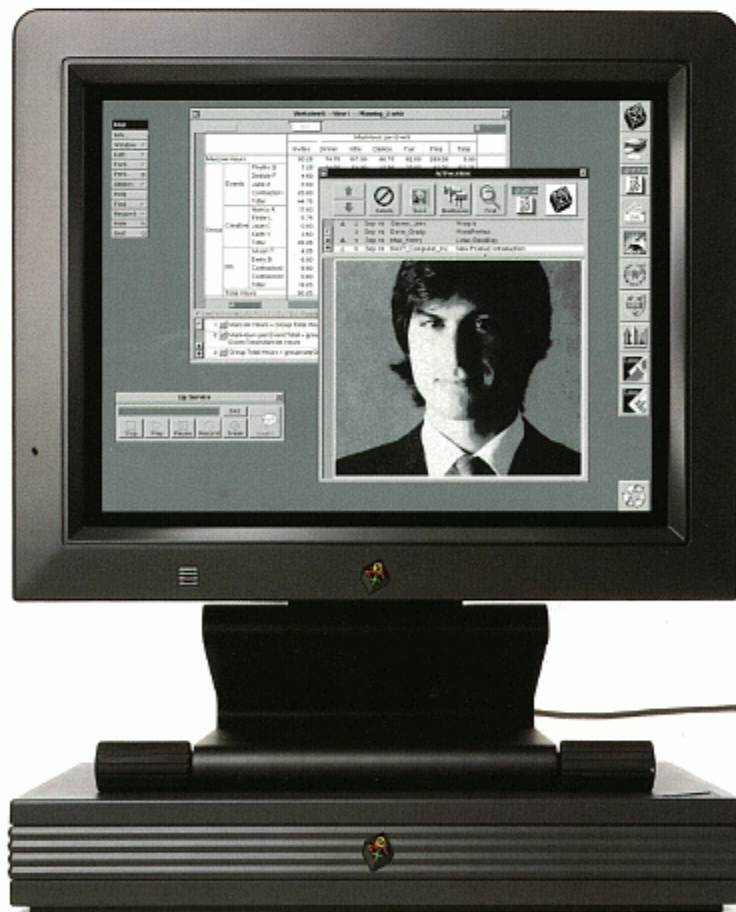
But that’s just not enough anymore.

WHY THE WORLD NEEDS A NEW COMPUTER.

In the 1990s, competitive advantage will come from improving the productivity of entire groups, so they can stay ahead of a world that’s changing faster than ever.

The personal computer revolutionized the way we worked in the 80s.

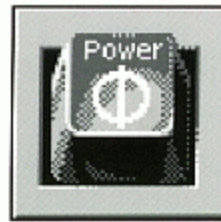
The next 15 pages may well change the way we work in the 90s.” *—Steven Jobs*



In the computer industry, we've grown used to seeing advances on an almost daily basis. But the true milestones haven't been quite so bountiful.

In fact, in the last 15 years, there have been only two:

The spreadsheet, which was responsible for launching the personal computer revolution back in the 70s. And desktop publishing, which fueled the graphical revolution of the 80s.



sophisticated. Organizations need better ways to tap the resources they already have.

WELCOME TO THE NeXT WORLD.

And so the need for a third revolution becomes more and more clear.

No longer is it enough to

boost an individual's productivity and creativity (which is what you can expect with traditional computers running traditional applications).

There's infinitely more to be gained by empowering groups of people to work more productively and creatively together.

To make this happen, we have to invent a technology that radically enhances human-to-human interaction. A technology that

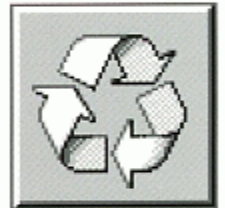
raises group productivity in as revolutionary a way as the spreadsheet and publishing raised individual productivity.

We have to turn personal computing into interpersonal computing.

To bring this new way of working to business and education, we created a computer company dedicated to the task. We called it NeXT, Inc. And we filled its ranks with many veterans of the preceding revolutions.

We started in the only logical way – by taking a long hard look at current technology.

In the personal computer, we saw a machine already stretched beyond its limits, not at all optimized for a connected world. We looked at workstations, but they were so complex, only our engineers could figure out how to use them.

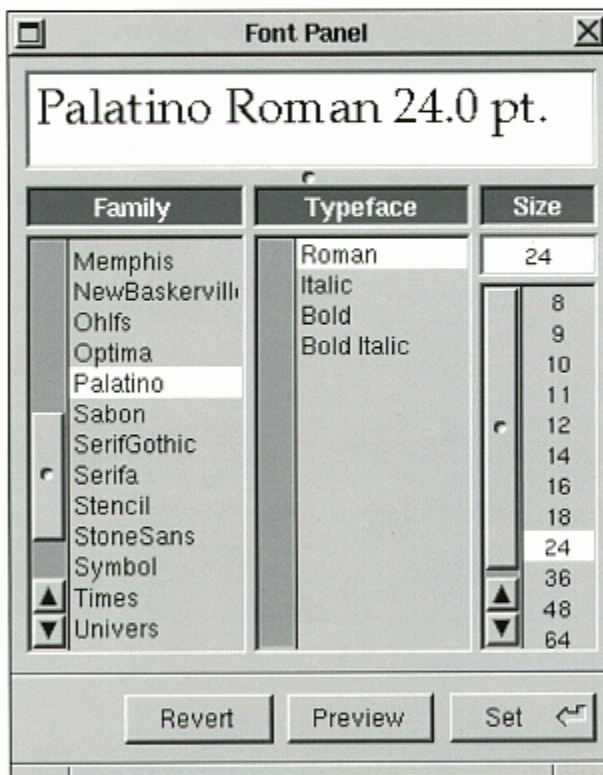


Clearly, a machine designed for a world of interpersonal computing would have to be very different.

It would have to be built for networking, to make interaction effortless. It would have to offer

an e-mail system more advanced than anything we've used before. It would have

to support true multitasking, so people could work naturally,



Even now, years later, these applications remain the two biggest reasons why people buy and use computers.

But in the 90s, we're facing challenges personal computers were never designed to meet.

There's less time to react. Competition is much more

Librarian	Services
Info ▾	Define in Webster =
Bookshelf ▾	Mail ▾
Target ▾	Open in Workspace
File ▾	Search in Quotations
Edit ▾	
Format ▾	
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doing several things at once.

And, if there's any lesson to be learned from the past, this new machine would have to be so perfectly intuitive,



even first-time computer users could sit down and put it to work.

That's the thinking that resulted in the first NeXT™ computer. And it's the same thinking that has allowed us to create a new computer, affordable enough to be used by everyone:

The NeXTstation™ computer.

We'd like to take the next 13 pages to show you the many extraordinary things it can do. And some of the even more extraordinary things it can help people do.

You'll see how we designed the NeXTstation from the first chip to be something new: a strategic tool that can actually revolutionize the way an organization works. Whether that organization operates in a few rooms or

several different countries.

We'll show you how the NeXTstation offers a perfect environment for financial analysis and publishing. And how, at the same time, it

enables software developers to rethink the way we solve problems – to reinvent the spreadsheet, and eliminate the compromises of desktop publishing.

We'll show you a machine less confining than any personal computer you've ever seen, yet even easier to use.

Welcome to the new world.



We say, "Here's a new computer."
You say, "Let's see the software."
It's a perfectly human reaction.

So rather than start by talking about processors and megahertz, we'd like to start by showing you the impressive things you can do with the NeXTstation. Today.

On this display is Improv,[™] from the creators of Lotus 1-2-3.[®] While at first glance it may look suspiciously like an ordinary spreadsheet, it could very well change the way people look at forecasting and analysis.

In Lotus' own words, "With Improv, we have literally

reinvented the spreadsheet – a job that was made much simpler by NeXT technology."

The revolution of Improv is that once you've entered your data, you can easily rearrange it in countless new ways – and gain insights you could never get

from a traditional spreadsheet.

