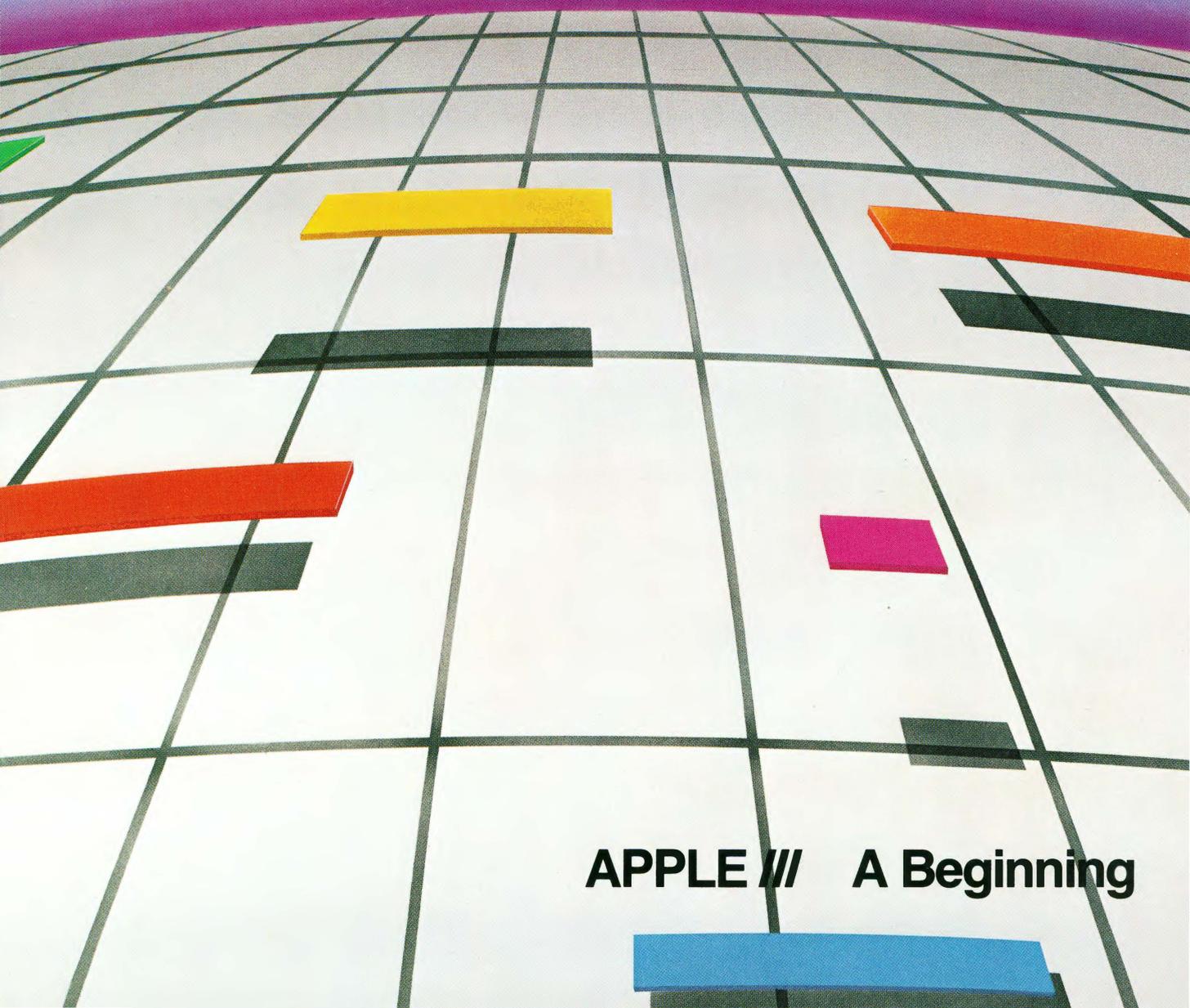


A P P L E



HORIZONS



APPLE /// A Beginning

Apple ///... A Beginning

©Apple Computer, Inc.

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Apple ///... A Beginning

Introduction

Welcome to Apple Horizons and the exciting world of personal computing!

This booklet is a summary of the information presented in the Apple Horizons Workshop, Apple ///...A Beginning. It's designed to be used with the workshop. The booklet provides a quick reference to the names and functions of the Apple computer's parts, applications software solutions, and how the Apple /// and software interact.

The booklet, like the workshop, is divided into three parts.

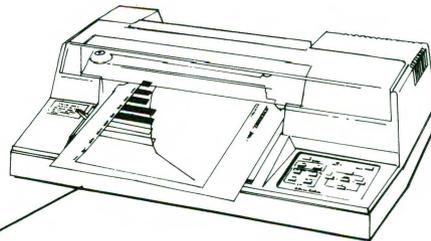
Part one reviews and illustrates the major internal components of the Apple /// and its keyboard.

