



Apple Manuals



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Canon Cat

Jef Raskin Information

*ABOUT THE CANON CAT
(MICRO-CHEM SALES LITERATURE)*

3 PAGES

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MICRO-CHEM

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About the Canon Cat

The Cat is unique. It is nothing like the conventional personal computer. For most home or office tasks, the Cat is the simplest and fastest machine available, at any price.

The Cat was not designed inside-out, as are other computers, but from the outside in -- it was specifically designed to be compatible with human beings.

Jef Raskin, best known so far for his original design of Apple's *Macintosh*, developed the Cat with a truly transparent interface. Raskin's design for the Cat eliminates almost every hassle encountered by users of personal computer systems. Cat users never wrestle with programs, menus, windows, icons, mice (which take hands away from the typing position), disk formatting, arrow keys, operating systems, file naming conventions, and waiting. People with Cats just do their work.

The Cat was specifically designed to respond as fast as humans react, so that you don't have to wait for it to do its work -- you do your work, at your speed. Your important effort is not diluted by needless distractions and attention to 'system overhead'.

The Cat has no arbitrary commands. When you type in text or give a command, the results are immediately visible. There are no delays or hidden effects, and you are not left hanging on unknown branches of a strange operating system. The Cat was designed according to people's intuitive working habits, so you are already 'trained' in its use, and you can use it effectively on the very first day. Its invisible operating system does what you want it to do, when you want it done.

Your work is always protected. It is saved automatically if you leave the Cat unattended, and the text on each of your disks is properly updated and protected against accidental mix-up, overwriting, and erasure. Information cannot be remotely pirated out of a Cat via its built-in modem. It is a completely secure system.

What the Cat Will Do

- word processing (notes, outlines, memos, documents, manuscripts)
- information retrieval (notes, addresses, prices, letters, anything)
- telecommunications (and automatic dialing)
- spreadsheets (and calculations in text)

The Cat is not an integrated package of different functions. To use it, you apply a single technique to many tasks. You move from task to task instantly, without leaving your on-screen work environment. The Cat is simple to use and is extremely powerful; it gives quick and consistent feedback, allowing novices to become quickly self-sufficient and experts to work with maximum capability.

SwyftWare™

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Cat Efficiency

The *Cat* handles the everyday tasks of writing, information retrieval, simple calculations, spreadsheet calculations, and telecommunications with the utmost efficiency. It locates text and moves the cursor with astonishing speed. The *Cat* also instantly adjusts margins, indents, tabs, justification, line spacing, page numbering and other format features. The *Cat* is the ideal system for getting ideas down fast, for the thoughtful refinement of your ideas, for working on many projects at once, and for making changes before you forget what you want to do.

If You Use a Cat, You Will Never Need to:

- initialize a disk; (The *Cat* does not require disk formatting)
- wait 60 seconds to load a text file from a disk; (The *Cat* can load an entire diskful of text in 10 seconds -- simply press DISK)
- employ a variety of cursor-control commands; (You can find any word in the blink of an eye, without moving your hands from the home keys -- simply press LEAP)
- use a variety of commands for saving, copying, and loading files; (It takes a single command and ten seconds to save your work, make a backup copy, move text from one disk to another, or load different text from another disk -- simply press DISK)
- step through a tedious series of commands to mark and move a block of text within your document or to another document or disk; (With the *Cat* you use the same simple command for all editing -- press LEAP)
- stop what you are doing and switch programs in order to receive information from a remote source via modem; (Telecommunications are reduced to one command -- press SEND; you can write your reply while you receive your electronic mail. All the incoming text is *Cat* text, so you can use *Cat* commands to edit what you receive)
- open a separate calculations program, then move through tedious modes just to place the expression and result in your text; (With the *Cat* you type the expression and press CALC, and the result is automatically included where you want it in your text)
- spend months gaining a working knowledge of editing commands. (The *Cat* tutorial gives the user a thorough orientation to all the commands in one short session. The appropriate part of the helpful on-line manual is available instantly when you need it, and gets out of your way when you're through with it -- press EXPLAIN)

How to Use the Cat

- To start a work session, press a key. (The Cat is always ready, with your work exactly as you left it)
- Start typing.
- To save your work, press DISK.
- To print your work, LEAP to mark the passage you wish to print, and press PRINT.
- To find anything in a 100-page file, press a LEAP key and a few characters of a target word. You're there, now.
- To send a message via the Cat's built-in modem, type it and press SEND. To send a prepared message, LEAP to mark it and press SEND.
- To finish a work session, just walk away. (The Cat saves your work automatically after 5 minutes, and shuts down to its waiting state, ready to begin, exactly where you left off)

What Else you Can Do with a Cat

Since the Cat was designed as a free-form universal tool for humans, it is many things to many people. The Cat does not demand a single method for successful operation -- various techniques applied by different people produce excellent results.

With a single keystroke, you can stop what you are doing and start another document or write a reminder to yourself. After your Cat shuts itself off automatically, it will receive and save messages while you are away. You can send text to other types of computers. You can edit a document without slowing down a group discussion of its form and content. You can use two kinds of printers at once, with no additional hardware. You can switch from a voice conversation to sending data during a single phone call. You can invent your own numerical schedules, spreadsheets, and summaries as you mix numbers, expressions, and text in any form you like. You can invent your own applications, and the Cat won't say 'no'.

How to Buy a Cat

The Cat comes out of its box with everything you need to do a day's work; you start three seconds after you plug it in. For \$995 you get the ready-to-use Cat with the Cat180 daisy-wheel printer, a disk-based tutorial, how-to and reference manuals, built-in 1200-baud modem, blank disk, and telephone cable.

The Cat works with Epson-standard printers and many others, and with Canon's line of daisywheel, ink-jet, and laser printers.

For more information, contact David Wing at (619) 236-9319.

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