

Softalk

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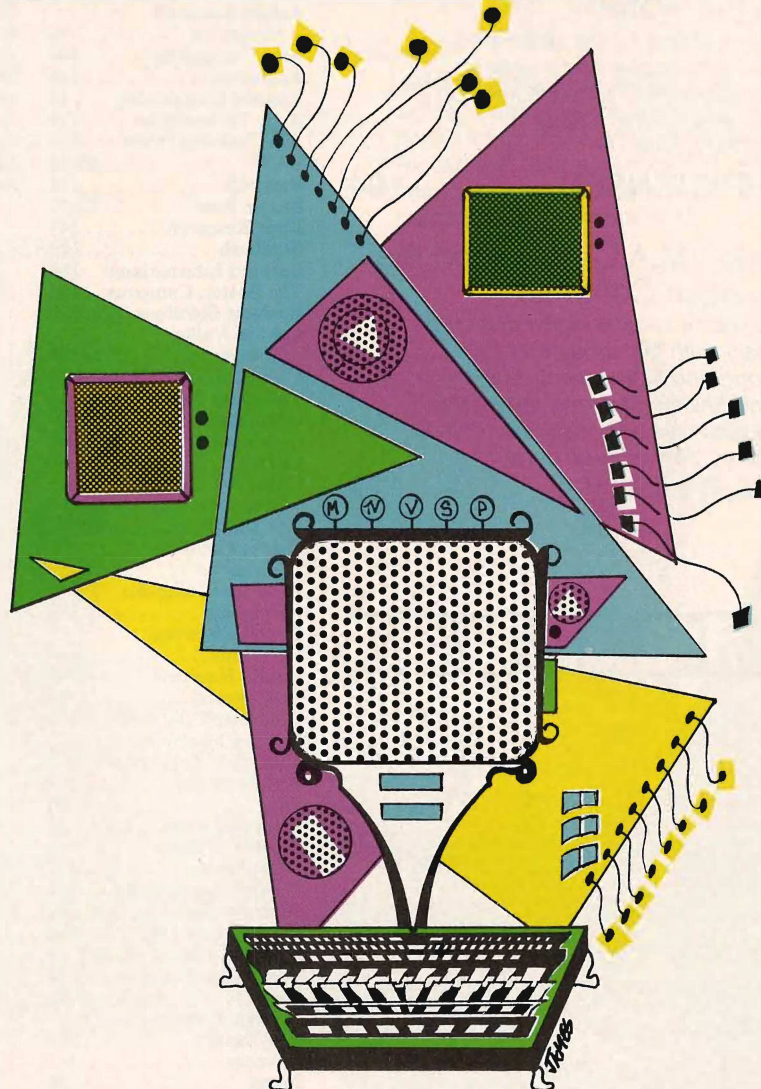
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Contest: Next Year's Model



This year, Apple—with its affordable Lisa Technology, Macintosh, and its powerful portable, the IIC—shook up the computer industry by setting a new state of the art in personal computers. We love the Mac. We love the IIC. But we're not satisfied with them. In this age of instant gratification, complacency is our worst enemy. It's easy to think we can just relax and let Apple, or Johnny Carson, or who knows what, satisfy our desires and assuage our boredom.

We're not having any of it. The IIC is great—we want greater. Macintosh is more. We want still more. We want stupendous. We want a computer that'll make computerphobes sit up and take notice. We want a computer that'll make your Aunt Blanche want to learn to program. We want a computer that Aunt Blanche won't have to program . . . that she can use without picking up a manual . . . that she can use when backpacking in the Sierras!

And we want you to design it.

Imagine that you're on the product development team at Apple. You've done some great

things in the past, but in this business you can't rest on your laurels or someone is bound to come along and kick them out from under you. You've got to be on your toes. Write a proposal to the head of your department describing your ideas for next year's model—for a better computer. Outline your ideas and requirements and defend them. Limit the written portion to one to two double-spaced typed pages, but include whatever you think will help sell the boss on your proposal—sketches, models, you name it.

It doesn't have to be feasible using current technology, but it cannot be completely implausible, either. The judges will lean toward ideas that are wildly inventive but still earth-bound. Entries can contain elements of existing computers, but the winning entry will contain at least one aspect that none of the judges know of in an existing computer.

Sound tough? Good. Send your entries to Contest: Next Year's Model, Box 7039, North Hollywood, CA 91605. The winner will be selected by the contest staff and will win neat stuff.