Part two describes five major application software solutions for business.

Part three illustrates and explains how software and hardware interact.

Finally, a glossary of commonly used terms from the Apple Horizons Workshop is provided. The booklet, along with the Apple Horizons Workshop, is designed to help you use the Apple /// computer system more efficiently and effectively.

Part 1 The Apple III System

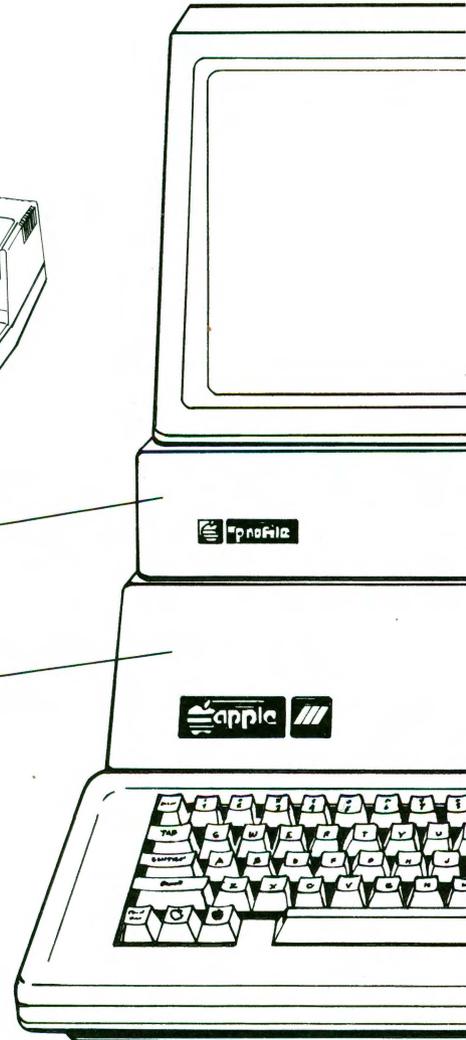
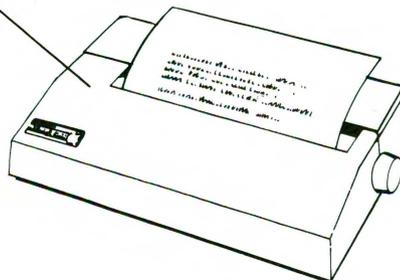


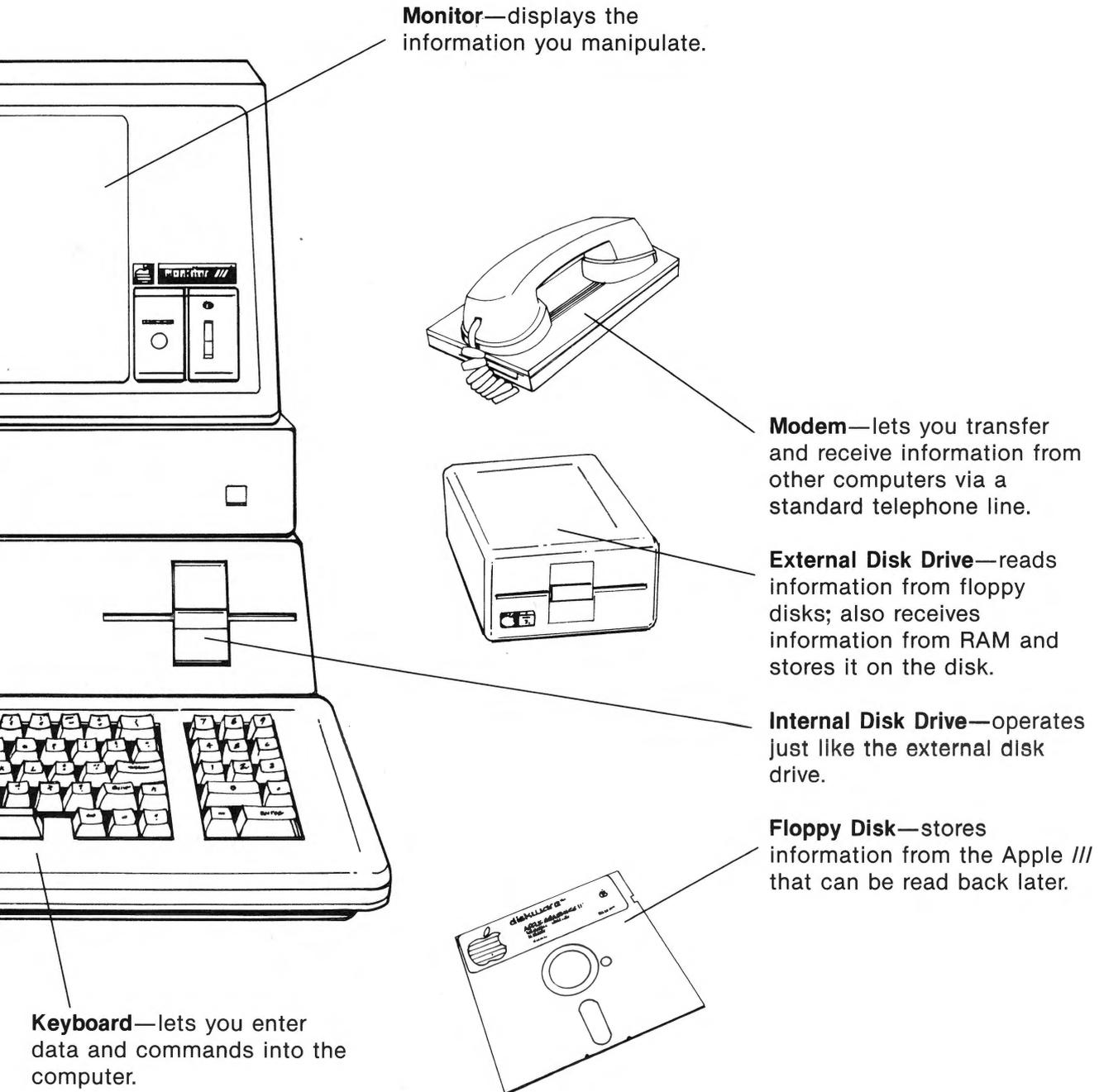
Plotter—prints charts and graphs.

