

Document 1971

[21971001]

Steve Jobs took a step back from the frontier of personal-computer technology in an effort to spur sales of Next Inc. 's new machine .

[21971002]

Mr. Jobs moved to remedy a couple of his computer 's drawbacks yesterday by lowering the entry-level price for a Next machine by \$ 1,500 , or 23 % , if the buyer chooses a hard-disk drive as an alternative to Next 's optical-storage device .

[21971003]

The hard drive , which is the storage device of choice for virtually every desktop computer user , also now will supplement Next 's futuristic optical device if buyers pay full price .

[21971004]

Mr. Jobs , co-founder of Apple Computer Inc. , founded Next four years ago in the hopes of fomenting a revolution in the way desktop computers are designed and used .

[21971005]

His Next computer , introduced about a year ago and aimed primarily at university computer users , sports snazzy graphics , digital sound , built-in networking and a sleek black design .

[21971006]

But the computer was proving a hard sell because of its high price , a lack of software and an optical data-storage device that was too slow .

[21971007]

The machine began shipping at the end of last year .

[21971008]

The closely held company has n't disclosed sales .

[21971009]

However , most universities that have bought the machines say they are buying small numbers for evaluation purposes .

[21971010]

Universities can now buy a Next computer without an optical storage device for \$ 4,995 .

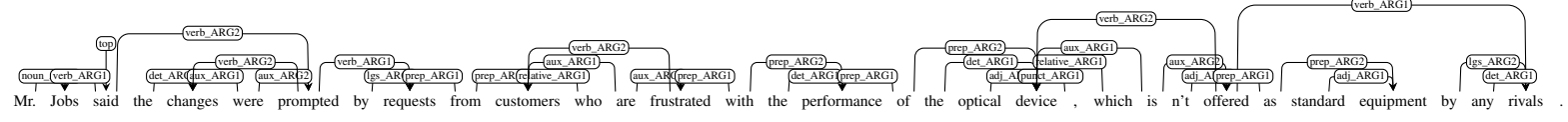
[21971011]

A computer with the optical device will still cost \$ 6,495 , but from now on Next will outfit every computer with a hard drive and supply one at no cost to those who have already bought Next machines .

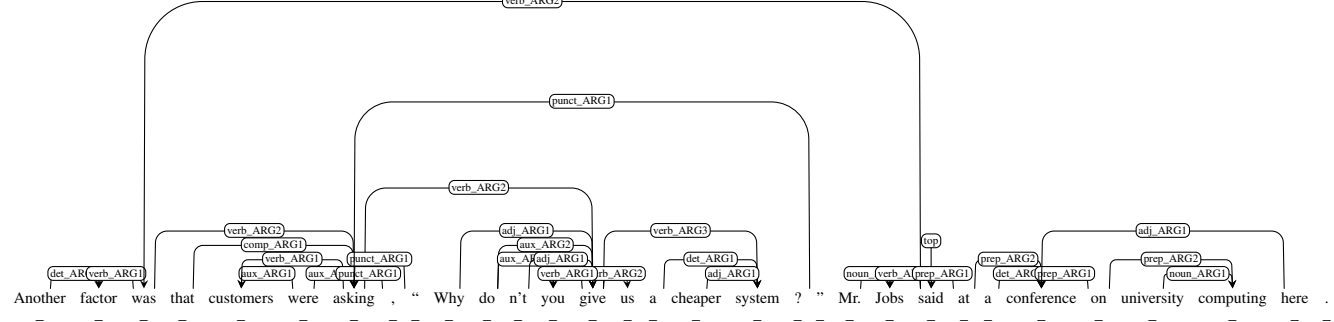
[21971012]

Commercial customers can purchase the same system through Businessland Inc. , a computer retailer based in San Jose , Calif. , for roughly \$ 3,000 more .

