
Guide to the Apple Computer, Inc. Records, 1977-1998

Finding Aid prepared

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Guide to the Apple Computer, Inc. Records, 1977-1998

Collection number: M1007

Department of Special Collections and University Archives
Stanford University Libraries
Stanford, California

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Date Completed:

1999 Aug.

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Steven Mandeville-Gamble

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Descriptive Summary

Title: Apple Computer, Inc. Records,

Date (inclusive): 1977-1998

Collection number: Special Collections M1007

Creator: Apple Computer, Inc.

Extent: ca. 600 linear ft.

Repository: Stanford University. Libraries. Dept. of Special Collections and University Archives.

Abstract: Collection contains organizational charts, annual reports, company directories, internal communications, engineering reports, design materials, press releases, manuals, public relations materials, human resource information, videotapes, audiotapes, software, hardware, and corporate memorabilia. Also includes information regarding the Board of Directors and their decisions.

Language: English.

Access

The hardware series of this collection is closed until it can be fully arranged and described.

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Preferred Citation

[Identification of item] Apple Computer, Inc. Records, M1007, Dept. of Special Collections, Stanford University Libraries, Stanford, Calif.

Acquisition Information

Gift of Apple Computer, Inc., 1997.

Historical Note

Apple Computer, Inc. was incorporated on January 3, 1977. Apple Computer, Inc., ignited the personal computer revolution in the 1970s with the Apple II, and reinvented the personal computer in the 1980s with the Macintosh, of which it had sold more 30 million systems as of the end of 1998. Apple's original mission as articulated by its co-founder Steven Jobs was to bring the best personal computing products and support to students, educators, designers, scientists, engineers, business persons and consumers in over 140 countries around the world. In 1998, Apple Computer, Inc. maintained Research & Development sites in Cork, Ireland; Cupertino, California; Tokyo, Japan; and Zhuhai, China. Apple owned manufacturing facilities in the United States, Ireland, and Singapore. Distribution facilities are located in the United States, Europe, Canada, Australia, Singapore, and Japan.

- | | |
|------|---|
| 1976 | Steve Job and Steve Wozniak create the Apple computer, which is just a circuit board and does not come with a case, keyboard, mouse or monitor. Venture capitalist "Mike" Markkula invests \$91,000 in the new company. |
| 1977 | The Apple II released. First personal computer with a plastic case and color graphics. |
| 1978 | Storage peripheral on Apple II changed from cassette to disk drive. |
| 1979 | Apple II+ released. |
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- 1980 Apple III released. Apple has several thousand employees, no domestic unions and goes public at \$22/share.
- 1981 Problems with Apple III lead the company to temporarily halt production. Forty employees are laid off. Wozniak and girlfriend injured in a plane crash. Jobs becomes chairman, "Apple Values" drafted. IBM releases its first PC.
- 1983 Apple III+, Apple IIe and Lisa released. Lisa was the first graphical-interface computer available to the public. Lisa also comes with a mouse and a 3.5 inch disk drive. John Sculley leaves PepsiCola to run Apple. Over 200 Apple employees have become millionaires since 1980. Apple is the youngest company to enter the Fortune 500.
- 1984 Apple IIc, Lisa 2 and Macintosh are released. The classic "1984" commercial runs during the Superbowl.
- 1985 Lisa and Apple III discontinued. Lisa 2 re-released as Mac XL. Jobs resigns, Apple lays off 1200 employees and begins to look into Microsoft's GUI development after the release of Windows 1.01.
- 1986 Apple IIgs, enhanced Apple IIc and MacPlus released. Apple achieves Fortune 200 classification.
- 1987 Mac SE and Mac II released. Hypercard added to operating system.
- 1988 Apple IIc+ and Mac IIx released. Apple has over 9000 employees worldwide and is doing business in 85 countries. Jobs' new project NeXT is released.
- 1989 Mac SE/30, Mac IIcx, Mac portable and Mac IIci released. Excess Lisa computers buried in a Utah landfill.
- 1990 Mac IIfx, Mac Classic, Mac LC and Mac IIsi released. IBM released Windows 3.0.
- 1991 Classic II (later sold as Performa 200), Quadra 700, Quadra 900 and PowerBook 170 released.
- 1992 Mac IIvx (Performa 600 and 600CD), Mac IIvi, Quadra 950 and PowerBook 160 released.
- 1993 Color Classic, Color Classic II, LC III, LC III+, LC 475/ Quadra 605, LC 520, Quadra 610, Quadra 650, Quadra 800, Workgroup Server 80, PowerBook 165, PowerBook 5300 and Newton released. Scully leaves and Michael Spindler becomes CEO of Apple. NeXT computers are discontinued.
- 1994 LC 550, Quadra 630, PowerMac 6100 and various Performas released.
- 1995 Various PowerMacs, various Performas and Duo 2300c released. Apple has \$1 billion in backorders. Windows 95 released.
- 1996 Various PowerMacs and Performas released. Spindler resigns and Gil Amelio becomes chairman. Apple buys NeXT and Jobs returns to work at Apple.
- 1997 Various PowerMacs and PowerBooks released. Amelio resigns. Jobs becomes "interim" CEO and crafts an alliance with Microsoft. Newton cancelled.
- 1998 iMac released. Apple begins to be profitable again.

Scope and Content

Contains organizational charts, annual reports, company directories, internal communications, engineering reports, design materials, press releases, manuals, public relations materials, human resource information, videotapes, audiotapes, software, hardware, and corporate memorabilia. Also includes information regarding the Board of Directors and their decisions.

Indexing Terms

The following terms have been used to index the description of this collection in the library's online public access catalog.

Amelio, Gil.

Jobs, Steven, 1955-

Sculley, John.

Wozniak, Stephen Gary, 1950-

Markkula, A.C. (Mike)

Apple Computer, Inc.

Apple Computer, Inc. Macintosh Division

Apple II (Computer)

Apple IIc (Computer)

Apple IIe (Computer)

Apple II (Computer)

Apple IIc (Computer)

Apple IIe (Computer)

Apple IIgs (Computer)

Apple II Plus (Computer)

Apple III (Computer)

Apple computer--Programming.
Computer engineering.
Computer industry.
Computer software industry.
Computers.
Corporate culture.
Lisa computer.
Macintosh (Computer)
Macintosh II (Computer)
Macintosh Classic (Computer)
Macintosh SE (Computer)
Macintosh PowerBook notebook computers.

Series 1 **Administration & Organization**

Scope and Content Note

This series includes organization charts (both company-wide and for smaller divisions), telephone directories, annual reports, corporate histories and timelines.

Subseries 1.1 **Timelines & Corporate History**

Box 1, Folder 1
Box 1, Folder 2

Software & hardware release & availability dates, var.
Photocopies of checks written to purchase an Apple I, 1976, July

Subjects and Indexing Terms

Ricketts, Charles

Box 1, Folder 3
Box 1, Folder 4
Box 1, Folder 5
Box 1, Folder 6
Box 1, Folder 7
Box 1, Folder 8
Box 1, Folder 9
Box 1, Folder 10
Box 1, Folder 11
Box 1, Folder 12
Box 1, Folder 13
Box 1, Folder 14

Corporate Timeline, 1976-1988
Corporate Timeline, 1976-1990
Corporate Timeline, 1976-1992
Corporate Timeline, 1976-1993
Corporate Timeline, 1976-1995
Historical pricing list, 1977-1984
Revenues bargraph, 1977-1992
Apple products: dates introduced & discontinued, 1978-1997
Apple Values statement, 1981?
Apple Corporate Library Timeline, 1981-1987
Apple Commemorative Calendar, 1982
Case study of Apple Computer, Inc. for Stanford University School of Business, 1983

Subjects and Indexing Terms

Gable, James S.
Tylka, Suzanne
Stanford University

Box 1, Folder 15
Box 1, Folder 16

Introduction dates for Apple products, 1987
Innovation at Apple, 1990

Subjects and Indexing Terms

Dvorak, John C.

Box 1, Folder 17	At the Crossroads: a strategic framework for a renewed Apple, 1996 Subjects and Indexing Terms Amelio, Gil
Box 9, Folder 1	Apple timeline exhibit, 1945 - 1985 : ENIAC computer, 1945 Physical Description: 1 photograph mounted on press board
Box 9, Folder 2	Apple timeline exhibit, 1945 - 1985 : ENIAC computer, 1945 Physical Description: 1 photograph mounted on press board
Box 9, Folder 3	Apple timeline exhibit, 1945 - 1985 : ENIAC computer information plaque, 1945 Physical Description: text mounted on press board
Box 9, Folder 4	Apple timeline exhibit, 1945 - 1985 : Battle for market share informational plaque, 1950-1959 Physical Description: text mounted on press board
Box 9, Folder 5	Apple timeline exhibit, 1945 - 1985 : Byte magazine cover, Issue no. 3, 1975 Nov. Physical Description: 1 photograph mounted on press board
Box 9, Folder 6	Apple timeline exhibit, 1945 - 1985 : Byte Computer Store, 1975 Physical Description: 1 photograph mounted on press board
Box 9, Folder 7	Apple timeline exhibit, 1945 - 1985 : Byte Computer Store information plaque, 1975 Physical Description: text mounted on press board
Box 9, Folder 8	Apple timeline exhibit, 1945 - 1985 : Apple Computer original partners, ca. 1975 Physical Description: text mounted on press board
Box 9, Folder 9	Apple timeline exhibit, 1945 - 1985 : Apple I interpreter, ca. 1975 Physical Description: 1 photograph mounted on press board
Box 9, Folder 10	Apple timeline exhibit, 1945 - 1985 : Apple I interpreter informational plaque, ca. 1975 Physical Description: text mounted on press board
Box 9, Folder 11	Apple timeline exhibit, 1945 - 1985 : Apple I schematic informational plaque, ca. 1975 Physical Description: text mounted on press board
Box 9, Folder 12	Apple timeline exhibit, 1945 - 1985 : Assembly line in garage, 1976 Physical Description: 1 photograph mounted on press board
Box 9, Folder 13	Apple timeline exhibit, 1945 - 1985 : Assembly line in garage, 1976 Physical Description: 1 photograph mounted on press board
Box 9, Folder 14	Apple timeline exhibit, 1945 - 1985 : Assembly line in garage informational plaque, 1976 Physical Description: text mounted on press board (2 copies)
Box 10, Folder 1	Apple timeline exhibit, 1945 - 1985 : Original Apple logo, 1976 Physical Description: 1 photograph mounted on press board

Box 10, Folder 1	Apple timeline exhibit, 1945 - 1985 : Apple-I operation manual cover, 1976 Physical Description: 1 photograph mounted on press board
Box 10, Folder 1	Apple timeline exhibit, 1945 - 1985 : Apple-I operation manual cover, 1976 Physical Description: 1 photograph mounted on press board
Box 10, Folder 2	Apple timeline exhibit, 1945 - 1985 : Apple's first advertisement, 1976 Physical Description: 1 photograph mounted on press board + text mounted on press board
Box 10, Folder 3	Apple timeline exhibit, 1945 - 1985 : Regis McKenna, Inc. advertising memo re: Apple Computer, 1976 June 22 Physical Description: 1 photograph mounted on press board
Box 10, Folder 4	Apple timeline exhibit, 1945 - 1985 : Regis McKenna, information plaque, 1976 Physical Description: text mounted on press board
Box 10, Folder 5	Apple timeline exhibit, 1945 - 1985 : Apple-with-a-bite logo, ca. 1976 Physical Description: 2 photographs mounted on press board
Box 10, Folder 6	Apple timeline exhibit, 1945 - 1985 : Apple-with-a-bite logo, ca. 1976 Physical Description: 1 photograph mounted on press board + text mounted on press board
Box 10, Folder 7	Apple timeline exhibit, 1945 - 1985 : Key strategies, 1976 Nov. 18 Physical Description: 1 photograph mounted on press board
Box 10, Folder 8	Apple timeline exhibit, 1945 - 1985 : Product information catalog cover, 1977 Mar. Physical Description: 1 photograph mounted on press board
Box 10, Folder 9	Apple timeline exhibit, 1945 - 1985 : Patent registration no. 1078312, 1977 Nov. 29 Physical Description: 1 photograph mounted on press board
Box 10, Folder 10	Apple timeline exhibit, 1945 - 1985 : Apple II : system description. In Byte Publication, , 1977 Physical Description: 1 photograph mounted on press board
Box 10, Folder 11	Apple timeline exhibit, 1945 - 1985 : Simplicity is the ultimate sophistication : introducing Apple II Advertisement, ca. 1977 Physical Description: 1 photograph mounted on press board
Box 10, Folder 12	Apple timeline exhibit, 1945 - 1985 : Apple Computer booth, West Coast Computer Faire,, 1977 Physical Description: 1 photograph mounted on press board
Box 10, Folder 13	Apple timeline exhibit, 1945 - 1985 : Apple Computer booth, West Coast Computer Faire informational plaque,, 1977 Physical Description: text mounted on press board
Box 10, Folder 14	Apple timeline exhibit, 1945 - 1985 : Apple II plus, , ca. 1977 Physical Description: 1 photograph mounted on press board
Box 10, Folder 15	Apple timeline exhibit, 1945 - 1985 : A is for Apple : advertisement,, 1977 Physical Description: 1 photograph mounted on press board

Box 11, Folder 1	Apple timeline exhibit, 1945 - 1985 : Scientific American advertisement featuring Steve Jobs, 1977 Physical Description: 1 photograph mounted on press board
Box 11, Folder 2	Apple timeline exhibit, 1945 - 1985 : Apple Computer Common stock, 1977 Physical Description: 1 photograph mounted on press board
Box 11, Folder 3	Apple timeline exhibit, 1945 - 1985 : AppleSoft reference manual, 1977 Physical Description: 1 photograph mounted on press board + text mounted on press board
Box 11, Folder 4	Apple timeline exhibit, 1945 - 1985 : Michael Scott, Apple President information plaque, 1977 - 1980 Physical Description: text mounted on press board
Box 11, Folder 5	Apple timeline exhibit, 1945 - 1985 : Apple II reference manual,, 1977 Jan. Physical Description: 1 photograph mounted on press board
Box 11, Folder 6	Apple timeline exhibit, 1945 - 1985 : Continental Illinois Corp. check, 1978 Aug. 25 Physical Description: 1 photograph mounted on press board + text mounted on press board
Box 11, Folder 7	Apple timeline exhibit, 1945 - 1985 : Introducing Apple II : advertisement,, 1978 Physical Description: 1 photograph mounted on press board
Box 11, Folder 8	Apple timeline exhibit, 1945 - 1985 : Apple Writer text editing system, , ca. 1978 Physical Description: 1 photograph mounted on press board
Box 11, Folder 9	Apple timeline exhibit, 1945 - 1985 : Apple ad introducing Disk II floppy drives, , 1978 Physical Description: 1 photograph mounted on press board + text mounted on press board
Box 11, Folder 10	Apple timeline exhibit, 1945 - 1985 : Bank Street writer / Broderbund Software,, ca. 1978 Physical Description: 1 photograph mounted on press board
Box 11, Folder 11	Apple timeline exhibit, 1945 - 1985 : Apple Writer 1.1 text processing system, , 1979 Physical Description: 1 photograph mounted on press board + text mounted on press board
Box 11, Folder 12	Apple timeline exhibit, 1945 - 1985 : Apple II advertisements, , 1979 Physical Description: 2 photographs mounted on press board + text mounted on press board
Box 11, Folder 13	Apple timeline exhibit, 1945 - 1985 : Apple II advertisements, , 1979 Physical Description: 2 photographs mounted on press board
Box 11, Folder 14	Apple timeline exhibit, 1945 - 1985 : Apple advertising information plaque,, ca. 1979 Physical Description: text mounted on press board

Box 12, Folder 1	Apple timeline exhibit, 1945 - 1985 : Printed circuit board , [197-] Physical Description: 2 photographs mounted on press board
Box 12, Folder 2	Apple timeline exhibit, 1945 - 1985 : Printed circuit board informational plaque, [197-] Physical Description: text mounted on press board
Box 12, Folder 3	Apple timeline exhibit, 1945 - 1985 : Whom the Apples fell on,, [197-] Physical Description: 1 photograph + text mounted on press board
Box 12, Folder 4	Apple timeline exhibit, 1945 - 1985 : Serial interface card, [197-] Physical Description: 1 photograph mounted on press board
Box 12, Folder 5	Apple timeline exhibit, 1945 - 1985 : Apple IIs information plaque, [197-?] Physical Description: text mounted on press board
Box 12, Folder 6	Apple timeline exhibit, 1945 - 1985 : Apple II basic manual, ca. 1980 & Apple Pascal, 1979, 1980, 1980 Physical Description: 2 photographs mounted on press board
Box 12, Folder 7	Apple timeline exhibit, 1945 - 1985 : Apple Pascal information plaque, 1980 Physical Description: text mounted on press board
Box 12, Folder 8	Apple timeline exhibit, 1945 - 1985 : Ground-breaking ceremony , [198-?] Physical Description: 1 photograph mounted on press board
Box 12, Folder 9	Apple timeline exhibit, 1945 - 1985 : Ground-breaking ceremony information plaque, [198-?] Physical Description: text mounted on press board
Box 12, Folder 10	Apple timeline exhibit, 1945 - 1985 : Department spotlight : Quality control, In ? : an employee newsletter,, 1979 Nov. Physical Description: 1 photograph of article mounted on press board
Box 12, Folder 11	Apple timeline exhibit, 1945 - 1985 : Software sells systems : poster , , 1979 Physical Description: 1 photograph of poster mounted on press board
Box 12, Folder 12	Apple timeline exhibit, 1945 - 1985 : A personal guide to personal computers , [ca. 1979] Physical Description: 1 photograph mounted on press board
Box 12, Folder 13	Apple timeline exhibit, 1945 - 1985 : Dick Cavett commercial , [197-] Physical Description: 6 photographs + text mounted on press board
Box 13, Folder 1	Apple timeline exhibit, 1945 - 1985 : Apple bulletin : Morgan Stanley and Hambrecht and Quist offer 4,600,000 shares of Apple, [1980 Dec. 12] Physical Description: 1 photograph mounted on press board
Box 13, Folder 2	Apple timeline exhibit, 1945 - 1985 : Stock offering information plaque, [1980 Dec. 12] Physical Description: text mounted on press board
Box 13, Folder 3	Apple timeline exhibit, 1945 - 1985 : Softape software ad , , 1980 Physical Description: 1 photograph + text mounted on press board

Box 13, Folder 4	Apple timeline exhibit, 1945 - 1985 : The electronic canvas / by Barbara G. Gibson, ca. 1980 Physical Description: 1 photograph of article mounted on press board
Box 13, Folder 5	Apple timeline exhibit, 1945 - 1985 : Inc. magazine cover, , 1981 Oct. Physical Description: 1 photograph + text mounted on press board
Box 13, Folder 6	Apple timeline exhibit, 1945 - 1985 : Inc. magazine article, , 1981 Oct. Physical Description: 1 photograph mounted on press board
Box 13, Folder 7	Apple timeline exhibit, 1945 - 1985 : A.C. (Mike) Markkula, , 1981 Physical Description: 1 photograph + text mounted on press board
Box 13, Folder 8	Apple timeline exhibit, 1945 - 1985 : Baked Apple [advertisement], 1981 + Grow corn with Apple [advertisement], 1981, 1981 Physical Description: 2 photographs mounted on press board
Box 13, Folder 9	Apple timeline exhibit, 1945 - 1985 : Chiat / Day information plaque,, 1981 Physical Description: text mounted on press board (2 copies)
Box 13, Folder 10	Apple timeline exhibit, 1945 - 1985 : A.C. (Mike) Markkula, , [ca. 1981] Physical Description: text mounted on press board
Box 13, Folder 11	Apple timeline exhibit, 1945 - 1985 : Apple magazine cover depicting Burt Rutan, 1981 Physical Description: 1 photograph + text mounted on press board
Box 13, Folder 12	Apple timeline exhibit, 1945 - 1985 : Apple magazine article re: Burt Rutan, 1981 Physical Description: 1 photograph mounted on press board
Box 13, Folder 13	Apple timeline exhibit, 1945 - 1985 : Annual report,, 1981 Physical Description: 1 photograph mounted on press board
Box 14, Folder 1	Apple timeline exhibit, 1945 - 1985 : Time magazine cover, , 1982 Feb. 15 Physical Description: 1 photograph mounted on press board
Box 14, Folder 2	Apple timeline exhibit, 1945 - 1985 : Assembly bill no. 3194, 1982 Mar. 10 Physical Description: 1 photograph mounted on press board
Box 14, Folder 3	Apple timeline exhibit, 1945 - 1985 : Doonesbury cartoon depicting Apple Computer, , 1982 Mar. 14 Physical Description: 1 photograph mounted on press board
Box 14, Folder 4	Apple timeline exhibit, 1945 - 1985 : Revenge of the nerds article. In California magazine, , 1982 July Physical Description: 1 photograph + text mounted on press board
Box 14, Folder 5	Apple timeline exhibit, 1945 - 1985 : Apple IIc sketches, , 1982 Dec. Physical Description: 1 photograph + text mounted on press board
Box 14, Folder 6	Apple timeline exhibit, 1945 - 1985 : Apple II forever!, 1982 Physical Description: 1 photograph + text mounted on press board

Box 14, Folder 7	Apple timeline exhibit, 1945 - 1985 : Apple IIc is unveiled at San Francisco's Moscone Center, , 1982 Physical Description: text mounted on press board
Box 14, Folder 8	Apple timeline exhibit, 1945 - 1985 : Apple II forever! event, Moscone Center, San Francisco, , 1982 Physical Description: 1 photograph mounted on press board (cy 1)
Box 14, Folder 9	Apple timeline exhibit, 1945 - 1985 : Apple II forever! event, Moscone Center, San Francisco, , 1982 Physical Description: 1 photograph mounted on press board (cy 2)
Box 14, Folder 10	Apple timeline exhibit, 1945 - 1985 : How to seek less and find more : [advertisement], , 1982 Physical Description: 1 photograph mounted on press board
Box 15, Folder 1	Apple timeline exhibit, 1945 - 1985 : Apple Computer annual report, , 1982 Physical Description: 1 photograph + text mounted on press board
Box 15, Folder 2	Apple timeline exhibit, 1945 - 1985 : How to make a worksheet play : advertisement, , 1982 Physical Description: 1 photograph mounted on press board
Box 15, Folder 3	Apple timeline exhibit, 1945 - 1985 : VisiCalc personal software, , 1982 Physical Description: 1 photograph + text mounted on press board
Box 15, Folder 4	Apple timeline exhibit, 1945 - 1985 : Apple Magazine cover, Vol. 2, no. 2, depicting Apple III,, 1982 Physical Description: 1 photograph + text mounted on press board
Box 15, Folder 5	Apple timeline exhibit, 1945 - 1985 : Fortune 500 cover, , 1982 Physical Description: 1 photograph mounted on press board
Box 15, Folder 6	Apple timeline exhibit, 1945 - 1985 : "Machine of the Year", Time Magazine cover,, 1983 Jan. 3 Physical Description: 1 photograph + text mounted on press board
Box 15, Folder 7	Apple timeline exhibit, 1945 - 1985 : Fortune magazine cover, , 1983 Feb. 7 Physical Description: 1 photograph mounted on press board
Box 15, Folder 8	Apple timeline exhibit, 1945 - 1985 : Apple makes Fortune. In Wall Street Journal, , 1983 Apr. 21 Physical Description: 1 photograph of clipping mounted on press board
Box 15, Folder 9	Apple timeline exhibit, 1945 - 1985 : BusinessWeek magazine covers, , 1983 Aug. & 1983 Oct. Physical Description: 2 photographs + text mounted on press board
Box 15, Folder 9	Apple timeline exhibit, 1945 - 1985 : We couldn't have done it without them : [advertisement], 1983 Physical Description: 1 photograph mounted on press board
Box 15, Folder 11	Apple timeline exhibit, 1945 - 1985 : John Sculley quote regarding competition, , 1983 Physical Description: text mounted on press board

Box 15, Folder 12	Apple timeline exhibit, 1945 - 1985 : Del Yocam, executive vice president, , [ca. 1983] Physical Description: 1 photograph + text mounted on press board
Box 15, Folder 13	Apple timeline exhibit, 1945 - 1985 : The man, the wheel, and the Apple : advertisement, n.d., & The renaissance man is alive and well : [advertisement], , 1983 Physical Description: 2 photographs mounted on press board
Box 15, Folder 14	Apple timeline exhibit, 1945 - 1985 : John Sculley, Apple President, 1983- , 1983 Physical Description: text mounted on press board
Box 15, Folder 15	Apple timeline exhibit, 1945 - 1985 : BusinessWeek cover depicting Steve Jobs and John Sculley, , 1984 Nov. 26 Physical Description: 1 photograph mounted on press board
Box 16, Folder 1	Apple timeline exhibit, 1945 - 1985 : Apple credit card, , 1983 Physical Description: 1 photograph + 1 l. text mounted on press board
Box 16, Folder 2	Apple timeline exhibit, 1945 - 1985 : We designed the new Apple IIe : [advertisement], , 1983 Physical Description: 1 photograph mounted on press board
Box 16, Folder 3	Apple timeline exhibit, 1945 - 1985 : Apple Computer annual report, , 1983 Physical Description: 1 photograph + 1 l. text mounted on press board
Box 16, Folder 4	Apple timeline exhibit, 1945 - 1985 : It's the same old Apple II : [advertisement], 1983 Physical Description: 1 photograph mounted on press board
Box 16, Folder 5	Apple timeline exhibit, 1945 - 1985 : Kid's can't wait, , [ca. 1983] Physical Description: 1 photograph + 1 l. text mounted on press board
Box 16, Folder 6	Apple timeline exhibit, 1945 - 1985 : Apple III owner's guide, , [ca. 1983] Physical Description: 1 photograph mounted on press board
Box 16, Folder 7	Apple timeline exhibit, 1945 - 1985 : IBM vs. Apple, PC Magazine, Vol. 3, no. 3, , 1984 Feb. Physical Description: 1 photograph mounted on press board
Box 16, Folder 8	Apple timeline exhibit, 1945 - 1985 : Apple II forever?, , 1984 Physical Description: 1 photograph mounted on press board
Box 16, Folder 9	Apple timeline exhibit, 1945 - 1985 : 1984 commercial, , 1984 Physical Description: 5 photographs mounted on press board
Box 16, Folder 10	Apple timeline exhibit, 1945 - 1985 : Chiat/Day 1984 commercial information plaque, , 1984 Physical Description: 1 l. text mounted on press board
Box 16, Folder 11	Apple timeline exhibit, 1945 - 1985 : Apple announces a breakthrough : [advertisement], 1984, & No wonder we did so well in school : [advertisement], , 1984 Physical Description: 2 photographs mounted on press board

Box 16, Folder 12	Apple timeline exhibit, 1945 - 1985 : Annual report, , 1984 Physical Description: 1 photograph mounted on press board
Box 16, Folder 13	Apple timeline exhibit, 1945 - 1985 : A little competition for the Apple IIe : [Apple IIc advertisement], , 1984 Physical Description: 1 photograph mounted on press board
Box 17, Folder 1	Apple timeline exhibit, 1945 - 1985 : Steve Wozniak and Steve Jobs at the Apple IIc introduction, , [ca. 1984] Physical Description: text mounted on press board
Box 17, Folder 2	Apple timeline exhibit, 1945 - 1985 : Steve Jobs receiving check for \$21 million from Morgan Stanley, , 1985 [i.e. 1978] Dec. 22 Physical Description: 1 photograph mounted on press board
Box 17, Folder 3	Apple timeline exhibit, 1945 - 1985 : Microsoft Word for Macintosh advertisement, , [ca. 1985] Physical Description: 1 photograph mounted on press board
Box 17, Folder 4	Apple timeline exhibit, 1945 - 1985 : Apple Computer logo, , n.d. Physical Description: 1 photograph mounted on press board
Box 17, Folder 5	Apple timeline exhibit, 1945 - 1985 : Apple II advertisements, , n.d. Physical Description: 1 photograph mounted on press board
Box 17, Folder 6	Apple timeline exhibit, 1945 - 1985 : Apple TV :60/:30 "Soloist", "Magic" :30, , n.d. Physical Description: 1 photograph mounted on press board
Box 17, Folder 7	Apple timeline exhibit, 1945 - 1985 : The man, the wing, and the Apple : [advertisement], , n.d. Physical Description: 1 photograph mounted on press board
Box 17, Folder 8	Apple timeline exhibit, 1945 - 1985 : Advertising information plaques, , n.d. Physical Description: 1 photograph mounted on press board
Box 18, Folder 1	Apple timeline exhibit, 1945 - 1985 : Think, , 1979 Physical Description: 1 photograph mounted on press board
Box 19, Folder 1	Macintosh history exhibit, 1976-1985 : Apple Computer partnership agreement, , 1976 Apr. 1 Physical Description: 1 photograph mounted on foam core
Box 19, Folder 2	Macintosh history exhibit, 1976-1985 : Key strategies, , 1976 Nov. 18 Physical Description: 1 photograph mounted on foam core
Box 19, Folder 3	Macintosh history exhibit, 1976-1985 : Major objectives, , 1976 Nov. 18 Physical Description: 1 photograph mounted on foam core
Box 19, Folder 4	Macintosh history exhibit, 1976-1985 : Venture development numbers estimates, , 1976 Dec. 14 Physical Description: 1 photograph mounted on foam core

Box 19, Folder 5	Macintosh history exhibit, 1976-1985 : Certificate of registration no. 1078312, 1977 Nov. 29 Physical Description: 1 photograph mounted on foam core
Box 19, Folder 6	Macintosh history exhibit, 1976-1985 : Introducing Macintosh for the rest of us , [1984] Physical Description: 1 photograph mounted on foam core
Box 19, Folder 7	Macintosh history exhibit, 1976-1985 : And here's where ordinary personal computers draw a blank : [advertisement], , [1984] Physical Description: 1 photograph mounted on foam core
Box 19, Folder 8	Macintosh history exhibit, 1976-1985 : If you can point, you can use a Macintosh : [advertisement], , [1984] Physical Description: 1 photograph mounted on foam core
Box 19, Folder 9	Macintosh history exhibit, 1976-1985 : If you have a desk, you need a Macintosh : [advertisement], , [1984] Physical Description: 1 photograph mounted on foam core
Box 19, Folder 10	Macintosh history exhibit, 1976-1985 : Of the 235 million people in America : [advertisement], , [1984] Physical Description: 1 photograph mounted on foam core
Box 19, Folder 11	Macintosh history exhibit, 1976-1985 : An ordinary personal computer makes Macintosh even easier to understand : [advertisement], , [1984] Physical Description: 1 photograph mounted on foam core
Box 19, Folder 12	Macintosh history exhibit, 1976-1985 : Paste. And print : [advertisement], , [1984] Physical Description: 1 photograph mounted on foam core
Box 19, Folder 13	Macintosh history exhibit, 1976-1985 : Point. Click. Cut. : [advertisement], , [1984] Physical Description: 1 photograph mounted on foam core
Box 20, Folder 1	Macintosh history exhibit, 1976-1985 : We would, as they say in computerese ... Macintosh : [advertisement], , [1984] Physical Description: 1 photograph mounted on foam core
Box 20, Folder 2	Macintosh history exhibit, 1976-1985 : What makes Macintosh tick : [advertisement], , [1984] Physical Description: 1 photograph mounted on foam core
Box 20, Folder 3	Macintosh history exhibit, 1976-1985 : What to give the computer that has everything : [advertisement], , [1984] Physical Description: 1 photograph mounted on foam core
Box 20, Folder 4	Macintosh history exhibit, 1976-1985 : Q2 results, , 1985 Apr. 18 Physical Description: 1 photograph mounted on foam core
Flat Box 8, Folder 1	Apple Singapore. 5th anniversary issue, 1986 Physical Description: 2 copies
Flat Box 8, Folder 2	Apple Singapore. Ten, 1991 Physical Description:

- Flat Box 8, Folder 2 **So far : the first ten years of a vision / text by Rob Price ; design by Jill Savini. -- [Cupertino, Calif.] : Apple Computer, Inc., 1987**
Physical Description:
- Map Case Nb5 **A time line of significant events during the first 10 years of the Apple Macintosh computer, 1994**
Physical Description: 1 poster : col. ; 56 x 99 cm.
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Subseries 1.2 **Organization Charts & Corporate Structure**

- Box 1, Folder 18 **Organization Chart, 1979**
Box 1, Folder 19 **Corporate Structure binder, 1984**
Box 1, Folder 20 **Engineering support organization information, 1986, Apr.**
Box 1, Folder 21 **Advanced Technology Group, 1987, June**
Box 1, Folder 22 **Advanced Technology Group, 1987, Dec.**
Box 1, Folder 23 **Maintenance operations, 1988, Aug.**
Box 1, Folder 24 **Organization charts, 1988, 1989**
Box 1, Folder 25 **Advanced Technology Group, n.d.**
Box 1, Folder 26 **New enterprise team list, 1989, Sept.**
Box 1, Folder 27 **Developer support group, 1991**
Box 1, Folder 28 **Advanced Technology Group, 1993, Aug.**
Box 1, Folder 29 **Advanced Technology Group, 1994, Apr.**
Box 1, Folder 30 **Knowledge Systems Lab directory & organization chart, 1995, Nov.**
Box 1, Folder 31 **Knowledge Systems Lab directory & organization chart, 1995, Nov.**
Box 1, Folder 32 **Executive staff (Chairman & CEO), 1996**
Box 1, Folder 33 **Executive staff, 1996, Feb.**
Box 1, Folder 34 **Apple Research Labs, 1996, Oct.**
Box 1, Folder 35 **Organization charts, 1990's**
Box 1, Folder 36 **Corporate Communications, 1997**
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Subseries 1.3 **Directories & Personnel Lists**

