

# Apple Set to Introduce the 'Mac Plus'

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SAN JOSE, Calif. — Apple Computer Inc. is getting ready to introduce a more powerful version of its Macintosh personal computer in January. Also, the Cupertino computer maker has singled out a top executive to strengthen ties with software developers.

Both moves are intended to bolster Apple's position in the personal computer marketplace and address complaints from customers and software makers.

On Wednesday, Apple named its chief attorney, Albert A. Eisenstat, senior vice president responsible for business development.

"I'm studying a number of potential projects (concerning software development)...but can't be specific," Eisenstat said. "We haven't made any decisions."

Several software developers said Apple is considering setting up a venture capital fund to finance outside software projects or creating a separate software division that will publish and distribute programs.

These deliberations come while Apple is preparing to announce the Mac Plus, an upgraded Macintosh.

According to sources who have seen the machine, the Mac Plus is designed to address two of the most commonly cited shortcomings of the Macintosh: limited internal memory and disk storage space.

They said the new model will have twice as much memory and disk storage as the current model: 1 megabyte, or 1 million characters, of internal memory — roughly the equivalent of 500 typewritten pages — and 800 kilobytes, or 800,000, characters of disk storage.

The Mac Plus also will have a new keyboard with a numeric keypad and will support the Small Computer System Interface, a standard that will let the Mac be connected to a broader variety of accessories. Current Mac owners will be able to modify their machines to include these options.

Observers say a new machine isn't all Apple needs. They say Apple needs an increasingly broad library of software to keep buyers interested. The IBM Personal Computer, for instance, has several times more software programs than the Mac.

Eisenstat's job will be to study ways Apple can encourage more developers to write programs for Apple computers.

Apple, which already publishes a handful of software programs under

its own label, also is said to be studying whether to add new titles.

Often, software authors complain that they have to compete against the very manufacturers for whom they write programs. This has been a particularly common complaint against IBM, which publishes dozens of titles under the IBM label.

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