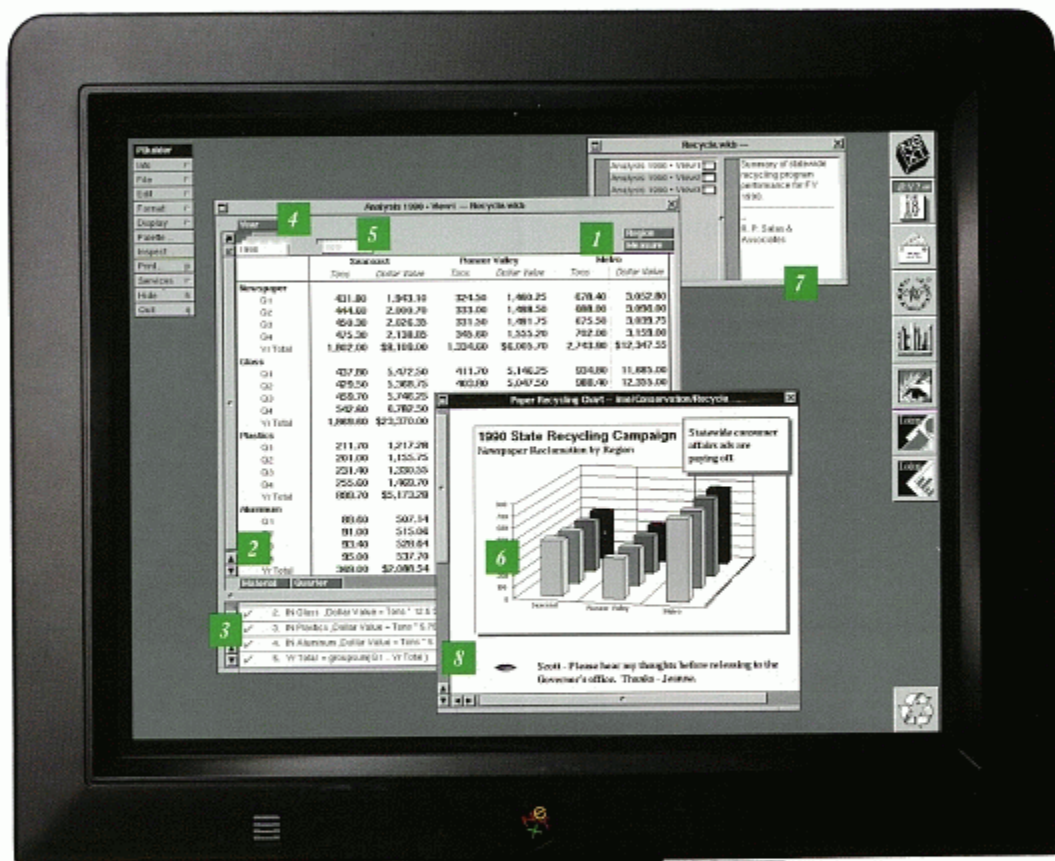
That's because Improv isn't structured like a traditional spreadsheet. To understand exactly how it works, take a look at the column and row headings in the sample screen.

Rather than use letters and numbers to describe data, it lets you use real words, like "Tons"

IN OUR WORLD, LOTUS REINVENTS THE SPREADSHEET.

Lotus Improv: a new era in spreadsheets made possible by NeXT technology. It lets you change views of data simply by dragging "tiles" from one location to another.

1. Each tile represents a category of column or row headings. ("Measure," for example, is the category tile for the headings "Tons" and "Dollar Value.") Tiles placed above the spreadsheet determine the columns, and those below determine the rows.
2. The order of tiles dictates the spreadsheet's structure. "Quarter" headings are now listed under each "Material." Reverse the tiles and materials will be broken out under each quarter.
3. All formulas are listed in one place, not buried in cells. And being in English, they'll always make sense.
4. Improv spreadsheets can be a stack of "pages." Now each page is a year – but drag the "Quarter" tile here, and you'll have a page for each quarter's data.
5. The item dispenser lets you create new headings in a category quickly. Type "Jan" and get a sequence of months. Type "1990" and get a progression of years.
6. Improv can make even the most innocuous spreadsheet breathe fire. In seconds, you can turn data into editable 3D presentation graphics in many styles.
7. A single file can contain different views of spreadsheets and graphics, with a description of each. So at a glance, you'll know exactly what each view proves.
8. You can even attach voice memos to your work, to make a point more clearly – or passionately.



and "Dollar Value." Or anything you're comfortable with.

The benefit of this is that now your formulas read like English. Instead of seeing something like " $=BD2*BD3$," you see "Dollar Value = Tons*5.75."

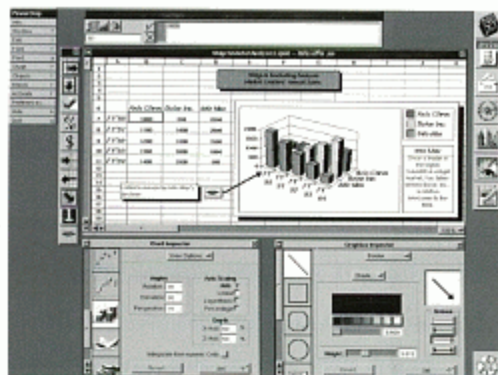
And Improv lists all your formulas in one place, as opposed to hiding them in individual cells. So when you revisit a complicated spreadsheet months later, it's sure to make sense. Likewise if you're looking at a spreadsheet that's been designed by someone else.

Year	Quarter						
1990	Q1		Q2		Q3		Q4
	Tons	Dollar Value	Tons	Dollar Value	Tons	Dollar Value	Tons
Newspaper	431.80	1,943.10	494.00	2,090.70	450.30	2,026.35	475.30
Glass	437.80	5,472.50	426.50	5,398.75	709.70	5,746.25	542.00
Plastics	211.70	1,217.28	201.00	1,155.75	231.40	1,330.55	255.00
Aluminum	89.60	507.14	81.00	515.06	93.40	528.64	99.00
Pioneer Valley							
Newspaper	324.50	1,400.25	333.00	1,498.50	331.50	1,481.75	345.00
Glass	411.70	5,140.25	403.80	5,047.50	352.40	4,405.00	440.00
Plastics	143.00	822.25	145.70	807.78	129.30	743.88	131.00
Aluminum	87.00	482.42	73.40	415.44	76.00	430.14	79.00
Metro							
Newspaper	678.40	3,052.89	688.00	3,096.00	675.50	3,029.75	702.00
Glass	894.80	11,685.00	888.40	12,355.00	1,068.90	12,611.25	1,072.00
Plastics	324.00	1,883.00	320.60	1,885.20	321.50	1,848.63	354.00
Aluminum	166.60	942.96	173.00	978.18	155.40	879.56	167.00

This view was made from the same data you see to your left. All we did was drag the "Quarter," "Material" and "Region" tiles to new positions in the spreadsheet.

Year	Quarter						
1990	Q1		Q2		Q3		Q4
	Tons	Dollar Value	Tons	Dollar Value	Tons	Dollar Value	Tons
Newspaper							
Seacoast	431.80	1,943.10	417.80	5,472.50	211.70	1,217.28	
Pioneer Valley	324.50	1,400.25	411.70	5,140.25	143.00	822.25	
Metro	678.40	3,052.89	688.00	3,096.00	324.00	1,883.00	
Glass							
Seacoast	494.00	2,090.70	426.50	5,398.75	201.00	1,155.75	
Pioneer Valley	333.00	1,498.50	403.80	5,047.50	145.70	807.78	
Metro	688.00	3,096.00	888.40	12,355.00	320.60	1,885.20	
Plastics							
Seacoast	450.30	2,026.35	420.70	5,746.25	231.40	1,330.55	
Pioneer Valley	331.50	1,481.75	352.40	4,405.00	129.30	743.88	
Metro	675.50	3,029.75	1,068.90	12,611.25	321.50	1,848.63	
Aluminum							
Seacoast	475.30	2,138.05	542.00	6,702.50	255.00	1,468.70	
Pioneer Valley	345.00	1,555.20	442.00	5,527.50	130.00	764.75	
Metro	702.00	3,158.00	1,072.00	13,406.25	354.00	2,005.50	

Or look at it another way. With Improv, when you've made one spreadsheet, you've made them all.



