



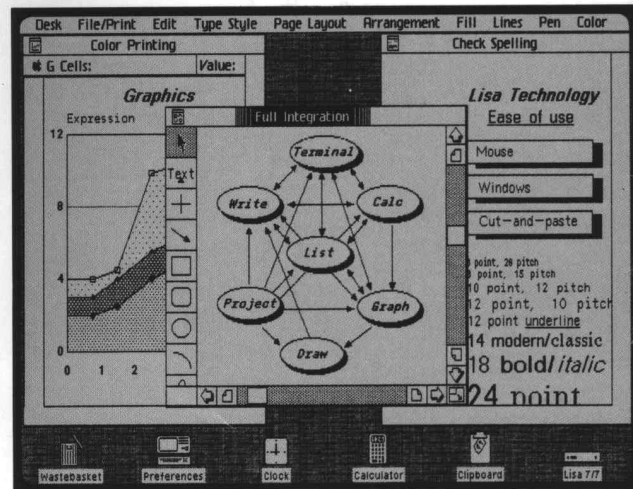
Lisa 7/7

The Lisa Office System

- LisaCalc
- LisaDraw
- LisaGraph
- LisaList
- LisaProject
- LisaTerminal
- LisaWrite

To take full advantage of Lisa 7/7, you'll need a Lisa 2 personal computer with 1 megabyte of main memory and an Apple hard-disk drive.

For the authorized Apple dealer nearest you, call (800) 538-9696. In Canada, call (800) 268-7796 or (800) 268-7637.



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Spreadsheet
Project Scheduling
Business Graphics
Word Processing
Design Graphics
List Management
Data Communications

Lisa 7/7.

For people who would rather run a business than a computer.

The way a lot of computers behave, you'd think people worked for them. Rather than the other way around.

Because a lot of people have had to learn how to think like a computer before they could ask even the smallest favor of it. That meant spending all kinds of time in computer classes. And staying up all night learning laundry lists of crazy commands. Like "Slash-A-Control-Z-Return."

On the premise that most people would rather spend time running a business than a computer, Apple created Lisa® 7/7 for the Lisa personal computer.

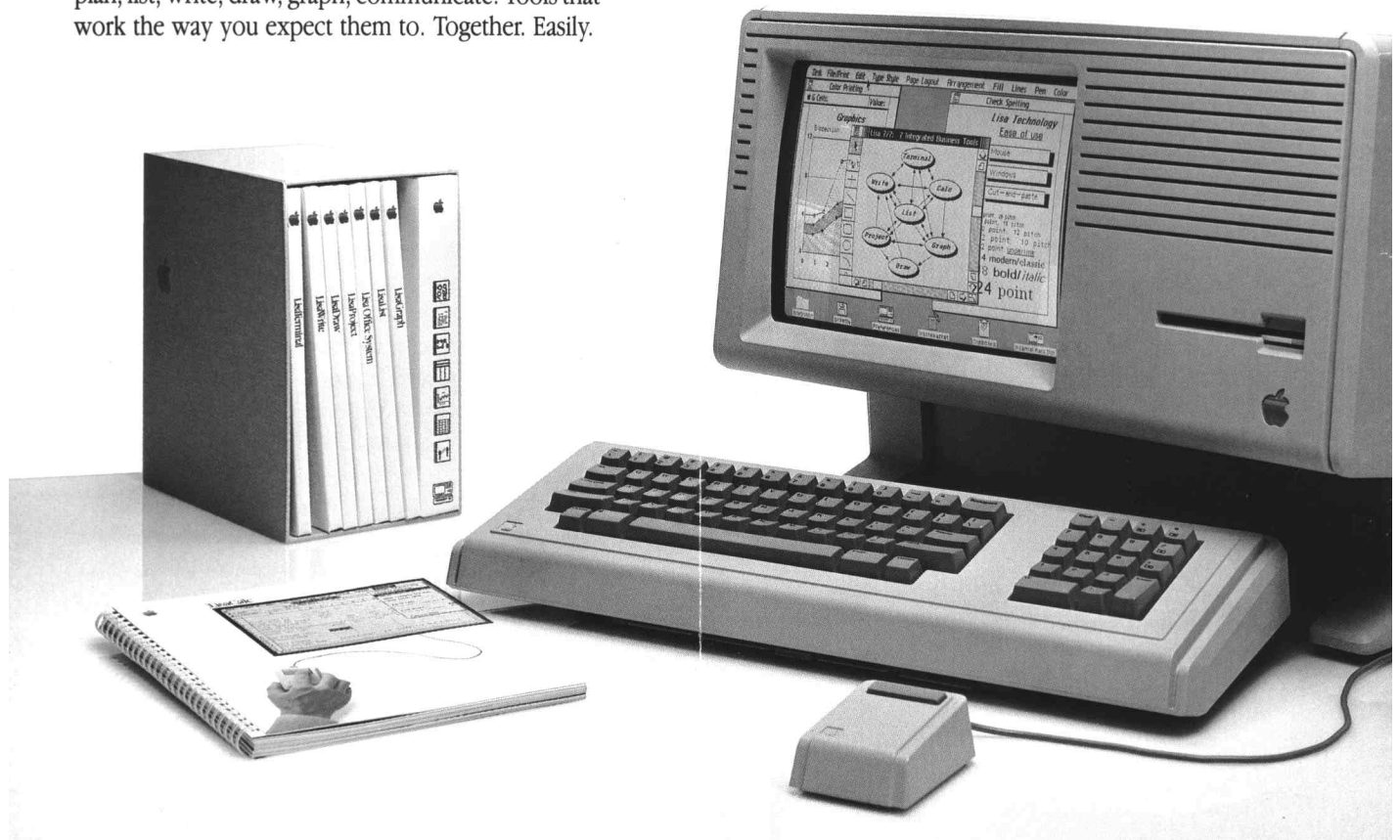
Lisa 7/7 is the most comprehensive, easy-to-use collection of business tools ever assembled under the roof of a personal computer. Tools that let you calculate, plan, list, write, draw, graph, communicate. Tools that work the way you expect them to. Together. Easily.