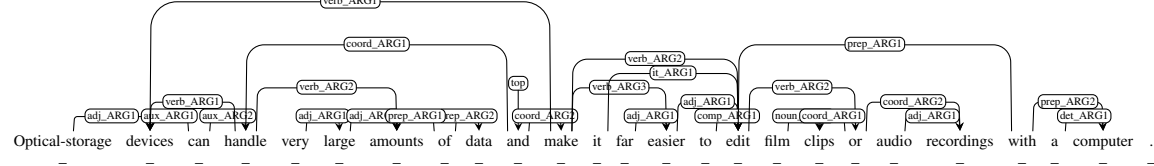
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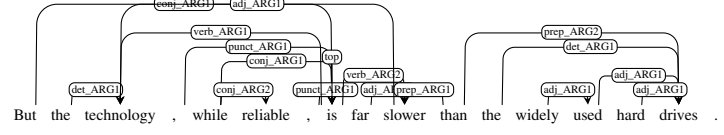
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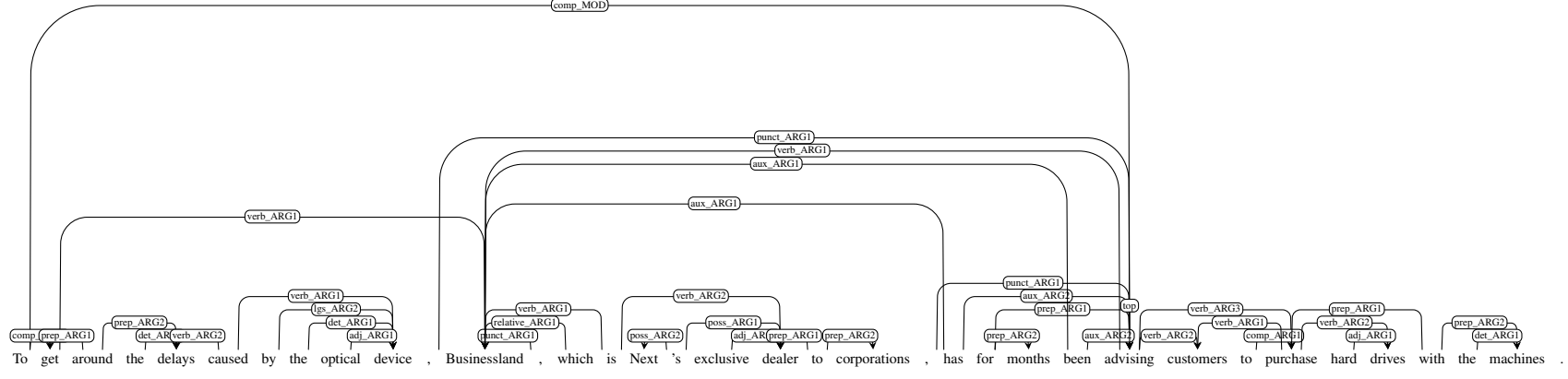
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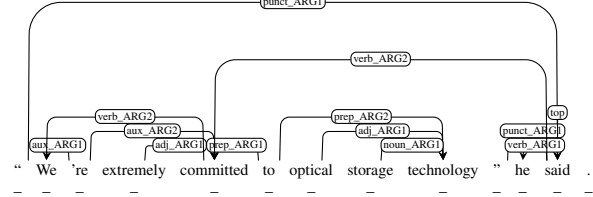
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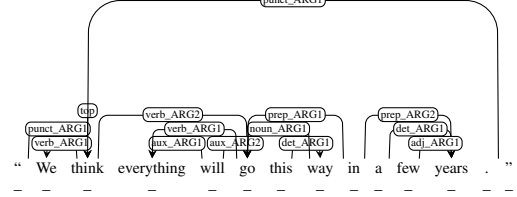
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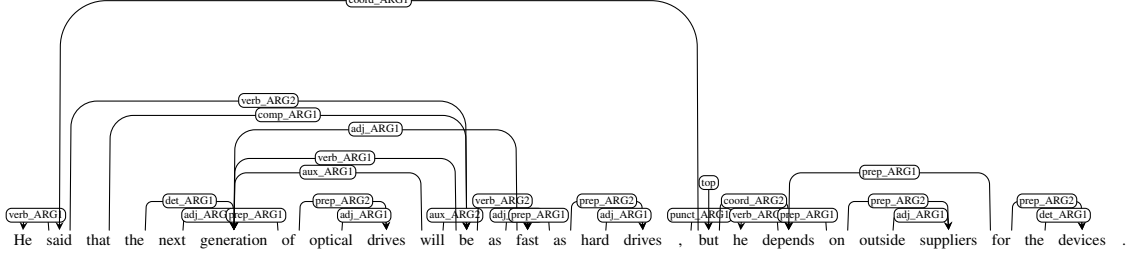