Ashton-Tate breaks new ground in the NeXT world with PowerStep: a program based on the conventional spreadsheet model. It offers three-dimensional presentation-quality graphics, voice annotation and the "icon bar," which lets users create icons and assign them to time-saving macros.

It also becomes much less likely that your spreadsheet will contain costly hidden errors.

Consider this revolutionary if you wish. But it's only the warm-up to the real quantum leap.

Unlike any spreadsheet you've ever dreamed of (unless you happen to work for Lotus), Improv allows you to move your column and row headings from one part of the spreadsheet to another, even interchange them – and without the slightest hesitation, the spreadsheet will automatically rearrange itself.

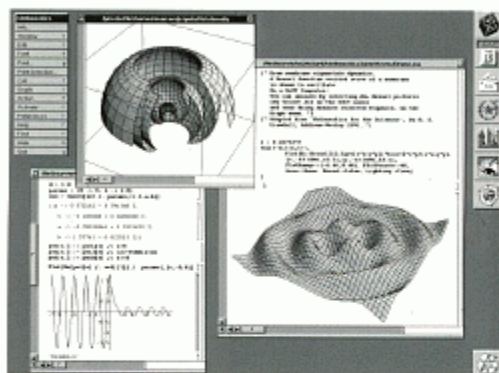
All you do is use the mouse to click one of the category "tiles" located along the edges of the spreadsheet – such as "Region" or "Material" – and drag it to a new location.

In this way, you get completely different views of your work and reach new conclusions – all with a single set of data.

Improv was born with other talents as well. It can turn your

spreadsheet data into sparkling presentation graphics. It can also read files that have been created with Lotus 1-2-3 and write its own files in 1-2-3 format, so you can easily share data with people working on other platforms.

As the development team at Lotus will happily confirm,



Mathematica® is included with NeXT computers purchased for higher education. Many programs can summon its talent when they need extra computational firepower.

breaking new ground in software is many times easier in the NeXT world. (We'll get more into that a few pages from now.) And they're not the only ones who have noticed.

Ashton-Tate has now released PowerStep™, which adds new dimensions to the conventional spreadsheet model, such as voice annotation and a much broader use of icons.

Some of the industry's most respected names in analytic and database software, Oracle® and SAS, have also developed programs for NeXT computers.

But rest assured, there's much more to come.

Starting on the next page.

When we started our company, we had the luxury of being able to stand back and take a fresh look at desktop publishing — an application that didn't even exist when most computers were designed. So ours could be the first machine literally born to publish.

The goal was to do away with the compromises and limits inherent in existing systems. And to create a platform that would allow software companies to create programs that are more sophisticated, and even easier to use.

We also wanted to be com-

patible with the industry as it now exists, so you can use your current output devices and the files you've already created.

Since the PostScript® imaging language is the one standard the industry agrees on, we built

PUBLISHING FINDS AN ENVIRONMENT IT CAN THRIVE IN.

it into every NeXT computer. And not just for printing, but for on-screen imaging as well.

Having one imaging system throughout allows NeXT to fulfill what must be the most frequently broken promise in

computer history: true "What You See Is What You Get."

When you kern display type on the screen, what you get out of the printer doesn't come as a shock. Pages end where you expect them to. Measurements are more exact. (Think how many trees' worth of "test pages" this could save you in a year.)

And what you see can be breathtaking. With the combination of Display PostScript® and the ultra-high-resolution NeXT MegaPixel Display, screen images are always paper crisp.

Type is sharp at any size or degree of rotation.

With true multitasking, NeXT computers let you run any number of applications

Statewide recycling program begins with the paper flow



"The best about that I discovered a word processor that was important not only to my department, but also to the company as a whole." —Brenda McCall, Superior, Ore. Photo: Thompson

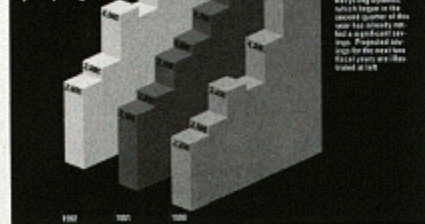
Brenda McCall took one more look at her desk and decided that enough was enough. In a gesture to the Paris Department for the Central District, she is concerned in dealing with paper — requests for parts, forms, and many other documents. She was convinced that a computer-aid system was the answer. It could manage both the current paper

flow and the five years' worth in archival storage. Though objection to the idea, her boss accepted the idea of recycling a complex system. But McCall had an answer: "I told her that we could pay for the system by recycling the paper that's been stored for archival purposes. Our savings would be immediate. We'll eliminate the current costs of paper forms and waste the archivist. She was, to say the least, skeptical," remembered McCall with a smile.

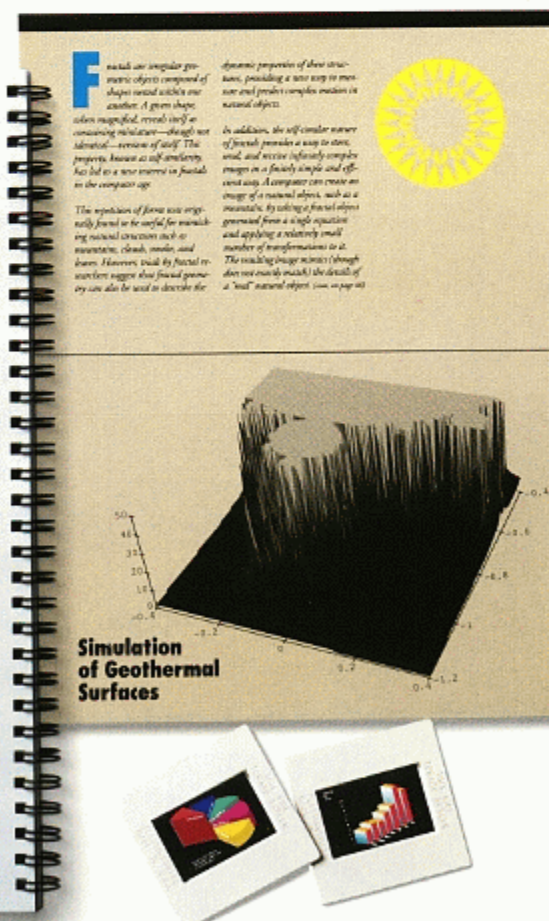
But McCall held her own. It turned out that much of the paper used in company-wide forms contained large amounts of substances, such as silicon and arsenic, valuable in manufacturing electronic components. She contacted Micromeritics Recycling Systems, a local recycling company, and discovered that they would pay her cents for each pound of paper.

Green and image 203

Dollars Saved by Recycling



The program is now being used in other departments, which began in the second quarter of the year. It is a very successful program. Papered are not only the main office, but also the field offices and the used as well.

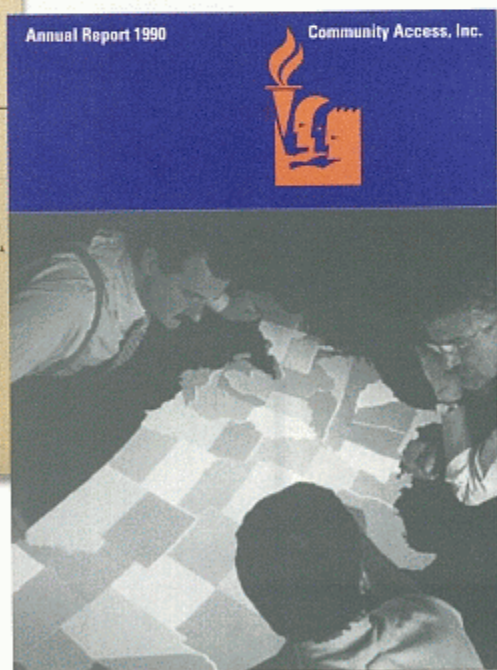


Simulation of Geothermal Surfaces

Frame *FrameMaker® is a comprehensive publishing package that's appropriate whether you're producing a short memo or a greater metropolitan phone book. It contains all the tools you'll need for word processing (including advanced indexing capabilities), graphics and layout.*

WordPerfect® *On the NeXTstation, the WordPerfect Corporation has succeeded in creating the industry's most advanced word processing package. The NeXT version of WordPerfect offers multiple columns, text wrapping and complete file compatibility with WordPerfect on other systems.*

TOPDRAW® *TopDraw® is one of the easiest programs you'll ever use, yet it's far more advanced than other drawing programs. It offers sophisticated drawing tools, along with extensive controls for type. It also allows you to drop in scanned images (TIFF format), then scale, crop, rotate and even mask them.*





The NeXT Laser Printer offers 400-dots-per-inch resolution, compared to the 300 dpi offered by most. At the same time, it offers the most revolutionary price ever placed on PostScript laser printing: \$1795 (suggested retail price).

at the same time. But the advantages of that go far beyond mere cutting and pasting.