With Lisa 7/7, you can work with a single document, or a dozen different ones. At once. And when you need to combine information, Lisa 7/7 does it effortlessly. Words and graphs. Numbers and charts. Lisa 7/7 lets you create and merge them naturally—to produce clear answers to your questions and clear information for your business.

For example, you can crunch all the numbers you want. Then, on the same screen, make a graph of them. Paste the graph into a written report. And, while your report is printing in glamorous color, shuffle a letter off to Buffalo.

Lisa 7/7 is so easy to use, you can put it to work almost immediately. Pictures, plain English, and a pointing device replace complex computer commands. And every tool in the Lisa 7/7 package works the same way. Learn one, and you'll learn the rest even faster.

Lisa 7/7. Designed for people who think computers should work for people—and not the other way around.



Lisa 7/7. The shortest distance between two ideas.

Lisa 7/7 is the easiest to use, most complete collection of business tools ever assembled for a personal computer.

Seven tools in one. It's that simple.



Seven business tools. One package. Lisa 7/7 gives you everything you need to solve almost any business problem.

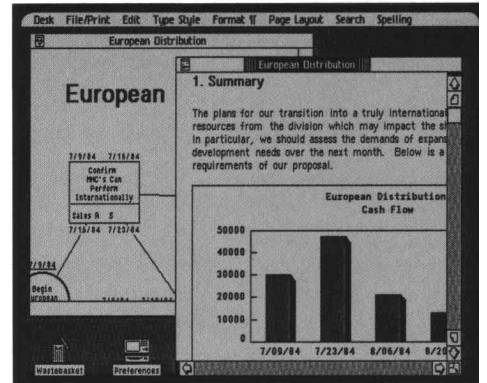
There's *LisaCalc*, an electronic spreadsheet. *LisaTerminal*, data communications. *LisaDraw* and *LisaGraph*, design and business graphics. *LisaList*, list management. *LisaProject*, project scheduling. And *LisaWrite*, a word processor and spelling checker.

Taken individually, each is a powerful professional office tool. Taken together, they let you do things that simply weren't possible before. Like mix text and graphics. Convert numbers into graphs. Chart a critical path. Even doodle.

Integration as easy as cut and paste.

Words, numbers, charts, graphs (and, yes, doodles). With Lisa 7/7, you can work with them simultaneously. Combine them however you like. Because everything Lisa 7/7 does is integrated. Just two commands—"cut" and "paste"—let you shape any kind of information you need. Quickly and easily. In fact, Lisa 7/7 just may be the shortest distance between two ideas.