- Box 1, Folder 37 **Apple Campus information & employee directory, 1979**
Box 1, Folder 38 **Employee directory, 1983, Dec.**
Box 1, Folder 39 **The Sales List (Customer Relations, etc.), 1983, July**
Box 1, Folder 40 **Departmental listing, 1984, May**
Box 1, Folder 41 **Corporate Communications (international) distribution list, 1984**
Box 1, Folder 42 **Personal phone list, n.d.**
Scope and Content Note
confidential?
Subjects and Indexing Terms
Jobs, Steve
- Box 1, Folder 43 **Employee directory, 1985, May**
Box 1, Folder 44 **Cupertino-based employees, 1985, Aug.**
Box 1, Folder 45 **International employees, 1985?**
Box 1, Folder 46 **Summer camp phone list, 1986, July**
Box 1, Folder 47 **Apple European directory, 1985, July**
Box 1, Folder 48 **Misc., var.**
Box 1, Folder 49 **Area Associates, 1987, Apr.**
Box 1, Folder 50 **Apple Resource directory, 1987, May**
Box 1, Folder 51 **Central Operations, 1988**
Box 1, Folder 52 **Customer Relations contact list, 1988, Apr.**
Box 2, Folder 1 **Apple Computer Building Address & Telephone Numbers, 1988, June**
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| Box 2, Folder 2 | Employee & Departmental Mail Stops list, 1988, July |
| Box 2, Folder 3 | Customer Relations contact list, 1988, Sept. |
| Box 2, Folder 4 | Apple Directory desk assessory, 1988, Dec.
Scope and Content Note
diskette |
| Box 2, Folder 5 | Advanced Technology Group (ATG) personnel & directory, 1989, Feb. |
| Box 2, Folder 6 | ATG, 1989, Aug. |
| Box 2, Folder 7 | Employee directory, 1989, Dec. |
| Box 2, Folder 8 | Apple Worldwide Locations, 1990, Sept. |
| Box 2, Folder 9 | AUSA Field Employee Roster, 1993, Jan. |
| Box 2, Folder 10 | International Directory, 1996, Jan. |
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Subseries 1.4 Facilities & Operations

- | | |
|------------------------|---|
| Box 2, Folder 11 | Initial contract with Pacific Telephone for phone service at Apple, 1977 |
| Box 2, Folder 11 | Initial contract with Pacific Telephone for phone service at Apple, 1977 |
| Box 2, Folder 12 | Floorplan for 10260 Bandley Drive building, 1978, Jan. |
| Box 2, Folder 13 | Misc., 1982-1988 |
| Box 2, Folder 14 | ATG floorplan update, 1990, Jan. |
| Box 2, Folder 15 | Apple R&D Campus User's Guide, 1992 |
| OS Box 21,
Volume 1 | Apple Northern Operations Centre : [architectural drawings]. -- Utrecht :
Architectenburo Spruit De Jong Heringa, 1990 Mei 18
Physical Description: 1 v. |
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Subseries 1.5 Financial & Accounting

- | | |
|------------------|---|
| Box 2, Folder 16 | Consolidated financial statements, 1978, 1979
Subjects and Indexing Terms
Arthur Young & Co. |
| Box 2, Folder 17 | Apple Computer, Inc. Preliminary Prospectus, 1980, Nov. |
| Box 2, Folder 18 | Apple Computer, Inc. Prospectus, 1981, May |
| Box 2, Folder 19 | Accounting files, 1983 |
| Box 2, Folder 20 | Corporate Financial Report, 1983, 1984
Scope and Content Note
two folders (cont'd in box 3) |
| Box 3, Folder 1 | Corporate Financial Report, 1983, 1984
Scope and Content Note
two folders (cont'd from box 2) |
| Box 3, Folder 2 | Apple Grants (var.), 1983-1989 |
| Box 3, Folder 3 | Information & prospectus on sale of 1.5 million shares of Apple, 1997 |
| Box 3, Folder 4 | 1st quarter report, 1981
Subjects and Indexing Terms
Annual Reports |
| Box 3, Folder 5 | 2nd quarter report, 1981
Subjects and Indexing Terms
Annual Reports |
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Box 3, Folder 6	3rd quarter report, 1981 Subjects and Indexing Terms Annual Reports
Box 3, Folder 7	Notice of Annual Meetings of Shareholders, 1981, Dec. Subjects and Indexing Terms Annual Reports
Box 3, Folder 8	Annual Report, 1981 Subjects and Indexing Terms Annual Reports
Box 3, Folder 9	1st quarter report, 1982 Subjects and Indexing Terms Annual Reports
Box 3, Folder 10	2nd quarter report, 1982 Subjects and Indexing Terms Annual Reports
Box 3, Folder 11	3rd quarter report, 1982 Subjects and Indexing Terms Annual Reports
Box 3, Folder 12	Form 10-K, 1982 Subjects and Indexing Terms Annual Reports
Box 3, Folder 13	Notice of Annual Meetings of Shareholders, 1982 Subjects and Indexing Terms Annual Reports
Box 3, Folder 14	Annual Report, 1982 Subjects and Indexing Terms Annual Reports
Box 3, Folder 15	1st quarter report, 1983 Subjects and Indexing Terms Annual Reports
Box 3, Folder 16	2nd quarter report, 1983 Subjects and Indexing Terms Annual Reports
Box 3, Folder 17	3rd quarter report, 1983 Subjects and Indexing Terms Annual Reports
Box 3, Folder 18	Notice of Annual Meetings of Shareholders & proxy supplement, 1983 Subjects and Indexing Terms Annual Reports

Box 3, Folder 19	Annual Report, 1983 Subjects and Indexing Terms Annual Reports
Box 3, Folder 20	1st quarter report, 1984 Subjects and Indexing Terms Annual Reports
Box 3, Folder 21	2nd quarter report, 1984 Subjects and Indexing Terms Annual Reports
Box 3, Folder 23	Notice of Annual Meetings of Shareholders, 1984 Subjects and Indexing Terms Annual Reports
Box 3, Folder 24	Annual Report, 1984 Subjects and Indexing Terms Annual Reports
Box 4, Folder 1	1st quarter report, 1985 Subjects and Indexing Terms Annual Reports
Box 4, Folder 2	2nd quarter report, 1985 Subjects and Indexing Terms Annual Reports
Box 4, Folder 3	3rd quarter report, 1985 Subjects and Indexing Terms Annual Reports
Box 4, Folder 4	Notice of Annual Meetings of Shareholders, 1985 Subjects and Indexing Terms Annual Reports
Box 4, Folder 5	Annual Report, 1985 Subjects and Indexing Terms Annual Reports
Box 4, Folder 6	1st quarter report, 1986 Subjects and Indexing Terms Annual Reports
Box 4, Folder 7	2nd quarter report, 1986 Subjects and Indexing Terms Annual Reports
Box 4, Folder 8	3rd quarter report, 1986 Subjects and Indexing Terms Annual Reports

Box 4, Folder 9	Notice of Annual Meetings of Shareholders, 1986 Subjects and Indexing Terms Annual Reports
Box 4, Folder 10	Annual Report, 1986 Subjects and Indexing Terms Annual Reports
Box 4, Folder 11	1st quarter report, 1987 Subjects and Indexing Terms Annual Reports
Box 4, Folder 12	2nd quarter report, 1987 Subjects and Indexing Terms Annual Reports
Box 4, Folder 13	3rd quarter report, 1987 Subjects and Indexing Terms Annual Reports
Box 4, Folder 14	Notice of Annual Meetings of Shareholders, 1987 Subjects and Indexing Terms Annual Reports
Box 4, Folder 15	Annual Report, 1987 Subjects and Indexing Terms Annual Reports
Box 4, Folder 16	1st quarter report, 1988 Subjects and Indexing Terms Annual Reports
Box 4, Folder 17	2nd quarter report, 1988 Subjects and Indexing Terms Annual Reports
Box 4, Folder 18	3rd quarter report, 1988 Subjects and Indexing Terms Annual Reports
Box 4, Folder 19	Notice of Annual Meetings of Shareholders, 1988 Subjects and Indexing Terms Annual Reports
Box 4, Folder 20	Annual Report, 1988 Subjects and Indexing Terms Annual Reports
Box 4, Folder 21	1st quarter report, 1989 Subjects and Indexing Terms Annual Reports

Box 4, Folder 22	2nd quarter report, 1989 Subjects and Indexing Terms Annual Reports
Box 4, Folder 23	3rd quarter report, 1989 Subjects and Indexing Terms Annual Reports
Box 4, Folder 24	Notice of Annual Meetings of Shareholders, 1989 Subjects and Indexing Terms Annual Reports
Box 4, Folder 25	Annual Report, 1989 Subjects and Indexing Terms Annual Reports
Box 4, Folder 26	1st quarter report, 1990 Subjects and Indexing Terms Annual Reports
Box 4, Folder 27	2nd quarter report, 1990 Subjects and Indexing Terms Annual Reports
Box 4, Folder 28	3rd quarter report, 1990 Subjects and Indexing Terms Annual Reports
Box 4, Folder 29	Notice of Annual Meetings of Shareholders, 1990 Subjects and Indexing Terms Annual Reports
Box 4, Folder 30	Annual Report, 1990 Subjects and Indexing Terms Annual Reports
Box 4, Folder 31	1st quarter report, 1991 Subjects and Indexing Terms Annual Reports
Box 4, Folder 32	2nd quarter report, 1991 Subjects and Indexing Terms Annual Reports
Box 4, Folder 33	3rd quarter report, 1991 Subjects and Indexing Terms Annual Reports
Box 5, Folder 1	Notice of Annual Meetings of Shareholders, 1991 Subjects and Indexing Terms Annual Reports

Box 5, Folder 2	Annual Report, 1991 Subjects and Indexing Terms Annual Reports
Box 5, Folder 3	1st quarter report, 1992 Subjects and Indexing Terms Annual Reports
Box 5, Folder 4	2nd quarter report, 1992 Subjects and Indexing Terms Annual Reports
Box 5, Folder 5	3rd quarter report, 1992 Subjects and Indexing Terms Annual Reports
Box 5, Folder 6	Notice of Annual Meetings of Shareholders, 1992 Subjects and Indexing Terms Annual Reports
Box 5, Folder 7	Annual Report, 1992 Subjects and Indexing Terms Annual Reports
Box 5, Folder 8	1st quarter report, 1993 Subjects and Indexing Terms Annual Reports
Box 5, Folder 9	Annual Report, 1994 Subjects and Indexing Terms Annual Reports
Box 5, Folder 10	Annual Report, 1995 Subjects and Indexing Terms Annual Reports
Box 5, Folder 11	Notice of Annual Meetings of Shareholders, 1995 Subjects and Indexing Terms Annual Reports
Box 5, Folder 12	Annual Report & Financial Results, 1996 Subjects and Indexing Terms Annual Reports
Box 7, Folder 1	Annual Report. Copy presented to John Sculley, 1985 Physical Description: "John Sculley" embossed on front board Subjects and Indexing Terms Annual Reports

Subseries 1.6 **Officers & Directors + Special Personnel**

Box 5, Folder 13	Officers & Directors, 1992, Jan.
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- Box 5, Folder 14 **Resignation letter, 1981, July**
 Subjects and Indexing Terms
 Scott, Mike
- Box 5, Folder 15 **Administrative Assistant/ Manager crosslist, 1987, Sept.**
Box 5, Folder 16 **Macintosh insiders: where are they now?, 1993, Dec.**
 Subjects and Indexing Terms
 Kawasaki, Guy
- Box 5, Folder 17 **Bibliographies & employee information for Macintosh 10 year anniversary, 1994**
Box 5, Folder 18 **Early employees still with Apple, 1997**
Box 7, Folder 2 **Sculley, John : incoming correspondence, 1983 Apr.**
 Physical Description:
- Box 7, Folder 3 **Direction for the nineties : seven speeches / by John Sculley. -- [Cupertino, Calif.] :**
Apple Computer, Inc., 1988
 Physical Description: copy 1
- Box 7, Folder 4 **Direction for the nineties : seven speeches / by John Sculley. -- [Cupertino, Calif.] :**
Apple Computer, Inc., 1988
 Physical Description: copy 2
-

Subseries 1.7 **Fact Sheets**

- Box 5, Folder 19 **Slicks of original Apple logo (Newton), 1976**
Box 5, Folder 20 **Apple Computer Corporate Objectives, n.d.**
Box 5, Folder 21 **Corporate fact sheets, 1988, 1992, 1993**
Box 5, Folder 22 **Facts & Figures at a glance, 1992, Nov.**
Box 5, Folder 23 **Apple at-a-glance, 1995, June**
-

Subseries 1.8 **Awards & Special Events**

- Box 5, Folder 24 **Geraldine Ferraro visit bulletin, 1984, Oct.**
Box 5, Folder 25 **Company of the Year. Fifth Annual Entrepreneurial Awards Program, 1981**
 Scope and Content Note
 Stanford University Business School Alumni Ass'n
- Box 5, Folder 26 **Certificate of Appreciation & information, 1986**
 Scope and Content Note
 Japan-America Institute of Management Science
- Box 5, Folder 27 **Apple hardware & software awards list, 1992-1993**
Box 5, Folder 28 **Patent Awards program, 1996, Sept.**
-

Subseries 1.9 **Corporate History**

- Box 6, Folder 1 **Apple history collection charter & resource list, n.d.**
Box 6, Folder 2 **History of the Apple logo & name, n.d.**
Box 6, Folder 3 **Apple Computer's Euro Market Intelligence identity & logo information , n.d.**
Box 6, Folder 4 **Press releases, 1977-1982**
 Scope and Content Note
 duplicates of items in series 9
-

Box 6, Folder 5	Preliminary public relations plan, 1979 Subjects and Indexing Terms Regis McKenna?
Box 6, Folder 6	The Macintosh Project Papers, 1980 Scope and Content Note duplicates of set in series 3 Subjects and Indexing Terms Raskin, Jef
Box 6, Folder 7 Box 6, Folder 8	The World of Apple, 1982 Case study of Apple Computer, 1983, June Scope and Content Note duplicate Subjects and Indexing Terms Stanford University Graduate School of Business
Box 6, Folder 9 Box 6, Folder 10 Box 6, Folder 11 Box 6, Folder 12 Box 6, Folder 13 Box 6, Folder 14 Box 6, Folder 15 Box 6, Folder 16 Box 6, Folder 17 Box 6, Folder 18 Box 6, Folder 19 Box 6, Folder 20 Box 6, Folder 21 Box 6, Folder 22 Box 6, Folder 23	Executive Briefing Tour, "Commitment to Partnership", 1983, Sept. A Macintosh Ten-Year Retrospective, 1984-1993 Mission, Vision, Business Goal & Values of Apple Computer, 1987 Apple Computer, Inc. The First Decade, 1987, Oct. Brief history, 1988, Dec. Corporate background information, 1988, Dec. Apple Pacific Press backgrounder, 1989, Aug. Corporate background information, 1989, Aug. Original Mac sounds, 1990, Feb. Apple's policy on environmental health & safety, 1990, Mar. Historical Perspective: a brief history of Apple Computer, Inc., 1991, July Macintosh Computer & primary peripheral summaries, 1992, Jan. History of Campbell service operations, 1992, June Developer group backgrounder, 1993 The legacy of the Apple Lisa computer: an outsider's view, 1993 Subjects and Indexing Terms Craig, David T.
Box 6, Folder 24 Box 6, Folder 25 Box 6, Folder 26 Box 6, Folder 27 Box 6, Folder 28 Box 6, Folder 29 Box 6, Folder 30	Apple Computer, Inc. environmental efforts, 1993, July Macintosh 10 year retrospective, facts & figures, models list, 1993, Dec. Books about the Macintosh personal computer, 1993, Dec. Education division backgrounder, 1994, Oct. Archive order form (for the press), 1994? Mac to the Future: the promise of the PowerPC, 1995? Apple I case drawings, loan agreement, partnership agreement, Apple I ad, Apple II advance order information (all copies), var. Scope and Content Note donated to Apple Library by David T. Craig in 1996
Box 6, Folder 31	Personal memories, 1996 Subjects and Indexing Terms Raskin, Jef

Subseries 1.10 Legal

- | | |
|-----------------|--|
| Box 7, Folder 5 | Comments regarding Apple Computer RM-7618 before April 10, 1991. Federal Communications Commission Request for Amendment RM-7618 re: radio service for local area high speed data communications [1 of 4], 1991
Physical Description: |
| Box 7, Folder 6 | Comments regarding Apple Computer RM-7618 before April 10, 1991. Federal Communications Commission Request for Amendment RM-7618 re: radio service for local area high speed data communications [2 of 4], 1991
Physical Description: |
| Box 7, Folder 7 | Comments regarding Apple Computer RM-7618 before April 10, 1991. Federal Communications Commission Request for Amendment RM-7618 re: radio service for local area high speed data communications [3 of 4], 1991
Physical Description: |
| Box 7, Folder 8 | Comments regarding Apple Computer RM-7618 before April 10, 1991. Federal Communications Commission Request for Amendment RM-7618 re: radio service for local area high speed data communications [4 of 4], 1991
Physical Description: |

Series 2 **Internal Communications**

Scope and Content Note

This series includes human resources information and publications, internal newsletters, memos and other internal communications.

Subseries 2.1 **Newsletters (internal)**

- | | |
|--|---|
| Box 1, Folder 1
Box 1, Folder 2 | AAC Communications., 1996, July
The ATG Review (incomplete)., 1996
Scope and Content Note
confidential |
| Box 1, Folder 3 | ARL/ATG Review (incomplete)., 1997
Scope and Content Note
confidential |
| Box 1, Folder 4
Box 1, Folder 5
Box 1, Folder 6
Box 1, Folder 7-8 | The After Shock News., 1989, Oct. 25
Apparis, the Neuilly Newsletter (France). No. 7, 9, 10, 1984
Apple Aktuell (Germany). Oct. 25, , 1982, Sept.
Apple Bulletin., 1980-1988
Scope and Content Note
memos and press releases. Collected memos, not a serial publication |
| Box 1, Folder 9
Box 1, Folder 10 | The Apple Connection: A worldwide newsletter for Apple Employees., 1983-1985
Apple Connection: an international newsletter for Apple Employees (incomplete)., 1987 |
| Box 1, Folder 11 | Apple Consumer Division Weekly News., 1993, Jan.
Scope and Content Note
confidential |
| Box 1, Folder 12
Box 1, Folder 13
Box 1, Folder 14
Box 1, Folder 15 | Apple Employee Newsletter/Appletter., 1979, Nov.- 1980, July
The Apple Fremont Flash., 1988-1989
ALA [Apple Latin America]. carta no. 8, 1994, July
Apple News., 1989? |
-

Box 1, Folder 16	Apple Product Flash (incomplete)., 1983-1984
Box 1, Folder 17	The Apple Street Journal. Vol. 1, No. 1, 1985, Nov.
Box 1, Folder 18	Apple Times (incomplete)., 1981-1983
Box 1, Folder 19	Apple Travel News. Vol. 2, 1987, Mar.
Box 1, Folder 20	Apple Viewpoints., 1988, July - 1989, Dec.
Box 1, Folder 21	Appropos: Apple in Europe's Employee Magazine. Nos. 1-4, 1984 -1985
Box 1, Folder 22	Austin Payroll News., 1995, Dec.
Box 2, Folder 1-2	Bandley Shuffle. [1, 2], 1985 - 1986
Box 2, Folder 3	The Communicator., 1982, Aug.
	Scope and Content Note
	confidential
Box 2, Folder 4	Community Affairs News., 1989, Summer.
Box 2, Folder 5	The Company Store Gazette., 1995
Box 2, Folder 6	Connection: Serving the Greater Apple Metropolitan Area., 1985-1987
Box 2, Folder 7	Corporate Traffic Bulletin., 1984, Oct.
Box 2, Folder 8	Customer and Competitive Analysis ROM (Read-Only Memo)., 1992, Apr.
	Scope and Content Note
	confidential
Box 2, Folder 9	Desktop Focus. no. 12, parts A and B, 1989, July
Box 2, Folder 10	Desk Topics., 1987
Box 2, Folder 11	Dossier. Nos. 16 and 17 (France), 1989, Sept.
Box 2, Folder 12	Facilities Focus., 1989
Box 2, Folder 13	Five Star bulletin: Late-breaking news for Apple employees., 1988 - 1990
Box 2, Folder 14	Five Star News: Information for Apple Employees Worldwide (incomplete)., 1988 - 1989
Box 2, Folder 15	Five Star News (incomplete)., 1990, Aug. - Dec.
Box 2, Folder 16	Five Star News (incomplete)., 1991, Jan. - June
Box 2, Folder 17	Five Star News (incomplete)., 1991, July - Dec.
Box 2, Folder 18	Five Star News (incomplete)., 1992, Jan. - June
Box 3, Folder 1	Five Star News (incomplete)., 1992, July - Dec.
Box 3, Folder 2	Five Star News (incomplete)., 1993, Jan. - June
Box 3, Folder 3	Five Star News (incomplete)., 1993, July - Dec.
Box 3, Folder 4	Five Star News (incomplete)., 1994
Box 3, Folder 5	Five Star News (incomplete)., 1995
Box 3, Folder 6	Five Star News (incomplete)., 1996-1997
Box 3, Folder 7	For the Mind... The newsletter of Apple Leadership Forums., 1984-1986
Box 3, Folder 8	Information Alley Support News (incomplete)., 1994, Dec.
Box 3, Folder 9	Ink: Apple Computers Global Employee Magazine., 1989, June - 1990, Summer
Box 3, Folder 10	Insights: Sunnyvale internal customer support., n.d.
Box 3, Folder 11	IntelliGram (incomplete). , 1984-1987
Box 3, Folder 12	Intro News., 1991
Box 3, Folder 13	Let's Get Personal: Customer Relations Newsletter., 1983
Box 3, Folder 14	Mentoring Times (ATG)., Oct. 1993
Box 3, Folder 15	Microwaves (incomplete)., 1988-1991
Box 3, Folder 16	News from the Third World: Apple III Bulletin (incomplete)., 1983-1984
Box 3, Folder 17	Nihon Shimbun, the newsletter of Apple Pacific. Vol. 1 Nos. 6, 10, 12, 1989
	Scope and Content Note
	confidential
Box 4, Folder 1	Open Apple (Brussels)., 1987, Apr.
Box 4, Folder 2	Outside Apple., 1986-1987
Box 4, Folder 3	Outside Macintosh., 1985

- Box 4, Folder 4 **Pomme Ouverte: l'information bimensuelle d'Apple. Nos. 1-7 (France), 1984-1985**
 Scope and Content Note
 may have been microfilmed
- Box 4, Folder 5 **The Randomness and the Ratchet., 1987-1989**
 Subjects and Indexing Terms
 Kaehler, Ted
- Box 4, Folder 6 **ServiceOps Newsletter. [memo only] , 1988. Nov.**
Box 4, Folder 7 **Stellar Support Update., 1988, Nov.**
Box 4, Folder 8 **Toolsmiths. Vol. 1 No. 1, 1987, Mar.**
Box 4, Folder 9 **The User Experience Review., 1993-1995**
 Scope and Content Note
 succeeds Human Interface Review
- Box 4, Folder 10 **Windoid. Nos. 1-6, 1987-1988**
-

Subseries 2.2 **Personnel**

- Box 4, Folder 11 **Information on various Apple employees, generally copied from printed sources., var.**
 Subjects and Indexing Terms
 Jobs, Steve
 McKenna, Regis
 Wozniak, Steve
 Raskin, Jef
 Sculley, John
 Luke, Lillian
 Nitzke, Ellie
 Zukoski, Peter
 Odseth, Richard
 Kay, Alan
 Gasee, Jean-Louis
 Clark, Rocky
 Coleman, Debi
 Herzfeld, Andy
 Yocam, Del
 Bushnell, Nolan
 Tesler, Larry
- Box 4, Folder 12 **Information re: personnel changes (misc.), 1981-1997**
 Scope and Content Note
 CONFIDENTIAL
- Box 4, Folder 13 **Autographed image of John Sculley., 1988**
 Subjects and Indexing Terms
 Sculley, John
- Box 4, Folder 14 **Odyssey [by John Sculley]. autographed book jacket, 1988**
 Subjects and Indexing Terms
 Sculley, John
-

Subseries 2.3 **Policies & Procedures Handbooks**

Box 4, Folder 15	Naming guidelines., n.d.
Box 4, Folder 16	Personnel Policy Manual., 1980, Apr.
Box 4, Folder 17	Policies & Procedures., 1981
Box 5, Folder 1	Recruiting/ morale brochures., 1982-1991
Box 5, Folder 2	Diversity at Apple., 1992
Box 5, Folder 3	How Do I...?, 1983
Box 5, Folder 4	Community Affairs & Employee Volunteer Action (EVA) materials., 1984-1996
Box 5, Folder 5	Corporate Identity Guidelines., 1985
Box 5, Folder 6	Information Protection Guidebook., n.d.
Box 5, Folder 7	Wishing Well Update., 1986, Oct.
Box 5, Folder 8-9	New Employee Orientation manual., 1986
	Scope and Content Note
	diskette & slides included, two folders
Box 5, Folder 10	Earthquake Survival Kit., 1986
Box 5, Folder 11	Apple Publications Style Guide., 1987
Box 6, Folder 1-2	Wishing Well Update., 1988, Jan.
Box 6, Folder 3	information from Accounts Payable., 1988, Feb.
Box 6, Folder 4	Copyright Guidelines., 1988
Box 6, Folder 5	Stellar Resource Guide-- Accounts Payable revision., 1989, Feb.
Box 6, Folder 6	Stellar Resource guide-- Purchasing revision., 1989, Mar.
Box 6, Folder 7	Apple Electronic Forms Guide., 1989
Box 6, Folder 8	AppleLink Guidelines., 1990
Box 6, Folder 9	Apple R&D Campus User's Guide., 1992
Box 6, Folder 10	Apple Emergency Procedures., 1992, Jan.
Box 6, Folder 11	Apple Employee Handbook 1.0., 1993
Box 6, Folder 12	Environmental Health & Safety Employee Handbook., 1993
Box 6, Folder 13	Earthquake Survival Guide., 1994
	Subjects and Indexing Terms
	Calhoun, Fryar
Box 6, Folder 14	The Benefits of Working at Apple., n.d.
Box 6, Folder 15	Employee representation (misc.), 1982-1993
Box 6, Folder 16	Health & Fitness brochures & announcements., 1983-1993
Box 6, Folder 17	The Benefits of Being at Apple., 1984
-18	Scope and Content Note
	two folders
Box 11, Folder 1	Apple 401(k) savings and investment plan brochure, 1983-1993
	Physical Description:

Subseries 2.4 **Benefits & Compensation**

Box 7, Folder 1	Stocks, pension, etc., 1984-1997
Box 7, Folder 2	vision care information., 1984, 1988
Box 7, Folder 3	Benefits Bulletin., 1986
Box 7, Folder 4	Health & Fitness class listings., 1986-1996
Box 7, Folder 5	Open enrollment notice., 1986
Box 7, Folder 6	Flex Benefits Bulletin., 1987
Box 7, Folder 7	New paycheck memo., 1987, July
Box 7, Folder 8	Child care information., 1987-1988
Box 7, Folder 9	Employee discounts at local businesses., 1988, 1989
Box 7, Folder 10	Employee Assistance Program meetings for earthquake anxiety., 1989
Box 7, Folder 11	Employee Giving Campaign., 1989

Box 7, Folder 12	Benefits booklet., 1989, July
Box 7, Folder 13	Guaranteed ride home memo., 1991
Box 7, Folder 14	Benefits 4.0., 1992, July
Box 7, Folder 15	Flex Benefits brochure., 1992
Box 7, Folder 16	Apple Employee Handbook 2.0., 1995
Box 7, Folder 17	New Family & Medical Leave form., 1995
Box 7, Folder 18	Introducing FlexBenefits on the web., 1996

Subseries 2.4 **Speeches & Executive Communications**

Box 7, Folder 19	Fourth Quarter Financial Analysts meeting., 1983, Nov. Subjects and Indexing Terms Sculley, John
Box 7, Folder 20	MacForum Proceedings., 1984 Subjects and Indexing Terms Sculley, John
Box 7, Folder 21	MacForum Proceedings., 1985 Subjects and Indexing Terms Sculley, John
Box 7, Folder 22	"One Apple.", 1985 Subjects and Indexing Terms Sculley, John
Box 7, Folder 23 Box 8, Folder 1	Annotated speech list., 1986 Historic billion-dollar quarter., 1988, Jan. Subjects and Indexing Terms Sculley, John Yocam, Del
Box 8, Folder 2	UniForum, Dallas TX., 1988, Feb. Subjects and Indexing Terms Sculley, John
Box 8, Folder 3	Our relationship with Microsoft., 1988, Apr. Subjects and Indexing Terms Gassee, Jean-Louis
Box 8, Folder 4	Formation of 1000th User Group., 1988, June Subjects and Indexing Terms Sculley, John
Box 8, Folder 5	"Raising the Standard" memo., 1988, July Subjects and Indexing Terms Sculley, John
Box 8, Folder 6	Apple creates four internal operating divisions., 1988, Aug. Subjects and Indexing Terms Sculley, John

Box 8, Folder 7	Strongest year ever., 1988, Oct. Subjects and Indexing Terms Sculley, John
Box 8, Folder 8	Current business conditions (voicemail transcript)., 1990, Jan. Subjects and Indexing Terms Sculley, John
Box 8, Folder 9	Apple's Q2 layoffs., 1990, Feb. Scope and Content Note includes Apple employee comment Subjects and Indexing Terms Sculley, John
Box 8, Folder 10	Holiday wishes., 1990 Subjects and Indexing Terms Sculley, John
Box 8, Folder 11	Workforce reduction., 1991, June Subjects and Indexing Terms Sculley, John Spindler, Michael
Box 8, Folder 12	"Blueprint for the Decade.", 1991, Oct. Subjects and Indexing Terms Sculley, John Spindler, Michael
Box 8, Folder 13	comments on the Apple/ IBM venture., 1991, Oct. Subjects and Indexing Terms Sculley, John IBM
Box 8, Folder 14	Three-pronged business strategy., 1992, Mar. Subjects and Indexing Terms Sculley, John Spindler, Michael
Box 8, Folder 15	Apple is #1 PC Company., 1992, Oct. Subjects and Indexing Terms Sculley, John
Box 8, Folder 16	Worldwide Developer Conference Keynote., 1993, May Subjects and Indexing Terms Sculley, John Nagel, David Taradalsky, Morris
Box 8, Folder 17	"Apple is Evolving" memo., 1993, May Subjects and Indexing Terms Sculley, John

- Box 8, Folder 18 **Impending layoffs., 1993, July**
 Subjects and Indexing Terms
 Spindler, Michael
- Box 8, Folder 19 **Performance & Restructuring., 1996, Jan.**
 Subjects and Indexing Terms
 Spindler, Michael
- Box 8, Folder 20 **Our Strategic Direction (FAQ & memos)., 1997, Feb.**
 Subjects and Indexing Terms
 Amelio, Gil
- Box 8, Folder 21 **Reach Out Live!, 1997, Mar.**
 Subjects and Indexing Terms
 Amelio, Gil
- Box 8, Folder 22 **NAB [National Association of Broadcasters?], 1997**
 Subjects and Indexing Terms
 Hancock, Ellen
- Box 8, Folder 23 **Seybold Conference Keynote., 1997, Oct.**
 Subjects and Indexing Terms
 Jobs, Steve
- Box 8, Folder 24 **"Essential Elements" white paper. [memo only], n.d.**
 Subjects and Indexing Terms
 Amelio, Gil
- Box 8, Folder 25 **AOL chat., 1997**
 Subjects and Indexing Terms
 Amelio, Gil
-

Subseries 2.6 Security

- Box 8, Folder 26 **Badges., 1986-1987**
Box 8, Folder 27 **Network & physical security information., 1991, 1993, 1997**
OS Box 12 **How to keep the secrets of our success exactly that. Secrets. -- Cupertino, Calif. :
Apple Computer, Inc. The Information Protection Program,, 1989**
 Physical Description: 1 v. (12 p.) ; 57 cm. (cy 1)
- OS Box 12 **How to keep the secrets of our success exactly that. Secrets. -- Cupertino, Calif. :
Apple Computer, Inc. The Information Protection Program,, 1989**
 Physical Description: 1 v. (12 p.) ; 57 cm. (cy 2)
- OS Box 12 **Today, at ten gala events around the globe, Apple unveils the long-awaited
Macintosh IIcx. -- Cupertino, Calif. : Apple Computer, Inc. The Information
Protection Program,, 1989**
 Physical Description: 1 v. (12 p.) ; 57 cm. (cy 1)
- OS Box 12 **Today, at ten gala events around the globe, Apple unveils the long-awaited
Macintosh IIcx. -- Cupertino, Calif. : Apple Computer, Inc. The Information
Protection Program,, 1989**
 Physical Description: 1 v. (12 p.) ; 57 cm. (cy 2)
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Subseries 2.7 **Memos, Flyers, Etc.**

Box 8, Folder 28	Executive Staff Meeting Agenda., 1979, July Subjects and Indexing Terms Scott, Mike
Box 8, Folder 29 Box 8, Folder 30	Signature authorization limits., 1985, 1986 Spending authorizations memo., 1979, Dec. Subjects and Indexing Terms Scott, Mike
Box 8, Folder 31	Misc., 1980
Box 8, Folder 32	Misc., 1981
Box 8, Folder 33	Misc., 1982
Box 8, Folder 34	Misc., 1983
Box 8, Folder 35	Misc., 1984
Box 8, Folder 36	Misc., 1985
Box 8, Folder 37	Misc., 1986
Box 9, Folder 1	Misc., 1987
Box 9, Folder 2	Misc., 1988
Box 9, Folder 3	Misc., 1989
Box 9, Folder 4	Misc., 1990
Box 9, Folder 5	Misc., 1991
Box 9, Folder 6	Misc., 1992
Box 9, Folder 7	Misc., 1993
Box 9, Folder 8	Misc., 1994
Box 9, Folder 9	Misc., 1995
Box 9, Folder 10	Misc., 1996
Box 9, Folder 11	Misc., 1997
Box 9, Folder 12	Misc., n.d.
Box 11, Folder 3	Employee Volunteer action announcements, n.d.
Box 11, Folder 4	Training opportunity announcements, n.d.
Box 11, Folder 5	Miscellaneous notices to employees, n.d.

Subseries 2.8 **Vanity Press Items**

Box 10, Folder 1	The Apple Revue (Click & Drag)., 1987
Box 10, Folder 2	The Golden Apple Club: the best of the best., 1991
Box 10, Folder 3	The 7.0 Wisdom Book (yearbook for System 7 workgroup)., 1991
Box 10, Folder 4	stationery samples., 1982-1989?
Box 10, Folder 5	Apple history awareness., 1986-1987
OS Box 12	The work in the book was conceived on a Macintosh, 1989 Physical Description: 1 v. ; 36 cm.