Applications can actually cooperate with each other—each contributing what it does best. Without ever leaving your layout, you can select a word and ask for a definition from Digital Webster.™ Your illustration program can make sure the layout is updated with the most recent version of the art.

Not only does NeXT technology allow programs to work together, it helps people work together. Writers, editors, illustrators and designers can each contribute their part and route documents electronically—using the capabilities built into every NeXT computer.

Never has a machine been so perfectly suited for the demands

of publishing. And, as you can see below, the industry has been quick to respond. Some of the most popular names in publishing have already released software packages that fully exploit NeXT technology.

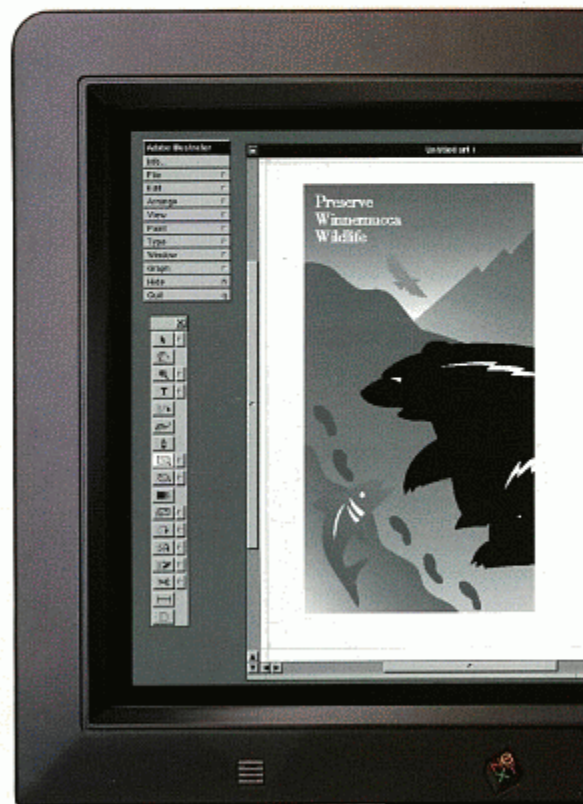
The more you learn about NeXT computers, the more you'll appreciate this fact:

There's a tremendous difference between a computer that can simply handle publishing, and one that's virtually built for it.

AJK Architectural Associates
2010 First Ave.
Haver, Wis. NY 10816



AJK Architectural Associates
2010 First Ave.
Haver, Wis. NY 10816



With a screen image generated by Display PostScript, NeXT achieves what has proven to be the Holy Grail of publishing: true "What You See Is What You Get."



The previous revolutions in personal computing – the spreadsheet and desktop publishing – were created with a single desk in mind. As were the computers built to support them.

But now we find we can accomplish more, and react more quickly, when people work together. And so, the revolution of the 90s:

Interpersonal computing.

It's a new way of working that can dramatically enhance the capabilities of an entire department, an entire company or an entire university,

machines different from others you might consider?

For one thing, every NeXT computer has been designed from the very beginning to be part of a connected workplace.

PERSONAL COMPUTING BECOMES INTERPERSONAL COMPUTING.

All the hardware you need to tie into a high-performance

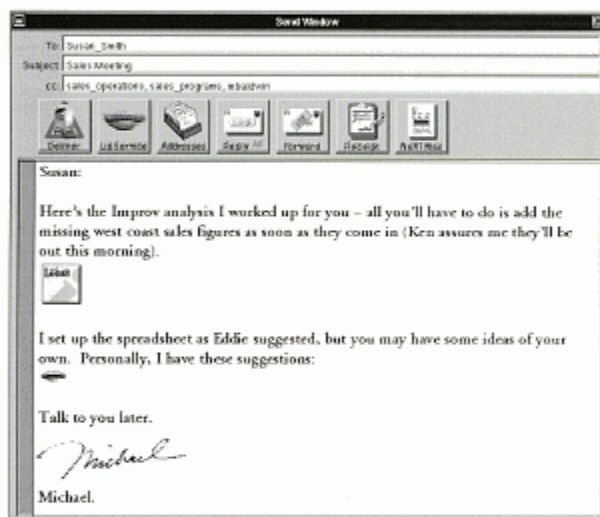
NeXTmail lets you communicate with one person, or a group of people, with a single click of the mouse – and do so as expressively as you like. You can send text in varying fonts and sizes, bold and italics. Include graphics or scanned images. Attach

entire documents (of unlimited length). You can even include

voice messages using the microphone built into the MegaPixel Display.

And, despite its level of sophistication, NeXTmail is so intuitive, most people won't ever open the manual.

Now imagine a company arranged by department, each using a number of NeXTstation computers and



NeXTmail is a far cry from boring terminal-type e-mail. You can choose any size or style font for your text. You can also add graphics, attach documents (or folders of documents), even include voice memos.

Ethernet network is built in.

Second, ours are true multi-tasking machines, so communications can be spontaneous, no matter what application you're currently working with.

Third, all NeXT computers come with NeXTmail™ easily the most sophisticated form of electronic mail available on any computer today.



NeXT computers make it possible to punctuate a message with your own voice. Just call up Lip Service.™ It works like a simple tape recorder, so all you have to do is click "record" and start talking – the microphone is built into the NeXT MegaPixel Display.



enabling people to tap each other's strengths to meet new challenges.

Unfortunately, connecting machines is no guarantee of connecting people. Which is why NeXT computers were designed specifically for the interpersonal world.

And just what makes our



the NeXTcube™ computer as a server. By linking the departments, any one person in the company can interact with another – whether the two are in the same workgroup or on different continents.

In fact, when remote locations are tied together via NeXTmail, differences in time zones become almost meaningless in the scope of a project. NeXTmail can be delivered virtually instantly, even if a



With a fax modem, your NeXT computer can send a document directly from the screen to any fax machine on earth – where it can be replicated at a remarkable 200-dots-per-inch quality.

person isn't there to receive it.

Now the company is organized electronically, and that's the real revolution of interpersonal computing. When a sudden challenge arises, you can put together a special team to meet it – without being constrained by a rigid structure based on org charts or office layout.

Consider, for example, a new-product rollout. With every desk connected electronically, you can handpick the best people



for the job, from engineering, marketing, research and creative. NeXT computers negate the physical distance between people, so everyone can stay up to date on issues, share new ideas and cut down on needless meetings.

But interpersonal computing is much more than NeXTmail.

Software like Who's Calling?™ from Adamation, can provide a central system for tracking clients. Records that are used by many people in the office can all be stored in a single NeXTcube, so the most current information is available to everyone.



We wrote the documentation for NeXTmail knowing that few people would ever have to read it. NeXTmail is as intuitive as it is sophisticated. And, thanks to true multi-tasking, it's never more than a click away.

