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Power Macintosh: Customer Issues Q & A (3/94)

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TOPIC -----

This article contains questions and answers related to customer issues for Power Macintosh.

DISCUSSION -----

Q) How do I briefly explain and position Macintosh with the PowerPC microprocessor?

A) Macintosh with PowerPC technology is the next generation of personal computing.

- A price/performance breakthrough based on RISC technology.
- Offers smooth migration paths for both Macintosh and PC users.
- Has excellent future growth on the Apple, IBM, and Motorola alliance.
- Introduced first in the mid to high end of product line.

Q) When should K-12 customers consider a PowerPC-based computer?

A) If a K-12 customer is currently considering a Macintosh Quadra or has cross platform needs (DOS, Windows), then the Power Macintosh would be an appropriate choice.

Q) Will a Power Macintosh "look" different than a Macintosh today?

A) The primary operating system for the Power Macintosh is System 7 the same operating system shipping with every Macintosh today. Apple is moving our mainstream operating system to PowerPC technology. Users get the power of RISC technology, familiar Macintosh user interface, and need no re-training.

Q) How do I position Power Macintosh to a DOS or Windows friendly audience?

A) Here we need to explain the advantages of making the technology leap to RISC technology, exemplifying Apple's technology leadership. Once people understand this, we can show why Apple has an excellent migration story.

Q) What sort of upgrade solutions will Apple have available at introduction, and how much will those upgrades cost?

A) Apple has stated that upgrades for Quadra and Centris models will be available at introduction. Additionally, Apple and third-party developers are working to create upgrades for other Macintosh models as well.

- Q) Will important K-12 applications be compatible at introduction (for example, ClarisWorks, Mac School, HyperCard)?
- A) Nearly any application that runs on current 680x0 models will be compatible on Power Macintosh. While the initial focus for native applications is targeted more towards mid-range and high-end customers, we expect most developers to start Power Macintosh projects soon if they haven't already. Claris has announced a Power Macintosh version of ClarisWorks.

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