Subseries 2.9 **Parties & Holidays**

Box 10, Folder 6	Christmas Party announcement., 1977
Box 10, Folder 7	Holiday cards., var.
Box 10, Folder 8-9	Ephemera: party invitations, tickets, etc., var. Scope and Content Note two folders

- Box 10, Folder 10 **Apple Christmas card., n.d.**
Box 10, Folder 11 **Apple party invitations., 1988-1990**
Box 11, Folder 2 **Invitation to Macintosh II rollout, [198-] May 1**
OS Box 12 **External research symposium, n.d. July 27 - 28**
Physical Description: 1 poster : col. ; 37 x 36 cm.
- OS Box 12 **Our values, 1989**
Physical Description: 3 posters : col. ; 38 x 29 cm.
- Map Case Nb5 **In Cupertino, December 1985 : The declaration of interdependence, 1985**
Physical Description: 1 poster : col. ; 64 x 49 cm.

Series 3 **Research & Development**

Scope and Content Note

This series includes reports, diagrams, notes, technical documentation, specifications, standards and information documenting the process of product development. Also includes the Woz files and the Macintosh Project Papers (Jef Raskin).

Subseries 3.1 **Wozniak Files (Industrial Literature)**

- Box 1, Folder 1 **Synertec LSI IC'S Vendor Catalogs & Technical Information, including correspondence with Jobs & handwritten comments., 1975 - 1977**
Box 1, Folder 2 **Keyboard Vendor Catalogs., 1974 - 1977?**
Box 1, Folder 3 **"Light Pen" folder : Drawings., n.d.**
Subjects and Indexing Terms
Wozniak?
- Box 1, Folder 4 **BASIC Program Listings : 16K Star Trek for Apple II., n.d.**
Box 1, Folder 5 **"Assemblers" File : Schematic [AppleII]., 1976, Nov. 2 - 1977, Mar. 18**
Subjects and Indexing Terms
Wozniak, Steven
- Box 1, Folder 6 **"Assemblers" File : Apple II handwritten notes., n.d.**
Box 1, Folder 7 **"Assemblers" File : Correspondence with Jobs Re: kim - 1 Assembler., n.d.**
Box 1, Folder 8 **ASR - 33 Drivers : Fairchild F8 kit 1, drawing., 1975?**
Box 1, Folder 9 **Abdulla - old : Handwritten code., 1975?**
Box 1, Folder 10 **BASIC Micro Compiler Simulation : Handwritten Code., n.d.**
Box 1, Folder 11 **ROM Board - Top Side Drawing ., n.d.**
Box 1, Folder 12 **Apple 2 PC Revisions Handwritten Notes., n.d.**
Box 1, Folder 13 **Graphics Terminal Card : Handwritten notes & drawings., n.d.**
Box 1, Folder 14 **Floating Point for Integer Basic : Handwritten Notes. , n.d.**
Box 1, Folder 15 **Comments on Apple Financial Statements., 1976, July 31**
Box 1, Folder 16 **Flyer introducing Apple 1 with original Apple Logo., 1976**
Box 1, Folder 17 **Design Aids - Digit Pointer : drawings, code, notes, correspondence & HP Materials., 1972 - 1973**
Subjects and Indexing Terms
Hewlett Packard
- Box 1, Folder 18 **Personal Computing 76 Consumer Trade Fair materials., 1976**
Subjects and Indexing Terms
Hewlett Packard
- Box 1, Folder 19 **1 MB Hardware : handwritten code, drawings, specs., 1976 - 1977**

Box 1, Folder 20	Science Fiction / Leisure : Reports & handwritten code on calculator base selection, add / sub. - negate subtrahend, floating point, simulation language., n.d.
Box 1, Folder 21	Science Fiction / Leisure : California Computer Show Exhibitors Directory & Product Information Guide., 1976, Apr. 22
Box 1, Folder 22	Science Fiction / Leisure : The First West Coast Computer Fair : Call For Presentations & Participation., 1976, Nov. 3
Box 1, Folder 23	Science Fiction / Leisure : Advertising Flyers for Grand Opening of Byte Shop., 1975
	Subjects and Indexing Terms
	Byte Shop
Box 1, Folder 24	Science Fiction / Leisure : Short Stories, Chess Problems, Jokes., n.d.
Box 2, Folder 1	Science Fiction / Leisure : "Logic Diagram.", 1973?
Box 2, Folder 2	Science Fiction / Leisure : Ball GEN & SYN GEN handwritten notes and drawings., n.d.
Box 2, Folder 3	Science Fiction / Leisure : Donkey Grazing Problem - handwritten., n.d.
Box 2, Folder 4	Science Fiction / Leisure : Flyer for America Used Computer., n.d.
Box 2, Folder 5	Advertising., 1976?
Box 2, Folder 6	1 MB - F8 ROM., 1976, Nov.
Box 2, Folder 7	Computer Faire. , 1977, Apr.
Box 2, Folder 8	Computer Mart Catalog. No. 1 (Orange, CA)., n.d.
Box 2, Folder 9	Aztec Parts List., n.d.
Box 2, Folder 10	Clock Board. [handwritten notes] , n.d.
Box 2, Folder 11	Checker. [checkbook balancing program printout?] , n.d.
Box 2, Folder 12	The Computerist and Microworld. [East Coast hobbyist magazines], 1976
Box 2, Folder 13	Masters 6502 Apple Hex Monitor. [handwritten notes] , n.d.
Box 2, Folder 14	Microcomputers. [catalogs & brochures & specs.], 1976 - 1977
Box 2, Folder 15	Math Routines. [handwritten notes] , n.d.
Box 2, Folder 16	Copies. [daily tally of photocopies made], 1977, Mar.
Box 2, Folder 17	Design Aids. [handwritten notes & photocopies] ., n.d.
Box 2, Folder 18	Timeshare. [leasing time on a mainframe], 1977 - 1978
Box 2, Folder 19	TV Terminal. [handwritten notes and photocopies], 1975
Box 2, Folder 20	TV Terminal (old) : video gen & sync., 1975
Box 2, Folder 21	Printers., 1976
Box 2, Folder 23	Paddles. [handwritten notes], 1977
Box 2, Folder 24	Pong. [original information from Advanced Electronics plus handwritten reverse engineering notes], n.d.
Box 2, Folder 25	Bubbles & CCD'S., 1977
Box 2, Folder 26	Cassettes. [handwritten notes on tape recorder frequency response, etc.], 1976
Box 2, Folder 27	Cassettes. [brochure], 1976
Box 3, Folder 1	Hardware - Apple I, 1975
Box 3, Folder 2	Modulator (Apple Sauce)., 1976
	Subjects and Indexing Terms
	F.R. Holt
Box 3, Folder 3	Monitors (video)., 1977
Box 3, Folder 4	Byte Shop Flyers., n.d.
Box 3, Folder 5	Speeding Ticket Escape game program., n.d.
Box 3, Folder 6	Mini Assembler Code., 1977
Box 3, Folder 7	Renumber (Sweet 16) code., 1977
Box 3, Folder 8	Hyperbolic Mirror Code., 1977
Box 3, Folder 9	Symbolic Assembler Notes (Woz)., 1977
	Subjects and Indexing Terms
	John Gilchrist
Box 3, Folder 10	NRZI. [non-return-to-zero invert], n.d.

Box 3, Folder 11	Apple 2 Manual (old). [draft], 1977
Box 3, Folder 12	Apple 2 Manual (old). [Pattlennessy's comments], 1977
Box 3, Folder 13	Apple 2 Monitor. [handwritten corrections] , n.d.
Box 3, Folder 14	Apple 1 Cassette., n.d.
Box 3, Folder 15	[Misc. : Data Encryption Device, Keyboard Encoder, DIP Switch brochures, Apple 1 ad slicks, O'Boyle ad, tape receipt], 1975 - 1977
Box 3, Folder 16	Learning Timeshare BASIC., 1975 Subjects and Indexing Terms Hewlett Packard
Box 3, Folder 17	Notes Re: : Hex Monitor , Dynamic RAM, Processor, etc., 1975?
Box 3, Folder 18	Apple 2 Hardware. [drawings & 180 day sales plan], 1977
Box 3, Folder 19	Apple 2 ROM Pattern Revisions., 1977
Box 3, Folder 20	Apple 2A Hardware Revisions., 1977
Box 3, Folder 21	Displays. [handwritten notes & brochures], 1975 - 1976
Box 3, Folder 22	serial card. [handwritten notes], n.d.
Box 3, Folder 23	printer card. [handwritten notes], 1977
Box 3, Folder 24	ACU description. [handwritten notes], 1975
Box 3, Folder 25	Monthly Reports., April - Aug. 1975
Box 3, Folder 26	Steve Wozniak name plate., n.d. Subjects and Indexing Terms Hewlett Packard?
Box 3, Folder 27	Miscellaneous Computer Industry, Vendor Catalogs, Industrial Literature, and H.P. memos., 1972 - 1976
Box 4, Folder 4	Modern Vendor Catalogs & Information., 1975 - 1977
Box 4, Folder 5	Office Supply Manuals & Information ., 1976 - 1977?
Box 4, Folder 6	Motor Vendor Catalogs., 1975 - 1977?
Box 4, Folder 7	Power Supply Vendor Catalogs., 1975 - 1976
Box 4, Folder 8	Components Vendor Catalogs., 1974 - 1976?
Box 4, Folder 1-3	Miscellaneous Computer Industry Vendor Catalogs, Industrial Literature & Hewlett Packard memos., 1972 - 1976 Scope and Content Note Three Folders.
Box 5, Folder 1-2	Components Vendor Catalogs., 1974 - 1976
Box 5, Folder 3-6	Switches Vendor Catalogs, 1975 - 1976?
Box 6, Folder 1	Breadboard Vendor Catalogs, 1975 - 1976?
Box 6, Folder 2	Personal Computing 76 Consumer Trade Fair Materials, 1976
Box 6, Folder 3-4	Displays - Vendor Catalogs & Information, 1973 - 1976?
Box 6, Folder 5	DEC 1976 Direct Sales Catalogs for do-it-yourself computer equipment purchases, 1976
Box 6, Folder 6-7	Instruments / Test & Measurement Equipment Vendor Catalogs, 1975 - 1976
Box 6, Folder 8	Hobby Computers Vendor Catalogs & Information, 1975 - 1976
Box 7, Folder 1	Amigo System Manual, 1977?
Box 7, Folder 2	Enclosures / Cases Vendor Catalogs, 1975 - 1977
Box 7, Folder 3	Amplifiers Vendor Catalogs, 1975
Box 7, Folder 4	Operational Amplifiers Vendor Catalogs, 1975
Box 7, Folder 5	Altair Basic Reference Manual, & Supplement & Errata, 1975
Box 7, Folder 6	Microprocessor Vendor Catalogs, 1975 - 1976?
Box 7, Folder 7	Microcomputer Peripherals Vendor Catalogs, 1975 - 1976?
Box 7, Folder 8	Microcomputer Peripherals Vendor Catalogs, 1976 - 1977?
Box 7, Folder 9	Microcomputer Software Vendor Catalogs & Information, 1975 - 1977
Box 7, Folder 10	Mini Computer Vendor Catalogs, 1974 - 1975?
Box 8, Folder 1	Work Bench Information, 1975 - 1977?
Box 8, Folder 4	Connector Vendor Catalogs, 1975 - 1976?
Box 8, Folder 5	SWTP Printer Vendor Catalogs & [Wozniak] Drawing, 1975 - 1977?

Box 8, Folder 6	Microprocessor Vendor Catalogs & Information, 1975 - 1976?
Box 8, Folder 7	Terminal Vendor Catalogs, 1975?
Box 8, Folder 2-3	Microprocessor Vendor Catalogs, 1975
Box 9, Folder 1	Terminal Vendor Catalogs, 1974 - 1976?
Box 9, Folder 2	Transformer / Inductor Vendor Catalogs, 1975 - 1976?
Box 9, Folder 3	Timesharing System Vendor Catalogs, 1973 - 1976?
Box 9, Folder 4	Relay Vendor Catalogs, 1975 - 1979?
Box 9, Folder 5	Electronic Components Vendor Information, 1975 - 1977?
Box 9, Folder 6	Oscilloscope Vendor Information, 1975
Box 9, Folder 7	Socket Vendor Information, 1975 - 1977?
Box 9, Folder 8	Noise Control Material Vendor Catalogs & Information, 1975 - 1977?
Box 9, Folder 9	A / D - D / A Converters Vendor Catalogs, 1975
Box 9, Folder 10	Using Apple II Color Graphics , 1978
Box 9, Folder 11	Search , 1978
Box 9, Folder 12	A 6502 Code Relocation Program for the Apple II Computer , 1977
Box 9, Folder 13	Renumbering and Appending BASIC Programs on the Apple II Computer, 1977
Box 9, Folder 14	Assembler / Disassembler , n.d.
Box 9, Folder 15	Cassette Article, 1977
Box 9, Folder 16	High - Resolution Color Graphics on the Apple II Computer , 1977
Box 9, Folder 17	Floating Point Package , 1977
Box 9, Folder 18	6502 Floating Point ADD, SUB, MUL, DIV : handwritten notes, , 1976 Apr. 6

Subseries 3.2 Raskin files

Box 10, Folder 1	The Quick - Draw Graphics Systems, 1967 Subjects and Indexing Terms Jeff Raskin
Box 10, Folder 2	Macintosh Project Papers, 1980 Subjects and Indexing Terms Jeff Raskin
Box 10, Folder 3	The Genesis and History of the Macintosh Project, a Jeff Raskin Macintosh Project Note, 1981 Subjects and Indexing Terms Jeff Raskin

Subseries 3.3 Special Project: Computer of the Year 2000

Box 10, Folder 4	Design the Personal Computer of the Year 2000. [contest information], 1988
Box 10, Folder 5	The Organizer: The Personal Computer of the Year 2000., 1988
Box 10, Folder 6	Neon: the Computer of the Year 2000., 1988
Box 10, Folder 7	Macintosh 2000: the Computer for the 21st Century., 1988
Box 10, Folder 8	The Dolphin., 1988
Box 10, Folder 9	Adaptable. Changeable. Colorful. Chameleon., 1988
Box 10, Folder 10	The Oracle: the Personal Computer of the Year 2000., 1988
Box 10, Folder 11	Personal Computer of the Year 2000., 1988
Box 10, Folder 12	Personal Computer of the Year 2000., 1988
Box 10, Folder 13	Project Sushi., 1988
Box 10, Folder 14	A2000., 1988
Box 10, Folder 15	Pippin., 1988
Box 10, Folder 16	A Day in the Life of InfoLink., 1988
Box 10, Folder 17	The Personal Computer of the Year 2000., 1988
Box 10, Folder 18	Core, a personalized computer for the year 2000., 1988
Box 10, Folder 19	Personal Information Environment (PIE)., 1988

Subseries 3.4 **Research Results & Analysis**

Box 11, Folder 1	Apple III RFI Results, 1980
Box 11, Folder 2	Apple III Plus testing information, 1982, November.
Box 11, Folder 3	Apple II Owner Survey: presentation of results, 1981-1982
Box 11, Folder 4	ISM test results, 1987
Box 11, Folder 5	ATG software tools survey [in-house], n.d.
Box 11, Folder 6	Comparing PowerPC with Pentium: a competitive analysis, 1993
Box 11, Folder 7	PowerPC Operating System Naming Test, 1993-1994?
Box 11, Folder 8	Notes from focus groups, 1994, April.
Box 11, Folder 9	Global Schedule System (GSS), 1995 Subjects and Indexing Terms Luchette, Todd
Box 11, Folder 10	The Move to Mobile Computing : tomorrow's too late!, 1995
Box 11, Folder 11	Apple Online: the internet opportunity, 1995
Box 11, Folder 12	Apple Answers: opportunities in business communications, 1996
Flat Box 23, Folder 1	Computer printout used to test 110 parts in plastic, 1982 Jan. 14
Flat Box 23, Folder 2	Computer printouts, 1979

Subseries 3.5 **Standards**

Box 11, Folder 13	Systems Development Standards, Box Reference [1 of 2] Physical Description: 1976 Subjects and Indexing Terms two folders Kraft, Inc.
Box 11, Folder 14	Systems Development Standards, Box Reference [2 of 2] Physical Description: 1976 Subjects and Indexing Terms two folders Kraft, Inc.
Box 11, Folder 15	Systems Development Standards, Box Reference Manual [1 of 3] Physical Description: 1976 Subjects and Indexing Terms three folders Kraft, Inc.
Box 11, Folder 16	Systems Development Standards, Box Reference Manual [2 of 3] Physical Description: 1976 Subjects and Indexing Terms three folders Kraft, Inc.
Box 11, Folder 17	Systems Development Standards, Box Reference Manual [3 of 3] Physical Description: 1976 Subjects and Indexing Terms three folders Kraft, Inc.

Box 12, Folder 1	The Art of Computer Game Design, 1981 or 1982? Subjects and Indexing Terms Crawford, Chris
Box 12, Folder 2 Box 12, Folder 3	Apple III System Configuration Program, 1983 notes from a presentation on corporate Standards, Box Physical Description: 1983? Subjects and Indexing Terms Wujek, Joseph H.
Box 12, Folder 4	Peripheral Systems & Products [1 of 2], 1986, Aug. Scope and Content Note two folders
Box 12, Folder 6	Software Quality Assurance Guidebook [1 of 2], 1988 Scope and Content Note two folders
Box 12, Folder 7	Software Quality Assurance Guidebook [2 of 2], 1988 Scope and Content Note two folders
Box 12, Folder 8	Apple Software Test Process: Software Checker booklets [1 of 3], 1992 Scope and Content Note three folders + diskettes Subjects and Indexing Terms TCO
Box 12, Folder 9	Apple Software Test Process: Software Checker booklets [2 of 3], 1992 Scope and Content Note three folders + diskettes Subjects and Indexing Terms TCO
Box 12, Folder 10	Apple Software Test Process: Software Checker booklets [3 of 3], 1992 Scope and Content Note three folders + diskettes Subjects and Indexing Terms TCO
Box 12, Folder 11 Box 12, Folder 12	CD ROM technology, 1991 Guidelines & Instructions for Preparing Apple Technical Reports & Research Notes, 1993

Subseries 3.6 Specifications

Box 12, Folder 13	Apple I Schematic Diagrams. Terminal & processor sections., 1976 Scope and Content Note reduced photocopies Subjects and Indexing Terms Jobs, Steve Wozniak, Steve
Box 12, Folder 14 Box 12, Folder 15	Apple I ad , 1976 Apple II Specifications, Box & Reference notebook Physical Description: 1977 Subjects and Indexing Terms Baum, Elmer
Box 12, Folder 16	Apple II main logic board, 1977 Subjects and Indexing Terms Baum, Elmer Petersen, Randy
Box 12, Folder 17 Box 13, Folder 1 Box 13, Folder 2	BPI Accounts Receivable System (Apple II), n.d. Circuit blueprints and board design (Apple III), 1980 Font representations & formats (Lisa), 1980 Scope and Content Note diskettes
Box 13, Folder 3 Box 13, Folder 4 Box 13, Folder 5 Box 13, Folder 6	Manufacturing Application Package Evaluation Criteria, n.d. User education documents (Macintosh), 1984 Technical notes (Macintosh & Lisa), 1984, 1985 MC86 Sony 3.5 disk drive (Apple IIc) [1 of 5], 1985, Nov. - 1986, May Scope and Content Note five folders Subjects and Indexing Terms Chen, Conrad
Box 13, Folder 7	MC86 Sony 3.5 disk drive (Apple IIc) [2 of 5], 1985, Nov. - 1986, May Scope and Content Note five folders Subjects and Indexing Terms Chen, Conrad
Box 13, Folder 8	MC86 Sony 3.5 disk drive (Apple IIc) [3 of 5], 1985, Nov. - 1986, May Scope and Content Note five folders Subjects and Indexing Terms Chen, Conrad
Box 13, Folder 9	MC86 Sony 3.5 disk drive (Apple IIc) [4 of 5], 1985, Nov. - 1986, May Scope and Content Note five folders Subjects and Indexing Terms Chen, Conrad

Box 13, Folder 10	MC86 Sony 3.5 disk drive (Apple IIc) [5 of 5], 1985, Nov. - 1986, May Scope and Content Note five folders Subjects and Indexing Terms Chen, Conrad
Box 13, Folder 11	Apple SCSI & MacPlus cables development [1 of 3], 1985-1986 Scope and Content Note three folders Subjects and Indexing Terms Chen, Conrad
Box 13, Folder 12	Apple SCSI & MacPlus cables development [2 of 3], 1985-1986 Scope and Content Note three folders Subjects and Indexing Terms Chen, Conrad
Box 13, Folder 13	Apple SCSI & MacPlus cables development [3 of 3], 1985-1986 Scope and Content Note three folders Subjects and Indexing Terms Chen, Conrad
Box 13, Folder 14	Winchester controller, 1985 Subjects and Indexing Terms Western Digital Corp.
Box 13, Folder 15	Macintosh Specifications, Box Physical Description: n.d. Subjects and Indexing Terms
Box 13, Folder 16	MacPlus and Mac 512K Specifications, Box Physical Description: 1986 Subjects and Indexing Terms
Box 13, Folder 17 Box 13, Folder 18	Floppy disk, Dept. 5831 product & budget information, 1987 53C80 Specifications, Box Physical Description: 1987 Subjects and Indexing Terms NCR Microelectronics
Box 13, Folder 19	MacPlus, LaserWriter, Apple IIgs, etc. Specifications, Box Physical Description: 1987-1988 Subjects and Indexing Terms NCR Microelectronics
Box 14, Folder 1	Leopard (object-oriented programming environment), 1988 Scope and Content Note confidential Subjects and Indexing Terms Instantiations, Inc.

Box 14, Folder 2	Engineering reference Specifications, Box documents (Apple IIgs) [1 of 2] Physical Description: 1989, June Subjects and Indexing Terms two folders
Box 14, Folder 3	Engineering reference Specifications, Box documents (Apple IIgs) [2 of 2] Physical Description: 1989, June Subjects and Indexing Terms two folders
Box 14, Folder 4	System 5.0 release notes, 1989, June
Box 14, Folder 5	Initial evaluation of CD ROM drive, 1991
Box 14, Folder 6	Japanese language kit, 1993
Box 14, Folder 7	Technical information (Quadra 630), 1994
Box 14, Folder 8	Technical information (PowerBook 5300 series), 1995
Box 14, Folder 9	Technical information & RAM expansion card installation information (PowerBook Duo 2300c), 1995
Box 14, Folder 10	Technical information (PowerBook 190 series), 1995
Box 14, Folder 11	Technical information (Performa 640 series), 1995
Box 14, Folder 12	Twentieth Anniversary Macintosh, 1996
Box 14, Folder 13	Apple Spec Chart, 1996, Nov.
Box 24, Folder 1	Preferred components mechanical manual, , 1989 Aug.
Box 24, Folder 2	Preferred components electrical manual, , 1989 Aug.
Box 24, Folder 3	Circuit schematic main logic PCB Apple II, , 1978 July 19 Schematic 050-0006-00 Physical Description: 6 sheets of 6
Map Case Nb5	Circuit diagrams : Adam, Abel, ZyMos, B13, MMU, 1981 - 1982
Map Case Nb5	Circuit diagrams : Cain, 1982 - 1983
Map Case Nb5	Circuit diagrams : Aladdin, 1986 May
Map Case Nb5	Circuit diagrams : Eve, Integrated disk controller, Integrated Woz machine, 1981 - 1982

Subseries 3.7 **Newsletters**

Box 14, Folder 14	Engineering Support Notice, 1989-1990
Box 14, Folder 15	Floating in the Heap. No. 1 & 2, 1984
Box 14, Folder 16	Human Interface Notes., 1989-1990
Box 14, Folder 17	Standards, Box Notes. Physical Description: 1985, Aug. Subjects and Indexing Terms
Box 14, Folder 18	System 7 Newsletter., 1991
Box 14, Folder 19	Tech Tidbits., 1990?

Subseries 3.8 **Macintosh Reference & Information**

Box 14, Folder 20	The Scrap Manager: a programmer's guide, 1983
Box 14, Folder 21	TextEdit: a programmer's guide, 1983
Box 14, Folder 22	The Event Manager: a programmer's guide, 1983
Box 14, Folder 23	QuickDraw: a programmer's guide, 1983
Box 14, Folder 24	Inside Macintosh: a road map, 1984
Box 14, Folder 25	Macintosh Memory Management: an introduction, 1984
Box 14, Folder 26	Programming Macintosh Applications in Assembly Language, 1984

Box 14, Folder 27	The Resource Manager: a programmer's guide, 1984 Scope and Content Note two folders
Box 14, Folder 28	The Resource Manager: a programmer's guide (one sheet), 1984 Scope and Content Note two folders
Box 14, Folder 29	The Font Manager: a programmer's guide, 1984
Box 14, Folder 30	The Window Manager: a programmer's guide, 1984
Box 15, Folder 1	The Control Manager: a programmer's guide, 1984
Box 15, Folder 2	The Menu Manager: a programmer's guide, 1984
Box 15, Folder 3	The Dialog Manager: a programmer's guide, 1984
Box 15, Folder 4	The Desk Manager: a programmer's guide, 1984
Box 15, Folder 5	The Toolbox Utilities: a programmer's guide, 1984
Box 15, Folder 6	Macintosh packages : a programmer's guide, 1984
Box 15, Folder 7	The Memory Manager: a programmer's guide, 1984
Box 15, Folder 8	The Segment Loader: a programmer's guide, 1984
Box 15, Folder 9	The File Manager: a programmer's guide, 1984
Box 15, Folder 10	Printing from Macintosh Applications, 1984
Box 15, Folder 11	The Device Manager: a programmer's guide, 1984
Box 15, Folder 12	The Sound Driver: a programmer's guide, 1984
Box 15, Folder 13	The Vertical Retrace Manager: a programmer's guide, 1984
Box 15, Folder 14	The Operating System Utilities: a programmer's guide, 1984
Box 15, Folder 15	The Structure of a Macintosh Application, 1984
Box 15, Folder 16	Putting Together a Macintosh Application, 1984
Box 15, Folder 17	Index to Technical Documentation, 1984
Box 15, Folder 18	Mac Paslib Release V0.6, 1984 Subjects and Indexing Terms Chow, Yu-Ying
Box 15, Folder 19	Supplement Update Errata, 1984
Box 15, Folder 20	Technical Communications to Tech Support Personnel (Macintosh), 1984-1985
Box 15, Folder 21	Technical Notes #0, 1985
Box 15, Folder 22	A Software Developer's Guide to Switcher, 1985 Subjects and Indexing Terms Herzfeld, Andy
Box 15, Folder 23	Switcher Instructions, 1985
Box 15, Folder 24	Tour Guide, 1986
Box 15, Folder 25	Power User Shortcut Summary (Macintosh), 1986
Box 15, Folder 26	The Macintosh Family Hardware Reference, 1987, Mar.
Box 15, Folder 27	Sound Manager, System 6.0.2, 1988 Subjects and Indexing Terms Reekes, Jim
Box 15, Folder 28	The Script Manager 2.0, 1989, Feb.
Box 15, Folder 29	Macintosh IIfx Compatibility Report, 1989
Box 15, Folder 30	Integrating Macintosh into IBM Environments, 1990, May
Box 15, Folder 31	QuickTime Technical Background, 1991
Box 15, Folder 32	Apple System 7 Q&A's, 1991
Box 16, Folder 1	Everything You Ever Wanted to Know About Upgrading to System 7, 1991
Box 16, Folder 2	The first 20 things to do and notice with System Software 7.0, 1991
Box 16, Folder 3	Trouble Shooting (System 7.0), 1991
Box 16, Folder 4	Product Orientation Guide (System 7), 1991
Box 16, Folder 5	At Ease 2.0 & At Ease 2.0 for Workgroups quick reference cards, 1993

- Box 16, Folder 6 **Paladin: Macintosh Personal Office Market Requirements documents, 1993, Jan.**
Box 16, Folder 7 **Maven (internet audioconferencing tool for Macintosh), 1994**
Box 16, Folder 8 **Setting up your Macintosh Performa, 1994, 1995**
 Scope and Content Note
 English and French versions
- Box 16, Folder 9 **Maslow! user experience requirements document, 1995, Oct.**
Box 16, Folder 10 **AIX, AppleTalk Services and the Network Server quick reference card, 1996**
Box 16, Folder 11 **Apple Media Tool quick reference card, 1996**
Box 16, Folder 12 **Quick Start Apple Color OneScanner Dispatcher Software reference card, 1996**
-

Subseries 9 Reference & Information (general)

- Box 16, Folder 13 **MOS technology information, 1975**
Box 16, Folder 14 **Dr. Dobb's Journal of Computer Calisthenics & Orthodontia. Vol. 1, No. 4., 1976, Apr.**
 Subjects and Indexing Terms
 magazine
- Box 16, Folder 15 **The New Creative Computing Catalogue, 1976**
 Subjects and Indexing Terms
 magazine
- Box 16, Folder 16 **Radio Shack Introduces The World of Computing, 1977**
Box 16, Folder 17 **The First Blown Apple II Power Light, 1978, July**
 Subjects and Indexing Terms
 artifact
- Box 16, Folder 18 **Commented source listing of interger BASIC, 1978**
 Subjects and Indexing Terms
 Avricchio, Rich
- Box 16, Folder 19 **Fourth West Coast Computer Faire program, 1979**
Box 16, Folder 20 **Digital Research CP/M brochure, n.d.**
 Subjects and Indexing Terms
 Digital Research
- Box 16, Folder 21 **Pascal Editor tutorial printout, 1981**
Box 16, Folder 22 **Personal Computers for the Physically Disabled: a resource guide, 1981**
Box 16, Folder 23 **Requirements for protection & control of electrostatic devices, 1981, Dec.**
Box 16, Folder 24 **Apple terminator test results, n.d.**
Box 16, Folder 25 **Pattern generator data, 1983**
 Subjects and Indexing Terms
 Bailey, Bob
 Horn, Mary
- Box 16, Folder 26 **A Note on the Personal Computer Industry, 1983**
 Subjects and Indexing Terms
 Brasso, Laura
 Powers, Dan
 University of Michigan
-

Box 16, Folder 27	The Impact of the Microcomputer in the Business Environment, 1984 Subjects and Indexing Terms Newsweek
Box 16, Folder 28	"Push" vs. "Pull", n.d. Subjects and Indexing Terms Pascoe, Geoff
Box 16, Folder 29 Box 16, Folder 30	ImageWriter pre-release notes for testers, 1984 Future Views: a newsletter on emerging issues in the personal computing industry, 1985 Subjects and Indexing Terms McGraw-Hill
Box 16, Folder 31	Information Appliances: A new industry, 1986, Feb. Subjects and Indexing Terms Raskin, Jef
Box 16, Folder 32	A survey of business users of the Apple LaserWriter printer, 1986, Dec. Subjects and Indexing Terms Field Research Corporation
Box 17, Folder 1 Box 17, Folder 2	High-performance Automated Theorem-Proving Software, 1986 MIT Lab for Computer Science Research Groups, 1986 Subjects and Indexing Terms Massachusetts Institute of Technology
Box 17, Folder 3 Box 17, Folder 4 Box 17, Folder 5 Box 17, Folder 6 Box 17, Folder 7 Box 17, Folder 8 Box 17, Folder 9 Box 17, Folder 10	Floppy disk drives information, 1987, Oct. Hard disk drives information, 1987, Oct. Optical disk drive information, 1987, Nov. Artificial Intelligence information, 1987 Operating System Interest Group, 1987, June HyperLego Leveraged Learning (Vivarium project), 1988, Apr. Pink Display Architecture Overview, 1988, June. Multimedia Production: casual production, videodisc basics, visual almanac, 1988, Nov.
Box 17, Folder 11 Box 17, Folder 12	The Scores Virus, 1988 A Perspective on OOP Development Environments, 1988, Aug. Subjects and Indexing Terms Burbeck, Steve
Box 17, Folder 13	What's so great about Mach?, 1988 Subjects and Indexing Terms Smith, Walter
Box 17, Folder 14 Box 17, Folder 15 Box 17, Folder 16 Box 17, Folder 17 Box 17, Folder 18	Competitive Product Bulletin, 1989, Mar. Understanding Computer Networks, 1989 European Market Intelligence Mailing, 1989, Oct. AppleLink: summary of new features & improvements, 1989 Independence Day: designing computer solutions for individuals with disability, 1990
Box 17, Folder 19 Box 17, Folder 20 Box 17, Folder 21	Competitive update, 1991 Dec. Tiny Toons Release Notes, 1992, Mar. The Vivarium Project, 1992, Aug.