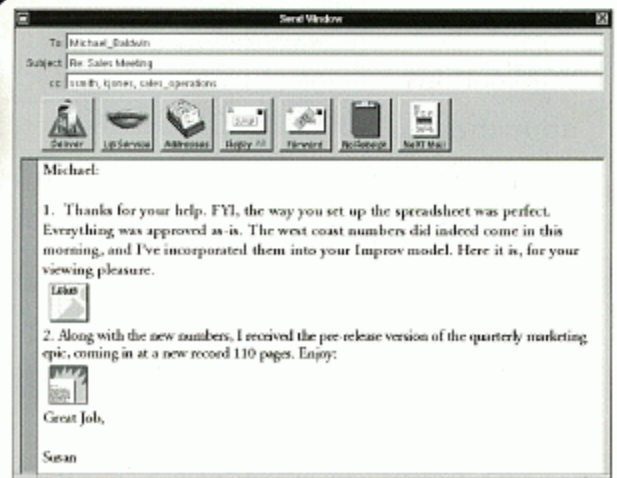
PaperSight™ from Visual Understanding Systems, makes it easy to maintain a “group memory” – a history of each department's work. With this software running on the NeXTcube computer, you can store the group's documents centrally, cutting down on paper files and making it vastly easier to locate previous work.

We should also point out that NeXT interpersonal computing makes a cost-effective solution for any size workgroup.

Using the NeXTcube as a server eliminates the need to put costly storage devices on individual desktops. And NeXTstation computers don't require any additional investment in networking hardware.

Interpersonal computing can make a fundamental change in the way an organization works.

All you need is a computer that's up to the task.





On one level, NeXTstep

is the user interface that makes all NeXT computers so very intuitive and visually interesting. On another, it's a development environment that revolutionizes the way software is conceived and created. In fact, it's the entire reason why the

of their WordPerfect software.

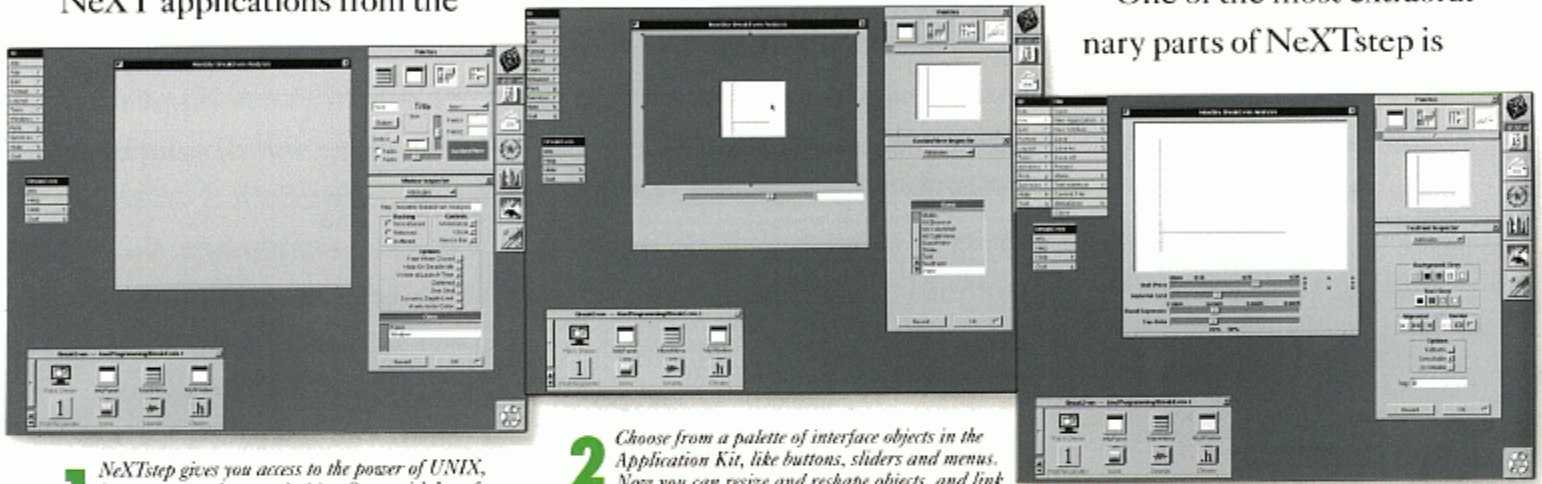
The NeXTstep environment is an object-oriented world. It's purely graphical, making UNIX® easier to work with than DOS, OS/2®, Macintosh® or Windows™ environments.



And it runs on every NeXT computer.*

One of the most extraordinary parts of NeXTstep is

Earlier in this brochure, we showed you some remarkable NeXT applications from the



1 NeXTstep gives you access to the power of UNIX, but spares you its complexities. Start with Interface Builder, which makes short work of what used to be the most time-consuming task: constructing an elegant user interface.

most popular names in business software, including Lotus®, Ashton-Tate®, WordPerfect® and Adobe®

Now, if it seems like the applications appearing on

NeXT computer systems are more sophisticated than the ones you're currently using, and at the same time easier to use, you've already grasped the essence of one of our biggest breakthroughs: NeXTstep.®

2 Choose from a palette of interface objects in the Application Kit, like buttons, sliders and menus. Now you can resize and reshape objects, and link those that relate to each other.

companies we just mentioned could create such extraordinary software in a fraction of the time it would have taken with other computer systems.

But even more revolutionary is the fact that NeXTstep is just as accessible to you.

So, for example, if you're creating customized software for people who take care of personnel, customer service or payroll, you can use the same tools Lotus used to create Improv, and WordPerfect used to create the NeXT version

3 Arrange the interface so it looks exactly as you want the finished application to look. Even if you're a non-programmer, at this point you've successfully "prototyped" an application you can give to a professional.

Interface Builder,™ which lets you create an elegant application interface using little more than the mouse.

You can choose from a palette of interface objects (such as menus, buttons and sliders) provided by the Application Kit.™ Then edit,

link and arrange them the way you want them to appear in your finished application.

In addition, you can easily build new palettes of objects that



you design yourself. Or add your own customized objects to the NeXT Application Kit.

So with Interface Builder, you can rapidly generate a graphical front-end to a corporate database. You can also do some fast prototyping of new

Applications you develop with NeXTstep are modular, too, so you can reuse portions whenever you see fit. And they're

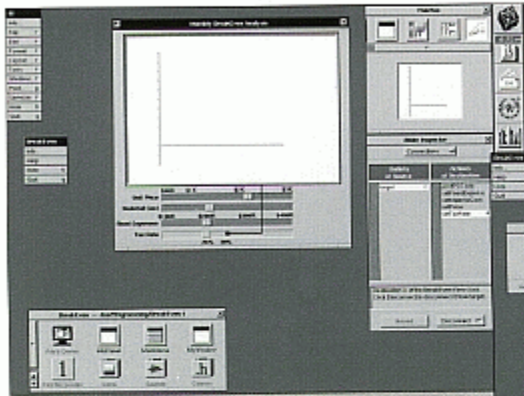
CUSTOM SOFTWARE IS CREATED IN A FRACTION OF THE TIME.

extremely easy to maintain. Now, when you update, there's no need to rewrite your whole application – you simply update the parts you want to change.

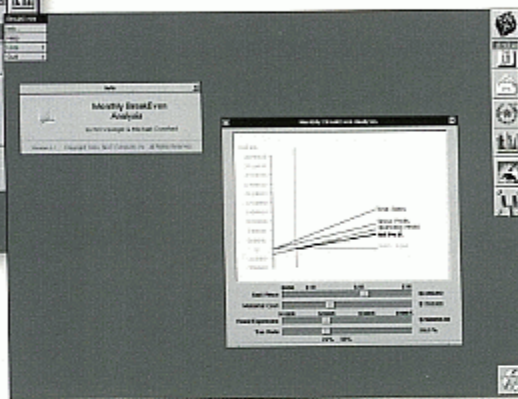
In the words of the NeXT Development Team at Lotus, "NeXTstep is the best development environment available on any personal computer today."

There has really never been an environment anything like NeXTstep. And no machine is built to support it like a NeXT computer.

