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& Smart



MOVIES FROM MARS



QuickTime VR
Takes You Out
of this World

What's Hot

Preorder Mac OS 8

Now you can [preorder Mac OS 8](#), described by Macworld as "the most comprehensive update to the Mac OS in years, sporting a bold new look, a speedier Finder, more shortcuts and integrated Internet functions."

Be the First to Know

Learn about new Macintosh software releases the moment they become available. Check [Hot Mac Products](#) to hear about programs like Speed Demon, ReBirth RB-338 and QuickCRC.

Want a PowerBook?

Qualify to win a [PowerBook 3400/200](#) by [entering](#) this month's Apple Registration Sweepstakes.

Newton Connects

Newton, Inc., will enhance network connectivity for Newton-based devices this fall via [Newton Internet Enabler 2.0](#). Ethernet capability can connect devices to Local Area Networks.

Big Help for Small Biz Find out what you need to make your small business a success. [Apple Small Business](#) has information about everything from great deals on leasing to dealing with the SBA.

Welcome to Mars

See alien terrain in [QuickTime VR movies from Sojourner](#), the brave six-wheeler that covers the Red Planet for NASAs Pathfinder mission.

eMate Special

Parents of school-age children have a limited-time [special opportunity](#) to purchase Apple's exciting eMate 300 mobile computer at promotional prices.

Boston Mac Party

Join the fun at [Macworld Expo/Boston](#), the summer's biggest bash for the Macintosh community, August 5-8.

1997

Apple Softwear

Apple



May 8, 1998

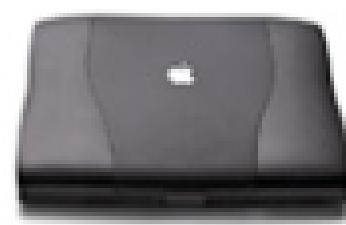
Hot News Headlines

Pro. Go. Whoa. A Strategy as Simple as the Macintosh.



Pro.

Creative professionals, meet your match.



Go.

We rewrote the book on mobile computing.



Whoa.

It's okay, you don't have to say anything.

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Apple

iMac to go.
Introducing iBook.

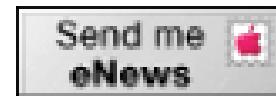


August 27, 1999, 10:41 a.m. PT

<p>Hot News Headlines</p>	QuickTime Live! Conference in November.			
<p>The Apple Store  Buy now and receive additional 128 MB RAM free.</p>	<p>AirPort  Turn your iBook into a wireless Internet surfing machine.</p>	<p>Intercasters debut new content on our high performance network for digital media.</p>	<p> QuickTime TV</p>	<p></p>
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iBook.
Black tie optional.



February 26, 2000 05:25 AM PST

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The new PowerBook.
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1" thick