Box 17, Folder 22	ATG Quick Reference Guide to Intellectual Property, Technical Reports & Research Notes and Publications, 1993
Box 17, Folder 23	ATG External Research: Selected Project Reports, 1993
Box 17, Folder 24	Developing an information base on the OEM business of selected companies, 1993, Oct.
Box 17, Folder 25	Warranty booklet (global), 1993?
Box 17, Folder 26	Apple Software License Agreement, 1993
Box 17, Folder 27	Client/Server Solutions: the roles of desktops, middleware and servers, 1994, July
Box 17, Folder 28	Technology Reference: what is client/server technology?, 1994, July
Box 17, Folder 29	Approaches to client/server integration, 1994, Aug.
Box 17, Folder 30	Operating in a network world, 1994, Aug.
Box 17, Folder 31	High speed networking/ IP, 1995
Box 17, Folder 32	Everything you need to know (but were afraid to ask kids) about the information highway, 1995
Box 17, Folder 33	Learning Communities Laboratory, 1996, Sept.
Box 17, Folder 34	Pricing & Troubleshooting Materials, 1997

Subseries 3.10 **Apple Reference & Information**

Box 18, Folder 1	Procedures (Apple II) [1 of 2], 1977 Scope and Content Note two folders Subjects and Indexing Terms Wozniak, Steve
Box 18, Folder 2	Procedures (Apple II) [2 of 2], 1977 Scope and Content Note two folders Subjects and Indexing Terms Wozniak, Steve
Box 18, Folder 3	System software AP[lication] notes (Apple II), 1978
Box 18, Folder 4	Personal computer competitive evaluation, n.d.
Box 18, Folder 5	At long last... Whatsit for Apple II, 1979
Box 18, Folder 6	Apple II Interface Notes #1, 1979, Feb.
Box 18, Folder 7	A brief introduction to the new Pascal, 1979, Oct. Subjects and Indexing Terms Hoffman, Al Kellner, Charlie McMaster, Colin
Box 18, Folder 8	notes on designing Apple II/III power supply, 1979-1980 Subjects and Indexing Terms Holt, Rod
Box 18, Folder 9	Apple III Business Graphics Reference Card, n.d.
Box 18, Folder 10	Preliminary NROFF documentation, version 6.5, 1980 Subjects and Indexing Terms McMaster, Colin
Box 18, Folder 11	Apple Software Bank Application Notes (Apple II) [1 of 2], 1980 Scope and Content Note two folders

- Box 18, Folder 12 **Apple Software Bank Application Notes (Apple II) [2 of 2], 1980**
 Scope and Content Note
 two folders
- Box 18, Folder 13 **Apple Answer Book (reprint of Vol. 1), 1981**
Box 18, Folder 14 **Apple Answer Book 2 (Apple II/III), 1981?**
Box 18, Folder 15 **Apple IIe project binder, 1982**
Box 19, Folder 1 **Technical Support Training (student manual) [1 of 2], 1984**
 Scope and Content Note
 two folders
- Box 19, Folder 2 **Technical Support Training (student manual) [2 of 2], 1984**
 Scope and Content Note
 two folders
- Box 19, Folder 3 **Technical Support Training (instructor manual), 1984**
Box 19, Folder 4 **Apple II Forever College Binder [1 of 2], 1985**
 Scope and Content Note
 two folders
- Box 19, Folder 5 **Apple II Forever College Binder [2 of 2], 1985**
 Scope and Content Note
 two folders
- Box 19, Folder 6 **Color Truth Table, 1985, Feb.**
 Subjects and Indexing Terms
 Baker, Gary
- Box 19, Folder 7 **BASIC reserved words & formats converter chart (machine/ Microsoft), 1986**
 Subjects and Indexing Terms
 PC World
- Box 19, Folder 8 **Apple II Software Emulators, 1995**
-

Subseries 3.11 Lisa Reference & Information

- Box 20, Folder 1 **Lisa SmallTalk-80 Version 1.0, 1980**
Box 20, Folder 2 **Programmer's Handbook [1 of 2], 1981-1982**
 Scope and Content Note
 two folders
- Box 20, Folder 3 **Programmer's Handbook [2 of 2], 1981-1982**
 Scope and Content Note
 two folders
- Box 20, Folder 4 **Programmer's Handbook [1 of 3], 1982-1983**
 Scope and Content Note
 three folders
- Box 20, Folder 5 **Programmer's Handbook [2 of 3], 1982-1983**
 Scope and Content Note
 three folders
-

Box 20, Folder 6	Programmer's Handbook [3 of 3], 1982-1983 Scope and Content Note three folders
Box 20, Folder 7	Technical communications [re: LISA], 1983 Apr. Scope and Content Note three folders
Box 20, Folder 8	TK5C Toolkit Listings [1 of 2], 1983 Scope and Content Note two folders
Box 20, Folder 9	TK5C Toolkit Listings [2 of 2], 1983 Scope and Content Note two folders
Box 21, Folder 1	Lisa Localization Kit [1 of 2], 1983, Oct. Scope and Content Note two folders
Box 21, Folder 2	Lisa Localization Kit [1 of 2], 1983, Oct. Scope and Content Note two folders
Box 21, Folder 3	SANELib: release V0.5, 1984
Box 21, Folder 4	Lisa Workshop Supplement Version 1.0, 1985

Subseries 3.12 Reports

Box 22, Folder 1	Project report & worksheet forms, 1976
Box 22, Folder 2	New products review, 1979
Box 22, Folder 3	Charters: corporate engineering services & technical information services/ library, n.d.
Box 22, Folder 4	Minutes of Engineering Council Meeting, 1982, Dec.
Box 22, Folder 5	Macintosh ROM Overview & Product Illustrations, 1983-1984
Box 22, Folder 6	Logian manual and information about expert systems and learning, 1986
Box 22, Folder 7	ATG reports, agendas, etc. (misc.), 1986-1993
Box 22, Folder 8	AAAI 1987 (brief summary), 1987, July
Box 22, Folder 9	Living Museum (HyperCard project), 1987
Box 22, Folder 10	Report on Fabrik, 1987
Box 22, Folder 11	MCC Expert Systems Technology, 1987?
Box 22, Folder 12	Human Interface Lab presentation, 1987?
Box 22, Folder 13	Fabrik project, 1987
Box 22, Folder 14	MIT Media Laboratory, 1987 Subjects and Indexing Terms Massachusetts Institute of Technology
Box 22, Folder 15	Applex Project report, 1988, June
Box 22, Folder 16	Applex info, 1988 Subjects and Indexing Terms Loofbourrow, Wayne
Box 22, Folder 17	student design projects flyer invitation, n.d.
Box 22, Folder 18	Viruses and the Macintosh (technical support executive summary), 1988

Box 22, Folder 19	Project Collaboration: a distributed hypermedia prototype-- project plan, 1988 Subjects and Indexing Terms Chesley, Harry R.
Box 22, Folder 20	HyperCard MIDI interface meeting, 1989 Subjects and Indexing Terms Holm, Mike
Box 22, Folder 21 Box 22, Folder 22 Box 22, Folder 23 Box 22, Folder 24	Integrated learning design: project summaries, 1990, May Hard drive 20/40 pricing/ upgrade proposal, 1990? Artificial intelligence project papers, 1990? ATG progress Reports, Box Physical Description: 1990, Mar. - June Subjects and Indexing Terms
Box 22, Folder 25 Box 22, Folder 26	Introduction to the Apple-Digital network environment, 1990 Pacific Research & Development Bible: status (software, CPU, peripherals), 1991, Oct.
Box 22, Folder 27	Mandala Project presentation materials, MindTop Project (world's smallest computer), 1991 Subjects and Indexing Terms Kawasaki, Kazuo
Box 22, Folder 28 Box 22, Folder 29	San Francisco Apple Multimedia Lab, 1992 PowerPC technology: the power behind the next generation of Macintosh systems, 1993
Box 22, Folder 30	external research Reports, Box Physical Description: 1993-1994 Subjects and Indexing Terms
Box 22, Folder 31 Box 22, Folder 32 Box 22, Folder 33 Box 22, Folder 34 Box 22, Folder 35	FrameRelay: what is it and why is it important?, 1994 Wireless LANs: the basics of radio frequency technology, 1994 Wireless WANs: the basics of paging technology, 1994 Apple Workgroup Server 95: a multi-threading A/UX system, 1994 Personal Communications Systems/ personal communications systems and how they work, 1994
Box 22, Folder 36 Box 22, Folder 37 Box 22, Folder 38 Box 22, Folder 39 Box 22, Folder 40 Box 22, Folder 41	Bridging the gap (telephony), 1995? Apple Speech Program & Apple Speech Technology Q&A, 1995? A look inside the color LaserWriter: color without compromise, 1995 A look inside the AppleVision display, 1995 PowerMacintosh: the next step, 1995 PowerPC hardware reference platform, 1995

Series 4 **Corporate Library**

Scope and Content Note

This series includes information on planned Apple Museum and Apple Archives as well as the Apple Library User Group and files on libraries that received Apple products for special project work.

Subseries 4.1 **Apple Library User Group (ALUG) Newsletters**

Box 1, Folder 1 - 18	ALUG Newsletter. Vol. 1 No. 1., Vol. 2 Nos. 1-4, Vol. 3 Nos. 1-4, Vol. 4 Nos. 1-4, Vol. 5 Nos. 1-3, Vol 6 Nos. 1-2, 1983-1988
Box 2, Folder 1 - 9	ALUG Newsletter. Vol 6 Nos. 3-4, Vol. 7 Nos. 1-4, Vol. 8 Nos. 1-3, 1988-1990

Subseries 4.2 **Macintosh Libraries**

- Box 3, Folder 1 - 10
Box 3, Folder 11
- ALUG Newsletter. Vol. 9 No. 4, Vol. 10 Nos. 1-3, Vol. 11 Nos. 1-4, Vol. 12 Nos. 1-4, Vol. 13 Nos. 1-4, 1991-1995**
The Macintosh Library: uses of the Apple Macintosh in a special library, 1987
Subjects and Indexing Terms
Valauskas, Edward J.
- Box 3, Folder 12 - 16
- Macintosh Libraries ([1], 3.0, 4.0, 5.0, 6.0), 1988-1994**
Subjects and Indexing Terms
Valauskas, Edward J. Vaccaro, Bill
-

Subseries 4.3 **Template Exchange**

- Box 4, Folder 1
Box 4, Folder 2
- Apple Library Template Exchange, 1988-1993**
Template Exchange information, 1985-1986
-

Subseries 4.4 **Apple Library of Tomorrow (ALOT)**

- Box 4, Folder 3
Box 4, Folder 4 - 8
- Proceedings: Community Networking Conference, 1996, May ALOT, 1988-1993**
Subjects and Indexing Terms
Cisler, Steve
- Box 4, Folder 9
Box 4, Folder 10
Box 4, Folder 11
Box 5, Folder 1
Box 5, Folder 2
Box 5, Folder 3
Box 5, Folder 4
Box 5, Folder 5
Box 5, Folder 6 - 16
- ALOT/ ALUG mailing list [?], n.d.**
ALOT conference comment sheets, 1989?
ALOT project summary sheets, 1991?
ALOT equipment requests, 1990?
press clippings, 1988-1990
ALOT conference, 1989
information on community networking, var.
Apple employees who helped with ALOT, 1989
insitution-specific project proposals, requests and reports, 1990-1992
Scope and Content Note
some diskettes included
Subjects and Indexing Terms
Beloit College
Denver Public Library
Hans Helgesen Elementary School
Hopkinton High School
Memex
North Carolina State University
Northwestern University
Smithsonian Institution
San Francisco State University
Telecoms
University of California at Berkeley
-

Box 6, Folder 1 -
21

insitution-specific project proposals, requests and reports, 1989-1994

Scope and Content Note

some diskettes & photos included

Subjects and Indexing Terms

Zimmerman, Mark
Hart, Michael S. (Project Gutenberg)
University of Toronto
University of Wisconsin at River Falls
Washington State University
Whitman County (WA)
William Penn Charter School
Wisconsin Interlibrary Services
Yale
Zuni
Lowell School
Mendocino County Library
Liverpool (NY) Public Library
Americans for Indian Opportunities
California State Library
Catawba-Wataree Health Education Center
Conestoga Senior High School
Contra Costa County Library
Ft. Collins (CO) Public Library
Coston Elementary School
Delaware State Libraries

Box 7, Folder 1 -
14

insitution-specific project proposals, requests and reports, 1989-1993

Scope and Content Note

some diskettes & photos included

Subjects and Indexing Terms

Hawaii INC
Juvenile Justice Center School
Los Gatos Memorial Library
Louisville (KY) Free Public Library
San Francisco (CA) Public Library
Sooke School
Rensselaer Polytechnic Institute
Ohio Valley Area Libraries
National Commission on Libraries & Information Science
National Agricultural Library
Medina County (OH) Free-Net
Library of Congress (American Memory project)

Box 8, Folder 1 - 4

insitution-specific project proposals, requests and reports, 1988-1993

Scope and Content Note

some diskettes & photos included

Subjects and Indexing Terms

Rogers, Fred
University of Pittsburgh (PA) (Mr. Rogers Collection)
University of Alaska - Fairbanks (Project Jukebox)
University of Michigan
Telluride Institute

Box 8, Folder 5
Box 8, Folder 6
Box 9, Folder 1

Ties that bind: building community networks, 1994, May
ALOT projects 1990-1992, 1993
Ties that bind: converging communities, 1995, May

Subseries 4.5 **Apple Library User Group**

Box 9, Folder 2
Box 9, Folder 3

Directory of librarians using Macintoshes, n.d.
ALUG logo correspondence, 1987

Subjects and Indexing Terms
Justie, Kevin

Box 9, Folder 4
Box 9, Folder 5

ALUG press info, 1988-1994
ALUG correspondence, 1983-1986, 1993

Subjects and Indexing Terms
Ertel, Monica

Box 9, Folder 6
Box 9, Folder 7
Box 9, Folder 8

ALUG meeting in San Francisco, 1992
ALUG meeting in Atlanta, 1991
ALUG meeting in Dallas, 1989

Scope and Content Note
photos

Box 9, Folder 9
Box 9, Folder 10
Box 9, Folder 11
Box 9, Folder 12

ALUG meeting in New York, 1986
ALUG meeting in Chicago, 1985
local ALUG meetings, 1986-1992
ALUG online, 1990

Subseries 4.6 **Miscellaneous Files**

Box 9, Folder 13

Where is the Macintosh library?, 1986

Subjects and Indexing Terms
Lukos, Garry
Boston Macintosh Users Group

Box 9, Folder 14

Getting a handle on knowledge, 1996

Subjects and Indexing Terms
Ertel, Monica

Box 9, Folder 15
Box 9, Folder 16
Box 9, Folder 17
Box 10, Folder 1
Box 10, Folder 2

Apple II Bibliophile, 1983
List of Marketing Materials, 1987?
library management memos, organization charts, etc., 1985-1995
CD ROM survey, 1994
ALOT, 1989

Scope and Content Note
includes cd

Box 10, Folder 3
Box 10, Folder 4
Box 10, Folder 5

reference & trivia, var.
workshops & training produced by Apple library, var.
Get Info... Apple Library Newsletter, 1988-1989

Box 10, Folder 6

library staff photos, 1993

Scope and Content Note

photos

Subjects and Indexing Terms

Ertel, Monica
Lau, Pam
Reding, Bill
McKinney, Joanne
Bidwell, Lynne
Echeandia, Pedro
Oros, Jane
Vratny, Janet
Cisler, Steve
Mead, Dale
Hawley, Lorin
Macek, Rosanne
Mason, Terri
Gilman, Greg
Singer, Marcia
Broun, Kevin
Askew, Kathy
Bercik, Mary Ellen

Box 10, Folder 7
Box 10, Folder 8
Box 10, Folder 9
Box 10, Folder 10
Box 10, Folder 11
Box 10, Folder 12

library move, 1991-1993
software collection issues, 1982-1985?
conference, meeting & trip reports, 1986-1989
Intel Museum information, 1990-1992
Apple museum, 1989-1993
Apple archives, 1989-1993

Scope and Content Note

includes "Plan for an Apple Archives" proposal by Lewis (archivist at Hewett-Packard)

Subjects and Indexing Terms

Lewis, Karen R.

Box 10, Folder 13
Box 10, Folder 14
Box 10, Folder 15
Box 10, Folder 16

Apple Library Newsletter, 1985-1986
articles, var.
collected mission statements from other corporate libraries, 1992
Apple Library Systems Project: Strategic Plan Goal 1, Analysis & Recommendations, 1994, Dec.

Box 10, Folder 17
Box 10, Folder 18
Box 10, Folder 19
Box 10, Folder 20

Here's how to use... Personal Apple Library, n.d.
Here's how to use... Apple Desktop Library, n.d.
Apple Library Project: Explorations in Human-Computer Design, n.d.
ALUG , 1997

Subjects and Indexing Terms

Kawasaki, Guy

Box 11, Folder 1

items for "Apple Authors" exhibit, 1987-1991

Scope and Content Note

photos

Subjects and Indexing Terms

Kay, Alan

Box 11, Folder 2
Box 11, Folder 3
Box 11, Folder 4

Procedures & Guidelines for library equipment & collections, 1990
Finance Insider Information: researching through the Apple Library, 1987
Bibliographies, 1984-1986

Box 11, Folder 5	Bibliographies (Lisa), 1984
Box 11, Folder 6	Apple archives, 1991-1997 Subjects and Indexing Terms Oros, Jane
Box 11, Folder 7	Apple Library Newsletter. Vol. 1 No. 1 - Vol. 6 No. 1, 1982-1987
Box 11, Folder 8	Get Info... (Apple Library Newsletter). Vol. 6 No. 2 through Vol. 8 No. 12, 1987-1989
Box 11, Folder 9	Apple Library articles, clipped from Five Star News, 1990-1991
Box 11, Folder 10	Bibliographies & literature searches, var.
Box 11, Folder 11	Library operations, misc., 1983-1997
Box 11, Folder 12	Indexing project for Lowell Observatory, 1988
Box 11, Folder 13	Serials project with Silicon Valley Information Center (San Jose Public Library), 1986
Box 11, Folder 14	Apple Historical database misc., var.
Box 11, Folder 15	The Apple Glossary. A collection of technical expressions and acronyms, accompanied by their definitions., 1987, Apr. Scope and Content Note autographed
Box 11, Folder 16	titles pages of filmed/fiched items, n.d.
Box 11, Folder 17	Apple museum & archives, 1989-1994, 1997
Box 11, Folder 18	Apple Museum of Tomorrow, 1992
Box 11, Folder 19	certificates of copyright registration for Macintosh Libraries, 1990-1995

Subseries 4.7 Exhibits

Flat Box 12.1	Annual report exhibit [1 of 2], 1985 Physical Description: 12 pages mounted on 12 pieces of foam core
Flat Box 12.2	Annual report exhibit [2 of 2], 1985 Physical Description: 12 pages mounted on 12 pieces of foam core

Series 5 Technical Training and Apple Developer Program

Scope and Content Note

This series includes materials for training Apple employees as well as materials created to encourage external developers to create software and peripherals for use with Apple products.

Subseries 5.1 Developer/ APDA Materials

Box 1, Folder 1	Software Supplement Update, 1985 May
Box 1, Folder 2	Appledirect: an Information Resource from Apple Developer Services Vol 1 No. 5, 1989 Feb.
Box 1, Folder 3	Information Exchange: Marketing Guidebook, 1989 Feb. Subjects and Indexing Terms 3 Diskettes
Box 1, Folder 4	Information Exchange, 1989 Feb.
Box 1, Folder 8	MacShare Newsletter for In-house Developers, 1993 Aug.
Box 1, Folder 9	Tech Tidbits, 1993 Oct.
Box 1, Folder 10	Apple II Sample Code Notes, 1990 June
Box 1, Folder 11	Macintosh System Software Palette Manager, 1990 Apr.
Box 1, Folder 12	Macintosh System Software 32-bit QuickDraw, 1990 Apr.

Box 1, Folder 5-7	Newton Programming Course Materials, 1993 Nov. Subjects and Indexing Terms Three folders 3 Diskettes
Box 2, Folder 1	Macintosh System Software Slot Manager, 1989 Apr.
Box 2, Folder 2	Macintosh System Software Control Panel : Monitors Extensions, 1989 Apr.
Box 2, Folder 3	Macintosh System Software Color Picker Package, 1989 Apr.
Box 2, Folder 4	Macintosh System Software Video Drivers, 1989 Apr.
Box 2, Folder 5	Power Macintosh Co. - Marketing News, 1995 Mar.
Box 2, Folder 6	APDA Introduction Letter , 1986 June Subjects and Indexing Terms Internal
Box 2, Folder 7	Macintosh System Software Directions Overview, 1989 May.
Box 2, Folder 8	Apple CD- ROM Development Resource Guide, 1989 May.
Box 2, Folder 9	Apple Link Information for Developers, 1988 July
Box 2, Folder 10	APDA Tools for Developers, 1993 Feb.
Box 2, Folder 11	Develop. The Apple Technical Journal, 1993 Jan. Subjects and Indexing Terms Premier Issue
Box 2, Folder 12	APDA Log: the Information Catalog for Apple Programmers and Developers, 1989 Summer
Box 2, Folder 13	APDA Tools for Developers Catalog, 1991 Aug.
Box 2, Folder 14	Apple Developer University Course Schedule , 1989 Jan. - 1996 Mar. Subjects and Indexing Terms 5 non- consecutive issues ; not complete
Box 2, Folder 15	Apple Developer University Course Catalog / Curriculum Guide (1990-91, 1993-94), 1990 Oct. - 1994 Subjects and Indexing Terms not complete
Box 2, Folder 16	Developer University Brochure, 1989
Box 2, Folder 17	Macintosh Development Utilities Version 1.0, 1985
Box 2, Folder 18	Apple Worldwide Developer Conference Poster, 1990
Box 2, Folder 19	Wings For the Mind, 1988 Subjects and Indexing Terms One Diskette
Box 2, Folder 20	Development Languages and Tools Catalogs , 1986, 87, 88
Box 2, Folder 21	Developer Services Program Application , 1986 Mar.
Box 2, Folder 22	APDA Brochure and Application , 1990
Box 2, Folder 23	A Quick and Easy Guide to the Apple Solution Professionals Network, n.d.
Box 2, Folder 24	Guide to Macintosh Development Tools: Tools to a Higher Power, 1996
Box 3, Folder 1	The Higher Education Market : a Guide for Apple Developers, 1990
Box 3, Folder 2	Apple Software Bank Contributors Guide, 1983 or Earlier
Box 3, Folder 3	Macintosh Services Directory, 1993 Winter/ Spring
Box 3, Folder 4	Guide to Macintosh Family hardware, 1990
Box 3, Folder 5	Developer Comarketing update, 1996 Oct.
Box 3, Folder 6	APDA Tools Catalog Update, 1992 May
Box 3, Folder 7	The Developer Handbook: A Survival Guide to Working with Apple, 1990
Box 3, Folder 8	Leasing Information for Developers, 1989
Box 3, Folder 9	Sample Software License Agreement, 1983 or earlier
Box 3, Folder 10	Macintosh Product Availability Lists, 1985 Feb.

Box 3, Folder 11	Antipiracy Article Library (Bibliography), 1991? Subjects and Indexing Terms Apple Developer Group
Box 3, Folder 12	Web Page for Cocoa, 1995
Box 3, Folder 13	Res Edit : A Macintosh Resource Editor, 1985
Box 3, Folder 14	Macintosh System Tools , 1987 Jan.
Box 3, Folder 15	Editing System Fonts, 1987 Jan. Scope and Content Note Barbara Bauer Subjects and Indexing Terms Cornell Univ.
Box 3, Folder 16	MacApp Fact Sheet, 1986 Feb.
Box 3, Folder 17	Developer Relations Communications , 1984 May Subjects and Indexing Terms (Macintosh + AppleII)
Box 3, Folder 18	Wings For the Mind: Apple Guide to Multimedia Development Tools, 1989 Subjects and Indexing Terms Includes Supplement
Box 14, Videotape 1	World builder : Macintosh user-centered design. -- (Developer University self-paced training), n.d. Physical Description: 1 videotape of 1 (VHS) + enclosure
Box 14, Volume 1	Apple human interface guidelines : the Apple Desktop Interface. -- Reading, Mass. : Addison-Wesley Publishing Co., , 1987 Physical Description: 1 v. (144 p.)

Subseries 5.2 Course & Program Materials

Box 3, Folder 19	Data Communications Primer Student's Guide : A Self- Paced Course..., 1984
Box 3, Folder 20	Apple Training Development Overheads , n.d. Subjects and Indexing Terms (AppleII, Lisa, Macintosh)
Box 3, Folder 21	Macintosh Orientation Overhead Masters, n.d.
Box 3, Folder 22	Lisa Orientation Overhead Masters, 1984
Box 4, Folder 1	Software Development Training group Course Catalog, 1988 Dec.- 1989 Mar. Subjects and Indexing Terms Diskette.
Box 4, Folder 2	Blank Certificates for Training Specialist Certification, n.d. Subjects and Indexing Terms Lisa
Box 4, Folder 3-5	Level 1 Service training, 1981,1982 Subjects and Indexing Terms Self-Paced, hands- on

Box 4, Folder 6	Apple Support Coordinator Training Materials, n.d. Subjects and Indexing Terms Apple II, Lisa, Macintosh
Box 4, Folder 8	Handouts for Apple Support Coordinator, 1984
Box 5, Folder 1	Good Things to Know About Lisa, 1984 June
Box 5, Folder 2	Apple Question Book, 1980
Box 5, Folder 3	Apple Writer Exercises , ca.1980 Subjects and Indexing Terms Appell?.
Box 5, Folder 4	Introduction to Financial Modeling and Exercises, 1980 Subjects and Indexing Terms Appell?
Box 5, Folder 5	Meet Your Apple (Apple II) + Exercises`, ca. 1980
Box 5, Folder 6	Apple New Products Training for the Apple Scanner, 1988
Box 5, Folder 7	Tech. Glossary for Sales People, n.d.
Box 5, Folder 8-9	Horizons Education Sales Seminar, 1982 Subjects and Indexing Terms four Diskettes ; Eight Pages fo Slides
Box 5, Folder 10	Apple Desktop Communications Sales Training Course Leader's Guide, 1986 Subjects and Indexing Terms Three Diskettes
Box 5, Folder 11	Read Me First, 1996
Box 6, Folder 1	Read Me First, 1996
Box 6, Folder 2	Education Briefing Book, 1988 Subjects and Indexing Terms Three Folders
Box 6, Folder 5	Training Materials for Macintosh II. , 1989 Mar. Subjects and Indexing Terms Diskette
Box 6, Folder 6	Training Materials for Macintosh SE/30, 1989 Subjects and Indexing Terms Diskette ; two Copies
Box 6, Folder 7	3 Day Training for Macintosh and Lisa Agenda, Objectives and Exercises, 1984
Box 6, Folder 8	Mac Student Guide, 1984
Box 7, Folder 1	Mac Student Guide, 1984 Subjects and Indexing Terms two folders
Box 7, Folder 3	Support, 1984
Box 7, Folder 4	Training Development, 1984
Box 7, Folder 5	Fundamental Apple Support Training, 1983 May. Subjects and Indexing Terms Appell.

Box 7, Folder 6	Fundamental Apple Support Training, 1983 Sept. Subjects and Indexing Terms two folders Annotated
Box 7, Folder 8-9	Reference Guides for Network Administrators Vol.1, 1987 Subjects and Indexing Terms Diskette
Box 8, Folder 1 Box 13, Folder 1	Reference Guides for Network Administrators Vol.2, 1987 Product training : Macintosh portable, 1989 Sept. Physical Description: 1 kit
Box 13, Folder 2	Apple seminar for one. Topic: IS issues in the 1990s - the universal client, 1990 Physical Description: 1 kit
Box 13, Folder 3	Apple new products training : Apple II video overlay card training, 1989 Physical Description: 1 kit

Subseries 5.3 **Technical Notes**

Box 8, Folder 2	Apple II Technical Notes: Apple IIGS #0-41, 1988
Box 8, Folder 3	Apple II Technical Notes: Pro DOS # 1-20, 1988
Box 8, Folder 4	Apple II Technical Notes: Pascal #4,10,12,14,15,16,, 1988
Box 8, Folder 5	Apple II Technical Notes: Mouse #1-7, 1988
Box 8, Folder 6	Apple II Technical Notes: Apple IIe Hardware #1-9, 1988
Box 8, Folder 7	Apple II Technical Notes: Apple IIc #1-7, 1988
Box 8, Folder 8	Apple II Technical Notes: Memory Expansion Card #1, ImageWriter #1, 1988
Box 8, Folder 9	Apple II Technical Notes: Smart Port #1-5, 1988
Box 8, Folder 10	Apple II Technical Notes: UniDisk 3.5 #1-5, 1988
Box 8, Folder 11	Apple II Technical Notes: Apple II Miscellaneous # 1-12, 1988
Box 8, Folder 12	Apple II Technical Notes, 1990 July
Box 8, Folder 13	Apple II Technical Notes # 1-90, 1986 Sept.
Box 8, Folder 14	Macintosh Tech Notes #1-194 [1-69], 1988 Apr.
Box 8, Folder 15	Macintosh Tech Notes [70-149], 1988 Apr.
Box 9, Folder 1	Macintosh Tech Notes [150-194], 1988 Apr.
Box 9, Folder 2	Macintosh Tech Notes , 1990 Feb.
Box 9, Folder 3	Macintosh Tech Notes , 1990 June
Box 9, Folder 4	Macintosh Tech Notes , 1990 Aug.
Box 9, Folder 5	Macintosh Tech Notes , 1990 Oct.
Box 9, Folder 6	Macintosh Tech Notes , 1990 Dec.
Box 9, Folder 7	Macintosh Tech Notes #1-194, 1988 Apr. Subjects and Indexing Terms Notes, Drafts, Revisions After Apr. 1988
Box 9, Folder 8	Macintosh Tech Notes #195-293 [195-250], 1989-1991
Box 9, Folder 9	Macintosh Tech Notes #195-293 [251-293], 1989-1991
Box 9, Folder 10	Macintosh Q+A Technical Notes, 1993 May Subjects and Indexing Terms Two Folders
Box 9, Folder 12	Old to New Tech/note Number Index, 1999

Subseries 5.4 **Apple Classroom of Tomorrow (ACOT)**

Box 10, Folder 1	ACOT Newsletter Vol 1 No1, 1987
Box 10, Folder 2	ACOT International / Project Description, 1995?
Box 10, Folder 3	Changing the Conversation About Teaching, Learning and Technology - A Report on 10yrs of ACOT Research, 1995
Box 10, Folder 4	Apple Reports on ACOT Research, 1989 June
Box 10, Folder 5	The School Board of Tomorrow: Bringing Tomorrow's Technology to You Today, 1996
Box 10, Folder 6	Apple Education Resource Vol 3 No2, 1995
Box 10, Folder 7	Marketing Information, 1995

Subseries 5.5 **Apple University**

Box 10, Folder 8	Apple University's Charter, n.d.
Box 10, Folder 9	Apple's Employee Development Philosophy, n.d.
Box 10, Folder 10	Guide to Using Confer, 1984 July Subjects and Indexing Terms Advertel
Box 10, Folder 11	Transcript of Online Conference, 1984 July
Box 10, Folder 12	First International Apple University Consortium Conference, 1986 Mar. Subjects and Indexing Terms Cambridge College, U.K.
Box 10, Folder 13	Apple University, Cambridge, 1986
Box 10, Folder 14	Wheels for the Mind Vol2 No1, 1986 Winter
Box 10, Folder 15	Apple University Professional Development Programs Schedule, 1987 Jan.- Mar.
Box 10, Folder 16	Computer Education Flyer, 1987?
Box 10, Folder 17	Training Catalog, 1987 Oct. - Dec.
Box 10, Folder 18	Apple University Stellar Support Resource Guide, 1988 Aug.
Box 11, Folder 1	Stellar Support, 1988
Box 11, Folder 2	Apple University Computer Education , 1988 Subjects and Indexing Terms Handbook/reference Materials
Box 11, Folder 3	Apple University Computer Education , 1988
Box 11, Folder 4	Apple University Computer Education , 1988 Scope and Content Note *Brochure Aimed At Educators and Students *Apple Link Quick Reference *Apple Link A Quick Tour
Box 11, Folder 5	Catalog de Formation, 1989
Box 11, Folder 6	Apple University Satellite Seminars, 1989 Mar. - Apr.
Box 11, Folder 7	Apple University Predicts and Services Catalog., 1989 July - Dec.
Box 11, Folder 8	Apple University Relatives' Training Catalog, 1989 Sept.
Box 11, Folder 9	Apple University Catalog of Products and Services , 1990 Apr. - June.
Box 11, Folder 10	Wheels for the Mind Vol 1 No.1, 1990 Aug. Subjects and Indexing Terms Australasian
Box 11, Folder 11	Minds In Motion, 1990 Fall Subjects and Indexing Terms Canadian
Box 11, Folder 12	Apple University Catalog of Training and Development Services, 1993 Spring and Summer.

Box 11, Folder 13	The Ten-Second Manager, 1996
Box 12, Folder 1	Managing Your Career : Minding Your Business, 1987?
Box 12, Folder 2	Universite Apple France Catalogue de Formation , 1987
Box 12, Folder 3	How to get Extraordinary Things Done in Organizations, 1985
Box 12, Folder 4	Catalog of Services, 1992
Box 12, Folder 5	Apple University Chaminade Announcement, 1988

Subseries 5.6 **General**

Box 12, Folder 6	Macintosh Support Group, n.d.
Box 12, Folder 7	Apple Staff Development FY 98 Update, 1997
Box 12, Folder 8	Apple Education Series At a Glance, 1996 Apr.
Box 12, Folder 9	Computer Education Learning Lunch: Apple's New Products , 1987
	Subjects and Indexing Terms
	Macintosh

Box 12, Folder 10	Computer Education Course Schedule [1 of 2], 1986 Nov. - Dec.
Box 12, Folder 11	Computer Education Course Schedule [2 of 2], 1986 Nov. - Dec.
Box 12, Folder 12	Macintosh Programming Seminars, 1987 Jan. - June.
Box 12, Folder 13	Macintosh Programming Seminar Schedule, 1987 June - Dec.
Box 12, Folder 14	Macintosh Training Materials for the Grantees of Apple Community Affairs, 1988 June.
	Subjects and Indexing Terms
	two folders

Box 12, Folder 16	Wheels for the Mind Vol 4 No3, 1988
Box 12, Folder 17	Mastering Macintosh 1.0, n.d.

Series 6 **Corporate culture**

Scope and Content Note

Corporate Culture, Evangelism and User Groups does not includes User Group Newsletters (see Series 12).