ProFile—stores large quantities of information, equivalent to thirty-five floppy disks.

Computer—controls all the components of the system and processes information.

Printer—prints out on paper the information stored on disks.



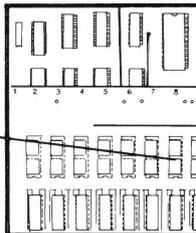
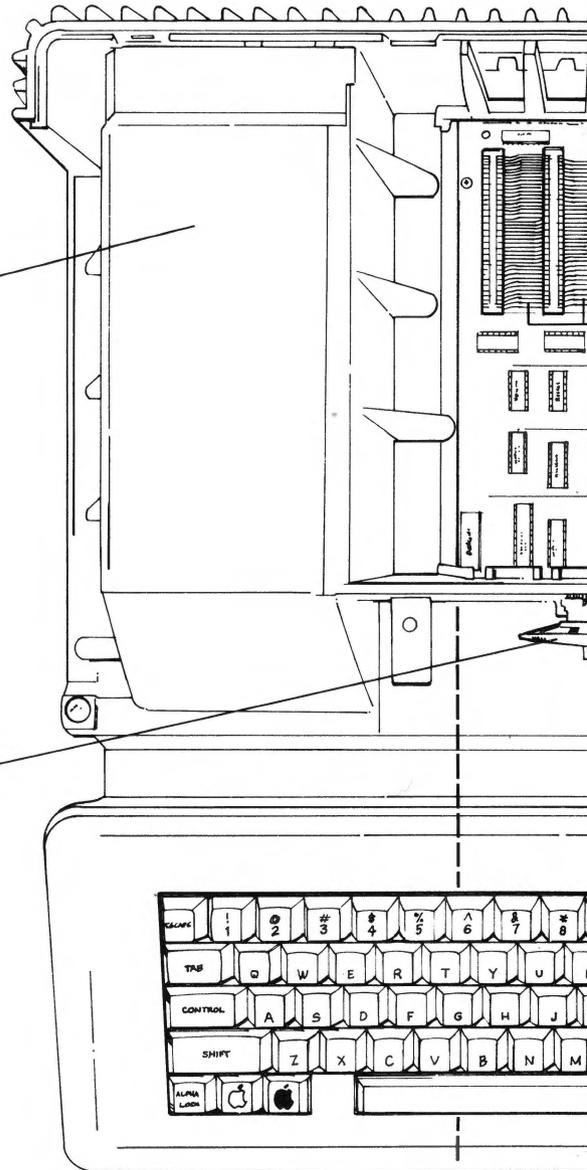