5.3 pounds

Slot-loading DVD

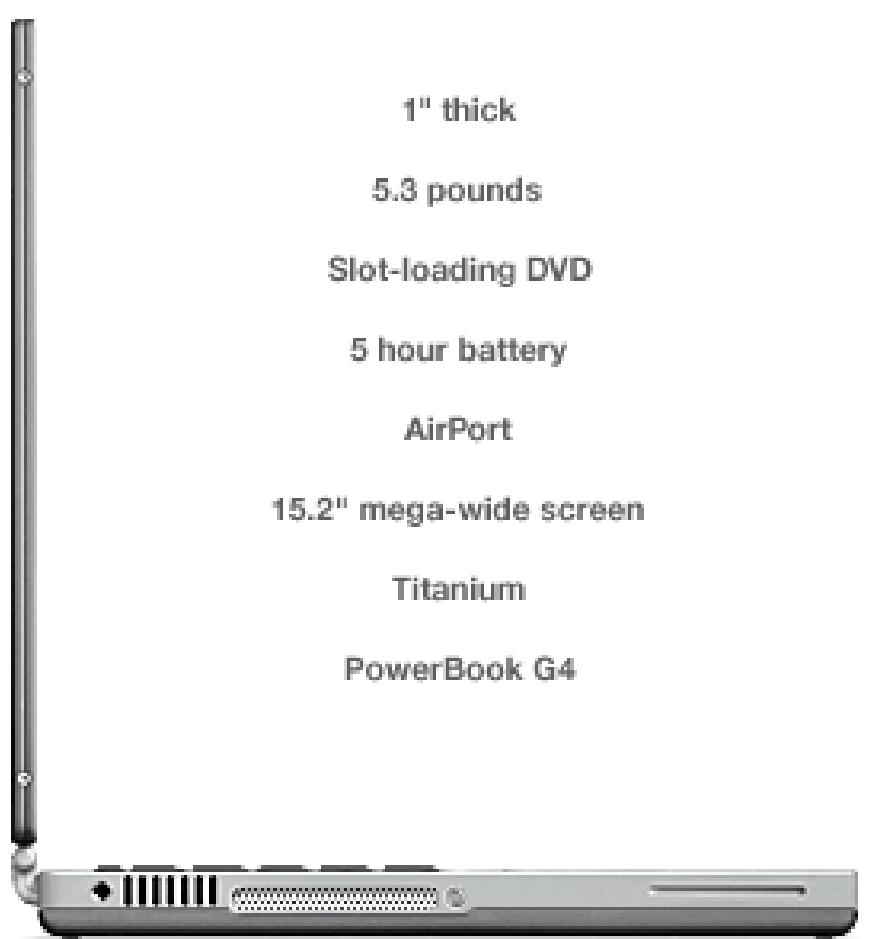
5 hour battery

AirPort

15.2" mega-wide screen

Titanium

PowerBook G4



January 18, 2001 5:59 PM

Hot News Headlines

Get Ready: Mac OS X Is Coming March 24.

Power to burn.

The new Power Mac G4 burns CDs, DVDs and Pentiums.



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The 700MHz iBook.

700MHz G3 Processor

512K L2 cache

100MHz system bus

30GB hard disk

ATI Mobility RADEON graphics

Hot News Headlines

"Xserve is powerful and priced to move"—Charles Haddad, **BusinessWeek Online**

Introducing Xserve.



Rack-optimized 1U design
Dual 1GHz G4 Processors
2MB DDR L3 cache per chip
480GB storage capacity
Unlimited Mac OS X Server

iPhoto 1.1



New features,
editing tools,
and more ways
to share your
digital photos.

eMac



Designed
for education.

PowerBook G4

800MHz G4 Processor
1MB DDR L3 Cache
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DVI Digital Video Out
ATI Mobility Radeon 7500

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The new iMacs.

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AirPort Extreme and Bluetooth ready
Bundled iLife applications
\$1799

15-inch 1024x768 display
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256MB SDRAM and 60GB hard disk
AirPort ready, Bluetooth optional
Bundled iLife applications
\$1299

[Hot News Headlines](#)[Keynote: "Superior elegance and simplicity"—Forbes.com](#)

The new Power Mac



Faster, more expandable and starting at just \$1499.

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The new PowerBooks



Less is more. More is more.



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iLife

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iPod mini

The world's smallest 1,000 song digital music player.
For Mac and Windows.

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[Hot News Headlines](#)

"GarageBand is a terrific tool for amateur musicians"—Wall Street Journal

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free songs.**



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Support for more Nokia and Siemens models, plus over 110 Japanese mobile phones.



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1U, 64-bit, G5 Processor
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2004



Hot News Switch Hardware Software Made4Mac Education Pro Business Developer Where to Buy

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iPod shuffle

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1GB \$149



iPod mini

4GB \$199
6GB \$249



iPod

20GB \$299



iPod photo

30GB \$349
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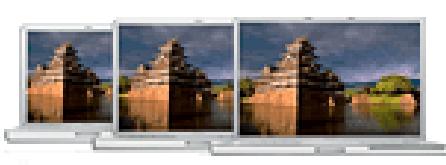
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Worldwide Developers Conference

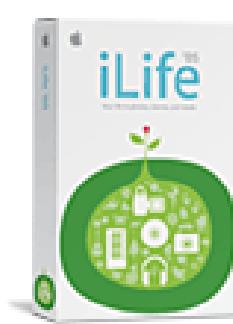
Conference features and
session details posted.

June 6-10, San Francisco
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iLife '05

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photos,
movies and
music.

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[Important Safety Recall – Rechargeable Battery for 15-inch PowerBook G4](#)

[Expanded iBook Logic Board Repair Extension Program \(12/17/2004\)](#)

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*Rechargeable batteries have a limited number of charge cycles and may eventually need to be replaced.
Battery life and number of charge cycles vary by use and settings. See [www.apple.com/batteries](#) for more information.