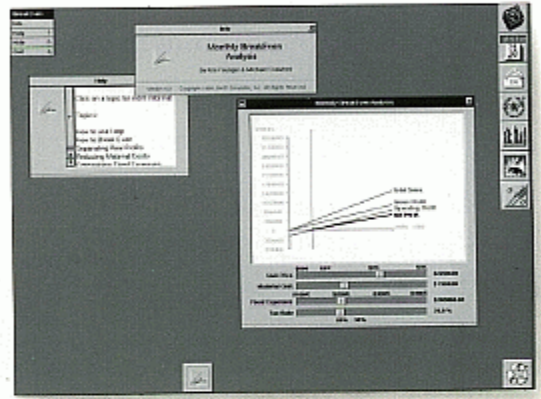
*The NeXTstep development environment is included with the NeXTcube, and is available for the asking with the NeXTstation.



4 Now, using the mouse, link your objects graphically – so a user's action on one can trigger a response in another. You can even create links to your own custom objects – such as a customer database or employee records.



5 When you have everything the way you want it, throw the testing switch and Interface Builder will let you run your interface through its paces.

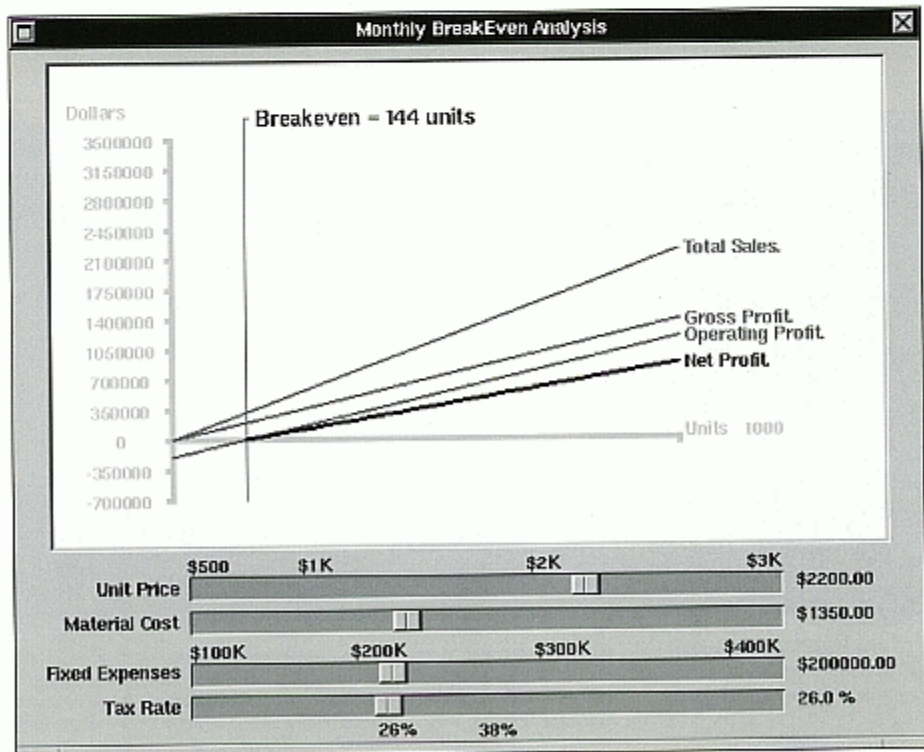


6 Congratulations. You've just completed your interface in record time. Perhaps now your backlog of requests will look less intimidating.

applications – which makes it that much easier to test your software with the people who will ultimately use it.

And the interface you create, which may have taken 90% of your time previously, now takes less than 5% – a streamlining that could put a serious dent in your backlog of projects.

Most important, the programs you create are much more than simple information managers. They're real, industrial-strength applications – every bit as fast as the applications you buy off the shelf, and every bit as complete.



With NeXTstep, you can create a real, industrial-strength application in a fraction of the time it would take in other environments – using the same tools the major software companies use to create their NeXT applications.

Back in the old days (the 80s), people were willing to forgive the computer unable to venture beyond its own desktop. But in the era of interpersonal computing, connectivity is absolutely mandatory.

Rest assured, we were mindful of that fact when we designed

OUR WORLD CONNECTS TO YOUR WORLD.

the NeXT computers. While many computer companies require that you purchase

an expensive network card for every machine you want to tie together, everything you need to connect NeXT computers is built right in. (You're on your own for the cable.)

And the equipment we've included isn't merely for low-speed networking. It's for connecting to a high-performance Ethernet network using TCP/IP.

NeXT computers have two connections, one for thin Ethernet, and the other for twisted-pair Ethernet. So whichever you use, there are no hidden costs.

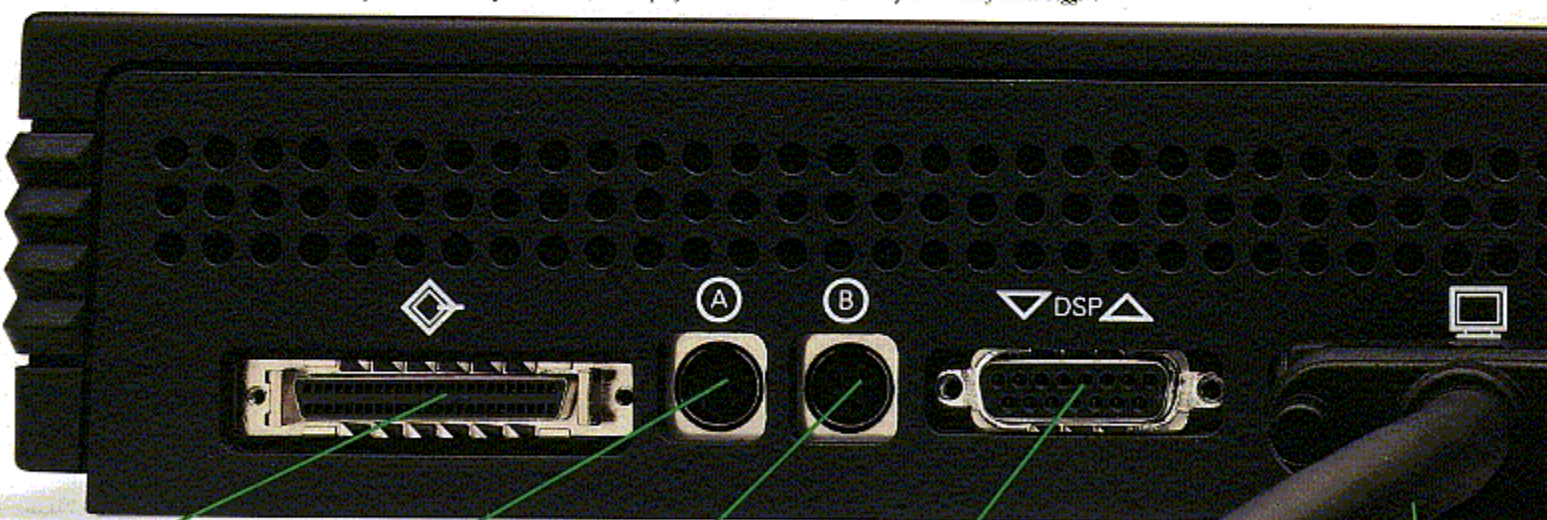
Even our system software has been optimized to perform in a connected workplace.

NeXT technology is based on UNIX, widely acknowledged as the best system for networking. It's also optimized for multitasking, so your NeXT computer can attend to networking matters in the background while you do real work in the foreground.

Any IBM PS/2® with an Ethernet card running TCP/IP can be connected to a network of NeXT machines. Plus, NeXT computers can read and write 3.5-inch floppy disks in IBM format (either 1.44MB or 720K). So exchanging files between NeXT and IBM computers is no trouble at all.

GatorBox® from Cayman Systems, lets you connect a NeXT network to a Macintosh network. GatorShare™ software lets you share data between the two, or use the NeXTcube to store files and applications for both networks. GatorMail™ lets you send e-mail between networks - NeXT machines using NeXTmail, and Macintosh computers using C.E. Software's QuickMail® or Microsoft® Mail.

This is the NeXTstation - actual size. It's only two-and-a-half inches tall, but in performance overshadows computers many times bigger.



SCSI: a high-performance port that lets you add devices like scanners, disk drives and tape backup units.

A serial port lets you connect a modem - then, with MicroPhone® from Software Ventures, you can connect to a world of electronic service bureaus, from Dow Jones™ to CompuServe®.