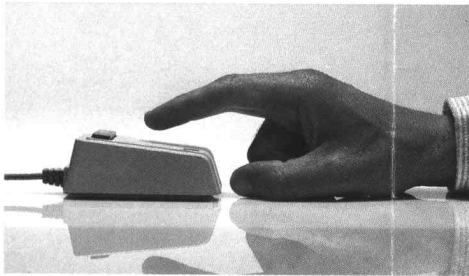
You can, for example, use *LisaProject* to track a project's critical path and cash flow. On the same screen, cut and paste the cash flow data into *LisaGraph* to create a bar graph. Paste the graph into a *LisaWrite* report. Then print it all out just as it appears on the screen, while you go on to your next project. No other program lets you do so much. So simply.



leas. And the fastest way to get them across.

Lisa Technology at your fingertips.

Lisa 7/7 is based on Apple's revolutionary, incredibly powerful Lisa Technology. Technology so advanced you already know how to use it. Because it's designed to work the way you do.



For example, the screen layout resembles a desktop—with pictures of familiar desktop objects. And all commands for a particular document are available in



pull-down menus at the top of the Lisa screen. So you don't need to learn—and remember—a dictionary full of otherworldly computer commands.

Harnessing the power of Lisa 7/7 is as simple as pointing. You use Lisa's mouse to move a pointer on the screen. Point to a picture or menu option, click the button on the mouse, and you've selected that item to work with. Instantly.

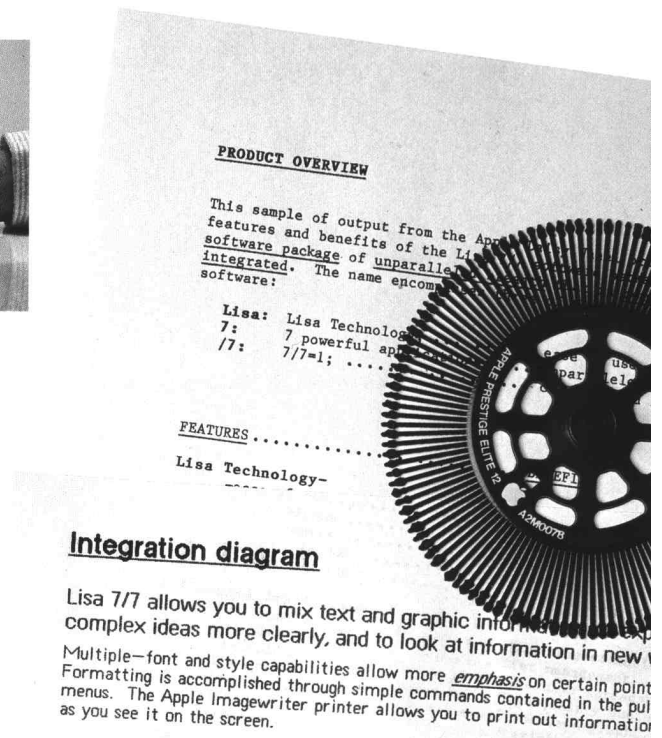
And all Lisa 7/7 tools work the same way. So once you've learned one, it's even easier to master the rest.

See your work in print. And even in color.

You can tell Lisa to print out every jot and tittle you can fit on a Lisa screen. And even in color.

With a daisy wheel, dot matrix, or color ink-jet printer, text and graphics can be printed just as they appear on the Lisa screen—in incredible detail. So go ahead and express yourself. In magenta.

Lisa 7/7 lets you create professional-looking reports. Graphs and layouts that show the big picture—in color. And charts and tables that put your business in perspective. All of which makes Lisa 7/7 the fastest way to get your ideas across.



Integration diagram

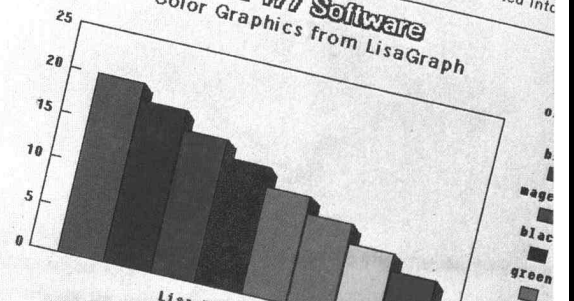
Lisa 7/7 allows you to mix text and graphic information to express complex ideas more clearly, and to look at information in new ways. Multiple-font and style capabilities allow more emphasis on certain points. Formatting is accomplished through simple commands contained in the pull-down menus. The Apple Imagewriter printer allows you to print out information as you see it on the screen.