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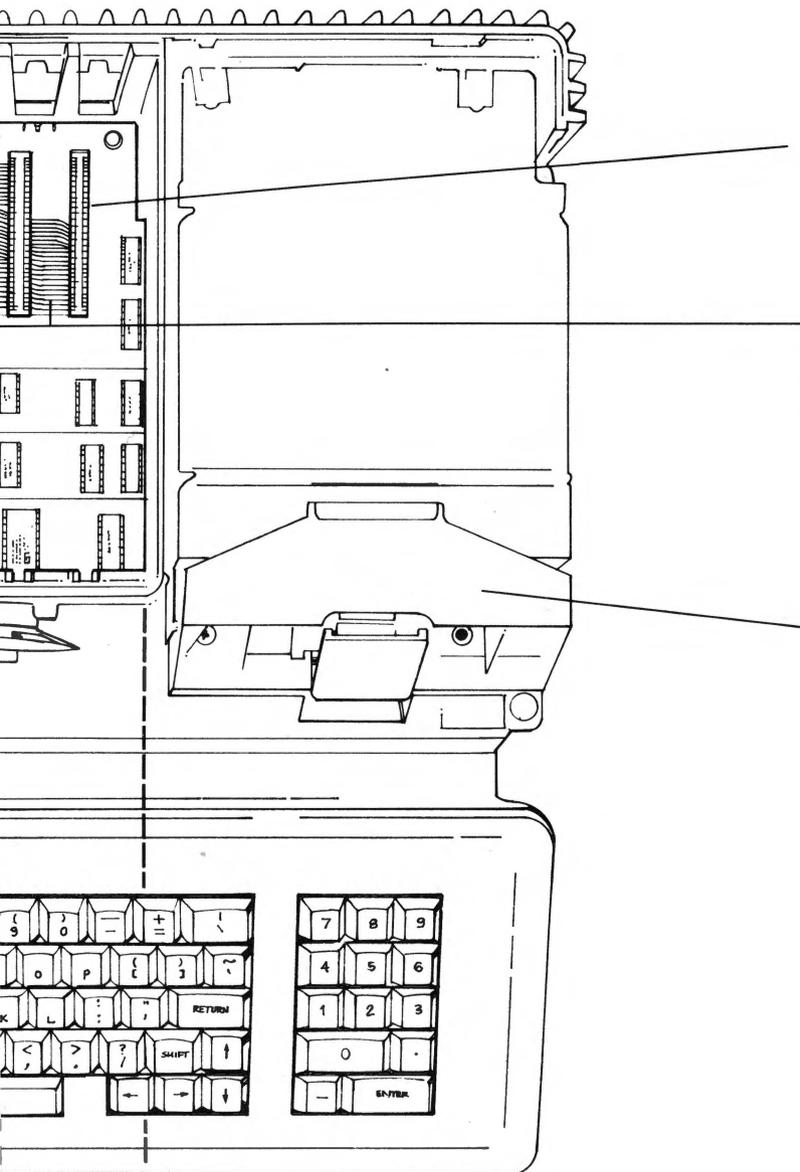
Power Supply—Controls electrical power supply for the computer.

Speaker—produces range of tones.

Ram Chips—stores information read from disk or created at the keyboard.



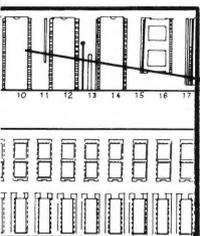
Apple III



Slots—hold cards which allow for connecting of peripherals or expansion of capabilities of the system.

Traces—transfer electrical impulses. Traces are electrical connectors etched onto the board.

Internal Disk Drive—reads programs and information contained on floppy disks, and transfers these into the computer. It can also receive information from the computer and store it onto a disk.



Microprocessor—controls the execution of programs and instructions.

The Ke

Control—always used in combination with another key, the result is a command to the Apple III.

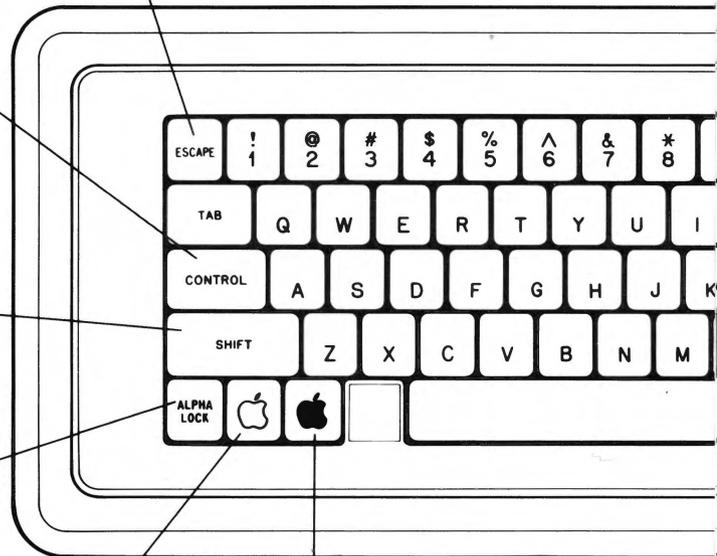
Escape—often used to move to a different part of a program.