Subseries 6.1 **User Group Materials**

Box 1, Folder 1	Apple Computer Clubs: Computer Learning Fun (Apple II), n.d.
Box 1, Folder 2	Apple user groups brochure, 1990
Box 1, Folder 3	User group registration forms, 1980?
Box 1, Folder 4	Association of Apple 32 Users, 1988
Box 1, Folder 5	Club management binder, 1981
	Scope and Content Note
	diskettes
Box 1, Folder 6	List of Apple user groups by state, 1986
Box 1, Folder 7	User group store catalog, 1996
Box 1, Folder 8	QuickConnect: the newsletter for Apple User Groups, Apple user group connection correspondence & newsletters, 1986-1987
Box 1, Folder 9	Apple Computer Clubs Advisory Bulletin, 1988
Box 1, Folder 10	User Group Connection, 1988, June

Subseries 6.2 **Evangelism**

Box 1, Folder 11	Apple Jedi: E-magazine for Evangelists, 1996
Box 1, Folder 12	Macintosh Evangelist News. Vol. 1, 1985

Box 1, Folder 13 **Guy Kawasaki Worship Page, 1997**
 Subjects and Indexing Terms
 Kawasaki, Guy

Subseries 6.3 **Internal Online Discussions, "Hotlinks"**

Box 1, Folder 14 **discussion re: Apple spokesperson, 1989, May**
Box 1, Folder 15 **discussion re: fun & trivia, 1989, May**
Box 1, Folder 16 **discussion re: Apple's future, 1990, Jan.**
Box 1, Folder 17 **discussion re: remembering AIDS victims, 1990, May**
Box 1, Folder 18 **discussion re: Elmer Baum, 1993**
 Subjects and Indexing Terms
 Baum, Elmer

Box 1, Folder 19 **discussion re: British Bill of Rights, var.**
Box 1, Folder 20 **discussion re: Apple marchers in Gay Freedom Day Parade, 1989**
Box 1, Folder 21 **discussion re: Apple museum, 1989**
Box 1, Folder 22 **various discussions, 1989**

Subseries 6.4 **Humor & Satire**

Box 1, Folder 23 **The Awful Truth, 1994**
Box 1, Folder 24 **Not the Apple Times, 1983**
Box 1, Folder 25 **New Product Orientation opening skit script, 1987**
 Subjects and Indexing Terms
 Sculley, John Gasee, Jean-Louis

Box 1, Folder 26 **Easter eggs, 1991, 1997**
Box 1, Folder 27 **Awful Bullflap memos, 1981**
Box 1, Folder 28 **streaking memo, 1977?**
 Scope and Content Note
 duplicate in Woz files, series 3

Box 1, Folder 29 **Dogcow & Moof information, 1989**
Box 1, Folder 30 **fake message, "An even more entrepreneurial Apple", 1997**
Box 1, Folder 31 **Misc., 1981-1992**

Subseries 6.5 **Miscellaneous**

Box 2, Folder 1 **farewell message, 1997, Sept.**
 Subjects and Indexing Terms
 Lebrun, Jean-Luc

Box 2, Folder 2 **the garage myth, 1997, July**
 Subjects and Indexing Terms
 Wozniak, Steve

Box 2, Folder 3 **"Our company is out of control", 1990, Feb.**
 Subjects and Indexing Terms
 Gasee, Jean-Louis

Box 2, Folder 4	letter re: NASA's decision to standardize with Windows 95, 1997, June Subjects and Indexing Terms Weldon, Dave
Box 2, Folder 5 Box 2, Folder 6 Box 2, Folder 7 Box 2, Folder 8	MacIntouch Reader Reports on MacOS & pirating, 1997, Aug. Apple manners discussion, 1988 Loma Prieta earthquake, 1989 paintball games , 1986 Subjects and Indexing Terms Sentry Co. Raychem
Box 2, Folder 9 Box 2, Folder 10	San Jose Computer Faire booth duty schedule, 1979? "Typewriters" memo, 1980 Subjects and Indexing Terms Scott, Mike
Box 2, Folder 11	Tanglewood "Think Apple" conference, 1983 Scope and Content Note two folders Subjects and Indexing Terms Clasby, Harry Newlin, Zelma
Box 2, Folder 12	Tanglewood "Think Apple" conference, 1983 Scope and Content Note two folders Subjects and Indexing Terms Clasby, Harry Newlin, Zelma
Box 2, Folder 13	Apple II emulation gaming on your Mac, n.d. Subjects and Indexing Terms McAlister, Matt
Box 2, Folder 14	Apple is Dead, 1997 Subjects and Indexing Terms Crabb, Don
Box 2, Folder 15	Give Apple New CEO, 1997 Subjects and Indexing Terms Stanford University
Box 2, Folder 16 Box 2, Folder 17 Box 2, Folder 18	re: Larry Ellison's intent to purchase Apple, 1997 Apple I manual, 1976 [provenance information on items donated by David T. Craig], 1994 Subjects and Indexing Terms Craig, David T.
Box 2, Folder 19 Box 2, Folder 20	Floorplan for Apple Computer's New Building [10260 Bandley Dr.], 1978, Jan. real estate ad, 1995? Subjects and Indexing Terms Sculley, John

Flat Box 3, Folder 1	Macworld [calendar], 1988
Flat Box 3, Folder 2	Day by day [calendar] : the power to be your best, 1987 Sept. - 1988 Dec.
Flat Box 3, Folder 3	Apple Computer, Inc. USA Sales. Standards of conduct, n.d. Physical Description: 1 l. (cy 1)
Flat Box 3, Folder 4	Apple Computer, Inc. USA Sales. Standards of conduct, n.d. Physical Description: 1 l. (cy 2)
Flat Box 3, Folder 5	Apple Computer, Inc. USA Sales. Standards of conduct, n.d. Physical Description: 1 l. (cy 3)
Flat Box 3, Folder 6	Apple logo decal, n.d. Physical Description: 1 l.
Flat Box 3, Volume 7	A day in the life of California., 1988 Oct. Physical Description: 1 v.

Series 7 **Marketing, Advertising & Sales**

Scope and Content Note

This series includes information to assist employees in Sales and Technical Support (catalogs, brochures, publications, etc.), or Dealers who sell Apple products

Subseries 7.1 **Newsletters**

Box 1, Folder 1	Action News , 1984
Box 1, Folder 2	Apple: The personal computer magazine & catalog , 1979 - 1982 Scope and Content Note Vol. 1 No. 1 - 4; Vol. 2 No. 1 - 2; Vol. 3 No. 1 May have been microfilmed.
Box 1, Folder 3	Apple (Magazine) , 1997
Box 1, Folder 4	Apple (Magazine) , 1980 - 1981 Scope and Content Note Number 1: German, Italian, Norwegian, Spanish, Japanese editions. May have been microfilmed.
Box 1, Folder 5	Apple (Magazine) , 1981 Scope and Content Note Vol. 2 No. 1 European edition.
Box 1, Folder 6	Apple (Magazine) , 1982 Scope and Content Note Vol. 2 No. 2 European version, Germany, Spanish edition. May have been microfilmed.
Box 1, Folder 7	Apple Edition , 1993
Box 1, Folder 8	Apple Education International , 1982, June Scope and Content Note 2 copies.

Box 1, Folder 9	Apple Education News, 1979, Sept. - 1984, Dec. Scope and Content Note May have been microfilmed.
Box 1, Folder 10	Apple Educator, 1989, Oct. Scope and Content Note Vol. 20
Box 1, Folder 11	Apple Express , 1982, July Scope and Content Note Singapore.
Box 1, Folder 12	Apple Gram Dealer Executive Bulletin [Incomplete] , 1984 - 1986, 1989 Scope and Content Note See also oversize.
Box 1, Folder 13	The Apple Index: The subject guide to magazine articles on the Apple Computers [Incomplete], 1983 - 1984 Scope and Content Note BP Publications.
Box 1, Folder 14	The Apple Journal of Courseware Review , 1982 Scope and Content Note May have been microfilmed. See also The Journal of Courseware Review in series 9 "Clippings".
Box 2, Folder 1	Apple on Apples: The magazine for Apple Computer Users, 1982, Oct. - 1983 Scope and Content Note May have been microfilmed.
Box 2, Folder 2	Apple OS Review , 1997, Oct. Scope and Content Note Vol. 1 No. 4
Box 2, Folder 3	Apple Sales , 1983 Scope and Content Note [Newsletter]
Box 2, Folder 4	Apple Source: A semi regular newsletter for Apple Computer Dealers, 1978 - 1981 Scope and Content Note May have been microfilmed.
Box 2, Folder 5	Apple Source , 1981 - 1982
Box 2, Folder 6	Apple Source , 1983 - 1985
Box 2, Folder 7	Apple 2 News: An information source for Apple 2 developers, 1985, Mar. - July Scope and Content Note May have been microfilmed.
Box 2, Folder 8	Apple World News , 1981, July - 1983, Oct. Scope and Content Note May have been microfilmed.
Box 2, Folder 9	Click & Drag: The Apple employee fall-out , 1987, Oct.

Box 3, Folder 1	<p>Competitive Evaluation , n.d. Scope and Content Note Read only memo.</p>
Box 3, Folder 2 Box 3, Folder 3 Box 3, Folder 4 Box 3, Folder 5 Box 3, Folder 6	<p>Computer Club News. Vol. 6 No. 4 , 1989 Contract: The user group newsletter, 1978 - 1979 Customer Relations Newsletter, 1984, Apr. Data by Design: Data resource management newsletter , 1988, Nov. Dealer News (Incomplete),, 1982 - 1984 Scope and Content Note Apple U.K.</p>
Box 3, Folder 7 Box 3, Folder 8	<p>Dimensions Newsletter (Apple 3) , 1982 Dimensions: An information service for Apple 3 owners and users, 1982 Scope and Content Note May have been microfilmed.</p>
Box 3, Folder 9 Box 3, Folder 10	<p>The Education Exchange Newsletter, 1988? Information Source V.1.3, 1990 Scope and Content Note Software missing.</p>
Box 3, Folder 11 Box 3, Folder 12 Box 3, Folder 13	<p>The Inquirer: Customer relations newsletter, 1986 - 1988 MacInsider News: The newsletter for successful technology sales, 1996, Fall Macintosh Update: The own a Macintosh newsletter, 1984 - 1985 Scope and Content Note Vol. 1 No. 3; Vol. 2 No. 2</p>
Box 3, Folder 14	<p>Market Analysis Perspective: Electronic typewriters & word processors , 1986, Sept.</p>
Box 3, Folder 15	<p>Market Analysis Perspective: K - 12 market competitive overview IBM & Tandy , 1987, Jan.</p>
Box 3, Folder 16 Box 3, Folder 17 Box 3, Folder 18 Box 3, Folder 19-20	<p>Market Intelligence Bulletin: new laptops from Compaq & NEC, 1988, Nov. Market Intelligence Competitive Analysis Bulletin , 1988 Market Intelligence News , 1988, Nov. - 1989, Jan. Market Intelligence ROM, 1985</p>
Box 4, Folder 3 Box 4, Folder 6	<p>Performance Update, 1994, May Professional Solutions: An information service for the professional, 1983 - 1985 Scope and Content Note May have been microfilmed. Preceded by professionally speaking.</p>
Box 4, Folder 7	<p>Service Net: Service news & information for Apple service providers Vol. 4 Edition 4., 1996, Oct.</p>
Box 4, Folder 8 Box 4, Folder 9	<p>Weekly Sales Push Action Items / Bulletins , 1983 - 1984 Winning: A sales newsletter for Apple Computer dealers No. 1 - 4. , 1978? Scope and Content Note May have been microfilmed.</p>
Box 4, Folder 1-2 Box 4, Folder 4-5	<p>Market Intelligence ROM , 1987-1988 Professionally Speaking: An information service for consultants and accountants (incomplete), 1981 - 1983 Scope and Content Note May have been microfilmed.</p>

Box 20

Apple Express. -- Singapore, 1982 Mar.

Physical Description: 2 copies

Subseries 7.2 Catalogs

Box 5, Folder 1

(Apple) Printer Facts & Imaging Facts Competitive Guide , 1993, Feb., Mar.

Box 5, Folder 2

Apple Facts: The very informative guide to Apple products, 1992, Oct.; 1993, Feb.

Box 5, Folder 3

Apple Facts, 1993, Aug., Nov.

Box 5, Folder 4

Apple Facts, 1994, May, Oct.

Scope and Content Note

Spanish version.

Box 5, Folder 5

Apple Facts, 1995, Apr., Aug.

Box 5, Folder 6

Apple Facts, 1995, Oct.; 1996, May

Box 5, Folder 7

Apple Facts, 1996, Nov.; 1997, May

Box 5, Folder 8

Apple Facts, 1997, Aug.

Box 5, Folder 9

Apple At A Glance , 1980, 1982, 1983

Scope and Content Note

May have been microfilmed.

Box 5, Folder 10

The Apple 2 GS Buyer's Guide , 1990, Winter, Summer

Subjects and Indexing Terms

Redgate.

Box 5, Folder 11

Apple Buyer's Guide , 1984

Scope and Content Note

Apple II & Apple III.

Box 5, Folder 12

Buyer's Guides 1991, 1991

Scope and Content Note

MacUser

Box 6, Folder 1

The Macintosh Buyer's Guide , 1984, Winter, 1987, 1989, Winter

Subjects and Indexing Terms

Redgate.

Box 6, Folder 2

Apple In Depth, 1980, Spring / Summer

Box 6, Folder 3

Apple In Depth, 1980, Fall / Winter

Box 6, Folder 4

Apple In Depth, 1981, Fall / 1982, Winter

Box 6, Folder 5

Apple In Depth, 1982, Spring / Summer

Box 6, Folder 6

Apple Software In Depth , 1982, Fall / Winter

Box 6, Folder 7

Special Delivery Software , 1980, Fall

Box 6, Folder 8

Special Delivery Software Catalog , 1981, Spring

Box 6, Folder 9

Special Delivery Software: New Apple III Software , 1981

Box 6, Folder 10

Special Delivery Software, 1982, Spring

Box 6, Folder 11

Will Someone Please Tell Me What An Apple III Can Do? , 1983

Box 6, Folder 12

Software Samplers [Macintosh, Apple 2c], 1984

Box 6, Folder 13

Mac Guide [Macintosh, Software Catalog], 1986, Fall, 1987, Winter, Spring, Special Edition

Scope and Content Note

Menu - International Software Database.

Box 6, Folder 14

A Guide to Macintosh Productivity Software For Administrators & Teachers , 1988, Winter

Box 7, Folder 1	Misc. Software Catalogs , 1979 - 1997
Box 7, Folder 2	Apple Merchandise Catalogs , 1980 - 1992 Scope and Content Note [Misc.]
Box 7, Folder 3	Sun Remarketing Catalog , 1989
Box 7, Folder 4	Apple Merchandise Catalogs , 1992 - 1996 Scope and Content Note [Misc.]
Box 7, Folder 5	Macintosh Product Registry , 1993 Subjects and Indexing Terms Redgate.
Box 7, Folder 6	Ross - Dove Company Auction Materials , 1993
Flat Box 37, Folder 1	The unexpected, the unusual, the unconventional : catalog / The Apple Shop, Singapore, n.d. Scope and Content Note [Misc.]

Subseries 7.3 Dealer & Customer Financing

Box 7, Folder 7	Apple Computer Dealer Credit Application , [1979]
Box 7, Folder 8	Apple Leasing Program Info , [1980]
Box 7, Folder 9	Memo Regarding Automatic Purchase Plan , 1981, Jan.
Box 7, Folder 10	Financial Assistance Programs , 1981
Box 7, Folder 11	Sample Leasing Package , 1981
Box 7, Folder 12	Apple Computer Financial Services, Inc. , [1983]
Box 8, Folder 1 - 3	Apple In The Financial Services Industry , 1983 Scope and Content Note 3 folders.
Box 8, Folder 4	Education Installment Purchase Program Procedures, 1987
Box 8, Folder 5	Credit Plan Brochure , 1991, Dec.
Box 8, Folder 6	Apple Citibank Card Brochures, 1994

Subseries 7.4 Advertising

Box 8, Folder 7	Make Waves With An Apple Ad Slick , n.d.
Box 8, Folder 8	Will Someone Please Tell Me What An Apple Can Do? , n.d. Scope and Content Note List of Programs.
Box 8, Folder 9	How To Pick An Apple Ad , n.d. Scope and Content Note List of authorized dealers.
Box 8, Folder 10	E.F. Hutton Simplifies Life With Apples Ad , n.d.
Box 8, Folder 11	Apple 2e Ad Slicks , 1983
Box 8, Folder 12	Apple Logo & Apple 2 Ad Slicks , [c. 1982]
Box 8, Folder 13	Apple 3 Ad Slicks , [c. 1982 - c. 1983]
Box 8, Folder 14	What's The Secret Behind The Most Profitable Company In America ? Ad Slick , 1983

Box 8, Folder 15	Macintosh Ad Slick , 1990
Box 8, Folder 16	The Man... Ad Series Slicks , n.d.
Box 8, Folder 17	Wall Street Journal Ad , 1983, June Scope and Content Note Poster.
Box 8, Folder 18	Apple Co-Op Advertising Kit , 1982
Box 8, Folder 19	Apple Co-Op Advertising Kit , n.d.
Box 8, Folder 20	Advertising Co-Op Binder , 1983
Box 8, Folder 21	Morse Code Ad , 1984
Box 8, Folder 22	Performas Holiday Greeting Ad , 1996
Box 9, Folder 1	Advertising Co-op Scripts, Schedules, Etc. , 1996
Box 9, Folder 2	Advertising Aids , 1979
Box 9, Folder 3	Education Ad Slicks , Early 1980's
Box 9, Folder 4	Business Ad Slicks , Early 1980's
Box 9, Folder 5	CO-op Advertising Materials , [1979], 1985, 1988
Box 9, Folder 6	Lisa Advertising Planner , 1983
Box 9, Folder 7	Quarterly Ad Planner (Apple Co-op Advertising), 1984
Box 9, Folder 8	Foreign Ads , 1982 - [1986]
Box 34, Folder 5	Correspondence re: Scientific American advertisement, 1977 Sept.
Box 34, Folder 6	Apple II advertisements, n.d.
Box 34, Folder 7	Newton software advertisement, 1993
Box 34, Folder 8	What would you think of a computer that is more powerful than a PC, more human than a Macintosh and designed to work with both? : advertising supplement to the Wall Street Journl, 1994
Box 34, Folder 9	Hypercard advertisements, n.d.
OS Box 38	Do more with Dick and Jane : Apple education upgrades program, n.d. Physical Description: 1 poster ; 53 x 36 cm.
OS Box 38	Will someone please tell me what an Apple III can do?, n.d. Physical Description: 1 poster ; 61 x 46 cm.
OS Box 38	Simplicity is the ultimate sophistication : introducing Apple II, the personal computer, , ca. 1977 Physical Description: 1 poster ; 36 x 22 cm.
OS Box 38	Introducing Apple II : you've just run out of excuses for not owning a personal computer, , ca. 1977 Physical Description: 1 poster ; 34 x 48 cm.
OS Box 38	We can't explain the future in one day. It takes at least ten. Wall Street Journal advertisement, , 1994 Feb. 11
OS Box 38	How to explain the difference between CISC-based computing and the new RISC-based Macintosh to a five year old. Wall Street Journal advertisement, , 1994 Feb. 14
OS Box 38	At Apple, we've always believed the most productive computer is the one you don't have to know anything about. Wall Street Journal advertisement, , 1994 Feb. 15
OS Box 38	Being on the road presents enough problems, getting to and using your information shouldn't be among them. Wall Street Journal advertisement, , 1994 Feb. 16
OS Box 38	Since we wrote the book on publishing, it only seems fitting we write the sequel. Wall Street Journal advertisement, , 1994 Feb. 17
OS Box 38	These days, it seems like everybody's talking about multimedia. We're not just talking. Wall Street Journal advertisement, , 1994 Feb. 18
OS Box 38	Apple introduces the latest technology for Windows. Wall Street Journal advertisement, , 1994 Feb. 22

- OS Box 38 **How you should think of Apple's new alliances with other giants of the computer industry. Wall Street Journal advertisement, , 1994 Feb. 23**
- OS Box 38 **Aristotle: "It's impossible to occupy two different places in space at the exact same moment in time." Apple: "Baloney". Wall Street Journal advertisement, , 1994 Feb. 24**
- OS Box 38 **This concluded a brief history of the future. Wall Street Journal advertisement, , 1994 Feb. 25**
- OS Box 38 **Mission: Impossible. Expect the impossible, 1996**
 Physical Description: 4 posters : col. ; 49 x 33 cm.
- OS Box 38 **Your mission begins at <http://www.mission.apple.com/>, 1996**
 Physical Description: 4 posters : col. ; 49 x 33 cm.
- OS Box 38 **1 million down. 232 million to go, 1983 June 30**
 Physical Description: 1 poster : b & w ; 56 x 44 cm.
- OS Box 38 **An Apple innovation so advanced it can fit in your wallet : get the new Apple Citibank card, n.d.**
 Physical Description: 1 poster : col. ; 56 x 44 cm.
- OS Box 38 **Apple products, , 1990 Oct.**
 Physical Description: 1 poster : b & w ; 43 x 27 cm.
- OS Box 38 **The Apple collection, , 1984 Nov.**
 Physical Description: 1 poster : col. ; 59 x 41 cm.
- Map Case Nb5 **The Macintosh office, 1985**
 Physical Description: 1 poster : col. ; 91 x 61 cm.
- Map Case Nb5 **My life. My job. My powerbook, n.d.**
 Physical Description: 1 poster : col. ; 98 x 67 cm.
- Map Case Nb5 **Macintosh Powerbook : the most acclaimed notebook computer in the world, 1992**
 Physical Description: 61 x 92 cm.
- Map Case Nb5 **Introducing the Macintosh Duo system : it's the best of both worlds, 1992**
 Physical Description: 1 poster : col. ; 61 x 92 cm.
- Map Case Nb5 **Apple imaging products, , 1993**
 Physical Description: 1 poster : col. ; 31 x 89 cm.
- Map Case Nb5 **The Power Macintosh software hotlist, , 1994 Aug.**
 Physical Description: 1 poster : col. ; 94 x 30 cm.

Subseries 7.5 Brochures

- Box 9, Folder 9 **Apple 2 Brochures , n.d.**
- Box 9, Folder 10 **Apple 3 Brochures , n.d.**
- Box 9, Folder 11 **Lisa Brochures , n.d.**
- Box 9, Folder 12 **Macintosh Brochures , n.d.**
- Box 9, Folder 13 **Apple Demo Library Brochure, n.d.**
- Box 9, Folder
14-22 **Brochures, 1980 - 1996**

Flat Box 36, Folder 1	Are you ready for a support tool kit that measures up to your needs? , n.d. Physical Description: 1 brochure
Flat Box 36, Folder 2	What exactly do people see in Macintosh?, 1989 Physical Description: 1 brochure
OS Box 38	The lights go down : [Macintosh brochure]. -- Cupertino, Calif. : Apple Computer, Inc. Apple Desktop Presentations, , 1987 Physical Description: 1 v.
OS Box 38	If you're looking for an MS-DOS-compatible personal computer, Apple has something that may surprise you. -- Cupertino, Calif. : Apple Computer, Inc., , 1991 Physical Description: 1 v.
OS Box 38	The best way to evaluate a personal computer is to put it to the test. -- Cupertino, Calif. : Apple Computer, Inc., , 1990 Sept. Physical Description: 1 v. (2 copies)

Subseries 7.6 General Product Marketing

Box 10, Folder 1 Box 10, Folder 2	Apple II, 1977 - 1990 Apple IIe Booklets , 1982 - 1987 Scope and Content Note Promotion.
Box 10, Folder 3 Box 10, Folder 4 Box 10, Folder 5 Box 10, Folder 6 Box 10, Folder 7 Box 10, Folder 8 Box 10, Folder 9 Box 10, Folder 10 Box 10, Folder 11 Box 10, Folder 12 Box 10, Folder 13 Box 10, Folder 14 Box 10, Folder 15 Box 10, Folder 16 Box 10, Folder 17 Box 34, Folder 14 Flat Box 36, Folder 3 Flat Box 36, Folder 4	Apple IIc , 1984 - 1985 Apple IIgs, 1983 Lisa , 1983 Resource Guide For Apple III & Apple III+ Software & Hardware, 1984, May Macintosh Materials , 1986 - 1996 Newton , 1992 - 1993 PowerBook Solutions Guide , 1997 Misc. , 1980 - 1997 Internet, eWorld & Communications , 1989 - 1996 QuickTime, 1992 Hypercard , 1995 Family (Bring Learning Home) , 1995 Apple Service, Apple Assurance , 1995, 1996 Servers , 1996 - 1997 Music Products , 1997 Macintosh selling guide, 1984 Apple imaging products quickchart, 1993 The complete marketing communications package from Apple, 1992 Fall

Subseries 7.7 Business Product Marketing

Box 11, Folder 1 Box 11, Folder 2 Box 11, Folder 3 Box 11, Folder 4 Box 11, Folder 5 Box 11, Folder 6	Apple II, 1981 - 1982 Apple III, 1980 - 1983 Apple III Software Resource Guide: The third wave , 1983, Feb. Lisa , 1983 Macintosh , 1980's Mac Business Sourcebook Vol. 1 , 1988
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Box 11, Folder 7	Macintosh, 1990's
Box 11, Folder 8	Servers, 1995
Box 11, Folder 9	Personal Computers in Business , 1982
Box 11, Folder 10	Apples In Training , 1981
Box 11, Folder 11	National Account Program , 1982, Apr.
Box 11, Folder 12	Apple Means Business... , 1983, Sept.
Box 11, Folder 13	Imaging , 1997

Subseries 7.8 Education Product Marketing

Box 12, Folder 1	Personal Computers For The Physically Disabled , 1981
Box 12, Folder 2	Apple Educator's Information Booklet , 1981
Box 12, Folder 3	Guide To Personal Computers In Education , 1983, June
Box 12, Folder 4	Apple & Education , 1985
Box 12, Folder 5	Curriculum Software Guide , 1986 Scope and Content Note Brochure aimed at Higher Education
Box 12, Folder 6	Curriculum Software Guide , 1986 Scope and Content Note Brochure aimed at Higher Education
Box 12, Folder 7	Do More With Dick And Jane , 1986
Box 12, Folder 8	Educational Software Brochures , 1988
Box 12, Folder 9	Apple Access: Adult basic skills curriculum software guide, 1988
Box 12, Folder 10-17	Education Product Marketing , 1989-1997 Scope and Content Note includes Matt Groening booklet

Subseries 7.9 Plans & Reports

Box 13, Folder 1	Product Introduction Strategy , 1979 Subjects and Indexing Terms Regis McKenna
Box 13, Folder 2	Description Of Apple's Products, Services & Management , 1980, July Subjects and Indexing Terms Regis McKenna
Box 13, Folder 3	Apple 2e Product Introduction Plan , 1982, Dec.
Box 13, Folder 4	Macintosh Product Introduction Plan , 1982
Box 13, Folder 5	Super 2 Special Projects Apple IIe , 1982
Box 13, Folder 6	Decker Communications Reports , 1983 - 1984 Subjects and Indexing Terms Decker
Box 13, Folder 7	International Advertising & Sales Promotion In Yugoslavia , 1983 Scope and Content Note photos
Box 13, Folder 10	International Co-op Advertising Program , 1983
Box 13, Folder 11	Icon Interim Advertising , 1983
Box 13, Folder 12	Macintosh Product Introduction Plan , 1983

Box 13, Folder 8, 9	Area Sales Market Matrix Study , 1983 Scope and Content Note 2 folders
Box 14, Folder 1 Box 14, Folder 3 Box 14, Folder 4 Box 14, Folder 5	Chiat/ Day Advertising Plan For Macintosh , 1983 Medical Market Analysis , 1984 Product Introduction Plan , 1984, Jan. Competitive Dynamics In The Microcomputer Industry; IBM, Apple Computer & Hewlett - Packard , 1984 Subjects and Indexing Terms Thomas & Co.
Box 14, Folder 6	International Sales Messages In & Out Via Telex & Email , 1984 Scope and Content Note Austria - Germany
Box 14, Folder 7	International Sales Messages In & Out Via Telex & Email , 1984 Scope and Content Note Holland - U.K.
Box 14, Folder 8 Box 15, Folder 3 Box 15, Folder 6 Box 15, Folder 7 Box 15, Folder 8 Box 15, Folder 9	Fact Book Personal Computer Market , 1984 Lisa / Macintosh Positioning , [1984] Hardware & Software Sales / Distribution Figures , 1985, May International Division Operations Review , 1985 Computer Awareness Program , 1985 Total Market Sales Trends , 1985 Subjects and Indexing Terms Nielson
Box 15, Folder 1, 2	Fact Book Personal Computer Market , [1984] Scope and Content Note 2 Folders
Box 15, Folder 4, 5	National Account Victory Binder , 1984 Scope and Content Note 2 Folders
Box 16, Folder 1	Technical Workstation End User Evaluation Study , 1986 Subjects and Indexing Terms Burke Marketing Research
Box 16, Folder 2	MIS / DP Market Presentation For Apple Computer, 1986 Subjects and Indexing Terms Computer World
Box 16, Folder 3 Box 16, Folder 4	Apple Database Strategy Proposal , 1987 A Comparison Of Macintosh & IBM - PC Compatible Word Processing Software , 1988
Box 16, Folder 5 Box 16, Folder 6 Box 16, Folder 7 Box 16, Folder 8 Box 16, Folder 9 Box 16, Folder 10	OASIS , 1988 The Macintosh Environmental Impact Report: The First Five Years , 1989 Corporate Briefing Profile: Corona Norco Unified School District , 1990, Dec. Blueprint For The Decade: An Overview Of Apple Technologies & Strategies , 1991 Market Requirements Document User's Package , 1992 LAN Server Administration - Life cycle Cost Report , 1993

Box 16, Folder 11	Beta Site Profiles , 1993
Box 16, Folder 12	Apple Publishing Situation Overview , 1993
Box 16, Folder 13	Results With Interviews With Early PowerMac Buyers, 1994, July
Box 16, Folder 14	PowerPC Pavilion Overview , 1994
Box 16, Folder 15	Apple Corporate Communications & Collaboration Business Plan Development , 1995
Box 16, Folder 16	Apple & The Internet: The Power To Be Your Best - Online , 1996
Box 16, Folder 17	Apple & NeXT, 1997

Subseries 7.10 Dealer Mailings & Information

Box 17, Folder 1	Apple Logo Counter Card , n.d.
Box 17, Folder 2	Co-op Advertising Info , 1979
Box 17, Folder 3	Apple Resource Center , 1980
Box 17, Folder 4	Field Sales , 1980
	Scope and Content Note
	Sample dealer mailings
Box 17, Folder 5	Apple Blossom Promotion , [1980]
	Scope and Content Note
	Apple II
Box 17, Folder 6	Field Sales Mailings , 1981
Box 17, Folder 7	Apple Computer Family System Promotional Info Guide , 1981
Box 17, Folder 8	Apple III Re: - Launch Ad, 1981
Box 17, Folder 11	Apple III Info For Dealers , 1981
Box 17, Folder 9, 10	Apple III Dealer Information Binder , 1981
	Scope and Content Note
	2 Folders ; includes diskettes
Box 18, Folder 1	Dealer Resources Binder , 1982, Sept.
Box 18, Folder 2	Dealer Resources Binder , 1982, Oct.
Box 18, Folder 7	Dealer Fact Sheets: Apple II, 1982
	Scope and Content Note
	May have been Microfilmed
Box 18, Folder 3, 4	Mailings To Dealers & Sales Offices , 1982
	Scope and Content Note
	2 Folders
Box 18, Folder 5, 6	Accessories Info For Dealers , 1982
	Scope and Content Note
	2 Folders ; includes diskette
Box 19, Folder 1	Dealer Fact Sheets: Apple III, 1982 - 1983
Box 19, Folder 2	Apple Accessories Dealer Info Binder , [1983]
Box 19, Folder 3	Dealer Resources Binder , 1983, June
Box 19, Folder 4, 5	Dealer Resources Binder , 1983, July
	Scope and Content Note
	2 Folders
Box 19, Folder 6, 7	Dealer Resources Binder , 1983, Oct.
	Scope and Content Note
	2 Folders

Box 20, Folder 4	Mailings To Dealers & Sales Offices , 1983 Scope and Content Note Re: Lisa
Box 20, Folder 5	Field Sales Information , 1983
Box 20, Folder 6	Data Sheet Reproduction Kit For Dealers , 1983
Box 20, Folder 7	Apple 3 Software & Hardware Info For Dealers , 1983
Box 20, Folder 8	Dealer Fact Sheets: Apple 2, Apple 3, Etc. , 1982, Dec. - 1983, Aug.
Box 20, Folder 1-3	Mailings To Dealers & Sales Offices , 1983 Scope and Content Note 3 Folders
Box 21, Folder 1	Data Sheet Reproduction Kit , 1983
Box 21, Folder 2	Dealer Merchandising Research , [1983] Subjects and Indexing Terms Silverman Mower
Box 21, Folder 3	All Business. For Your Business. , 1983
Box 21, Folder 4	Dealer Info Guide Apple 2e, [1983]
Box 21, Folder 5	Dealer Info , 1984
Box 21, Folder 6	Apple Dealer Conference: Macintosh ... The First 100 Days , 1984, Jan.
Box 21, Folder 7	Apple 3 & Info For Dealers , 1984
Box 21, Folder 8	Apple Changing Name Of Lisa To Macintosh XL, 1985, Feb.
Box 21, Folder 9	Macintosh XL Key Business Software Results Of Mac Works Compatibility Testing , 1985
Box 21, Folder 10	Apple 2 Products That Use The Mouse , 1985, Mar.
Box 21, Folder 11	Apple 2 Compatibility Guide , 1985, July.
Box 21, Folder 12	Dealer Guide, 1985
Box 21, Folder 13	Misc. Field Sales Mailings , 1985, 1988
Box 21, Folder 14	Apple Dealer Business Plan & Agreement , 1985 - 1986
Box 21, Folder 15	Misc. Mailings , 1986
Box 21, Folder 16	Mailings To Dealers , 1986
Box 21, Folder 17	Macintosh 68000 Development System Version 2.0 , 1986
Box 21, Folder 18	Apple Announces New Price Reductions , 1986
Box 21, Folder 19	Product Summaries , 1988, Dec. 19
Box 21, Folder 20	Macintosh Computer & Primary Peripheral Summaries , 1992, Jan.
Box 21, Folder 21	Power PC Information / Promotion , 1993, Aug.
Box 21, Folder 22	Starting Line: Apple Marketing Communications Catalog , 1993
Box 22, Folder 1	Misc. , 1990's
Box 22, Folder 2	Dealer Info , 1981 - 1985
Flat Box 36, Folder 5	All business for your business. Apple dealer guide. Small business promotion, n.d.