Lisa 7/7 Integration

Lisa 7/7 Software & Color Printing

- Lisa 7/7 Software provides color printing capability in three of the Lisa 7/7 software packages.
- The title line was created in LisaDraw and cut/pasted into LisaWriter.
- The bar graph below was created in LisaGraph, then cut/pasted into LisaWriter.

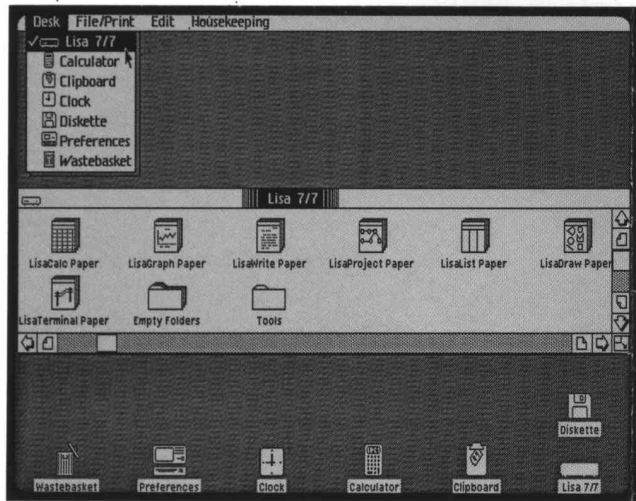
Lisa 7/7 Software Color Graphics from LisaGraph



Apple Lisa Computer -- Technical Information

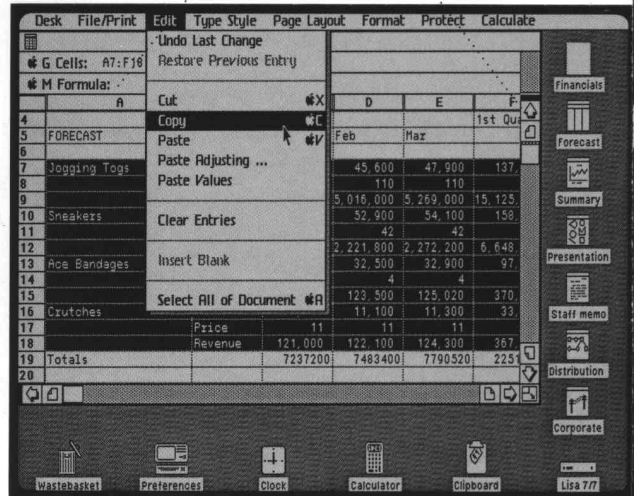
Pull-down menus display available commands.

To move the pointer on the screen, move the mouse on your desktop.



The status panel provides information about the cell you're working in.

You're not limited to the work area you see here. You can scroll up and down, left and right.



Point. Click.

Lisa 7/7 was designed to be easy to use. So the screen layout resembles a desktop, with pictures of objects you'll recognize immediately. Like file folders, a clipboard, even a wastebasket. In addition, all commands available for a particular document are always accessible through pull-down menus at the top of the screen.

To select a picture or menu item, there's a pointer on the Lisa screen. You move the pointer by moving the mouse on your desktop. When you get to the item you want, click the button on the mouse, and you've selected that object.

With incredible speed, you can open a file folder and review its contents. Move data from one application to another. Or print a document, while you continue work on other Lisa 7/7 projects.



Analyze.

From budgets to forecasts to technical models, LisaCalc helps you with all kinds of calculations and analyses. Just enter your numbers and formulas in the displayed spreadsheet. LisaCalc does the rest, calculating—and instantly recalculating—intricate problems to give you the answers your business needs.