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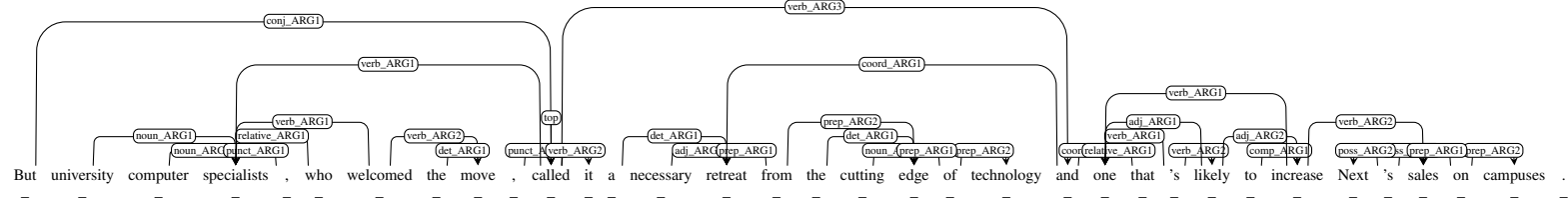
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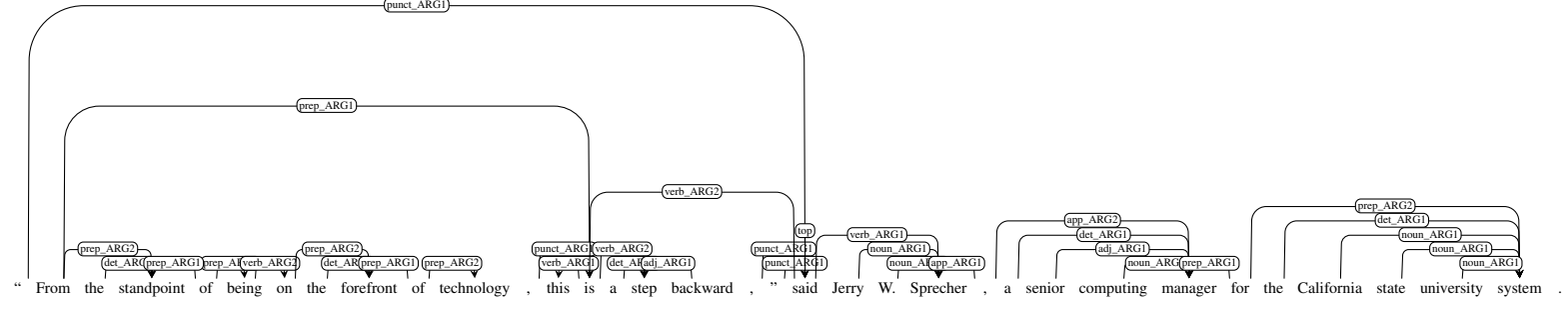
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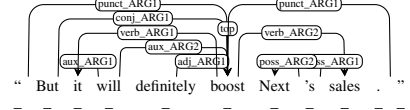
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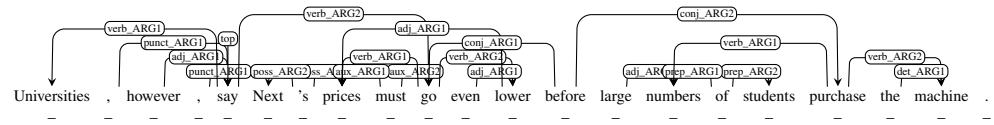
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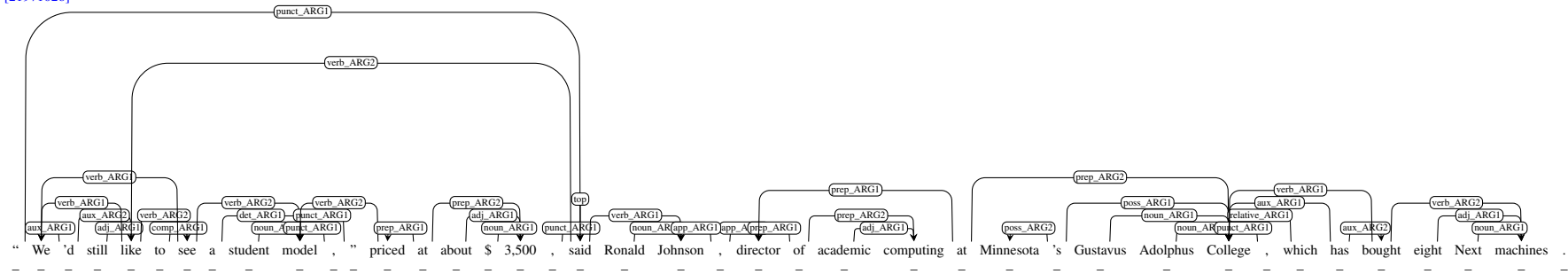
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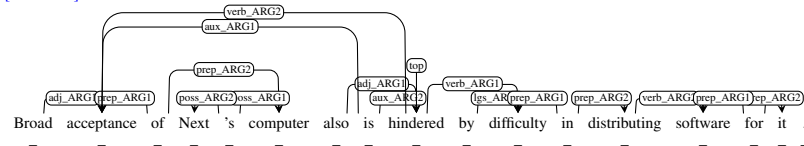