Subseries 7.11 **Authorized Dealers & Sales Offices**

Box 22, Folder 5	Lists Of Authorized Dealers & Sales Offices , 1978 - 1984
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Subseries 7.12 **Product Price Lists**

Box 22, Folder 6	Suggested Retail Price List , 1980, May; 1982, Aug.; 1983, Feb.; 1985
Box 22, Folder 3-4	New Product Announcements, 1981 - 1984
Box 22, Folder 7-11	Product Price Lists , 1982 - 1990
Box 23, Folder 1	Parts Numbers Lists , 1983

Subseries 7.13 **MacWorld**

Box 23, Folder 2	MacWorld, 1986 - 1991
Box 23, Folder 3	MacWorld, 1988
Box 23, Folder 4	MacWorld San Francisco Post , 1991
Box 23, Folder 5	MacWorld , 1992, 1994
Box 23, Folder 6	MacWorld , 1995 - 1997

Subseries 7.14 **Customer Relations**

Box 23, Folder 7	Customer Relations Tool Dreambase Information, n.d.
Box 23, Folder 8	Customer Fan Letters , 1983 Scope and Content Note copies

Box 23, Folder 9	Customer Relations Correspondence Samples , 1984
Box 23, Folder 10	Supreme Court Document - Graphics Done On A Macintosh , 1984
Box 23, Folder 11	Engineering Support Customer Service , 1990
Box 23, Folder 12	Celebrities Using Macs , n.d.
Box 23, Folder 13	Apple 2e Discontinued , 1993
Box 23, Folder 14	Troubleshooting & QA For Customer Relations , [1979], 1989 - 1997
Box 23, Folder 15	Apple Sightings , 1989 Scope and Content Note T.V. Shows, Etc.

Box 23, Folder 16	AppleMasters Love Macintosh , 1997
Box 23, Folder 17	Product Awards , 1991 - 1993
Box 23, Folder 18	Sound Bytes , 1997 Scope and Content Note Re: saving Bob Dylan interview

Subseries 7.15 **Apple 2 Sales Aids**

Box 24, Folder 1	Apple II Sales Aids , 1978 - 1983
Box 24, Folder 2	Apple III Field Sales Training Program Materials , [1981]
Box 24, Folder 3	Apple III Selling Aids , 1981 - 1983
Box 24, Folder 4	Apple III Sales Binder , 1981 Scope and Content Note Diskettes

Box 24, Folder 5	Apple III Profile Sales Kit , 1982 Scope and Content Note Diskettes
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Box 24, Folder 6	Apple IIe Sales Information Binder , 1982 Scope and Content Note Diskettes
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Box 24, Folder 7	Apple IIe Sales Handbook , 1982
Box 24, Folder 8	Apple IIe Hardware & Software Compatibility Listing , 1983
Box 24, Folder 9, 10	Apple II Management Demo Book , 1983 Scope and Content Note 2 Folders ; includes Diskettes

- Box 25, Folder 1 **Apple II Management Demo Book , 1983**
 Scope and Content Note
 3 Diskettes
- Box 25, Folder 2 **Apple IIc Selling Guide, 1984**
Box 25, Folder 3 **Apple IIc Compatibility Listing Update, 1984**
Box 25, Folder 3 **Apple IIc Selling Guide, 1984**
Box 34, Folder 10 **Apple II plus : the friendly computer. Get acquainted right now!, n.d.**
 Physical Description: 1 v. (cy 1)
- Box 34, Folder 11 **Apple II plus : the friendly computer. Get acquainted right now!, n.d.**
 Physical Description: 1 v. (cy 2)
-

Subseries 7.16 **Apple III Sales Aids**

- Box 25, Folder 4 **Apple III Management Demo Book, n. d.**
 Scope and Content Note
 Two Folders. Includes Diskettes
- Box 25, Folder 6 **Apple Horizons: Apple III Getting Organized, 1983**
 Scope and Content Note
 Diskettes, Slides, Audio Cassettes
-

Subseries 7.17 **Lisa Sales Aids**

- Box 25, Folder 7 **Apple Horizons: Apple III Getting Started, 1982**
 Scope and Content Note
 Slides
- Box 26, Folder 1 **Lisa Sales Marketing Binder, 1983**
Box 26, Folder 2 **Lisa Template Binder, 1983 ?**
 Scope and Content Note
 Diskette
- Box 26, Folder 3 **Lisa Template Binder, 1984?**
 Scope and Content Note
 No Diskettes
- Box 26, Folder 4 **Memo re: Lisa Upgrade, 1984**
Box 26, Folder 7 **Lisa 7/7 Product Introduction and Leader's Guide, n.d.**
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Subseries 7.18 **Macintosh Sales Aids**

- Box 26, Folder 8 **Macintosh Expert Demo Series, 1984**
Box 26, Folder 9 **Macintosh International Software Exchange, 1984**
 Scope and Content Note
 Diskette
- Box 26, Folder 5-6 **Lisa Product Training Course Manager's Guide, n.d.**
Box 27, Folder 1 **Macintosh Sales Aids, 1983-1996**
Box 27, Folder 2 **MacTerminal / CompuServe Demonstration, 1984**
-

Box 27, Folder 5	Macintosh Plus Questions and Answers, 1986
Box 27, Folder 6	Power Macintosh and Lotus Notes Sales Presentation and Selling Notes, 1994
Flat Box 36, Folder 6	The Macintosh advantage information kit, ca. 1996 Physical Description: 1 kit (cy 1)
Flat Box 36, Folder 7	The Macintosh advantage information kit, ca. 1996 Physical Description: 1 kit (cy 2)
Map Case Nb5	Upgrades & updates chart, 1991 Jan. Physical Description: 3 posters
Map Case Nb5	Upgrades & updates chart, 1991 Mar. Physical Description: 1 poster
Map Case Nb5	Macintosh compatibility chart, 1992 Jan. Physical Description: 2 posters
Map Case Nb5	Macintosh compatibility chart, 1993 Mar. Physical Description: 2 posters
Map Case Nb5	Apple compatibility chart, 1994 May Physical Description: 1 poster
Map Case Nb5	HyperTalk highlights, 1988 Physical Description: 1 poster

Subseries 7.19 **General Sales Training Materials**

Box 27, Folder 9	Logo Information, 1980
Box 27, Folder 10	Apple Means Business Merchandising Plan Training Manual, 1980
Box 27, Folder 3-4	Apple Macintosh Certification Training Leader's Guide, 1985 Scope and Content Note Diskettes
Box 27, Folder 7-8	Apple Account Penetration Strategies Training , n.d.
Box 28, Folder 1	Apple Means Business Merchandising Plan Training Manual, 1980
Box 28, Folder 2	Apple Means Business Merchandising Plan Training Manual, n.d. Scope and Content Note Slides
Box 28, Folder 3	"Intelligent Choices" Merchandising Plan Training Materials, 1980 Scope and Content Note Audiocassette And Slides
Box 28, Folder 4	"Intelligent Choices" Merchandising Plan Training Materials, 1980 Scope and Content Note Diskettes
Box 28, Folder 5	"Intelligent Choices" Merchandising Plan Training Materials, 1980 Scope and Content Note Slides
Box 28, Folder 6	"Intelligent Choices" Merchandising Plan Training Materials, 1980

Box 28, Folder 7 Box 28, Folder 8-11	"Intelligent Choices" Merchandising Plan Training Materials Catalog, 1980 Sales Meeting [Hawaii], 1981 Scope and Content Note Slides in Saperate Folder
Box 29, Folder 1	Apple Expo. Tools for Today, n.d. Scope and Content Note Slides
Box 29, Folder 2	List of Educational Software Developed for Apple, 1982, Jan. Scope and Content Note Slides
Box 29, Folder 3	Product Marketing Staff Binder, 1982 Scope and Content Note 1981 Dec. - 1982 Apr. Subjects and Indexing Terms Scott Love
Box 29, Folder 4	Here's H.O.W. to Sell 40 Apples in 1 Day , 1982 ? Scope and Content Note Hands on Workshop
Box 29, Folder 5	National Account Pgm Executive Slide Presentation, 1982 Scope and Content Note Diskette, Slides
Box 29, Folder 6	ProFile Sales Kit, 1982 Scope and Content Note Diskette
Box 29, Folder 7 Box 29, Folder 16	Selling Personal Computers : Apple's Guide for the Department Store, 1982 ? Announcement for 256k Upgrade Kits for Apple III's , 1982, June Scope and Content Note U.K.
Box 29, Folder 8-15	Field Sales Information , 1982 Jan.- Nov.
Box 30, Folder 1	Misc. Info on Software Products, 1982-1997
Box 30, Folder 2	Misc. Info on Hard Ware and Peripherals, 1982-1997
Box 30, Folder 3	National Account Program, 1983
Box 30, Folder 4	Value Added Reseller Program Manual, 1983
Box 30, Folder 5	Logo Sales Kit, 1983, July
Box 30, Folder 6	Apple Horizons: Small Business and Professional Practice Sales Seminar, 1983 Scope and Content Note Diskettes, Slides, Audio Cassettes
Box 30, Folder 7	Horizons, 1983 Scope and Content Note Slides
Box 30, Folder 8	The Sales Lists, 1983
Box 30, Folder 9	Apple University In pursuit of Excellence, 1983
Box 31, Folder 1	In pursuit of Excellence, 1983

Box 31, Folder 2	Memo re: Mac and Lisa 2 for National Account Employee Purchase , 1984
Box 31, Folder 3-4	
	Apple Education Sales Manual, 1984
	Scope and Content Note
	Two Folders
Box 31, Folder 5	National Account Program Communications / Reference Guide, 1984
Box 31, Folder 6-7	
	Impressions: A Modular Presentation and Seminar Guide, 1984
	Scope and Content Note
	Slides
Box 32, Folder 1-2	1984 Regional Sales Conference, 1984
Box 32, Folder 3	
	User Education Archives [sic.] Inventory Sorted by Part, Product Or Title , 1985, Aug.
Box 32, Folder 4	Misc. Sales and Ad Images, 1985?
	Scope and Content Note
	Slides
Box 32, Folder 5	Macintosh Office Sales Aids, 1985
	Scope and Content Note
	Slides
Box 32, Folder 6	Apple Computer and Northern Telecom Capabilities Presentation, 1986
Box 32, Folder 7	
Box 32, Folder 8	
Box 32, Folder 9	
Box 32, Folder 10	
Box 32, Folder 11	
Box 32, Folder 12	
Box 32, Folder 13	
Box 33, Folder 1	
Box 33, Folder 2	
Box 33, Folder 3	
Box 33, Folder 4	
	System Guides for Mac and Apple, 1987?
	Program of Events Worldwide Sales Conference, Boca Raton FL, 1987
	Education Installation Purchase Program Procedures, 1987, June
	Service Programs Manual, 1988, Dec.
	Misc. Information on Services and Support, 1988-1997
	Visuals for Power to Be Your Best" Presentation, 1988
	Education Sales Manual, 1988, Oct.
	The Information Exchange : Update, 1988, Oct.
	Apple Distribution: A View to the Future... The Basics: Customer Satisfaction, Quality, Service, 1989, Apr.
	The Information Exchange: Marketing Guidebook, 1989
	Scope and Content Note
	Disketts
Box 33, Folder 5	The Information Exchange: Marketing Guidebook, 1989
Box 33, Folder 6	
Box 33, Folder 7	
	New Products Brochures, 1989
	The Very Informative Guide to Selling Apple, 1991
	Scope and Content Note
	Version 2.0
Box 33, Folder 8	A Guide to Successful Distribution in Australia, 1991
Box 33, Folder 9	
Box 33, Folder 10	
	New Product Training, 1993
	New Product Information, 1993
	Scope and Content Note
	Diskette
Box 34, Folder 1	Competitive Selling Guide, 1995
Box 34, Folder 2	
Box 34, Folder 3	
Box 34, Folder 4	
Box 34, Folder 12	
Box 34, Folder 13	
	Newton Healthcare Solutions Guide, 1996
	Apple Competitive Guide, 1996-1997
	Apple sales discipline. Note: associated transparencies in Series 7, FB 35, 1985
	Apple USA FY '91 sales conference materials, 1991

Flat Box 35, Folder 1	Apple sales discipline [transparency], 1985 : subject no. 1 - 10, 1985
Flat Box 35, Folder 2	Apple sales discipline [transparency], 1985 : subject no. 11 - 20, 1985
Flat Box 35, Folder 3	Apple sales discipline [transparency], 1985 : subject no. 21 - 30, 1985
Flat Box 35, Folder 4	Apple sales discipline [transparency], 1985 : subject no. 31 - 40, 1985
Flat Box 35, Folder 5	Apple sales discipline [transparency], 1985 : subject no. 41 - 50, 1985
Flat Box 35, Folder 6	Apple sales discipline [transparency], 1985 : subject no. 51 - 60, 1985

Series 8 **Business Ventures (Third Party Ventures and Products)**

Scope and Content Note

This series includes proposals and agreements between Apple and other groups to develop, produce or manufacture products compatible with or specifically for Apple products.

Subseries 8.1 **Third Party Information**

Box 1, Folder 1 -4	Apple Developer Express (product descriptions & brochures), 1987 Winter Scope and Content Note four folders
Box 1, Folder 5 -7	Apple Developer Express (product descriptions & brochures), 1987 Summer Scope and Content Note three folders
Box 2, Folder 4	Aquisition of Network Innovations Corp., 1988, Mar. Scope and Content Note bound volume Subjects and Indexing Terms Network Innovations Corp.
Box 2, Folder 5	User Guide & Greatest Hits software collection, 1992 Subjects and Indexing Terms Ziff Net
Box 2, Folder 6 Box 2, Folder 1 -3	IntroNews: the third party source. Vol. 3, No. 1, 1992, Jan. Apple Developer Express (product descriptions & brochures), 1987 Fall Scope and Content Note three folders
Box 3, Folder 1	Intelligent oscilloscope system proposal, 1980 Subjects and Indexing Terms KRJ Systems, Inc.
Box 3, Folder 4	Universal Micro catalog, 1986 Subjects and Indexing Terms Valiant IMC

Box 3, Folder 5	user's manual, 1987 Scope and Content Note Dynamac machine itself is also part of M1007 collection Subjects and Indexing Terms Dynamac Computer Products, Inc.
Box 3, Folder 6 Box 3, Folder 7	Syllabus, 1988 RedRyder 6.2 manual, 1985 Subjects and Indexing Terms FreeSoft Company
Box 3, Folder 8 Box 3, Folder 9	policy re: third party products at Apple Library & Apple Employee store , 1985 Bitguard letter, 1982 Subjects and Indexing Terms Renola, Ed
Box 3, Folder 10	Apple & Microsoft outline plans for future joint technologies, 1992 Subjects and Indexing Terms Microsoft
Box 3, Folder 11	Apple & Novell: working together on network solutions, 1994? Subjects and Indexing Terms Novell
Box 3, Folder 12 Box 3, Folder 13	Macintosh business conference & exposition, 1988 confirmation letter re: registration of file types & application signatures, 1990, Nov.
Box 3, Folder 14	The Recognizer Project, 1987 Subjects and Indexing Terms Carl Nelson & Associates
Box 3, Folder 15 Box 3, Folder 16	new products & features, 1989 Miko Kiosks, n.d. Subjects and Indexing Terms King Products
Box 3, Folder 17	KaleidaScript X developer catalog, 1994 Subjects and Indexing Terms Kaleida Labs
Box 3, Folder 18	CEO 1401 Intelligent Laboratory Interface for Apple II, 1982 Subjects and Indexing Terms Cambridge Electronic Design Ltd.
Box 3, Folder 19 Box 3, Folder 20 Box 3, Folder 21 Box 3, Folder 22 Box 3, Folder 2-3 Box 3, Folder 23 Box 4, Folder 1 Box 4, Folder 2	Apple II & Apple IIe hardware compatibility guides, 1983 products for the Apple II family, 1983 new third party products for Apple hardware & software, 1989 Apple CD SC third party products, 1990 list of products that support one or more Apple II peripherals, 1986 Third Party information (System 7), 1991 Apple III software resource guide, 1983, Mar. Hayden Macintosh Library, 1985 Subjects and Indexing Terms Hayden Book Company

Box 4, Folder 3	The Keyboard Company [Cork, Ireland], 1981 Subjects and Indexing Terms The Keyboard Company
Box 4, Folder 4	Mactivity '96, 1996
Box 4, Folder 5	Milliken: continuing medical education, 1979?
Box 4, Folder 6	NeXT, 1993-1996 Subjects and Indexing Terms NeXT
Box 4, Folder 7	AppleCD SC third party products, 1989
Box 4, Folder 8	Softape, 1978-1979
Box 4, Folder 9	The NeXTketeer [newsletter], n.d.
Box 4, Folder 10	information on NeXT acquisition, 1996
Box 4, Folder 11	Business & Professional Software, Inc. Apple color plotter announcement, n.d.
Box 4, Folder 12	Highton virtual reality photography brochure, n.d.

Subseries 9 **Press releases & clippings**

Scope and Content Note

This series includes information produced specifically to be released to the press and/or the public regarding Apple Computer, Inc. and its products, as well as press clippings about Apple Computer and its competitors.

Subseries 9.1 **Press Kits & Media Guidelines**

Box 1, Folder 1	The World of Apple , 1982
Box 1, Folder 2	Inquiries from the Press, Media Guidelines., 1985
Box 1, Folder 3	Apple Information Press Kit, 1978
Box 1, Folder 4	Press Background Information, 1981
Box 1, Folder 5	The Macintosh Office Press Kit, 1985
Box 1, Folder 6	New Products Press Kit, 1985
Box 1, Folder 7	Apple Networking And Communications Product Introduction Press Kit, 1989
Box 1, Folder 8	Happy Birthday Macintosh Press Kit, 1993
Box 1, Folder 9	System 7 Press Information, 1991

Subseries 9.2 **Press Releases**

Box 1, Folder 10	Press Releases , 1977-1982
Box 1, Folder 11	Press Releases , 1983-1984
Box 1, Folder 12	Press Releases , 1985 Scope and Content Note includes list of releases
Box 2, Folder 1-6	Press Releases, 1986-1991
Box 3, Folder 10	Index to Press Releases (1995-1998), 1995 - 1998 Scope and Content Note frpm Apple Website
Box 3, Folder 1-9	Press Releases, 1992-1994
Box 4, Folder 1-7	Press Releases, 1995, Jan. - 1996, Sept.

Subseries 9.3 **Clippings (general)**

Box 5, Folder 6	Loose Clippings, n.d.
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Box 5, Folder 7 Box 5, Folder 8	Loose Clippings, 1977 Byte Magaxine Article Reprint : System Description - The Apple II , 1977, May Subjects and Indexing Terms Wozniak, Stephen.
Box 5, Folder 9 Box 5, Folder 10 Box 5, Folder 14	Loose Clippings, 1978 Inc. Premiere Issue., 1979, Apr. Softalk , 1981, Mar. Scope and Content Note women in microcomputing issue
Box 5, Folder 1-5 Box 5, Folder 15	Press Releases, 1996-1997 The Journal of Courseware Review (Apple II), 1981? Scope and Content Note may have been microfilmed
Box 5, Folder 16 Box 5, Folder 11-13 Box 6, Folder 1 Box 6, Folder 2 Box 6, Folder 3 Box 6, Folder 6 Box 6, Folder 7 Box 6, Folder 8 Box 6, Folder 9 Box 6, Folder 10	Clippings, 1982 Clippings, 1979-1981 The Apple Index, 1983, 1984 Clippings, 1983 The Seybold Report on Professional Computing Vol. 1 No. 1, 1983 Apple Orchard Vol. 5 No. 2, 1984, Feb. MacWorld Vol. 1 No. 1 , 1984, Feb. Computer Update, 1984, Mar. - Apr. Softalk, 1984, July Info World Vol. 6 Issue 19 , 1984 Scope and Content Note Laptops
Box 6, Folder 11 Box 6, Folder 12	The Seybold Report on Professional Computing, 1984 Newsweek., 1984, Nov./Dec. Scope and Content Note all ads are Apple
Box 6, Folder 13 Box 6, Folder 4-5 Box 7, Folder 1 Box 7, Folder 2 Box 7, Folder 3 Box 7, Folder 4 Box 7, Folder 7 Box 7, Folder 8 Box 7, Folder 9 Box 7, Folder 10 Box 7, Folder 13 Box 7, Folder 14 Box 7, Folder 5-6 Box 7, Folder 11-12	Clippings, 1985 Clippings, 1984 Management Technology Vol. 2 No. 9 , 1985, Jan. Compate! Vol 2. No1, Issue 3, 1986, Spring/ Summer L'Ordinatear Individuel No. 69, 1985, Apr. Medias No. 117 Du4 Au 11, 1985, Oct. Personal Computer Forum Vol. 2 Release 1.0, 1986 inCider. Vol. 4 No. 10, 1986, Oct. Family Computing Vol. 4 No. 10, 1986, Oct. International Press Interviews with Sculley, 1987 Clippings Re: John Sculley Book "Odyssey", 1987 Information Week Issue 106, 1987, Mar. 2 Clippings, 1986 Clippings, 1987 Scope and Content Note two folders
Box 8, Folder 1 Box 8, Folder 2 Box 8, Folder 3 Box 8, Folder 4	Wharton Alumni Magazine, 1987, Fall. Clippings, 1988 Hyper Age Premiere Issue, 1988 Feb. - Mar. Public Relations Clippings #388, 1988 July

Box 8, Folder 11	Happy Birthday Macintosh, Special 10yr. Anniversary Information, 1994
Box 8, Folder 5-10	Clippings, 1989-1994
Box 9, Folder 1-5	Clippings, 1995-1997
Box 28, Folder 1	San Francisco Chronicle article re: use of Macintosh computers to produce newspaper after earthquake, 1989 Oct. 18
Box 28, Folder 2	MAXpowr card : big bang for buck / by Henry Norr. -- MacWeek, Vol. 11, no. 39, 1997 Oct. 13
Box 28, Folder 3	Lisa announcement press book, France. Note : presented to M. Markkula, 1983

Subseries 9.4 Clippings (Burrelle's, etc.)

Box 9, Folder 6-8	Clippings, 1983- 1985
Box 10, Folder 7	Clippings, 1985 Oct. - 1986 Jan.
Box 10, Folder 1-3	Clippings, 1984 Mar. - 1985 Sept.
	Scope and Content Note
	three folders
Box 10, Folder 4-6	Clippings, 1985 Sept.
	Scope and Content Note
	three folders
Box 11, Folder 1-2	Clippings, 1985 Oct. - 1986 Jan.
	Scope and Content Note
	two folders
Box 11, Folder 3-5	Clippings, 1986 Jan. - Apr.
	Scope and Content Note
	three folders
Box 12, Folder 1-3	Clippings, 1986 May - June
	Scope and Content Note
	three folders
Box 12, Folder 4-5	Clippings, 1986 June - Oct.
	Scope and Content Note
	two folders
Box 13, Folder 1-3	Clippings, 1987
	Scope and Content Note
	three folders
Box 13, Folder 45	Clippings, 1987 Sept.-Oct.
	Scope and Content Note
	two folders
Box 14, Folder 1	Apple / DEC Announce Joint Development, 1988
Box 14, Folder 5	Clippings, 1988 June- Aug.
Box 14, Folder 2-4	Clippings, 1988 Jan. - Mar.
	Scope and Content Note
	three folders
Box 15, Folder 1	Clippings, 1988 Aug.
Box 15, Folder 2	Clippings, 1988 Aug. - Sept.
Box 15, Folder 3	Clippings, 1988 Sept.

Box 15, Folder 4-5	<p>Clippings, 1988 Oct. Scope and Content Note two folders</p>
Box 16, Folder 1 Box 16, Folder 2-5	<p>Clippings, 1988 Oct. Clippings, 1988 Oct. -Nov. Scope and Content Note four folders</p>
Box 17, Folder 1-3	<p>Clippings, 1988 Dec. Scope and Content Note three folders</p>
Box 17, Folder 4 Box 18, Folder 1-2	<p>Clippings, 1989 Jan. Clippings, 1989 Jan. Scope and Content Note two folders</p>
Box 18, Folder 3-5	<p>Clippings, 1989 Jan. Scope and Content Note three folders</p>
Box 19, Folder 1-3	<p>Clippings, 1989 Mar. Scope and Content Note three folders</p>
Box 19, Folder 4 Box 20, Folder 1-2	<p>Clippings, 1989 Apr. Clippings, 1989 Apr. Scope and Content Note two folders</p>
Box 20, Folder 3-4	<p>Clippings, 1989 May Scope and Content Note two folders</p>
Box 21, Folder 1-2	<p>Clippings, 1989 May Scope and Content Note two folders</p>
Box 21, Folder 3 Box 21, Folder 4 Box 22, Folder 1 Box 22, Folder 2-4	<p>Clippings, 1989 June. 1-10 Clippings, 1989 June. 12-21 Clippings, 1989 June 21 - July 1 Clippings, 1989 July Scope and Content Note three folders</p>
Box 23, Folder 1 Box 23, Folder 2 Box 23, Folder 3 Box 23, Folder 4 Box 23, Folder 5 Box 24, Folder 1 Box 24, Folder 2 Box 24, Folder 3	<p>Clippings, 1989 July 31-Aug. 7 Clippings, 1989 Aug. 8-21 Clippings, 1989 Aug. 21-30 Clippings, 1989 Aug. 31 - Sept. 19 Clippings, 1989 Sept. 20-Nov.30 Clippings, 1989 Dec. 1-13 Clippings, 1989 Dec. 14-22 Clippings, 1989 Dec. 24-31; 1990 Jan.</p>

Box 24, Folder 4	Clippings, 1990 Jan. 1-8,
Box 24, Folder 5	Clippings, 1990 Jan. 9-16
Box 25, Folder 1	Clippings, 1990 Jan. 17-23
Box 25, Folder 2	Clippings, 1990 Jan. 24-30

Subseries 9.5 **Clippings (Sculley clipbooks)**

Box 25, Folder 3	Clippings, 1989 Scope and Content Note three folders
Box 26, Folder 1	Clippings, 1990 Scope and Content Note three folders
Box 26, Folder 4	Clippings, 1993 Aug. 2,3,4 Sept. 28

Subseries 9.6 **Clippings (Macintosh)**

Box 26, Folder 5	Macintosh Vol.1, 1984
Box 26, Folder 6	Macintosh Vol.2, 1984 Subjects and Indexing Terms Regis McKenna
Box 27, Folder 1	Macintosh Vol.3, 1984 Scope and Content Note two folders Subjects and Indexing Terms Regis McKenna
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This series includes only formal reports and "white papers" produced by Apple employees.

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Box 6, Folder 5	Apple Logo : introduction to programming through turtle graphics, 1982
Box 6, Folder 6	Apple Logo primer / Gary G. Bitter, Nancy Ralph Watson, 1983
Box 6, Folder 7	Apple Logo reference manual (Apple II), 1982
Box 6, Folder 8	Apple Logo sample program disk and toolkit for the Apple II family, 1983
Box 7, Folder 1	Apple Pascal operating system reference manual, 1980
Box 7, Folder 2	Apple Pascal Operating System Reference Manual Addendum, n.d.
	Scope and Content Note
	multiple copies
Box 7, Folder 3	Apple Pascal Language Reference Manual Addendum, 1980?
	Scope and Content Note
	multiple copies

Box 7, Folder 4	Apple Pascal 1.2 update manual, 1983
Box 7, Folder 5	Apple Pascal Update (version 1.0 - 1.1), 1980 Scope and Content Note multiple copies
Box 7, Folder 6	Apple pilot : editor's manual, 1980
Box 7, Folder 7	AppleSoft reference manual : extended precision floating point BASIC language. c. 1, 1977 Nov.
Box 7, Folder 8	AppleSoft reference manual : extended precision floating point BASIC language. c. 2, 1977 Nov.
Box 7, Folder 9	AppleSoft Reference Manual, 1978
Box 7, Folder 10	BASIC 1.0, 1984
Box 7, Folder 11	BASIC Programming with Pro DOSTM, 1983
Box 7, Folder 12	Glue Code : it gets you out of sticky situations, 1991
Box 7, Folder 13	A guide to the Newton toolkit, 1993
Box 8, Folder 1	Hand-holding BASIC, 1980 Physical Description: Includes 2 computer diskettes ; 3.5 in.
Box 8, Folder 2	Macintosh Pascal 2.0 Update [various notes], 1986
Box 8, Folder 3	Newton programmer's guide. Alpha draft 1.0. Chapters 1-12, 1993 July 17
Box 8, Folder 4	Newton programmer's guide. Alpha draft 1.0. Chapters 13-end, 1993 July 17
Box 8, Folder 5	Pascal Reference Manual [1 of 2], 1983 - 1984
Box 8, Folder 6	Pascal Reference Manual [2 of 2], 1983 - 1984
Box 8, Folder 7	Pocket Guide To Mac Pascal (final draft : 102 loose pages), 1986

Subseries 13.4 **Apple Software Manuals**

Box 9, Folder 1	The American challenge : a sailing simulation [kit] (Apple II), 1986 Physical Description: Includes 1 diskette ; 5 in. + 1 v. ; 51 p. + 1 phonograph record
Box 9, Folder 2	Apple Access III, 1981
Box 9, Folder 3	Apple File III/ Viewpoint Database Management System (Apple III), 1982
Box 9, Folder 4	Apple Forecast System Revision 2.0 (Apple II), 1979
Box 9, Folder 5	Apple II : Errata to the Applesoft Tutorial (Apple II), 1982?
Box 9, Folder 6	Apple Selector III User's Manual (Apple III), 1983
Box 9, Folder 7	Apple III SOS Reference Manual (Apple III), 1982, March Scope and Content Note diskette
Box 9, Folder 8	Apple Post Mailing list maintenance utility package for the Apple II, 1979 Physical Description: Includes 1 diskette ; 5.25 in.
Box 9, Folder 9	Apple III ProFile Owner's Manual Errata (Apple III), n.d.
Box 9, Folder 10	Apple Softcard III Manuals (Apple III) [1 of 2], 1982 Subjects and Indexing Terms Microsoft
Box 9, Folder 11	Apple Softcard III Manuals (Apple III) [2 of 2], 1982 Subjects and Indexing Terms Microsoft
Box 10, Folder 1	Apple Software Bank Checkbook and Database Management System (Apple II), 1977
Box 10, Folder 2	Apple Software Bank Contributed Programs, Vol. 3-5 (Apple II), 1978
Box 10, Folder 3	Apple terminal : VT-100 emulator, 1980

Box 10, Folder 4	Bridge tutor, 1980 Physical Description: 1 v. ; 5 p. + 2 computer diskettes ; 5.25 in.
Box 10, Folder 5	The Cashier-- Retail Store Management (Apple II), 1978 Physical Description: 1 v. ; 92 p. + 4 diskettes ; 5.25 in.
Box 10, Folder 6	Catalyst User's Manual (Apple III), 1982 Subjects and Indexing Terms Quark
Box 10, Folder 7	Diet analysis, 1980 Physical Description: Includes 3 computer diskettes ; 5.25 in. Subjects and Indexing Terms Microsoft
Box 10, Folder 8	The DOS manual (Apple II), 1981 Subjects and Indexing Terms Microsoft
Box 10, Folder 9	Graph 'n' Calc (Apple III), n.d. Subjects and Indexing Terms Williams, Don
Box 10, Folder 10	HabaMerge (Apple), 1984 Subjects and Indexing Terms Microsoft
Box 10, Folder 11	Math strategy, 1984 Physical Description: 1 v. ; 29 p. + 2 computer diskettes ; 5.25 in. Subjects and Indexing Terms Microsoft
Box 10, Folder 12	Order tracking system. -- Version 1.3A, 1980 Subjects and Indexing Terms Microsoft
Box 10, Folder 13	Pascal 1.2 Update Addendum (Apple II), 1982?
Box 10, Folder 14	Pascal Software for the Thunderclock Plus Manual (Apple II), 1980
Box 10, Folder 15	Programmer's Aid #1: installation & operating manual (Apple II), 1978
Box 11, Folder 1	QuickFile... An Introduction (Apple III), n.d.
Box 11, Folder 2	QuickFile II for IIe only : Pascal 1.1 based, 1982
Box 11, Folder 3	QuickFile III Manual Addendum (Apple III), 1982
Box 11, Folder 4	QuickFile III sampler (Apple III), 1982
Box 11, Folder 5	Script III, 1980
Box 11, Folder 6	Using Apple Access II on the Apple II Unidisk 3.5 (Apple II), 1985
Box 11, Folder 7	Visicalc sampler users guide (Apple III), 1981
Box 11, Folder 8	Visicalc training manual (Apple II), 1980
Box 11, Folder 9	Visicalc III : an introduction (Apple III), 1980
Box 11, Folder 10	Visicalc III users manual (Apple III), 1981 Physical Description: 1 v. ; 298 p. + 3 computer diskettes ; 5.25 in.
Box 11, Folder 11	Visicalc III User's Manual Errata (Apple III), 1980?