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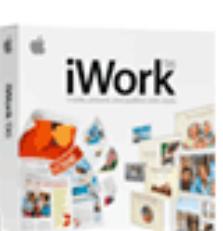
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and 3D charts.

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Based on estimated results of industry-standard SPECint and SPECfp rate tests (see: www.spec.org). For more information on performance data, please see the [iMac](#) and [MacBook Pro](#) sites.

[Important Safety Recall](#) of rechargeable batteries for 12-inch iBook G4, 12-inch and 15-inch PowerBook G4.

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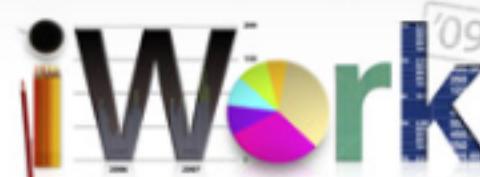
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2009

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iPad is here.

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Wi-Fi models available now. Wi-Fi + 3G models available in late April.

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WWDC 2011

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2011

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iPhone 4 S

Dual-core A5 chip.
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iPad 2

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MacBook Air

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Apple's Supplier Code of Conduct and 2012 Progress Report



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The new iMac



iPhone 5

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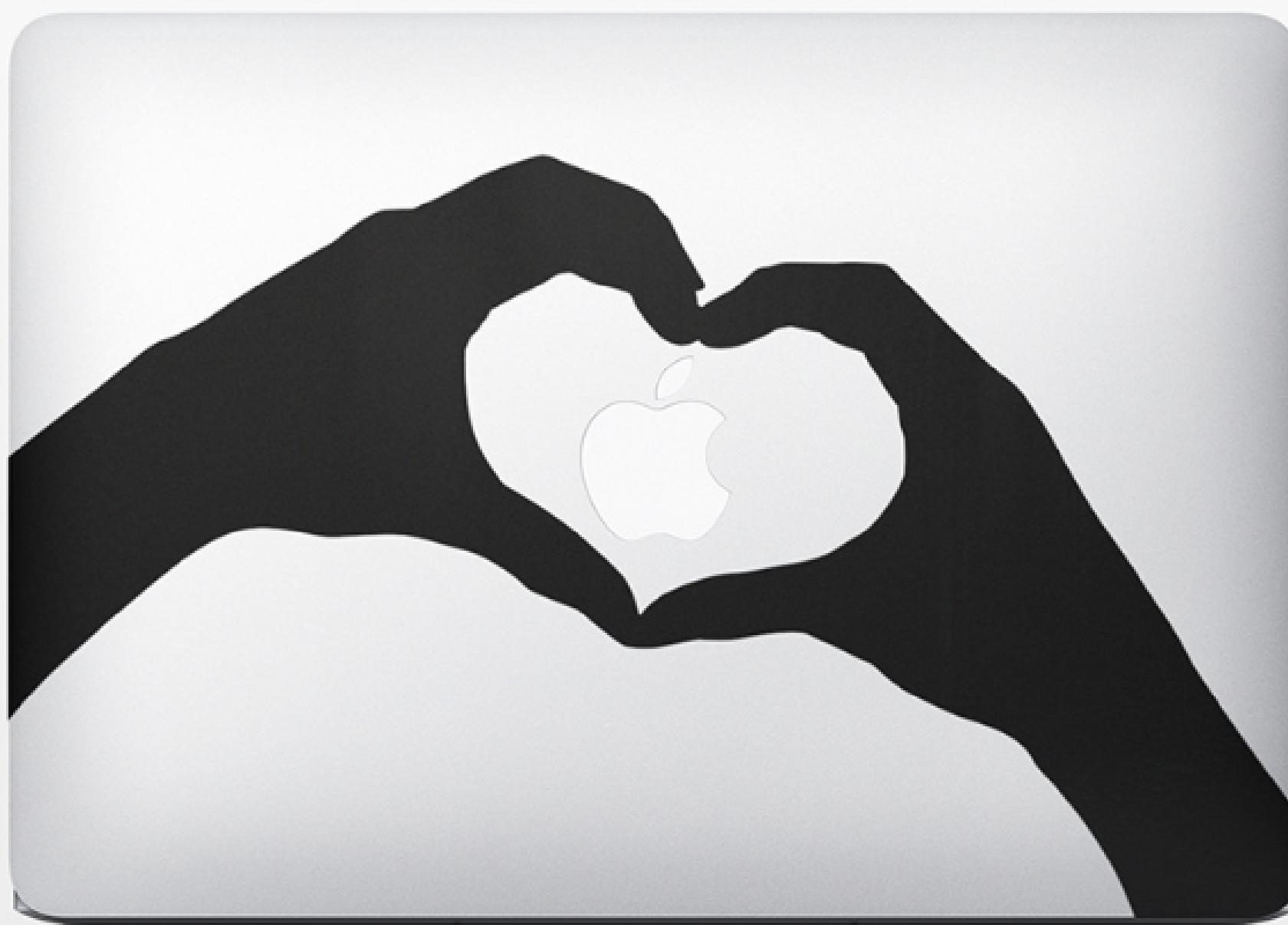
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The notebook people love.