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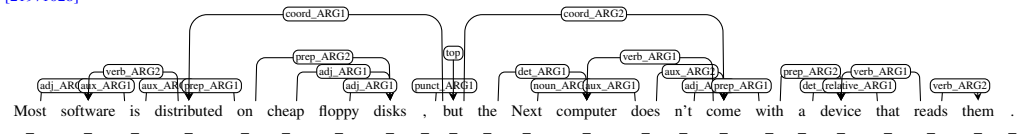
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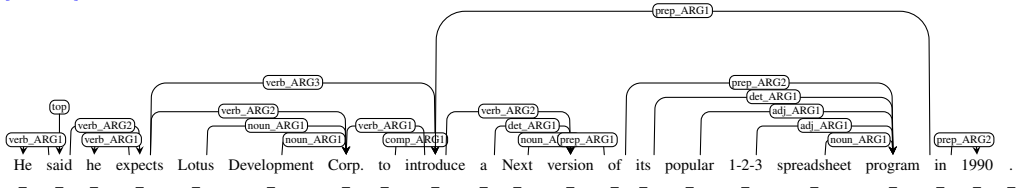
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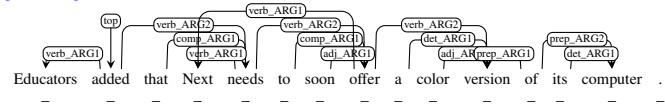
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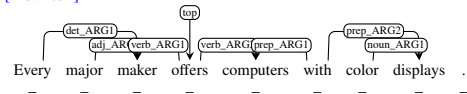
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[21971031]



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[21971033]