Box 20, Folder 1	The American challenge : a sailing simulation. -- Northbrook, Ill. : Mindscape, Inc., , 1986 Physical Description: 1 v. + 1 computer diskette ; 5.25 in. + 1 sound disk
Box 20, Folder 2	Apple IIc systems utilities, 1984
Box 20, Folder 3	Apple Logo II reference manual (Apple II), 1982, 1984
Box 20, Folder 4	Apple Software Bank contribute programs, Vol. 1 & 2, 1978
Box 20, Folder 5	Apple Writer III : an introduction, 1980
Box 20, Folder 6	AppleWorks reference cards (Apple II), 1984
Box 20, Folder 7	Formulex reference guide, , 1981 Mar. Physical Description: 1 v. + 2 computer diskettes ; 5.25 in.
Box 20, Folder 8	MOPTOWN C2E0011 backup, 1981 Physical Description: 1 v. + 2 computer diskettes ; 5.25 in.
Box 20, Folder 9	PASCAL animation tools, , 1980 Physical Description: 1 v. + 2 computer diskettes ; 5.25 in.
Box 20, Folder 10	Pilot animation tools, , 1981 Physical Description: 1 v. + 1 computer diskette ; 5.25 in.
Box 20, Folder 11	ProDos supplement to the Apple IIe owner's manual, , 1983, 1984

Subseries 13.5 Lisa Software Manuals

Box 12, Folder 1	Clascal Reference Manual, 1983
Box 12, Folder 2	COBOL Manual for the Lisa (beta draft), 1983 Physical Description: Includes 2 computer diskettes ; 5.25 in.
Box 12, Folder 3	COBOL Manual for the Lisa (pre-release), 1983
Box 12, Folder 4	Lisa Basic-Plus 2.0 language, 1984
Box 12, Folder 5	Lisa Basic-Plus 2.0 user's guide, 1984
Box 12, Folder 6	LisaCalc (alpha draft) [1 of 2], 1983
Box 12, Folder 7	LisaCalc (alpha draft) [2 of 2], 1983
Box 13, Folder 1	LisaDraw (alpha draft) [1 of 2], 1983
Box 13, Folder 2	LisaDraw (alpha draft) [2 of 2], 1983
Box 13, Folder 3	LisaGraph (alpha draft) [1 of 2], 1983
Box 13, Folder 4	LisaGraph (alpha draft) [2 of 2], 1983
Box 13, Folder 5	LisaList (alpha draft) [1 of 2], 1983
Box 13, Folder 6	LisaList (alpha draft) [2 of 2], 1983
Box 13, Folder 7	Lisa Pascal 2.0 languages, 1983 Physical Description: 1 v. + 3 computer diskettes ; 3.5 in.
Box 14, Folder 1	Lisa Pascal 2.0 workshop users guide, 1983 Physical Description: 1 v. + 2 computer diskettes ; 3.5 in.
Box 14, Folder 2	LisaProject (alpha draft), 1983
Box 14, Folder 3	LisaWrite (alpha draft) [1 of 2], 1983
Box 14, Folder 4	LisaWrite (alpha draft) [2 of 2], 1983
Box 14, Folder 5	MacWorks/ Hard Disk Install (Lisa), 1984?
Box 14, Folder 6	Operating System Reference Manual for the Lisa (beta draft), 1983, Apr.
Box 14, Folder 7	Operating System Reference Manual for the Lisa (beta draft), 1983, Aug.
Box 14, Folder 8	Pascal (for Lisa), 1983
Box 14, Folder 9	Pascal for the Lisa, 1984
Box 15, Folder 1	Pascal Reference Manual [1 of 3], 1984
Box 15, Folder 2	Pascal Reference Manual [2 of 3], 1984

Box 15, Folder 3	Pascal Reference Manual [3 of 3], 1984
Box 15, Folder 4	Pascal Reference Manual Appendix: Quickdraw (for Lisa), 1983
Box 15, Folder 5	Workshop User's Guide for the Lisa (beta draft), 1983, Apr.
Box 15, Folder 6	Workshop User's Guide for the Lisa (beta draft), 1983?
Box 15, Folder 7	Toolkit 3.0 Package III [1 of 2], 1984
Box 15, Folder 8	Toolkit 3.0 Package III [2 of 2], 1984

Subseries 13.6 Macintosh Software Manuals

Box 16, Folder 1	The American Heritage dictionary : user's guide for Macintosh, 1993
Box 16, Folder 2	Apple At Ease 2.0 owner's guide, 1994
Box 16, Folder 3	Apple At Ease 2.0 quick reference card, 1994
Box 16, Folder 4	Apple At Ease 2.0 for workgroups : administrators guide, 1993
Box 16, Folder 5	Apple At Ease 2.0.3 update, 1994
Box 16, Folder 6	Apple Migration Tool for Microsoft Mail User's Guide (Macintosh), 1995
Box 16, Folder 7	AppleTalk Personal Network (Macintosh), 1984
Box 16, Folder 8	Avid VideoShop user's guide. -- Version 2.0 Macintosh, 1993
Box 16, Folder 9	ClarisWorks handbook for Macintosh, 1993-1994
Box 16, Folder 10	ClarisWorks quick reference, 1993
Box 16, Folder 11	Clickart Effects (Macintosh), n.d. Subjects and Indexing Terms T/Maker Graphics
Box 16, Folder 12	Davidson's Kid Works 2, n.d. Subjects and Indexing Terms T/Maker Graphics
Box 16, Folder 13	Desk Organizer (Macintosh), 1984
Box 16, Folder 14	HyperCard Help Printout (Macintosh) [1 of 2], 1988
Box 16, Folder 15	HyperCard Help Printout (Macintosh) [2 of 2], 1988
Box 16, Folder 16	HyperCard User's Guide (Macintosh), 1987
Box 16, Folder 17	HyperTalk (Macintosh), n.d.
Box 16, Folder 18	Macintalk 1.0 (Macintosh), 1984, December
Box 16, Folder 19	Macintalk Version 1.0: speech synthesis tools for the Mac (Macintosh), 1984
Box 16, Folder 20	Macintosh 68000 Development System (Macintosh), 1984
Box 16, Folder 21	Macintosh Application Environment 2.0 (Macintosh), 1995
Box 17, Folder 1	Macintosh New Features Update (Macintosh), 1987
Box 17, Folder 2	Macintosh System Software Update (Macintosh), 1988
Box 17, Folder 3	Macintosh User Education. The AppleTalk Manager: A Programmer's Guide (Macintosh), 1985 Scope and Content Note diskette
Box 17, Folder 4	MacLabeler (Macintosh), 1984 Subjects and Indexing Terms Ideaform, Inc.
Box 17, Folder 5	MacPaint manual (Macintosh), 1983
Box 17, Folder 6	MacSpell Right (Macintosh), 1986?
Box 17, Folder 7	MacWorks Manual (Macintosh), 1983-1984
Box 17, Folder 8	MacWorks XL (draft)(Lisa and Macintosh), 1983
Box 17, Folder 9	Mastering Your Macintosh Version 3.0 (Macintosh), 1989
Box 17, Folder 10	Mastering Your Macintosh Version 4.0 (Macintosh), 1991
Box 17, Folder 11	Microsoft Word Quick Reference Guide (Macintosh), 1984 Subjects and Indexing Terms Microsoft

Box 17, Folder 12	PackIt III Manual (Macintosh), 1986 Subjects and Indexing Terms Chesley, Harry R.
Box 17, Folder 13	Quicken guide for Macintosh Performa users, 1993 Subjects and Indexing Terms Chesley, Harry R.
Box 17, Folder 14	QuickTime Conferencing Kit (Macintosh), 1995
Box 17, Folder 15	REdit (Macintosh), 1985 Mar.
Box 17, Folder 16	ResEdit Reference (Macintosh), 1988
Box 17, Folder 17	The Scrap Manager: a programmer's guide (Macintosh), 1985
Box 17, Folder 18	SmartForm Assistant Manual (Macintosh), 1989 Physical Description: 1 v. ; 44 p. + 1 computer diskette ; 3.5 in.
Box 17, Folder 19	Social style application user's guide (Macintosh), 1987 Physical Description: 1 v. ; 39 p. + 1 computer diskette ; 3.5 in.
Box 17, Folder 20	Switcher Construction Kit (Macintosh), 1985 Mar.
Box 17, Folder 21	TeachText ReadMe File (Macintosh), 1987?
Box 17, Folder 22	Typing Made Easy (Macintosh), 1985 Subjects and Indexing Terms QED
Box 17, Folder 23	The Writing Center quick reference (Macintosh), 1994 Subjects and Indexing Terms QED
Box 20, Folder 12	1st base : relational database system for the Apple Macintosh. -- Princeton, NJ : Desktop Software Corp., , 1984 Physical Description: 1 v. + 1 computer diskette ; 3.5 in.
Box 20, Folder 13	Apple internet connection kit, , 1995
Box 21, Folder 1	Apple Link quick reference, , 1987
Box 21, Folder 2	Apple Link 5.0, 1989
Box 21, Folder 3	Apple Link 6.0, 1990 Physical Description: (cy 1)
Box 21, Folder 4	Apple Link 6.0, 1990 Physical Description: (cy 2). Includes 2 computer diskettes ; 3.5 in.
Box 21, Folder 5	Apple Remote Access client user's guide for Macintosh, , 1993
Box 21, Folder 6	Macintosh Pascal user's guide, , 1984
Box 21, Folder 7	Macintosh Pascal reference manual, , 1984
Box 21, Folder 8	Macintosh Pascal technical appendix, , 1984
Box 21, Folder 9	Macintosh PhotoFlash : getting started, , 1994
Box 21, Folder 10	Macintosh System 7.5 upgrade guide, , 1994
Box 21, Folder 11	Macintosh System software update : Apple FDHD manual, , 1988
Box 21, Folder 12	MacPaint, , 1983
Box 21, Folder 13	Macintosh MacPaint demonstration, , n.d.
Box 22, Folder 1	MacWrite, , 1984
Box 22, Folder 2	Social style application user's guide, , 1987 Physical Description: 1 v. + 1 computer diskette ; 3.5 in.

Box 22, Folder 3	Software dispatch user's guide, , 1993
Box 22, Folder 4	Switcher construction kit, , 1986 Physical Description: 1 v. + 1 computer diskette ; 3.5 in.
Box 22, Folder 5	What's new in System 7?, 1991
Box 25	AppleShare file server administrator's guide, 1988
Box 25	AppleShare file server user's guide, 1988
Box 25	AppleShare file server administrator's supplement for Apple II workstations, 1988

Subseries 13.7 Japanese Language manuals

Box 23, Folder 1	Microsoft Excel, V. 1.06, n.d. 4893 Physical Description: 2 v. + 1 computer diskette ; 3.5 in. + 3 misc. pieces of ephemera
Box 23, Folder 2	Apple MacJust Mail,, n.d. 4914 Physical Description: 1 v. + 1 computer diskette ; 3.5 in. + 1 adaptor cable (cy 1)
Box 23, Folder 3	Apple MacJust Mail,, n.d. 4919 Physical Description: 1 v. + 1 computer diskette ; 3.5 in. + 1 adaptor cable (cy 2)
Box 23, Folder 4	Claris, n.d. 5126 Physical Description: 4 v. + 1 computer diskette ; 3.5 in.
Box 24, Folder 1	Macintosh MacProject,, n.d. 4851 Physical Description: 1 v. + 2 computer diskettes ; 3.5 in. (cy 1)
Box 24, Folder 2	Macintosh MacProject,, n.d. 4862 Physical Description: 1 v. + 2 computer diskettes ; 3.5 in. (cy 2)
Box 24, Folder 3	Ergosoft, n.d. 4848 Physical Description: 4 v. + 4 computer diskettes ; 3.5 in. Scope and Content Note EGBridge. -- EGWord. -- EGBook. -- EGBridge
Box 24, Folder 4	Turbo Jip, n.d. 4874 Physical Description: 1 v. + 2 computer diskettes ; 3.5 in.
Box 25, Folder 4	Hypercard, 1988 Physical Description: 1 v.

Series 14 **Audiovisual materials****Access Information**

Items in Beta or U-matic format require at least two weeks advance notice before use to allow staff to have use copies made.

Subseries 14.1 **Apple videotapes****Scope and Content Note**

This subseries includes Apple-produced videotapes dealing with various Apple computer lines, conferences, seminars, internal communications. Also includes copies of many of Apple Computer television commercials.

Box 1, Videotape 1	ACOT (Apple Classrooms of Tomorrow) : a research project of the Advanced Technology Group. , 1990 Aug. 20 Physical Description: 1 videocassette of 1 (VHS) (6 min.) : sd., col. ; 1/2 in. cy. 1
Box 1, Videotape 2	ACOT (Apple Classrooms of Tomorrow) : a research project of the Advanced Technology Group. c. 2, 1990 Aug. 20 Physical Description: 1 videocassette of 1 (VHS) (6 min.) : sd., col. ; 1/2 in. cy. 2
Box 1, Videotape 3	ACOT - Apple Classrooms of Tomorrow, Memphis, n.d. Physical Description: 1 videocassette of 1 (VHS) (17:02 min.) : sd., col. ; 1/2 in.
Box 1, Videotape 4	Adobe postscripte display system, 1988 May 10 219 Physical Description: 1 videocassette of 1 (VHS) (33 min.) : sd., col. ; 1/2 in.
Box 1, Videotape 5	Apple analysts meeting, 1986 Apr. 23 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. cy. 1
Box 1, Videotape 6	Apple analysts meeting, 1986 Apr. 23 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. cy. 2
Box 1, Videotape 7	Apple annual conference / Mark Orr & Doug Cayne, 1990 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 1, Videotape 8	Apple Canada's Executive Briefing Centre, 1990 Apr. 2 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 1, Videotape 9	Apple compilation, 1986 Mar. 26 126 Physical Description: 1 videocassette of 1 (VHS) (7 min.) : sd., col. ; 1/2 in.
Box 1, Videotape 10	Apple Computer compilation, 1988 May 5 Physical Description: 1 videocassette of 1 (VHS) (13 min.) : sd., col. ; 1/2 in.
Box 2, Videotape 1	Apple Computer : 11 tied spots, 1988 Oct. 4 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. Scope and Content Note I had one of those -- On the carpet -- Galileo -- Intelligence -- Question -- Alphabet -- Sleeping giant -- Presentation -- Maternity leave/power -- Career move --
Box 2, Videotape 2	Apple Computer college video, n.d. Physical Description: 1 videocassette of 1 (VHS) (25:15 min.) : sd., col. ; 1/2 in.
Box 2, Videotape 3	Apple Computer presentation at the Businessland 100% Club. Part I / produced by Ray Bloch Productions, 1989 Apr. Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 2, Videotape 4	Apple Computer presentation at the Businessland 100% Club. Part II / produced by Ray Bloch Productions, 1989 Apr. Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 2, Videotape 5	Apple desktop presentations : Apple video / Apple Computer France, n.d. Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. PAL format

Box 2, Videotape 6	<p>Apple desktop publishing, n.d. Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. Scope and Content Note Second generation advantage : meet the new standard -- Interface : building the right tools</p>
Box 2, Videotape 7	<p>Apple expo : Parc de la Villette - Porte de Pantin, 1987 Oct. 3 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)</p>
Box 2, Videotape 8	<p>Apple expo : Parc de la Villette - Porte de Pantin, 1987 Oct. 3 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)</p>
Box 2, Videotape 9	<p>Apple expo, 1988 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p>
Box 2, Videotape 10	<p>Apple FY 91 television advertising presentation, 1991 Physical Description: 1 videocassette of 1 (VHS) (10:14 min.) : sd., col. ; 1/2 in. (cy 1)</p>
Box 3, Videotape 1	<p>Apple FY 91 television advertising presentation, 1991 Physical Description: 1 videocassette of 1 (VHS) (10:14 min.) : sd., col. ; 1/2 in. (cy 2)</p>
Box 3, Videotape 2	<p>Apple hearing demo reel. -- (Apple Computer Technical Report; no. 25), n.d. Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p>
Box 3, Videotape 3	<p>Apple K-12 videos, 1990 Apr. 19 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p>
Box 3, Videotape 4	<p>Apple Macintosh. Apple Time Capsule. Apple Marcom, 1984 Oct. 23 Physical Description: 1 videocassette of 1 (VHS) (11 min.) : sd., col. ; 1/2 in.</p>
Box 3, Videotape 5	<p>Apple Museum brain dump. Part I, 1992 Oct. 22 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p>
Box 3, Videotape 6	<p>Apple Museum brain dump. Part II, 1992 Oct. 22 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p>
Box 3, Videotape 7	<p>Apple Pacific FY "93" sales forum, 1992 Oct 26-30 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p>
Box 3, Videotape 8	<p>Apple shareholders [i.e. analyst's] meeting, 1986 Apr. 23 130 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)</p>
Box 3, Videotape 9	<p>Apple shareholders [i.e. analyst's] meeting, 1986 Apr. 23 131 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)</p>
Box 3, Videotape 10	<p>Apple shareholders meeting, 1987 Jan. 28 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p>
Box 4, Videotape 1	<p>Apple survey video, 1990 Aug. 26 Physical Description: 1 videocassette of 1 (VHS) (20:38 min.) : sd., col. ; 1/2 in.</p>

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| Box 4, Videotape
2 | Apple USA / Video Solutions, 1986 Feb. 22 124
Physical Description: 1 videocassette of 1 (VHS) (5:00) : sd., col. ; 1/2 in. |
| Box 4, Videotape
3 | Apple technology forum, 1988 May 20
Physical Description: 1 videocassette of 1 (VHS) (80:00) : sd., col. ; 1/2 in. (cy 1) |
| Box 4, Videotape
4 | Apple technology forum, 1988 May 20 229
Physical Description: 1 videocassette of 1 (VHS) (80:00) : sd., col. ; 1/2 in. (cy 2) |
| Box 4, Videotape
5 | Apple unveils new Macintosh series, n.d. 3
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Scope and Content Note
11 segments |
| Box 4, Videotape
6 | Apple's new computer, 1984 Apr. 26 103
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Scope and Content Note
Today (NBC) -- Good Morning America (ABC) -- Business Times |
| Box 4, Videotape
7 | Apples for the students : news broadcasts, etc., n.d.
Physical Description: 1 videocassette of 1 (VHS) (7:32) : sd., col. ; 1/2 in. |
| Box 4, Videotape
8 | Apples for the students : television commercials, n.d.
Physical Description: 1 videocassette of 1 (VHS) (9:20) : sd., col. ; 1/2 in. |
| Box 4, Videotape
9 | Blue busters & other titles, n.d. 89
Physical Description: 1 videocassette of 1 (VHS) (34:35) : sd., col. ; 1/2 in.
Scope and Content Note
Blue busters -- We are Apple -- Apple II party -- Strength & spirit -- APG -- Europe presentation -- Awards |
| Box 4, Videotape
10 | Business world show, no. 4, 1987 July 16 168
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. |
| Box 5, Videotape
1 | CD-Almanac for Fast Eddie, 1991 Feb. 8
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. |
| Box 5, Videotape
2 | Commitment to diversity, n.d.
Physical Description: 1 videocassette of 1 (VHS) (18:07) : sd., col. ; 1/2 in. |
| Box 5, Videotape
3 | Computerland conference, 1986 July 11
Physical Description: 1 videocassette of 1 (VHS) (18:07) : sd., col. ; 1/2 in. |
| Box 5, Videotape
4 | Computerland International conference : Vendors, 1986
Physical Description: 1 videocassette of 1 (VHS) (1:55:46) : sd., col. ; 1/2 in. |
| Box 5, Videotape
5 | Connections, 1991
Physical Description: 1 videocassette of 1 (VHS) (10:30) : sd., col. ; 1/2 in. |
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Box 5, Videotape 6	<p>Convention reel, FY 1990 TV, 1989 Oct. 13</p> <p>Physical Description: 1 videocassette of 1 (VHS) (10:30) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Change of heart -- Testing 1,2,3 -- Once burned -- New teacher -- Hit the road, Mac -- Entrepreneur</p>
Box 5, Videotape 7	<p>Courseware orientation : training, n.d.</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p>
Box 5, Videotape 8	<p>Desktop publishing : the discoverers. Desktop presentations : putting it all together / Apple Desktop Media, n.d.</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p>
Box 5, Videotape 9	<p>Employee communications meeting, 1985 Jan. 21</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p>
Box 5, Videotape 10	<p>Employee communications meeting, 1986 Apr. 30</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Open Apple with John Sculley, Jay Elliot, Steve Wozniak</p>
Box 6, Videotape 1	<p>Employee communications meeting Q1 FY 87, 1987 196</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p>
Box 6, Videotape 2	<p>Employee communications meeting : Apple history in the making Q2 FY '91. -- Review copy, 1991 Apr. 10</p> <p>Physical Description: 1 videocassette of 1 (VHS) (24:30) : sd., col. ; 1/2 in.</p>
Box 6, Videotape 3	<p>Executive campfire, Mar. 14, 1991. -- Rev. 3, 1991 Mar. 20</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p>
Box 6, Videotape 4	<p>Field briefing, 1987 Apr.</p> <p>Physical Description: 1 videocassette of 1 (VHS) (33 min.) : sd., col. ; 1/2 in.</p>
Box 6, Videotape 5	<p>FileMaker Pro 2.0 for Windows and Macintosh, 1992</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p>
Box 6, Videotape 6	<p>Going to work., n.d.</p> <p>Physical Description: 1 videocassette of 1 (VHS) (3:17) : sd., col. ; 1/2 in.</p>
Box 6, Videotape 7	<p>Harry Anderson introduces Gasee at MacWorld Expo, 1989</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)</p>
Box 6, Videotape 8	<p>Harry Anderson introduces Gasee at MacWorld Expo, 1989</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)</p>
Box 6, Videotape 9	<p>Harry's presentations, 1984</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Quality seminar, Dec. 10, 1984 -- Communications meeting, Oct. 16, 1984 -- Communications meeting, June 29, 1984</p>

Box 6, Videotape 10	<p>Highlights : Steven P. Jobs presentation, Louise M. Davies Symphony Hall, San Francisco, California, 1990 Sept. 18</p> <p>Physical Description: 1 videocassette of 1 (VHS) (22 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>NeXTStation -- NeXTCube -- Building replication with NeXTStep 2.0 -- NeXTdimension -- NeXTStation color</p>
Box 7, Videotape 1	<p>Hill & Knowlton Apple Computer live satellite news feed, 1986 Sept. 15</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Introducing Apple II GS</p>
Box 7, Videotape 2	<p>Hong Kong Apple Centre opening, 1988 Nov. 29-30</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. NTSC copy</p>
Box 7, Videotape 3	<p>Hong Kong Apple Centre opening, 1988 Nov. 29-30</p> <p>Physical Description: 1 videocassette of 1 (VHS) (5:00) : sd., col. ; 1/2 in. SECAM dub</p>
Box 7, Videotape 4	<p>Hypercard 1992, 1988 Feb. 29</p> <p>Physical Description: 1 videocassette of 1 (VHS) (6:15) : sd., stereo, col. ; 1/2 in.</p>
Box 7, Videotape 5	<p>Hypercard 2.0, 1990 June 1</p> <p>Physical Description: 1 videocassette of 2 (c 2) (VHS) : sd., col. ; 1/2 in.</p>
Box 7, Videotape 6	<p>Hyperschool, 1988 Nov. 45</p> <p>Physical Description: 1 videocassette of 1 (VHS) (7:15) : sd., col. ; 1/2 in.</p>
Box 7, Videotape 7	<p>Independence day, 1990</p> <p>Physical Description: 1 videocassette of 1 (VHS) (9:30) : sd., col. ; 1/2 in.</p>
Box 7, Videotape 8	<p>Introduction to AppleTalk : AppleTalk talks, 1987</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p>
Box 7, Videotape 9	<p>Introduction to AppleTalk : the troubleshooter, 1987 15</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p>
Box 7, Videotape 10	<p>Introduction to information engineering concepts, n.d.</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p>
Box 8, Videotape 1	<p>Introduction to object-oriented programming using MacApp / by Larry Tesler, 1989 May 12</p> <p>Physical Description: 1 videocassette of 1 (VHS) (80:30 min.) : sd., col. ; 1/2 in.</p>
Box 8, Videotape 2	<p>Italy office, 1988 June 25 248</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. PAL format</p>
Box 8, Videotape 3	<p>K-12 video conference., 1989 July 28</p> <p>Physical Description: 1 videocassette of 2 (c2) (VHS) (51:18 min.) : sd., col. ; 1/2 in.</p>
Box 8, Videotape 4	<p>Knowledge navigator (Japanese version), n.d.</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p>

Box 8, Videotape 5	Lisa demo, 1982 Jan. 7 Physical Description: 1 videocassette of 1 (VHS) (16:00 min.) : sd., col. ; 1/2 in.
Box 8, Videotape 6	Lisa vs. IBM, 1984 Jan. 13 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. PAL format (cy 1)
Box 8, Videotape 7	Lisa vs. IBM, 1984 Jan. 13 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. PAL format (cy 2)
Box 8, Videotape 8	The London meeting : 1 world, 1 Mac / produced by Employee Communications & Events group, Apple Europe, 1992 Apr. 14-15 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. PAL format
Box 8, Videotape 9	The Luau report : Interactive multimedia 1988, 1988 Physical Description: 1 videocassette of 1 (VHS) (30:52 min.) : sd., col. ; 1/2 in.
Box 8, Videotape 10	Macintosh, n.d. 44 Physical Description: 1 videocassette of 1 (VHS) (9:47 min.) : sd., col. ; 1/2 in.
Box 9, Videotape 1	Macintosh anywhere, 1989 Sept. 10 Physical Description: 1 videocassette of 1 (VHS) (1:30) : sd., col. ; 1/2 in.
Box 9, Videotape 2	Macintosh demonstration commercials, 1988 May Physical Description: 1 videocassette of 1 (VHS) (1:30) : sd., col. ; 1/2 in. Scope and Content Note Connectivity -- Compatibility
Box 9, Videotape 3	Macintosh in entertainment / Sculley, n.d. Physical Description: 1 videocassette of 1 (VHS) (23:30) : sd., col. ; 1/2 in.
Box 9, Videotape 4	Macintosh networking, 1989 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. Scope and Content Note Extending your reach -- How to enhance your information systems
Box 9, Videotape 5	Macintosh Office slide module, 1985 Feb. 1 Physical Description: 1 videocassette of 1 (VHS) (10:00) : sd., col. ; 1/2 in. NTSC dub (cy 1)
Box 9, Videotape 6	Macintosh Office slide module, 1985 Feb. 1 Physical Description: 1 videocassette of 1 (VHS) (10:00) : sd., col. ; 1/2 in. NTSC dub (cy 2)
Box 9, Videotape 7	Magic classroom : Preschool design example, 1988 Physical Description: 1 videocassette of 1 (VHS) (9:30) : sd., col. ; 1/2 in.
Box 9, Videotape 8	Making of Moscone, 1984 Apr. 24 97 Physical Description: 1 videocassette of 1 (VHS) (3:30 min.) : sd., col. ; 1/2 in.
Box 9, Videotape 9	Manufacturing; and Beyond the leading edge. -- Ed. ver. 2, 1984 Oct. 15 Physical Description: 1 videocassette of 1 (VHS) (19:57 min.) : sd., col. ; 1/2 in.
Box 9, Videotape 10	Marketing meeting : panel discussion, 1986 June 23 147 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.

Box 9, Videotape 10	Marketing : polishing the Apple : a case study in promotion, 1986 June 23 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 10, Videotape 1	Michael Spindler presents Apple's corporate direction, 1991 Mar. 14 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 10, Videotape 2	MPS video report, 1989 Physical Description: 1 videocassette of 1 (VHS) (9 min.) : sd., col. ; 1/2 in.
Box 10, Videotape 3	Morris / Taradalsky keynote & Connectivity roundtable, n.d. Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. Scope and Content Note 3/29 9-10 AM Morris/Taradalsky keynote (54:34 min.) -- 3/29 1-2 PM Connectivity roundtable (54:12 min.)
Box 10, Videotape 4	Network 2000 #299, n.d. Physical Description: 1 videocassette of 1 (VHS) (6 min.) : sd., col. ; 1/2 in.
Box 10, Videotape 5	Networking & datacommunications video conference, 1989 May 9 Physical Description: 1 videocassette of 1 (VHS) (123 min.) : sd., col. ; 1/2 in. (cy 1)
Box 10, Videotape 6	Networking & datacommunications video conference, 1989 May 9 36 Physical Description: 1 videocassette of 1 (VHS) (123 min.) : sd., col. ; 1/2 in. (cy 2)
Box 10, Videotape 7	NetWorld '91 on line sessions : Apple/IBM special presentation, 1991 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 10, Videotape 8	New employee orientation, 1986 Feb. Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 10, Videotape 9	News features and commercials, n.d. Physical Description: 1 videocassette of 1 (VHS) (10 min.) : sd., col. ; 1/2 in.
Box 10, Videotape 10	Newton CES edit, 1992 June 23 Physical Description: 1 videocassette of 1 (VHS) (2:10 min.) : sd., col. ; 1/2 in. Scope and Content Note Random House -- Map of Chic -- Motorola -- NewsStream
Box 11, Videotape 1	Nicholas' special wish, 1988 Dec. 31 Physical Description: 1 videocassette of 1 (VHS) (6:20 min.) : sd., col. ; 1/2 in.
Box 11, Videotape 2	Novell, 1988 June 7 224 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 11, Videotape 3	Oasis videoconference, 1989 May 5 Physical Description: 1 videocassette of 1 (VHS) (160 min.) : sd., col. ; 1/2 in. (cy 1)
Box 11, Videotape 4	Oasis videoconference, 1989 May 5 Physical Description: 1 videocassette of 1 (VHS) (160 min.) : sd., col. ; 1/2 in. (cy 2)
Box 11, Videotape 5	Oychi forum, 1988 May 11 Physical Description: 1 videocassette of 1 (VHS) (170 min.) : sd., col. ; 1/2 in.

Box 11, Videotape 6	Peat Marwick presentation, Westin O'Hare, Chicago, 1986 Apr. 21 132 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)
Box 11, Videotape 7	Peat Marwick presentation, Westin O'Hare, Chicago, 1986 Apr. 21 134 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)
Box 11, Videotape 8	Pepsi vs. Coke, n.d. 55 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 11, Videotape 9	Performance management process, n.d. Physical Description: 1 videocassette of 1 (VHS) (27 min.) : sd., col. ; 1/2 in.
Box 11, Videotape 10	Pink demos, n.d. ATV 62 Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
Box 12, Videotape 1	Polishing the Apple : a case study in promotion. -- (Marketing, no. 7), n.d. 119 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 12, Videotape 2	Portable product meeting, n.d. Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 12, Videotape 3	Possibilities : evolving learning environments, 1991 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 12, Videotape 4	Presentation cassette : Pepsi/Coke, n.d. 54 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 12, Videotape 5	Presentation of PR of Apple's strategy for the Macintosh introduction, 1984 63 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 12, Videotape 6	Production meeting, n.d. Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 12, Videotape 7	Production meeting, n.d. Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 12, Videotape 8	Prova su strada Macintosh, 1985 Apr. Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 12, Videotape 9	Quarterly meeting Q2 FY 86, 1986 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 12, Videotape 10	Q4 '86 Analysts meeting, 1986 Nov. 4 158 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. Scope and Content Note speakers : Barrum, Yocum, Sculley
Box 13, Videotape 1	Q1 highlights tape : History in the Making, 1990 Dec. 13 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 13, Videotape 2	Q2 FY92 Sales priorities, 1992 Jan. 27 Physical Description: 1 videocassette of 1 (VHS) (150 min.) : sd., col. ; 1/2 in.

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| Box 13, Videotape
3 | Apple quarterly meeting, n.d. 11
Physical Description: 1 videocassette of 1 (VHS) (114 min.) : sd., col. ; 1/2 in. |
| Box 13, Videotape
4 | Ron Insana interview with George Price mentioning Apple stock, n.d.
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. |
| Box 13, Videotape
5 | Sales conference : opening session, 1986 Sept. 153
Physical Description: 1 videocassette of 2 (c1) (VHS) : sd., col. ; 1/2 in. |
| Box 13, Videotape
6 | Sales conference : opening session, 1986 Sept. 154
Physical Description: 1 videocassette of 2 (c2) (VHS) : sd., col. ; 1/2 in. |
| Box 13, Videotape
7 | Sixty second advertizements presented at sales conference, n.d.
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Scope and Content Note
Change of heart (1 min.) -- Testing 1-2-3 (1 min.) -- Once burned (1 min.) -- New teacher (1 min.) -- Hit the road, Mac (1 min.) -- Entrepreneur (1 min.) |
| Box 13, Videotape
8 | Southeast Area meeting address, 1988 June 15 223
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. |
| Box 13, Videotape
9 | Video cards, 1990 Feb. 16
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. |
| Box 13, Videotape
10 | Young at Ellis, n.d.
Physical Description: 1 videocassette of 1 (VHS) (20 min.) : sd., col. ; 1/2 in. |
| Box 14, Videotape
1 | 1987 Worldwide Sales conference, 1987
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Scope and Content Note
Dave Killins -- Mike Spindler |
| Box 14, Videotape
2 | Apple desktop media : commercial, n.d.
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. |
| Box 14, Videotape
3 | Apple Technical Group : Marrist, R.T.T., Rosenweil, Shwabe, 1997
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. |
| Box 14, Videotape
4 | Distribution slide tape, n.d.
Physical Description: 1 videocassette of 1 (VHS) (15 min.) : sd., col. ; 1/2 in. |
| Box 17, Videotape
1 | Apple analysts meeting, 1986 Apr. 23 128
Physical Description: 1 videocassette of 2 (c 1) (Umatic) : sd., col. ; 3/4 in. |
| Box 17, Videotape
2 | Apple analysts meeting, 1986 Apr. 23 127
Physical Description: 1 videocassette of 2 (c 2) (Umatic) : sd., col. ; 3/4 in. |
| Box 17, Videotape
3 | Apple analysts meeting, 1986 July 28 151
Physical Description: 1 videocassette of 2 (c 1) (Umatic) : sd., col. ; 3/4 in. |
| Box 17, Videotape
4 | Apple analysts meeting, 1986 July 28 152
Physical Description: 1 videocassette of 2 (c 2) (Umatic) : sd., col. ; 3/4 in. |
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Box 17, Videotape 5	Apple analysts meeting, 1987 July 22 Physical Description: 1 videocassette of 2 (c 1) (Umatic) : sd., col. ; 3/4 in.
Box 17, Videotape 6	Apple analysts meeting, 1987 July 22 Physical Description: 1 videocassette of 2 (c 2) (Umatic) : sd., col. ; 3/4 in.
Box 18, Videotape 1	Apple analysts meeting Q4 FY 87, 1987 Oct. 29 Physical Description: 1 videocassette of 3 (c 1) (Umatic) : sd., col. ; 3/4 in.
Box 18, Videotape 2	Apple analysts meeting Q4 FY 87, 1987 Oct. 29 182 Physical Description: 1 videocassette of 3 (c 2) (Umatic) : sd., col. ; 3/4 in.
Box 18, Videotape 3	Apple analysts meeting Q4 FY 87, 1987 Oct. 29 Physical Description: 1 videocassette of 3 (c 3) (Umatic) : sd., col. ; 3/4 in.
Box 18, Videotape 4	Apple compilation, 1986 Mar. 26 36 Physical Description: 1 videocassette of 1 (Umatic) (7 min.) : sd., col. ; 3/4 in.
Box 18, Videotape 5	Apple computer, 1987 Feb. 28 Physical Description: 1 videocassette of 1 (Umatic) (20 min.) : sd., col. ; 3/4 in.
Box 18, Videotape 6	Apple Computer presentation reel : 6 spots tied, 1990 Oct. 2 Physical Description: 1 videocassette of 1 (Umatic) : sd., col. ; 3/4 in.
Box 19, Videotape 1	Apple Computer : Set one, n.d. Physical Description: 1 videocassette of 1 (Umatic) : sd., col. ; 3/4 in. sub-master
Box 19, Videotape 2	Apple Computer Club. No. 9, 1986 June 30 Physical Description: 1 videocassette of 1 (Mini-Umatic) : sd., col. ; 3/4 in. Scope and Content Note Speech / Steve Wozniak
Box 19, Videotape 3	Apple in education / Apple Latin America, n.d. Physical Description: 1 videocassette of 1 (Umatic) : sd., col. ; 3/4 in. Scope and Content Note Apple University Consortium (15 min.) -- Apple in higher education (10 min.) -- Partnership in education (11 min.) -- DTC-Frameworks (19 min.)
Box 19, Videotape 4	Apple International : breaking through, n.d. Physical Description: 1 videocassette of 1 (Mini-Umatic) : sd., col. ; 3/4 in. master
Box 19, Videotape 5	Apple Macintosh, 1989 Oct. 23 Physical Description: 1 videocassette of 1 (Umatic) (122 min.) : sd., col. ; 3/4 in. dub Scope and Content Note El informe (60 min.) -- El informe (30 min.) -- Flashbacks (30 min.)
Box 19, Videotape 6	Apple shareholders meeting, 1988 Jan. 27 203 Physical Description: 1 videocassette of 3 (c1) (Umatic) : sd., col. ; 3/4 in.
Box 20, Videotape 1	Apple shareholders meeting, 1988 Jan. 27 204 Physical Description: 1 videocassette of 3 (c2) (Umatic) : sd., col. ; 3/4 in.
Box 20, Videotape 2	Apple shareholders meeting, 1988 Jan. 27 205 Physical Description: 1 videocassette of 3 (c2) (Umatic) : sd., col. ; 3/4 in.