MacBook Air

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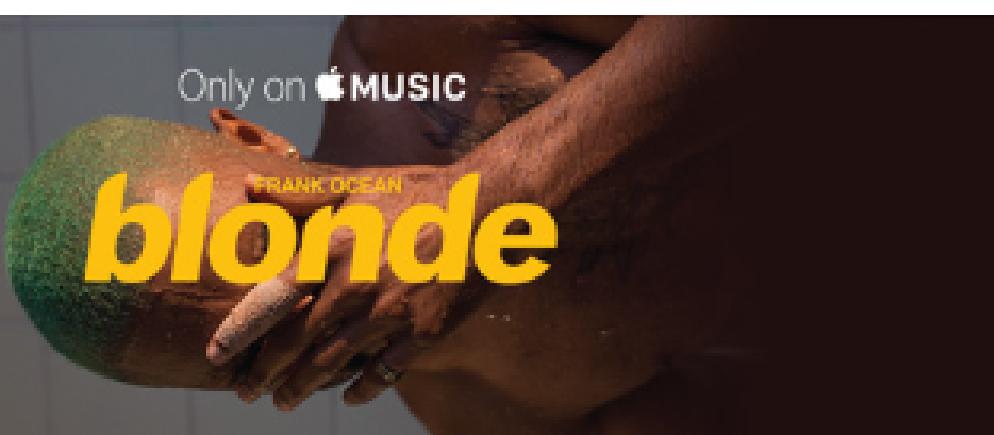
2015

iPad Pro

Super. Computer. Now in two sizes.



• ○ • • •



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blonde

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Learn serious code on your iPad.
In a seriously fun way.