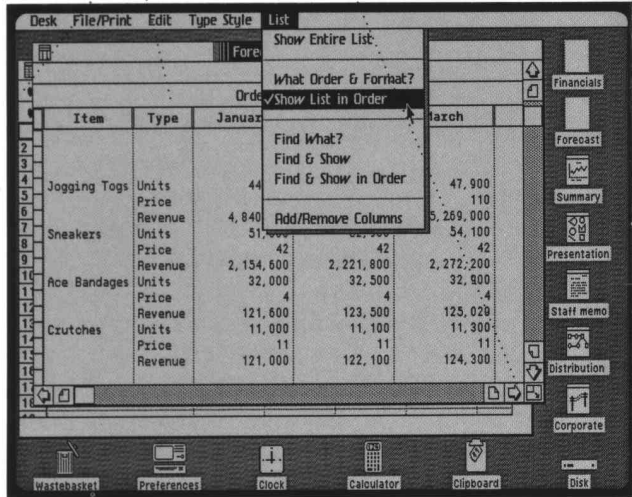
The LisaCalc spreadsheet is big enough—255 columns by 255 rows—to handle the largest projects you can give it. And precise enough—to 15 digits—for the smallest detail.

Use LisaCalc to perform every statistical and financial function you're ever likely to need. Minimum, maximum, and average. Net present value, annuity, and compound interest. And much, much more.

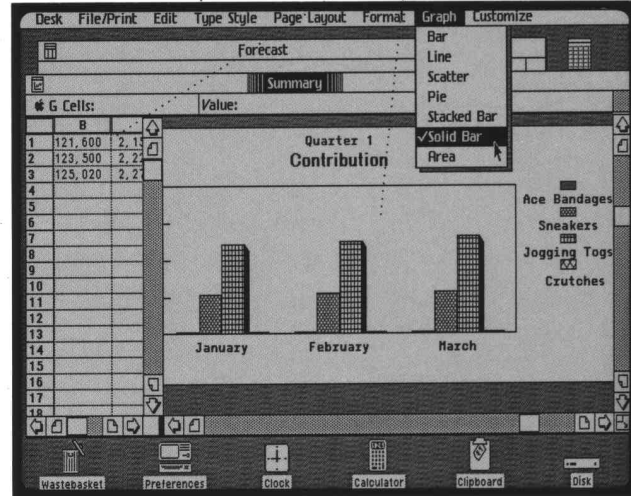
You can also transfer the data in your spreadsheet to another document. So you can turn pages of numbers into a comprehensible graph. Transfer pertinent data to a project plan. Paste key figures into a memo. Or send financial data to your corporate mainframe.

Apple Lisa Computer -- Technical Information

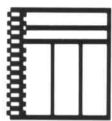
More than one document may be on the Lisa screen at one time. Use the mouse to resize windows.



The high-resolution Lisa screen displays graphics in incredible detail. Both data and the graph are visible on the screen.



Manage.



Financial summaries, customer lists, competitive product information, job candidates. LisaList will collect, organize, sort, compare, and file anything you give it. And give you the information you want, when you need it.

LisaList is large enough to handle your most extensive files. And so flexible, you can choose your own format. Add or delete columns. Make them wider. Narrower. Create new headings.

LisaList also does quick searches and sorts of even the most complex list. You can search through one or more columns at once. Sort rows in ascending or descending order, and by the contents of one or more columns. LisaList makes it simple, too, because it's all done with the mouse.

Like every other Lisa 7/7 tool, LisaList can share information with other documents. You can, for example, paste information from a list into a spreadsheet or report. Or, with LisaTerminal, send that list to corporate headquarters or to every one of your branch offices.

Graph.

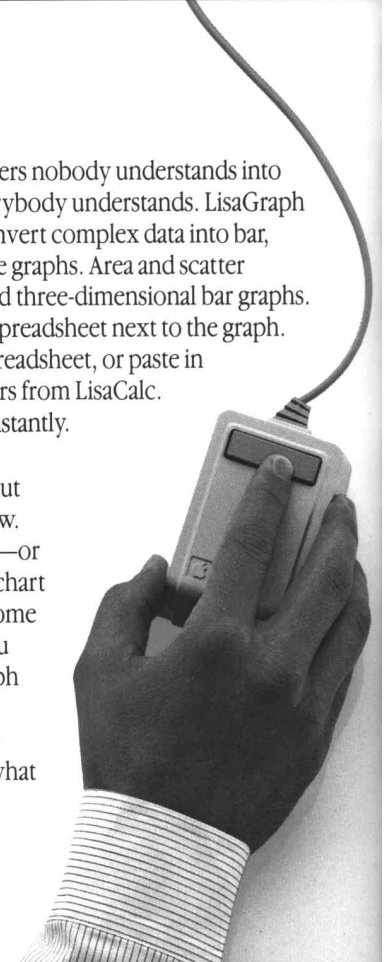


Turn numbers nobody understands into graphs everybody understands. LisaGraph lets you convert complex data into bar, line, and pie graphs. Area and scatter graphs. Even stacked and three-dimensional bar graphs.