With a second serial port, you can also connect to a fax modem, or, using an additional interface, the world of MIDI (if you don't know what that means, ask the nearest musician).

Here's your direct connection to the NeXTstation's Digital Signal Processor, where you can plug in high-performance serial devices for video and sound, as well as sophisticated laboratory instruments.

A single cable connects to the MegaPixel Display, carrying not just display information, but data for keyboard, mouse, speaker and microphone.

If that work should require IBM® PC file compatibility, so be it. NeXT computers can read and write floppy disks in DOS



NeXT computers connect to IBM 3270 mainframes via Ethernet using TCP/IP and 3270Vision™ from Conexions. Or you can connect directly through a 3270 coax connection via the SCSI port with InSession3270™ from Avatar or 3270Vision. Communicae™ from Active Ingredients, lets you connect to DEC mainframes via Ethernet by offering DEC VT220™ terminal emulation.

and OS/2 formats (144MB or 720K), so you can take a data disk created on one of your IBM machines and place it directly into your NeXT computer. Or vice versa.

As for file compatibility on a network, NeXT computers observe the NFS® (Network File System) standard.

In fact, our machines can connect without problems via network to whatever technology you currently employ – from IBM PCs/compatibles, Sun® and



NeXT computers use the same NFS file system used by Sun workstations, so exchanging files between the two worlds is perfectly natural. You can use NeXTstation, NeXTcube and SPARCstation™ computers right alongside one another, connected by an Ethernet network running TCP/IP.

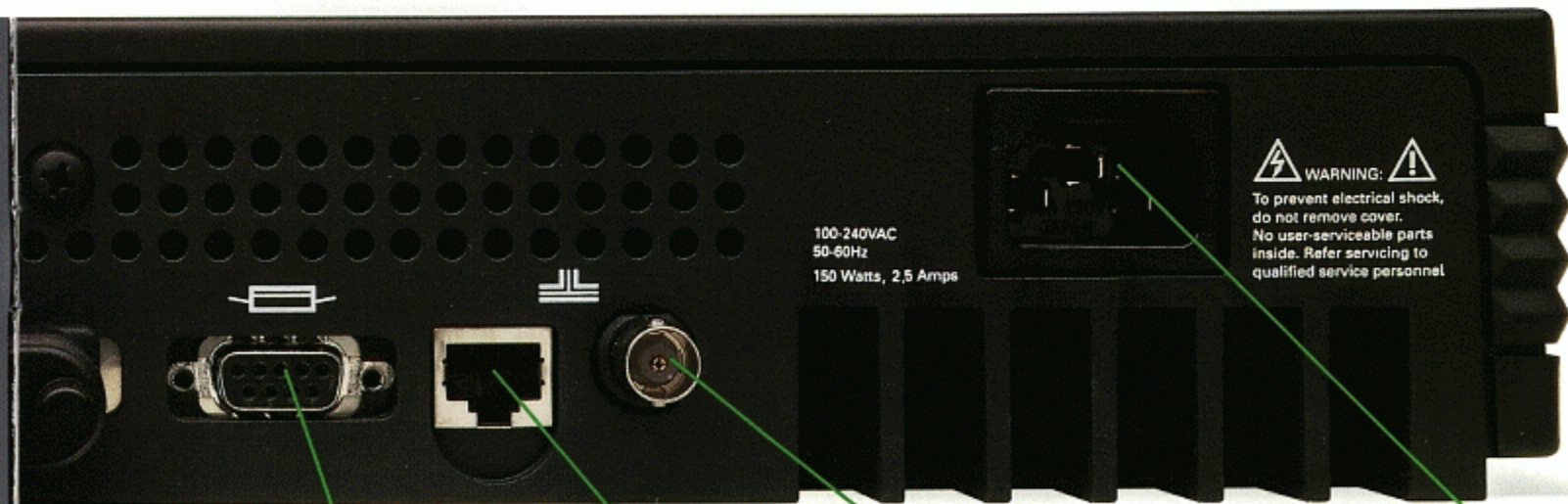
Macintosh computers to IBM and DEC® mainframes.

So no matter how your office is set up today, or what technology you already have in place, NeXT computers won't just fit in.

They'll stand out.



As a pure PostScript machine, a NeXT computer can connect to a world of output devices beyond the NeXT 400 dpi Laser Printer. You can also connect to an Apple LaserWriter® through a serial port, or to professional typesetting machines (such as the Linotype L100, L300 and L330) via the Ethernet or RS423 port. All PostScript output devices are fair game, from slide makers to QMS® color printers.



There's a separate port for the NeXT 400 dpi Laser Printer, leaving the serial and SCSI ports open for other devices.

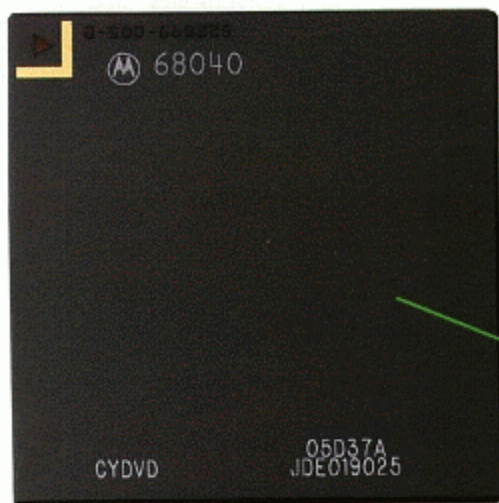
Some call it twisted-pair Ethernet, others call it ordinary phone wire. But here's where it plugs in. Since most new offices are pre-wired with extra phone lines, this connection can drastically cut the cost of networking. It's based on the standard called 10 BASE-T.

A thin-Ethernet connection (meeting ISO standards, of course) is also built in, so, for smaller networks, you can just run Ethernet cabling from one machine to the NeXT.

Insert electricity here. The NeXTstation automatically adapts to any type of current, anywhere in the world – no software switching or special hardware required.

100-240VAC
50-60Hz
150 Watts, 2.5 Amps

WARNING:
To prevent electrical shock, do not remove cover. No user-serviceable parts inside. Refer servicing to qualified service personnel.



Sound is an integral part of the NeXT world. Which is why a microphone is an integral part of the NeXT MegaPixel Display.

Motorola's newest microprocessor, the 68040 (040 for short), is the heart of the NeXTstation. At 15 MIPS, it combines the best technical features of CISC and RISC technology, all in one brutally powerful chip.



The MegaPixel Display is standard, providing ultra-high resolution at 1120 x 832 pixels. Because Display PostScript generates the image, what you see here is exactly what will print.

WHAT MAKES A NeXT COMPUTER A NeXT COMPUTER.



You'll never search for another switch again. On a NeXT computer, you control everything from the keyboard, including system power, sound volume and display brightness.

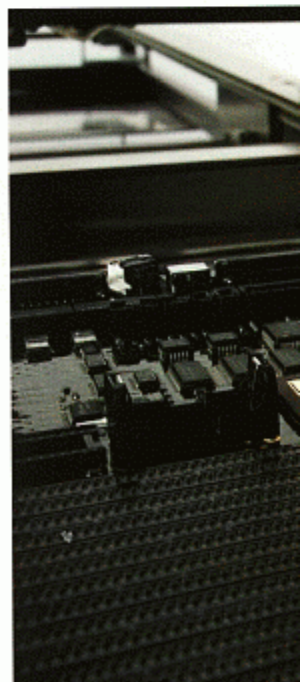
The right mouse button can be enabled so when pressed, the current menu appears on screen wherever you happen to be. (A major boon on screens as big as ours.) If you're a lefty, mouse button functions can easily be reversed.



Only NeXT makes a Digital Signal Processor chip part of the basic computer architecture. This chip's ability to crunch huge arrays of numbers makes CD-quality sound possible. It also helps in compressing data and sound files so they can be more easily sent via NeXTmail.



Though significantly slimmer, the NeXTstation has the same computing power of the NeXTcube. But then, the NeXTcube has a few things to offer, too: like an optional optical drive that stores 256 megabytes on a single disk, up to 2.4 gigabytes of hard disk storage, up to 64 megabytes of RAM and three NeXTbus™ slots for worlds of new power.