iPhone X

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iPhone 8

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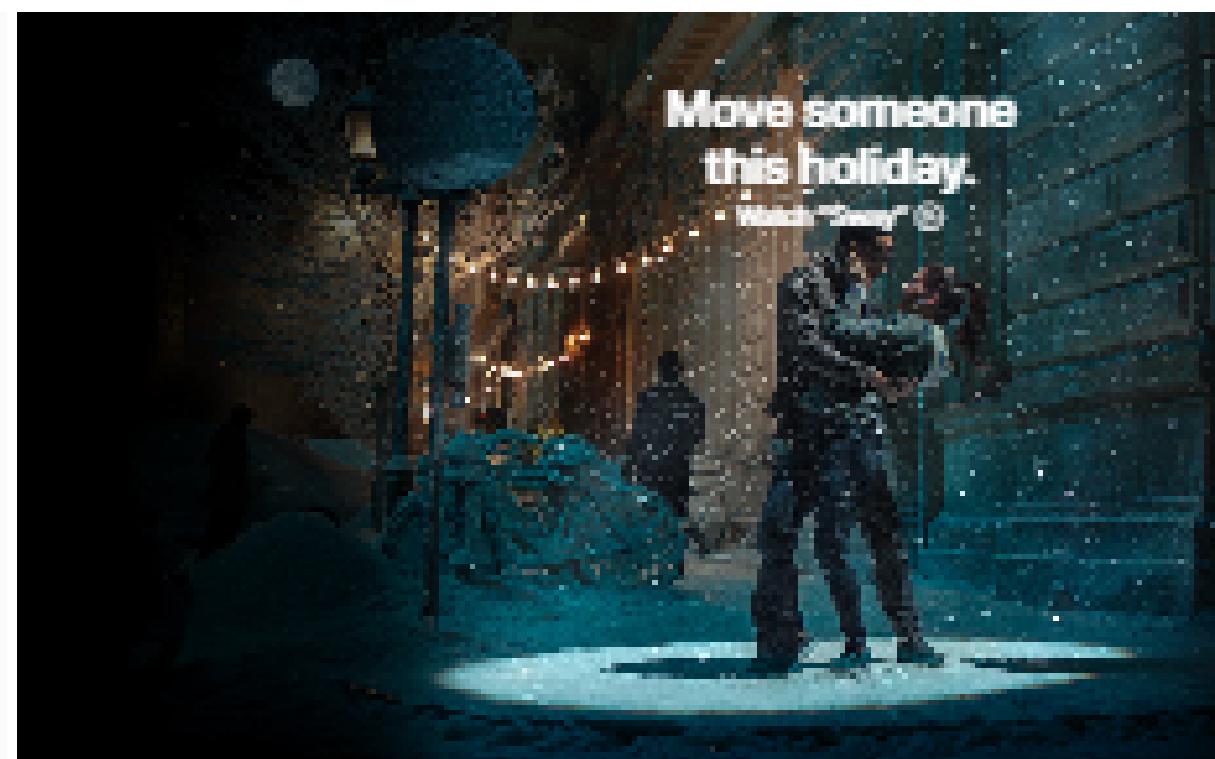
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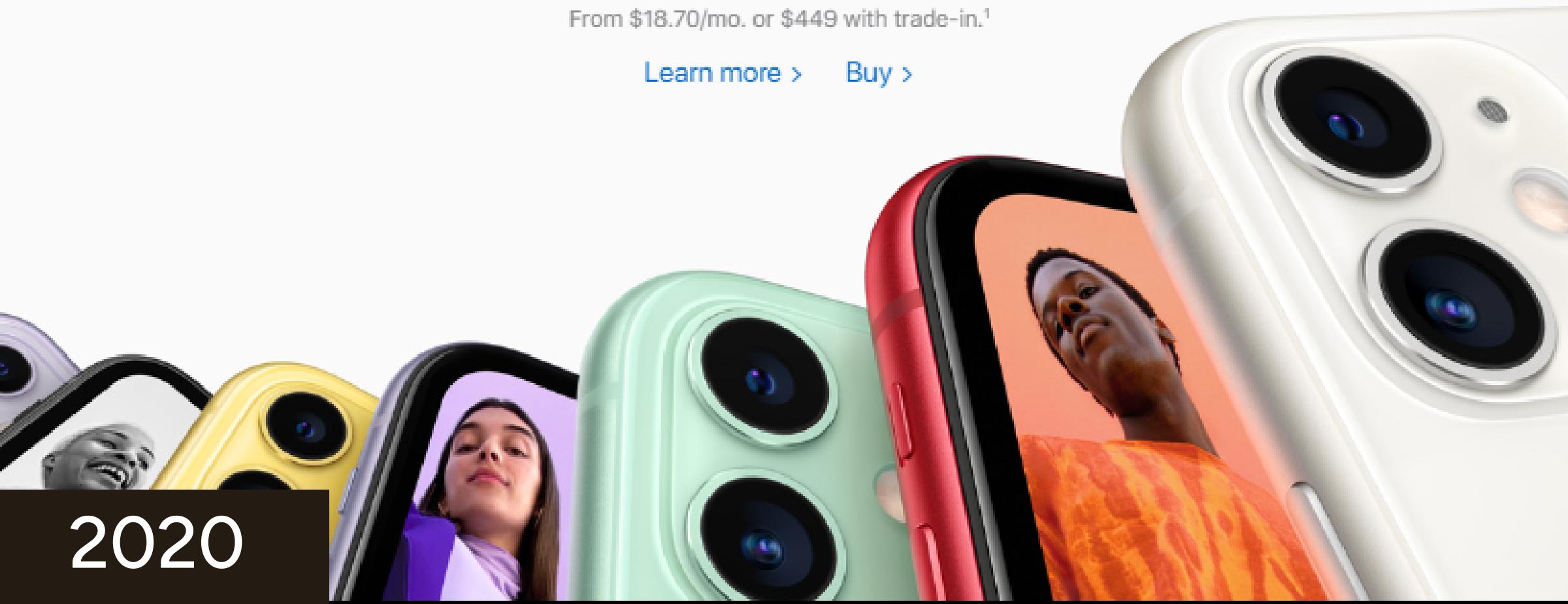


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2021



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