Shift—similar to a typewriter shift key.

Alpha Lock—provides for capitalization of alphabetic characters.

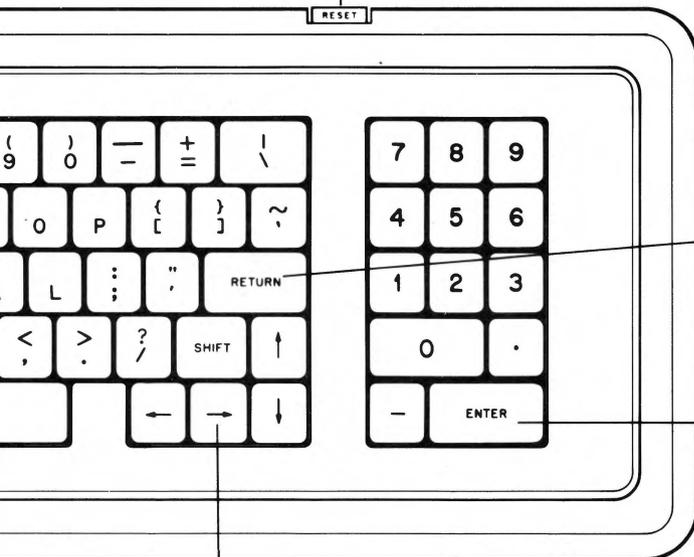
Open Apple—often used to get to a help screen from a program.

Solid Apple—used in conjunction with another key, it causes that key to repeat at a faster rate.



Keyboard

Reset—causes a program to re-start when it is pressed with the control key.



Return—tells the Apple III to process the information entered, or to go on to the next stage.

Numeric Key Pad—used mainly for entering numeric data into the computer, it acts just like a calculator.

Arrow Keys—allow you to move the cursor up, down, or left or right.

Part 2 Application Software

While there are hundreds of uses for your Apple /// personal computer, there are five main application areas that are particularly useful to business and professional users.

They are:

- Word Processing
- Electronic Spread Sheets
- Data Base Management
- Business Graphics
- Communications

To use any of these applications you will need special program disks. These disks contain instructions for starting your Apple ///. Different program disks give the computer different instructions and can change your Apple /// from a word processor to a financial analyst or an electronic filing cabinet. As a class, these programs are all referred to as Applications Programs.

To further explain, we've detailed the functions of each of the five application areas.



Word Processing

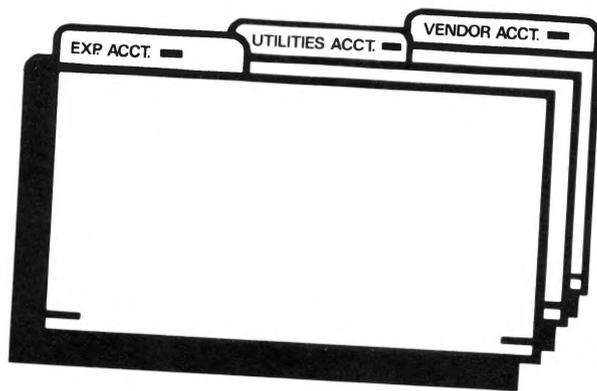
When you need to create, edit and revise such things as contracts, form letters, long articles and reports, you need word processing. When you do word processing on an Apple III, you can move around and change words in sentences, add and delete paragraphs, and store what you have written and then call it back in whole or in part for reuse. You can create and format tabular data. By attaching an impact printer to the Apple III, you can produce beautifully printed hard copy, with perfectly even margins—right and left—paginated and spaced the way you want it.



Electronic Spreadsheet

To create financial models, plan budgets, develop price strategies, or prepare statements, you need an electronic spreadsheet. Preparing these documents usually requires long hours of work with pencil, eraser, calculator, and spread sheets filled with rows and columns of figures.

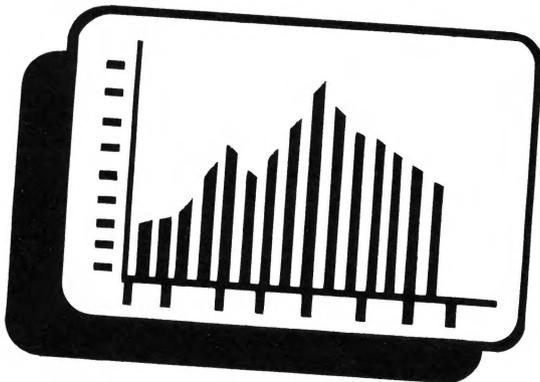
An electronic spreadsheet program helps do all these things with keyboard and screen. You can recalculate and command figures to change automatically. You can ask, "What if?" You can save the electronic spreadsheets on floppy disks. You can also print them out on paper as they are or combine them in whole or in part with other reports.



