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Apple Computer Inc., founder Steve Wozniak introduced a new platinum-colored Apple IIs in Cupertino, Calif., Monday. The new computer boasts higher processing speed, high resolution graphics and advanced sound capabilities that enable it to play up to 15 voices simultaneously.

## Apple computer could help Christmas sales

By MARY A.C. FALLON  
Knight-Ridder News Service

CUPERTINO, Calif. — With the razzmatazz that is its hallmark, Apple Computer Inc. has unveiled its latest computer, a showboat of a machine that talks, makes music and draws animation.

While industry analysts expect the new IIs to create enough excitement to jazz Christmas retail sales, they don't believe at its current price that it will awaken the vast home computer market, which has been largely dormant since video games went out of vogue two years ago.

The IIs for the school and home markets is intended to revive Apple's aging IIe workhorse. The IIs, which can paint in 4,000 colors and play 15 voices or musical instruments at the same time, will cost between \$1,697 and \$1,897, depending on its monitor and disk drive.

While this is roughly twice the price of the Commodore Amiga or Atari 520ST, analysts nonetheless believe that those two competitors, which have been hamstrung by a lack of software, face even tougher times.

If the IIs competition isn't enough, Apple also cut the price of two Macintosh computer models

and a printer by 15 percent.

The Macintosh Plus will carry a suggested price of \$2,199, the Mac 512K Enhanced will cost \$1,699 and the LaserWriter printer \$4,999.

The Mac price cut signals the Cupertino company's desire to clear out inventory before Christmas — traditionally the strongest quarter for computer sales — so dealers will have room in January for Apple's next version of the Macintosh, some analysts say.

Apple Chairman and Chief Executive John Sculley said software applications, rather than price, will differentiate the Mac and the IIs.

But, "the question is whether there is enough demand for this. Part of the problem for the computer business is that technology is moving too fast," said William Easterbrook, a computer industry analyst in the San Francisco office of Kidder-Peabody & Co. Inc.

Most industry analysts, however, say they are impressed by the IIs' capabilities and expect it to ignite consumer pre-Christmas buying.

The IIs will be available Sept. 27. Sixteen software packages were shown Monday and about the same number will be ready for Christmas. IIs runs 90 percent of the 10,000 software packages that work on the IIe. It can be attached to any Macintosh peripheral.