LisaGraph displays a spreadsheet next to the graph. Enter numbers in the spreadsheet, or paste in whole blocks of numbers from LisaCalc. LisaGraph plots them instantly.

When you want to customize your graph, cut and paste it into LisaDraw. And add whatever type—or other flourishes—your chart requires. Then, to put some punch in a proposal, you can easily move the graph into LisaWrite.

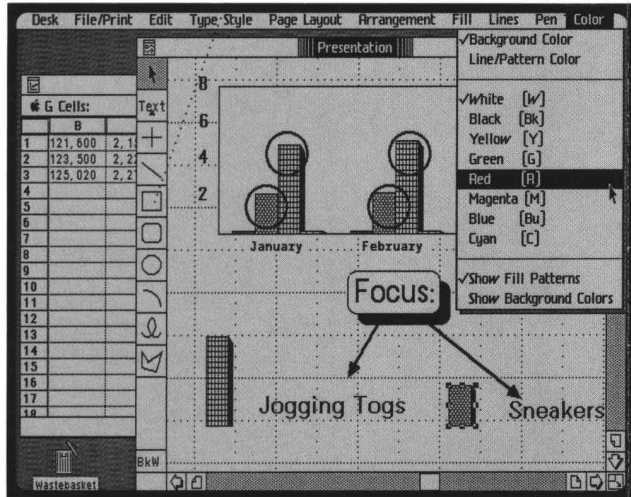
Click the mouse once more. What you see is what you print. And in color, if you like.



Apple Lisa Computer -- Technical Information

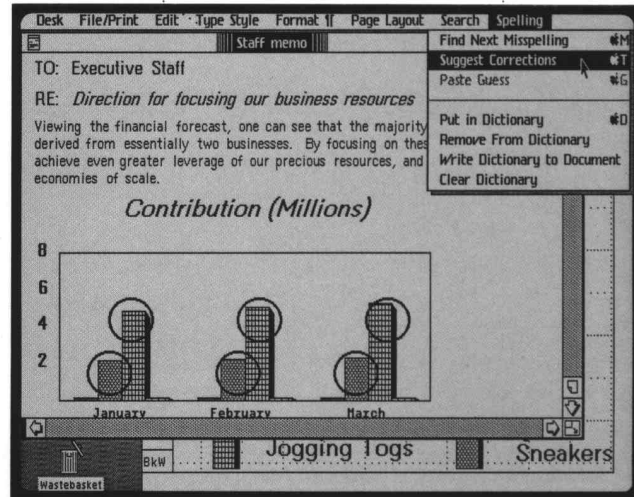
The palette enables you to draw perfect shapes or create freeband drawings.

The Color menu lets you define the colors of objects in your drawing.



Emphasize words with different type styles and sizes.

The built-in spelling checker verifies, and corrects, your spelling.



Draw.



Illustrate your point with LisaDraw—even if you can't draw a straight line.

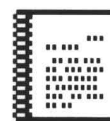
LisaDraw enables you to create custom-designed graphics, without hiring a design studio. Use it to customize graphs. Create maps. Design office forms and technical illustrations. Prepare slide presentations. Even doodle.

LisaDraw gives you complete freedom to create perfect circles, squares, and rectangles. Draw freehand. Fill in areas with patterns. Erase.

LisaDraw also lets you resize, reshape, and rotate objects. Create captions, labels, and headlines. Even get the whole picture by reducing the entire drawing to fit in the Lisa screen.

And when you're ready to commit your masterpiece to paper, you can specify the colors of objects in your drawing. Then cut and paste the drawing into LisaWrite. And print out a memo that would put a peacock to shame.

Inform.



With LisaWrite, anything and everything you might want to do with words can be done with a click of the mouse.

LisaWrite not only shuffles words, but also shuffles them in several different type styles and sizes (not to mention boldface, italics, and underlining). It can also format your words—perfectly, easily. With margins, tabs, line justification, page numbers, headers, footers, and more. So you can create documents that look like they came from a typesetter, not a computer.

LisaWrite won't even let you misspell Mississippi. Its built-in 80,000-word spelling checker verifies every word you compose. You can also add new words to the dictionary. Like Poughkeepsie.