Data Base Management

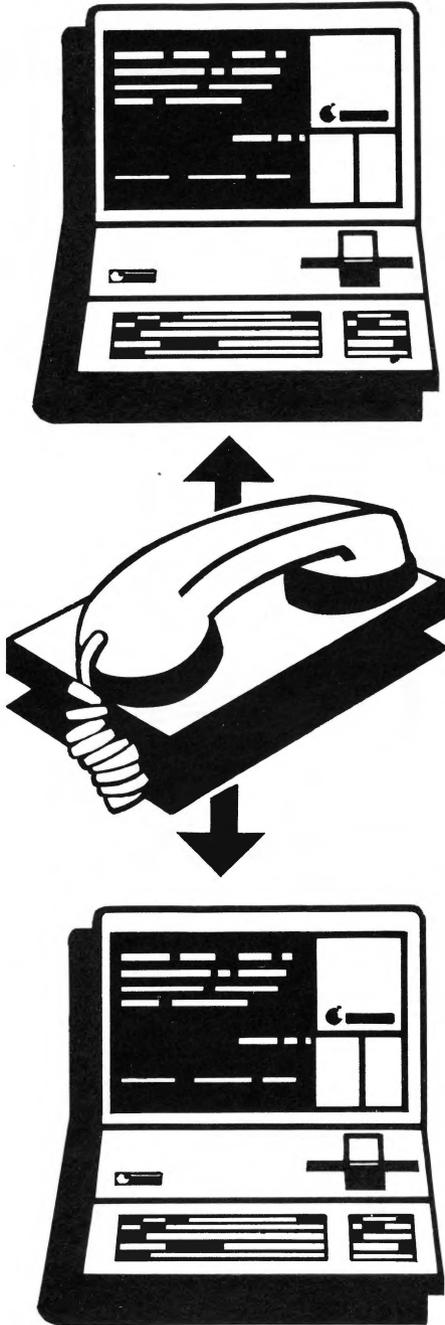
Every professional and business person maintains information and records which are usually stored in file cabinets or personal filing systems. These may be lists of clients, expense accounts, job status reports, personnel reports, and such. Departments also have needs to maintain similar information or data bases in larger and more complex storage systems. Data base management programs, used with the Apple III computer, let you organize and store information, and then display it on your screen in a meaningful way for you.

You can also select, display on the screen, and print information that matches special conditions—like which client needs a follow-up sales contact this month or which employees worked late shifts last month. Data base management applications can also let you do such things as generate mailing lists and update them easily.



Business Graphics

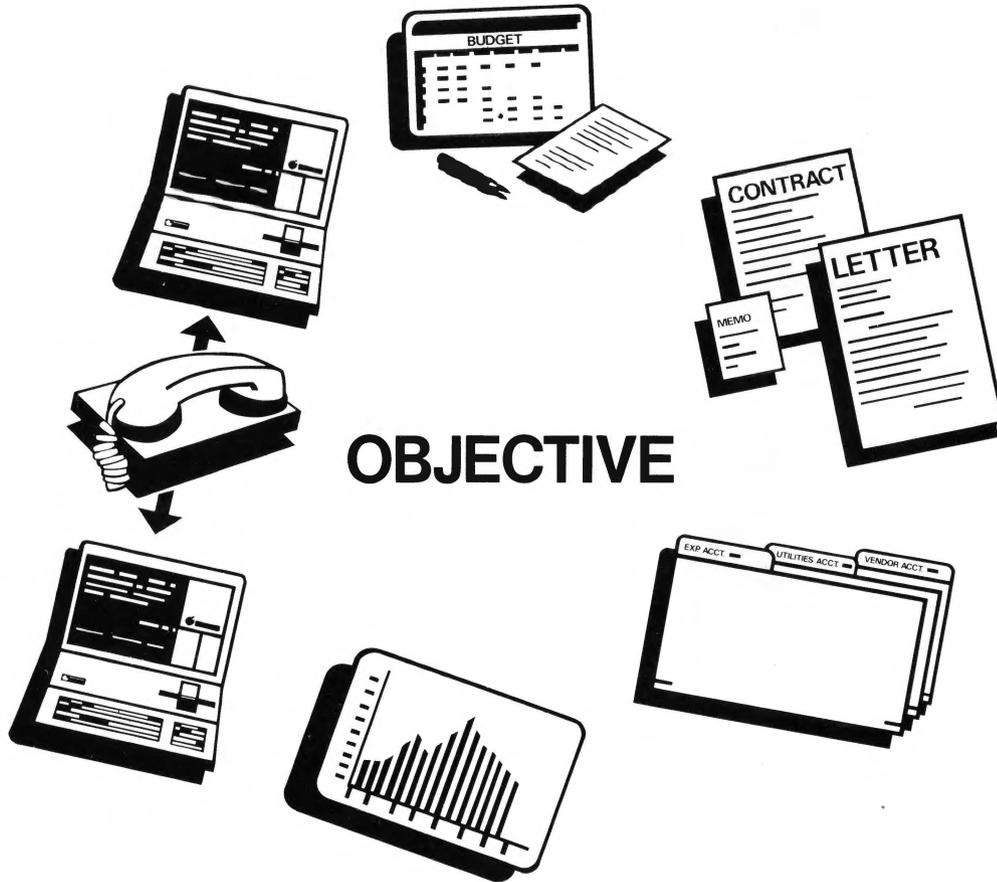
Communicating current and future business trends, the relationship between increased productivity and profit, or the projected effect of a new strategy on increased sales, are often difficult to communicate with words alone. The Apple III computer, using business graphics software, can quickly create presentation-quality graphs and charts to help you and your clients visualize current and future business trends. These can be displayed on the screen, printed out in black and white, or automatically drawn for you in brilliant colors with plotters.