We don't expect Parallel Resonance Switching to become a household phrase. But it is a revolution as power supplies go — packing a great deal of power into a very small space. And it's completely self-adapting, so the NeXTstation can be plugged in anywhere in the world.

The NeXTstation starts out with a generous eight megabytes of RAM — more than enough for all but the most demanding uses. And it can be expanded all the way to 32 megabytes.



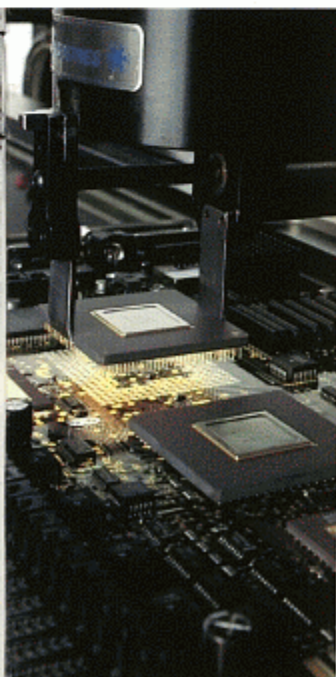
Small world. Using VLSI (Very Large Scale Integration) technology, our engineers have built nine separate input/output processors onto a single chip. So many important functions can be taken care of without distracting the main processor.

Don't worry about storage space. Standard in the NeXTstation is a 105-megabyte hard disk — onto which we've already installed an impressive bundle of software (including WriteNow®, Digital Webster, NeXTmail and all system software). But if you're a real glutton for storage, we also offer a 340-megabyte hard disk.

There's a floppy drive built into every NeXT computer. But in our world, a single 3.5-inch floppy disk can store a voluminous 2.88 megabytes of data — an industry first.

Yes, the NeXTstation has a fan, but you wouldn't know if we didn't tell you. Thanks to some innovative cooling design, all you hear is silence.

The NeXTstation's internal components are housed in lightweight, but incredibly strong magnesium. Which eliminates the need for heavy shielding inside, and provides ample strength to support large displays.



It takes an extraordinary factory to build an extraordinary computer. Untouched by human hands, NeXT machines are produced by an uncompromising team of robots in Fremont, California (supported, of course, by a terrific team of carbon-based units).



Thanks to the Digital Signal Processing chip (portrait elsewhere on this page), NeXT computers can produce digital stereo sound with the fidelity of a compact disc. The speaker is built into the MegaPixel Display, as are left and right output jacks for connecting to an external audio system, if you wish.



Our machines can read and write data not only in NeXT format, but in DOS and GS12 formats as well (1.44MB and 720K). So, for example, moving data between Lotus Improv on a NeXT computer and Lotus 1-2-3 on an IBM machine can be perfectly painless.

In the NeXTstation, we have squeezed the most possible computer into the least possible space. We've also squeezed the most possible computer into the least possible price.

\$4995 includes everything. Even those traditional computer "extras," like a keyboard and monitor.

Your NeXTstation comes equipped with eight megabytes of memory, a built-in 2.88-megabyte floppy drive and Ethernet. It also comes with a 105-megabyte hard disk, onto which we have

taken the liberty of installing a formidable package of software, including WriteNow, NeXTmail and Digital Webster (and, if you happen to be in higher education,

we've also included *Mathematica*). So all you have to do is plug it in and you're ready to go to work.

You even get a free trial subscription to NeXTWORLD™ magazine, to keep you up to date.

And just to make our case all

the more compelling, we're going to send a free copy of the extraordinary spreadsheet program, Lotus Improv* (a \$695 value), to everyone who purchases a NeXTstation

or NeXTcube computer by 3/31/91.

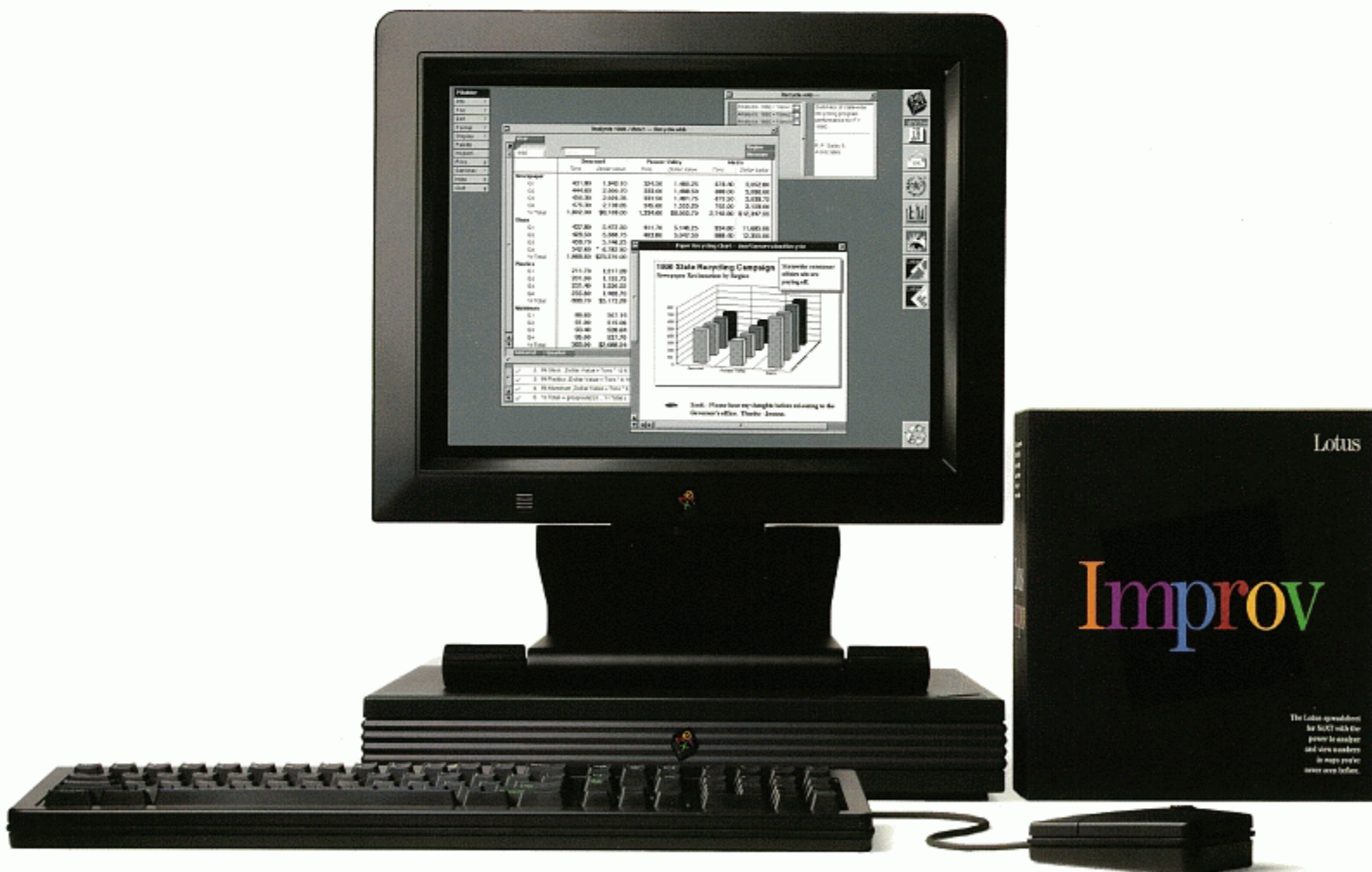
The same offer is being extended

to current NeXT owners who opt for our 040 upgrade board.

We couldn't even guess where you could make a comparable purchase. Fortunately, we can tell you exactly where to make this one. Just call us at 1-800-848-NeXT.



RIGHT NOW, YOU CAN GET TWO BREAKTHROUGHS FOR THE PRICE OF ONE: \$4995.



*Lotus Improv will be delivered when available to owners of all NeXT computers and 040 upgrade boards purchased and registered between now and March 31, 1991.

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