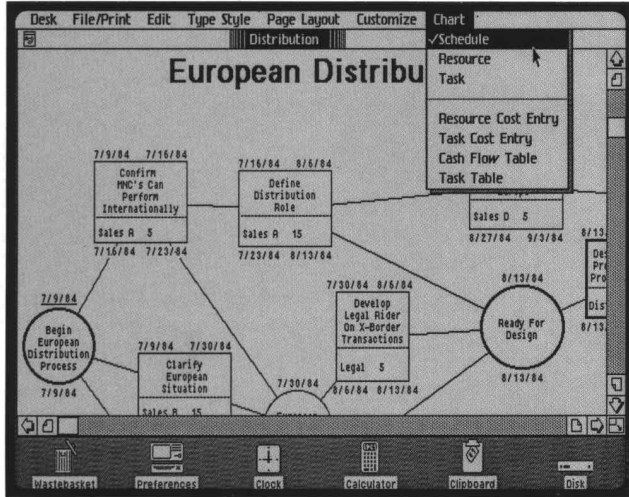
Of course, LisaWrite welcomes spreadsheets and graphs, too. And project charts, lists, and sketches from other Lisa 7/7 documents.

When printing, perfect final drafts are routine, because what you see on the screen is exactly what you get on paper.

Apple Lisa Computer -- Technical Information

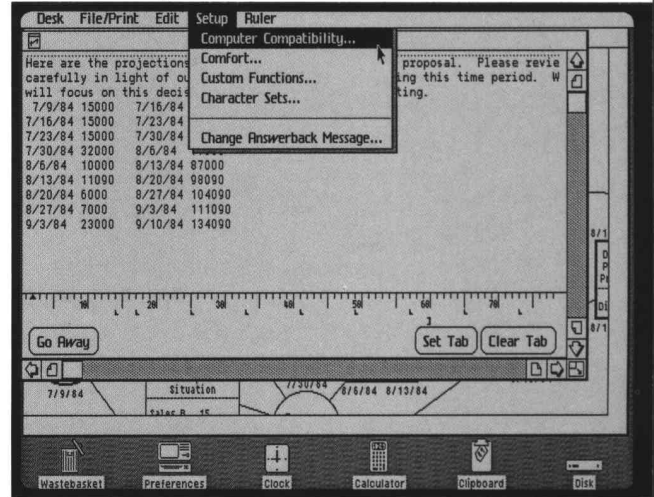
Get an overview of complex projects by shrinking your chart.

The Chart menu gives you a number of options for viewing your data.



To set up communications with another computer, just choose Set Up from the menu, select the options you want, and you're ready to go.

Now, Communicate with your local authorized Apple dealer.



Plan.



If you handle complex projects or schedules, LisaProject can help you chart the way.

Just enter all tasks and resources involved in a project—whether it's putting up a new building or producing a brochure. LisaProject will chart its critical path to completion, calculating dates and deadlines. And automatically recalculating the entire project based on any change in any phase.

With LisaProject, you can instantly switch between charts and tables to put your project in proper perspective. Schedule charts give you an overall view of a project's scope. Resource charts show resource utilization. And task charts display project tasks in order.

LisaProject also enables you to work with the costs of resources and tasks in a project. Cost tables clarify your cash flow. Task tables show pertinent information on each phase of a project.

If you want to analyze project data further, you can cut and paste it into a spreadsheet or list. And, to communicate your project's standing more effectively, you can move the data into LisaGraph for graphing. Or into LisaWrite for a report with real status.

Communicate.



LisaTerminal puts a world of information at your fingertips.

With LisaTerminal and additional hardware, your Lisa can emulate DEC® VT100™ and VT52™, TTY, and IBM® 3278 terminals. Use it to transfer data between Lisa and your corporate mainframe or minicomputer. Or to tap into information services such as The Source®, Dow Jones News/Retrieval®, and CompuServe®.

You can also use LisaTerminal to copy and paste data from another computer into other Lisa documents. You could, for example, copy budget information from your corporate mainframe. Put the numbers through analysis. And then send them back to your mainframe—or anywhere else you'd like.

Now that you know all Lisa 7/7 can do for you, shouldn't you be communicating with your authorized Apple dealer? Since there are hundreds of them, phoning one is easy.

Almost as easy as using Lisa 7/7.