Communications

You may also need information stored in the large corporate mainframe computer, or in national and international data banks. Access to services like **News Retrieval**, and/or **The Source**, can make the difference in providing up to date informed analysis and synthesis of a business situation. The Apple III can let you bring in outside information via telephone lines. You can also use it to send and receive information around the world with electronic mail programs.

Meeting Your Objective



Each application area by itself is valuable for the business professional.

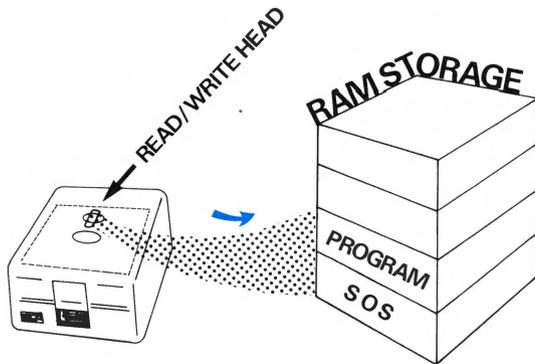
But the power to use all of these applications to meet a single objective will greatly increase one's effectiveness and efficiency.

Thus, a manager can prepare budgets, back these up with information stored in a data base, present the information graphically, organize and print up the report, and even send copies to distant locations—all using the Apple III computer and available or specially tailored programs.

You will be able to choose a variety of actual packages for each type of application, and your choice will depend on your particular needs. Your needs should be carefully evaluated in consultation with your Apple representative to make the best choice.

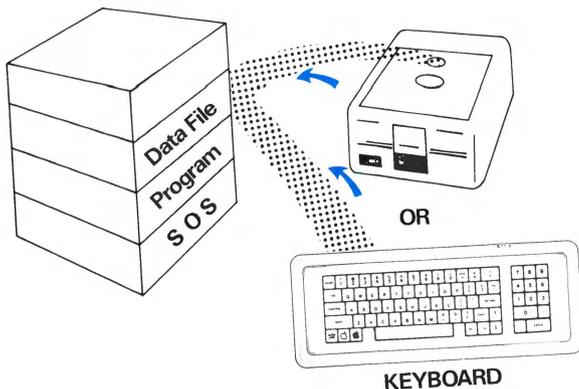
Part 3 Working Together Hardware and Software

There are four important operations you will frequently perform when you use applications programs. They are: Booting a program, Creating or loading previously created information, Modifying the information, and Saving the updated information back to disk.



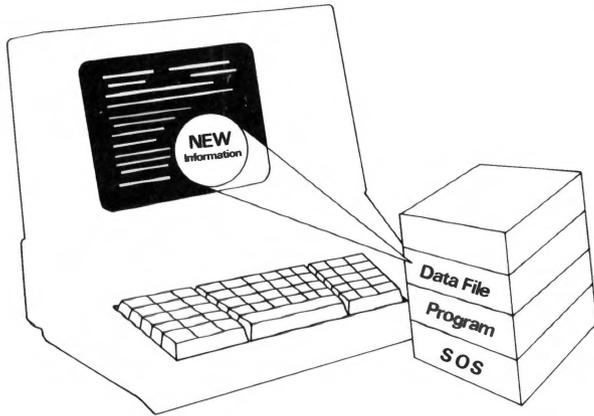
Booting the System:

Whenever you turn on your Apple III, it looks for instructions from the disk in the built-in disk drive. Normally, when you start up your system you'll put a program disk into the built-in drive. The Apple III will read this program disk and follow the instructions on it. This whole process, which takes only a few seconds, is called "Booting the System."



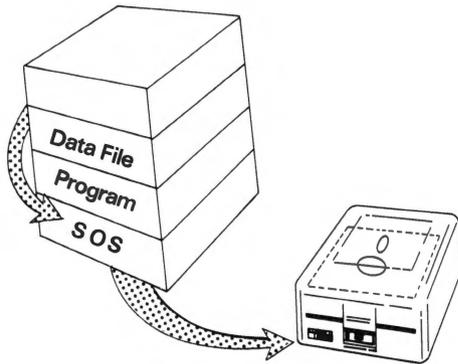
Creating or Loading Information:

When creating or loading information you are entering it into the area of the computer called "memory." Memory stores the memos, financial models or other information with which you are working. New information can be created and entered directly into the computer's memory by using the program instructions of the keyboard. Information previously stored on a data disk can be entered from the Apple III's disk drive.



Changing the Information:

Now that you have the information in the computer's memory, you can begin to make changes to it. The way you make changes will depend on the application program you are using.



Save the Information in a file on disk:

Whether you have created new information or changed the information in the computer's memory, to have a permanent version it must be saved on the disk. Using keyboard commands, you instruct the program to send the information to the data disk. If you have made changes to the information in an existing disk file, the old information will be replaced with the new.

Glossary

Applications Software—computer programs that apply the resources and capabilities of the computer and peripheral devices to a task, such as word processing, data-base management, graphics or communications. Compare System Software.

Boot—the process of starting up a computer by loading a program into memory from a disk.

Chips—integrated circuits.

Computer—an electronic device that performs predefined (programmed) computations at high speed and with great accuracy. Physically, the computer is made up of chips plugged into a board that are connected by traces.

Computer Language—a code for giving the computer instructions. Some common computer languages are: BASIC, Pascal, and COBOL. A set of instructions written in a computer language is called a program.

Cursor—a marker displayed on the computer monitor which usually designates where the next typed character will be displayed.

Data Disk—a disk used for storing information created by the user, such as letters, memos, graphs, etc. Compare Program Disk.

Device—a unit of computer hardware, such as a disk drive or printer. Sometimes called a peripheral or peripheral device.

Disk—a flat circular piece of plastic (flexible) or metal (rigid) onto which information is recorded magnetically. A flexible disk is removable from the disk drive. A rigid disk, such as the disk inside the ProFile, is permanently resident within its disk drive.

Disk Drive—a device that can read information from and write information onto a disk in much the same way that a tape recorder plays from or records on magnetic tape. Inside the drive, a motor spins the disk around and a read/write head performs the reading or writing operation.

File—a unit of information that is stored on disk and given a filename. The contents of a file may be anything—a letter, a financial model, a graph, or a program.

Flexible Disk—a disk made of flexible plastic; often called a “floppy” disk.

Hardware—the physical components of a computer system.

Keyboard—a device for entering information into the memory of the computer.

Kilobyte—a measure of memory size, often abbreviated as K. One kilobyte (1K) is 1,024 characters.

Microprocessor—the most important chip in the computer. It executes instructions from programs and controls all the components of the system.

Modem—a peripheral device that enables the computer to transmit and receive information over a telephone line.

Monitor—a device for viewing information.

Operating System—software that organizes the computer's resources and capabilities and makes them available to the user or to an application program. Compare Application Software, System Software.

Peripheral—see Device.

Plotter—a peripheral device that prints color graphs and charts on paper.

Power Supply—the hardware component of a computer that draws electrical power from a power outlet and converts it to the forms needed by other hardware components.

Printer—a peripheral device that prints text on paper.

ProFile—a mass storage device with a built-in hard disk. It stores the equivalent of 35 flexible disks.

Program—a set of instructions describing actions for a computer to perform in order to accomplish some task. A program is written in computer language.

Program Disk—a disk that contains computer programs for performing some task with the computer. Compare Data Disk.

Random Access Memory (RAM)—a group of chips which temporarily store information. RAM is volatile; information stored is lost when power is shut off.

Read Write Head—the part of a disk drive which reads information from a disk.

Slots—sockets inside the computer for plugging in external devices.

System Software—computer programs that make the resources and capabilities of the computer available for general purposes. One example is an operating system. Compare Application Software.

Sophisticated Operating System (SOS)—the operating system for the Apple III computer. SOS is loaded into RAM when the computer is booted. There are three files which comprise SOS: SOS.KERNEL, SOS.INTERP, SOS.DRIVER.

Traces—metallic conductors connecting the integrated circuits of a computer. These are like wires in a mechanical device.

User Interface—the rules and conventions by which the human user communicates with a computer using a particular applications program.