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| Box 20, Videotape
3 | Apple shareholders meeting. Ripples - then & now, 1988 Jan. 27 206
Physical Description: 1 videocassette of 1 (Umatic) : sd., col. ; 3/4 in. |
| Box 20, Videotape
4 | Around the world in '88, 1988
Physical Description: 1 videocassette of 1 (Mini-Umatic) : sd., col. ; 3/4 in. (cy 1) |
| Box 20, Videotape
5 | Around the world in '88, 1988
Physical Description: 1 videocassette of 1 (Mini-Umatic) : sd., col. ; 3/4 in. (cy 2) |
| Box 20, Videotape
6 | Apple Computers compilation / Apple Computer, Australia ; produced by The Campaign Palace. -- Australia, 1986 Aug. 28 163
Physical Description: 1 videocassette of 1 (Umatic) : sd., col. ; 3/4 in.
Scope and Content Note
Swamped -- Class distinction -- Desktop -- Manual labour -- NZ farmer -- NZ office -- Whizz kids -- Ilc |
| Box 21, Videotape
1 | Computerland and Apple, 1986 July 11 150
Physical Description: 1 videocassette of 1 (Umatic) (10 min.) : sd., col. ; 3/4 in. |
| Box 21, Videotape
2 | Early reactions to the Macintosh, 1985 Jan. 18 116
Physical Description: 1 videocassette of 1 (Umatic) (3:40 min.) : sd., col. ; 3/4 in. |
| Box 21, Videotape
3 | Rick Fizdale tribute / Apple. C.A.C., 1989 Apr. 15
Physical Description: 1 videocassette of 1 (Umatic) : sd., col. ; 3/4 in. |
| Box 21, Videotape
4 | General business forum / Apple Computer. Film & Video Service, 1988 May 2
Physical Description: 1 videocassette of 1 (Umatic) : sd., col. ; 3/4 in.
Scope and Content Note
Hambrecht & Quist -- Mac Advantage -- Apple : the Mainstreet workgroup |
| Box 21, Videotape
5 | HyperCard 1992, 1988 Feb. 29 210
Physical Description: 1 videocassette of 1 (Umatic) : sd., col. ; 3/4 in. |
| Box 21, Videotape
6 | HyperScan / by Bill Atkinson ; produced by Bravura Films, Inc., 1988 Aug. 3 46
Physical Description: 1 videocassette of 1 (Mini-Umatic) (4 min.) : sd., col. ; 3/4 in. |
| Box 22, Videotape
1 | Interface, building the right tools, n.d. 6B
Physical Description: 1 videocassette of 1 (Umatic) (19 min.) : sd., col. ; 3/4 in.
NTSC dub |
| Box 22, Videotape
2 | Mac Advantage, 1988 Apr. 28
Physical Description: 1 videocassette of 1 (Umatic) (5:43 min.) : sd., col. ; 3/4 in.
NTSC dub |
| Box 22, Videotape
3 | MacGeorge, 1991 July 31
Physical Description: 1 videocassette of 1 (Umatic) (0:30 min.) : sd., col. ; 3/4 in.
dub |
| Box 22, Videotape
4 | Macintosh, 1983 Sept. 81
Physical Description: 1 videocassette of 1 (Umatic) (10 min.) : sd., col. ; 3/4 in. |
| Box 22, Videotape
5 | The Macintosh Office, 1985 Feb. 18
Physical Description: 1 videocassette of 1 (Umatic) (8:30 min.) : sd., col. ; 3/4 in. |
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- Box 22, Videotape
6
Macintosh public relations : video news clips, 1985 Feb. 18 47
Physical Description: 1 videocassette of 1 (Umatic) (28 min.) : sd., col. ; 3/4 in.
Scope and Content Note
Bars/tones -- Introduction -- Table of contents -- News feature #1 -- News feature #2 -- News feature #3 -- News feature #4 -- News feature #5 -- Press release : Macintosh -- Macintosh International -- Featurette -- Generic behind the scenes footage
- Box 23, Videotape
1
Marketing research : Macintosh, 1985 Mar. 28 53
Physical Description: 1 videocassette of 1 (Umatic) (24:35 min.) : sd., col. ; 3/4 in. dub
- Box 23, Videotape
2
Operations communications meeting opener, n.d.
Physical Description: 1 videocassette of 1 (Umatic) (3:15 min.) : sd., col. ; 3/4 in. edited master
- Box 23, Videotape
3
Operations communications meeting opener, n.d.
Physical Description: 1 videocassette of 1 (Umatic) (3:15 min.) : sd., col. ; 3/4 in. protection dub
- Box 23, Videotape
4
Pencil test : Apple Advanced Technology Group, Siggraph '88, 1988 1B
Physical Description: 1 videocassette of 1 (Umatic) (3:15 min.) : sd., col. ; 3/4 in. protection dub
- Box 23, Videotape
5
Strategic workshop, 1990 Mar. 19
Physical Description: 1 videocassette of 2 (c2) (Umatic) (26:45 min.) : sd., col. ; 3/4 in. dub
- Box 23, Videotape
6
Apple multimedia : products/case study, n.d.
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
- Box 24, Videotape
1
Apple Multimedia Lab at the Aspen Design Conference, 1990 June
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
- Box 24, Videotape
2
Apple New Products Training [kit] : Apple II video card, 1990 June
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. + 1 v.
- Box 84, Videotape
4
Macintosh year in review [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1985 Mar. 17
Physical Description: 1 videoreel of 1 (3:06 min.) : sd., col. ; 3/4 in.
- Box 85, Videotape
1
FY '90 Apple USA sales conference, Oct. 10-14, 1989, Big Island of Hawaii [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989
Physical Description: 1 videocassette of 1 (VHS) (103:17 min.) : sd., col. ; 1/2 in.
- Box 85, Videotape
2
Apple USA FY '91 sales conference [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1991
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
- Box 85, Videotape
3
K-12 video conference [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989 July 28
Physical Description: 1 videocassette of 1 (VHS) (69:14 min.) : sd., col. ; 1/2 in.
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| Box 85, Videotape
4 | System 7.0 demoing [videotape] / Steve Goldberg. -- Cupertino, Calif. : Apple Computer, Inc., 1990 June 1
Physical Description: 1 videocassette of 2 (c1) (VHS) : sd., col. ; 1/2 in. |
| Box 85, Videotape
5 | Technopolis demo [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., n.d.
Physical Description: 1 videocassette of 1 (VHS) (21:46 min.) : sd., col. ; 1/2 in. |
| Box 85, Videotape
6 | Technopolis promo [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., n.d.
Physical Description: 1 videocassette of 1 (VHS) (6:26 min.) : sd., col. ; 1/2 in. |
| Box 86, Videotape
1-5 | Multimedia demonstrations. -- Cupertino : Apple Computer. The Multimedia Group, 1987
Physical Description: 5 videocassettes of 5 (VHS) : sd., col. ; 1/2 in. cy.
Scope and Content Note
Worldview : an electronic atlas (9:30 min.) -- GTV : a multimedia prototype (6:55 min.) -- The Constitution learning system : a living museum (9:30 min.) -- The MathMagic Lab (6:25 min.) -- Grapevine : the Steinbeck project (8:35 min.) |
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Subseries 14.2 3rd Party videotapes

Scope and Content Note

This subseries includes videotapes produced by third party companies that deal with Apple computer lines, conferences, seminars, and software.

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| Box 14, Videotape
5 | ADAPSO. Success 2000, n.d.
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. |
| Box 14, Videotape
6 | ADAPSO. Success 2000 : an ADAPSO education awareness project, 1989 Apr. 20
Physical Description: 1 videocassette of 1 (VHS) (14 min.) : sd., col. ; 1/2 in. |
| Box 14, Videotape
7 | Advantage Quest computerland, n.d.
Physical Description: 1 videocassette of 1 (VHS) (15 min.) : sd., col. ; 1/2 in. |
| Box 14, Videotape
8 | Authorware, n.d.
Physical Description: 1 videocassette of 1 (VHS) (9:40 min.) : sd., col. ; 1/2 in. |
| Box 14, Videotape
9 | Businessland #1, n.d. 20
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Scope and Content Note
speech by Steven Jobs |
| Box 14, Videotape
10 | Businessland #2, n.d. 21
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Scope and Content Note
speech by Steven Jobs |
| Box 15, Videotape
1 | China National Children's Center : Apple Computer Lab, n.d. 33
Physical Description: 1 videocassette of 1 (VHS) (12 min.) : sd., col. ; 1/2 in. |
| Box 15, Videotape
2 | [China], n.d.
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Scope and Content Note
A Beijing primer (4 min.) -- The NCF China trip (15 min.) |
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| Box 15, Videotape
3 | Datavision Technologies Corp. The Datavision process : presented to John Sculley, n.d.
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. |
| Box 15, Videotape
4 | De Anza College Television Center # 45, 1987 Nov. 19
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. Master |
| Box 15, Videotape
5 | Digital F/X. Video F/X desktop video production system, 1990 July 30
Physical Description: 1 videocassette of 1 (VHS) (6 min.) : sd., col. ; 1/2 in. |
| Box 15, Videotape
6 | Digital F/X. Video F/X press release, 1990 July
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. |
| Box 15, Videotape
7 | Digital F/X. You're invited : Video F/X introduction, 1990 July 27
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. |
| Box 15, Videotape
8 | Documental expo graf, n.d.
Physical Description: 1 videocassette of 1 (VHS) (5 min.) : sd., col. ; 1/2 in. |
| Box 15, Videotape
9 | Koala Technologies. Press conference : Muppet learning keys, 1984 June 4 102
Physical Description: 1 videocassette of 1 (VHS) (23 min.) : sd., col. ; 1/2 in. |
| Box 15, Videotape
10 | MacGruppen goes to Geneva, n.d.
Physical Description: 1 videocassette of 1 (VHS) (36 min.) : sd., col. ; 1/2 in. |
| Box 16, Videotape
1 | Macintosh Video News, Inc. 90-04, [1990]
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Scope and Content Note
ClickArt business images from T/Maker -- MacRecorder from Farallon Computing -- StrateVISION 3d from Strata, Inc. -- Encyclopedia Macintosh from Sybase -- Encyclopedia Macintosh : the stack from PRI -- ColorQuick Printer from Tektronix -- DiskExpress II from ALSoft, Inc. -- Auto Save II from Magic Software -- Dinner at Eight from Rubicon Publishing -- Toledo/Findley, Ohio User Groups -- City to City from Activision -- Oregon State University -- Editorial / Michael R. Starita |
| Box 16, Videotape
2 | Martucci, Mike. Computer Chronicles satire : Apple Federal Systems Group briefing center, n.d.
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. |
| Box 16, Videotape
3 | Master Plan software for financial planning and control : product demonstration, 1988 Nov. 22
Physical Description: 1 videocassette of 1 (VHS) (25 min.) : sd., col. ; 1/2 in. NTSC dub |
| Box 16, Videotape
4 | Motorola. Oh thirty! : Motorola unveils the 68030, 1987 Oct. 29 185
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. |
| Box 16, Videotape
5 | NeXT Computer. The NEXT computer paradigm with CIC handwriter pen user interface, n.d.
Physical Description: 1 videocassette of 1 (VHS) (12 min.) : sd., col. ; 1/2 in. |
| Box 16, Videotape
6 | Pacific Bell. Executive information systems, 1989 Mar. 17
Physical Description: 1 videocassette of 1 (VHS) (5:30 min.) : sd., col. ; 1/2 in. |
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Box 16, Videotape 7	Project Video. Agenda, n.d. Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 16, Videotape 8	Sierra. MacOneWrite, 1985 May 141 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Box 16, Videotape 9	SilverStrand Films. Get what you want, 1991 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. Scope and Content Note Apple Computer : the power of Macintosh -- NetFrame Systems : NetMARE -- Network Equipment Technologies : Acts of God -- Sun Microsystems : Hello world! -- Porsche Cars : the 928S4 experience -- Apple Computer : the power of Apple Desktop Media
Box 16, Videotape 10	SuperMAC. Digital Film : a new technology from SuperMac, n.d. Physical Description: 1 videocassette of 1 (VHS) (5:31 min.) : sd., col. ; 1/2 in.
Box 24, Videotape 3	Big bang, n.d. 24 Physical Description: 1 videocassette of 1 (Umatic) : sd., col. ; 3/4 in.
Box 24, Videotape 4	Compaq Computer. Macintosh spoof, 1984 112 Physical Description: 1 videocassette of 1 (Umatic) : sd., col. ; 3/4 in.
Box 25, Videotape 1	Diet Coke. The news : final, 1985 Feb. 15 Physical Description: 1 videocassette of 1 (Umatic) : sd., col. ; 3/4 in.
Box 25, Videotape 2	MacGruppen goes to Geneva, n.d. Physical Description: 1 videocassette of 1 (Umatic) (36 min.) : sd., col. ; 3/4 in.
Box 25, Videotape 3	McKenna, Regis. TV pitch, n.d. Physical Description: 1 videocassette of 1 (Umatic) (7:10 min.) : sd., col. ; 3/4 in.
Box 25, Videotape 4	Peat Marwick. Four slide xfer w/WTC, 1984 Nov. 26 109 Physical Description: 1 videocassette of 1 (Umatic) (5 min.) : sd., col. ; 3/4 in. Scope and Content Note High tech module
Box 25, Videotape 5	Pepsi Cola Co. Various, n.d. 76 Physical Description: 1 videocassette of 1 (Umatic) : sd., col. ; 3/4 in. Scope and Content Note Best of Pepsi (4:30 min.) -- Pepl-1026 Ann Mach (1 min.) -- L and S (0:30 min.) -- Chimpanzee Cole response (0:30 min.) -- 5% fewer calories : McAllister shopper (0:30 min.) -- Thank Houston : Taste that won Texas (0:30) -- Redneck (lizard) (0:30 min.) -- Bill Cosby : bacon/cheeseburger (0:30 min.) -- Taste superiority : bottle opening (0:30 min.) -- Dancing bottles (0:30 min.) -- Compact six : revised (0:30 min.) -- Vanishing bottles (0:30 min.) -- Cmaping revised (0:30 min.) -- Sailing revised (0:30 min.)
Box 25, Videotape 6	Phone slave : English & Japanese version, 1984 May 24 Physical Description: 1 videocassette of 1 (Umatic) : sd., col. ; 3/4 in. Subjects and Indexing Terms Negroponte, Nicholas
Box 26, Videotape 3	, n.d. Physical Description: 1 videocassette of 1 (Umatic) : sd., col. ; 3/4 in.

Subseries 14.3 **John Sculley interviews, speeches, and appearances****Scope and Content Note**

This subseries includes videotapes of interviews, speeches, guest appearances and other public appearances by John Sculley during his tenure as CEO of Apple Computer.

- Box 26, Videotape
1 **American Society of Mechanical Engineers award : John Sculley, 1987 July 22** 173
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
- Box 26, Videotape
2 **Apple Communications Meeting. Open Apple : interview with John Sculley, Jay Elliot, and Steve Wozniak, 1986 Apr. 30** 139
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)
- Box 26, Videotape
3 **Apple Communications Meeting. Open Apple : interview with John Sculley, Jay Elliot, and Steve Wozniak, 1986 Apr. 30** 140
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)
- Box 26, Videotape
4 **Apple Computer : John Sculley, 1990 Mar. 23**
Physical Description: 1 videocassette of 1 (Beta) : sd., col. ; 1/2 in.
- Box 26, Videotape
5 **Boeing Industry Awareness Dinner with John Sculley, 1991 Jan. 23**
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
- Box 26, Videotape
6 **Brown University. In the information age : a conversation with Thomas J. Watson, Jr., John Sculley III, Frederick A. Wang, n.d.**
Physical Description: 1 videocassette of 1 (VHS) (65 min.) : sd., col. ; 1/2 in.
- Box 26, Videotape
7 **CBS This morning. , 1988 Nov. 11**
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Scope and Content Note
Interview with John Sculley
- Box 26, Videotape
8 **CBS This morning. At home with - John Sculley, [1989 Nov. 17]**
Physical Description: 1 videocassette of 1 (Beta) : sd., col. ; 1/2 in.
- Box 26, Videotape
9 **CBS This morning. At home with - John Sculley, 1989 Nov. 17**
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
- Box 26, Videotape
10 **CEO spotlight, 1988 Dec. 5**
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
- Box 27, Videotape
1 **The Computer show, 1987 Oct. 27** 178
Physical Description: 1 videocassette of 1 (VHS) (58:50 min.) : sd., col. ; 1/2 in. (cy 1)
Scope and Content Note
John Sculley / Apple Computer -- Matt McConnell / Compatible Systems
- Box 27, Videotape
2 **The Computer show, 1987 Oct. 27** 179
Physical Description: 1 videocassette of 1 (VHS) (58:50 min.) : sd., col. ; 1/2 in. (cy 2)
Scope and Content Note
John Sculley / Apple Computer -- Matt McConnell / Compatible Systems

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| Box 27, Videotape
3 | <p>Comshare 1990 users conference, 1990 179</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Keynote presentation / John Sculley, Apple Computer, Inc. -- President's address / Richard Crandall, Comshare, Inc.</p> |
| Box 27, Videotape
4 | <p>DuPont. Last take, 1988 Sept. 12</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
| Box 27, Videotape
5 | <p>Effective mathematics teaching : Genise, 1986 June 17 145</p> <p>Physical Description: 1 videocassette of 1 (VHS) (16 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>John Sculley with math whiz kids</p> |
| Box 27, Videotape
6 | <p>Emerging issues : John Sculley, Apple Computer, 1989 Feb. 1</p> <p>Physical Description: 1 videocassette of 1 (VHS) (28:30 min.) : sd., col. ; 1/2 in.</p> |
| Box 27, Videotape
7 | <p>FNN Aircheck, 1987 Oct. 27</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
| Box 27, Videotape
8 | <p>FNN Evening news, 1988 May 27</p> <p>Physical Description: 1 videocassette of 1 (VHS) (3:01) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Malcolm Forbes comments on John Sculley on CEO spotlight</p> |
| Box 27, Videotape
9 | <p>FNN Masters of the decade : John Sculley, Apple Computer, n.d.</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
| Box 27, Videotape
10 | <p>H & Q : Apple Computer, John Sculley, President & CEO, 1986 May 12 142</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
| Box 28, Videotape
1 | <p>Intermedia, Inc. Risktaking : the essence of growth, 1992 July</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
| Box 28, Videotape
2 | <p>Interview with John Sculley, President, Apple Computer, Inc., 1987 Jan. 13 164</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
| Box 28, Videotape
3 | <p>John Sculley : 2.5 million [Japanese production], n.d.</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
| Box 28, Videotape
4 | <p>John Sculley : a statement of direction, 1985 June 25 144</p> <p>Physical Description: 1 videocassette of 1 (VHS) (21:38 min.) : sd., col. ; 1/2 in.</p> |
| Box 28, Videotape
5 | <p>John Sculley : a statement of direction, 1985 June 26</p> <p>Physical Description: 1 videocassette of 1 (VHS) (22 min.) : sd., col. ; 1/2 in.</p> |
| Box 28, Videotape
6 | <p>John Sculley "ad age" reel, 1985 Aug. 17 122</p> <p>Physical Description: 1 videocassette of 1 (VHS) (5:52 min.) : sd., col. ; 1/2 in.</p> |
| Box 28, Videotape
7 | <p>John Sculley : AppleWorld 87, 1987 193</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)</p> |
| Box 28, Videotape
8 | <p>John Sculley : AppleWorld 87, 1987 194</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)</p> |
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| Box 28, Videotape
9 | <p>John Sculley, CEO Apple Computer Inc., presentation at Owen [Vanderbilt], 1988 Dec. 1</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
| Box 28, Videotape
10 | <p>John Sculley compilation : Girato Cass N 5 (2 parte) 1a-2a-1b-2b, 1992 July 29</p> <p>Physical Description: 1 videocassette of 1 (VHS) (120 min.) : sd., col. ; 1/2 in.</p> |
| Box 29, Videotape
1 | <p>John Sculley compilation : Girato Cass N 5 (2 parte) 3b-4b-5b, 1992 July 29</p> <p>Physical Description: 1 videocassette of 1 (VHS) (120 min.) : sd., col. ; 1/2 in.</p> |
| Box 29, Videotape
2 | <p>John Sculley compilation : Inglese/Girato Cass N 1-2-3-4-5 printa parte, 1992 July 29</p> <p>Physical Description: 1 videocassette of 1 (VHS) (120 min.) : sd., col. ; 1/2 in.</p> |
| Box 29, Videotape
3 | <p>John Sculley lecture, Flint Center, n.d.</p> <p>Physical Description: 1 videocassette of 1 (VHS) (70 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note
Part 1 (58 min.) -- Part 2 (12 min.)</p> |
| Box 29, Videotape
4 | <p>John Sculley N.M.S., 1986 Oct. 155</p> <p>Physical Description: 1 videocassette of 1 (VHS) (70 min.) : sd., col. ; 1/2 in. (cy 1)</p> |
| Box 29, Videotape
5 | <p>John Sculley N.M.S., 1986 Oct.</p> <p>Physical Description: 1 videocassette of 1 (VHS) (70 min.) : sd., col. ; 1/2 in. (cy 2)</p> |
| Box 29, Videotape
6 | <p>John Sculley - news clips, 1984 Apr. 95</p> <p>Physical Description: 1 videocassette of 1 (VHS) (25:50 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note
News clips featuring Apple (18:40 min.) -- John Sculley TV pitch - Regis McKenna (7:10 min.)</p> |
| Box 29, Videotape
7 | <p>John Sculley satellite conference. Take 4, 1988 Sept. 12</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
| Box 29, Videotape
8 | <p>John Sculley Uniform presentation, n.d.</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
| Box 29, Videotape
9 | <p>John Sculley & Bernie G. on education. -- Unedited version, 1990 Apr. 9</p> <p>Physical Description: 1 videocassette of 1 (VHS) (30 min.) : sd., col. ; 1/2 in.</p> |
| Box 29, Videotape
10 | <p>John Sculley's roast Stewart Alsop, 1990 Jan. 26</p> <p>Physical Description: 1 videocassette of 1 (VHS) (3:25 min.) : sd., col. ; 1/2 in.</p> |
| Box 30, Videotape
1 | <p>John's speech, n.d.</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
| Box 30, Videotape
2 | <p>Macintosh momentum : developing in the 90's / John Sculley. -- [Cupertino, Calif.] : Apple TV, 1991. Note: speech at the Software Publishers Association Spring Symposium, 1991 Mar. 18</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
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| Box 30, Videotape
3 | <p>MacWorld expo, Boston, Mass. / producer Robert Zakon, 1987
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
 Scope and Content Note
 Speech by John Sculley</p> |
| Box 30, Videotape
4 | <p>MacWorld '91 : Sculley speech, 1991
 Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 1)</p> |
| Box 30, Videotape
5 | <p>MacWorld '91 : Sculley speech, 1991
 Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 2)</p> |
| Box 30, Videotape
6 | <p>Matt Powers [beer bash], n.d.
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
 Scope and Content Note
 John Sculley at Matt Powers beer bash</p> |
| Box 30, Videotape
7 | <p>Nation's Business Today. CEO closeup : John Sculley, Apple Computer, n.d.
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
| Box 30, Videotape
8 | <p>Nation's Business Today. Excerpts from Naisbitt & Com. interview with John Sculley, n.d. 49
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)</p> |
| Box 30, Videotape
9 | <p>Nation's Business Today. Excerpts from Naisbitt & Com. interview with John Sculley, n.d.
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)</p> |
| Box 30, Videotape
10 | <p>NBC News. Excerpts, 1992 Jan. 10
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
 Scope and Content Note
 NBC Nightly News segment on U.S./Japan competition mentioning Apple Computer (1992 Jan. 7) -- NBC Morning News interview with John Sculley (1992 Jan. 10)</p> |
| Box 31, Videotape
1 | <p>PBS-TV. American interests : John Sculley, 1992 Feb. 15
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
| Box 31, Videotape
2 | <p>Pinnacle. John Sculley of Apple Computer / CNN TV Network, 1988 May 28 240
 Physical Description: 1 videocassette of 1 (VHS) (30 min.) : sd., col. ; 1/2 in.</p> |
| Box 31, Videotape
3 | <p>Sculley presentation at Stanford, 1984 Feb. 7 90
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
| Box 31, Videotape
4 | <p>SkyTel Corp. John Sculley, n.d.
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
| Box 31, Videotape
5 | <p>Uomini e affari. John Sculley, 1989 Apr. 19
 Physical Description: 1 videocassette of 1 (VHS) (10 min.) : sd., col. ; 1/2 in.</p> |
| Box 31, Videotape
6 | <p>WWMM [World Wide Management Meeting?] - Sculley presents Spindler with 10 year pin, n.d.
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
| Box 33, Videotape
1 | <p>Apple Computer. John Sculley : satellite conference. Take 4, 1988 Sept. 12
 Physical Description: 1 videocassette of 1 (Mini U-matic) : sd., col. ; 3/4 in.</p> |
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| Box 33, Videotape
2 | Apple Computer. John Sculley : DuPont. Last Take, 1988 Sept. 12
Physical Description: 1 videocassette of 1 (Mini U-matic) : sd., col. ; 3/4 in. |
| Box 33, Videotape
3 | Interview with John Sculley on ITV Television, UK, n.d.
Physical Description: 1 videocassette of 1 (U-matic) : sd., col. ; 3/4 in. |
| Box 33, Videotape
4 | John Sculley compilation, 1988 Sept. 19
Physical Description: 1 videocassette of 1 (U-matic) : sd., col. ; 3/4 in.
Scope and Content Note
1984 -- Going to work -- War room -- Knowledge navigator |
| Box 33, Videotape
5 | John Sculley Digital World, n.d.
Physical Description: 1 videocassette of 1 (U-matic) : sd., col. ; 3/4 in.
Scope and Content Note
Map of Chicago / Random House -- Newstream / Motorola -- Paris map / Human Interface |
| Box 33, Videotape
6 | John Sculley keynote address, 1988 Jan. 15 202
Physical Description: 1 videocassette of 1 (U-matic) (ca. 38 min.) : sd., col. ; 3/4 in. |
| Box 34, Videotape
1 | John Sculley live satellite feed, 1986 Apr. 21 133
Physical Description: 1 videocassette of 1 (U-matic) : sd., col. ; 3/4 in. |
| Box 34, Videotape
2 | John Sculley's address to South East Area meeting, 1988 June 13 222
Physical Description: 1 videocassette of 1 (U-matic) (90 min.) : sd., col. ; 3/4 in. |
| Box 34, Videotape
3 | Nation's Business Today. Naisbitt & Co. Interview series with John Sculley and John Naisbitt, 1986 May 5-8 22
Physical Description: 1 videocassette of 1 (U-matic) : sd., col. ; 3/4 in. |
| Box 34, Videotape
4 | Nation's Business Today. Naisbitt & Co. Excerpts from interview with John Sculley, [1986 May 5-8?] 48
Physical Description: 1 videocassette of 1 (U-matic) : sd., col. ; 3/4 in. |
| Box 34, Videotape
5 | Pinnacle. Show no. 153. / CNN, 1987 Dec. 12 188
Physical Description: 1 videocassette of 1 (U-matic) (30 min.) : sd., col. ; 3/4 in.
Scope and Content Note
John Sculley, Chairman, Apple Computer |
| Box 34, Videotape
6 | WSAA joke, 1986 Mar. 12 125
Physical Description: 1 videocassette of 1 (U-matic) (7:30 min.) : sd., col. ; 3/4 in. |
| Box 92,
Audiocassette 41 | John Sculley speeches [1 of 8]. Sculley - PCBA, 1980
Physical Description: 1 sound cassette |
| Box 93,
Audiocassette 1 | John Sculley speeches [2 of 8]. Sculley - Allegheny bottlers, 1980 Dec. 5
Physical Description: 1 sound cassette |
| Box 93,
Audiocassette 2 | John Sculley speeches [3 of 8]. PCBA Sculley, 1981 Dec. 4
Physical Description: 1 sound cassette |
| Box 93,
Audiocassette 3 | John Sculley speeches [4 of 8]. Address to Food Service sales force, n.d.
Physical Description: 1 sound cassette |
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Box 93,
Audiocassette 4

John Sculley speeches [5 of 8]. Palm Springs Road show, 1982

Physical Description: 1 sound cassette

Box 93,
Audiocassette 5

John Sculley speeches [6 of 8]. Untitled, n.d.

Physical Description: 1 sound cassette

Box 93,
Audiocassette 6

John Sculley speeches [7 of 8]. Palm Springs Road show, 1981

Physical Description: 1 sound cassette

Box 93,
Audiocassette 7

John Sculley speeches [8 of 8]. Boca Raton, 1981

Physical Description: 1 sound cassette

Subseries 14.4 **Corporate Briefing Center Videoconferences**

Scope and Content Note

This subseries includes videotapes of videoconferences coordinated through Apple's Corporate Briefing Center in Cupertino, California.

Box 31, Videotape
7

Corporate Briefing Center. Cimmaron Elementary computerized classroom, Cherry Creek Schools, 1986 July

Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.

Box 31, Videotape
8

Corporate Briefing Center videoconference, 1990 Jan. 19

Physical Description: 1 videocassette of 2 (c 1) (VHS) : sd., col. ; 1/2 in.

Scope and Content Note

Robert Wohnoutka - Appletalk

Box 31, Videotape
9

Corporate Briefing Center videoconference, 1990 Jan. 19

Physical Description: 1 videocassette of 2 (c 2) (VHS) : sd., col. ; 1/2 in. + 1 computer diskette ; 3.5 in.

Scope and Content Note

IBM host Dave Nagy

Box 31, Videotape
10

Corporate Briefing Center videoconference : high volume CPU's, 1990 Mar. 16

Physical Description: 1 videocassette of 2 (c 1) (VHS) : sd., col. ; 1/2 in.

Scope and Content Note

Joe Harris & Brian Loucks

Box 32, Videotape
1

Corporate Briefing Center videoconference, 1990 Apr. 6

Physical Description: 1 videocassette of 2 (c 1) (VHS) : sd., col. ; 1/2 in. + 1 computer diskette ; 3.5 in.

Scope and Content Note

Dave Nagy

Box 32, Videotape
2

Corporate Briefing Center videoconference, 1990 Apr. 6

Physical Description: 1 videocassette of 2 (c 2) (VHS) : sd., col. ; 1/2 in.

Scope and Content Note

Dave Nagy

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| Box 32, Videotape
3 | <p>Corporate Briefing Center videoconference, 1990 Apr. 20</p> <p>Physical Description: 1 videocassette of 2 (c 1) (VHS) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Hot water -- Karl May</p> |
| Box 32, Videotape
4 | <p>Corporate Briefing Center videoconference, 1990 June 1</p> <p>Physical Description: 1 videocassette of 2 (c 1) (VHS) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Steve Goldberg demoing System 7.0</p> |
| Box 32, Videotape
5 | <p>Corporate Briefing Center videoconference, 1990 July 6</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Mac product strategy and direction update / Dan Simanek</p> |
| Box 32, Videotape
6 | <p>Corporate Briefing Center videoconference, 1990 Nov. 2</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>OASIS / Janine Firpo -- CPU S&D / Dan Simanek</p> |
| Box 32, Videotape
7 | <p>Corporate Briefing Center videoconference, 1990 Dec. 7</p> <p>Physical Description: 1 videocassette of 2 (c 1) (VHS) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Aruba/Peripherals / Dan Simanek</p> |
| Box 32, Videotape
8 | <p>Briefing Center meeting #1, n.d. Aug 28</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
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Subseries 14.5 Chiat/Day Advertising videotapes

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| | <p>Scope and Content Note</p> <p>This subseries includes videotapes of various television commercials produced by Chiat/Day Advertising for Apple Computer. Includes some of the most memorable Apple commercials.</p> |
| Box 35, Videotape
1 | <p>Chiat/Day Advertising. Apple computer show reel, 1983 Oct. 13 82</p> <p>Physical Description: 1 videocassette of 1 (Mini U-matic) : sd., col. ; 3/4 in. edited master</p> <p>Scope and Content Note</p> <p>Best of Pepsi -- Alone again (0:30 min.) -- Breakfast (1 min.) -- Basketball (1 min.)</p> |
| Box 35, Videotape
2 | <p>Chiat/Day Advertising. 1984, 1983 Dec. 9 87</p> <p>Physical Description: 1 videocassette of 1 (U-matic) : sd., col. ; 3/4 in.</p> |
| Box 35, Videotape
3 | <p>Chiat/Day Advertising. [Apple Computer advertizements], 1984 Oct. 23 107</p> <p>Physical Description: 1 videocassette of 1 (U-matic) (11 min.) : sd., col. ; 3/4 in.</p> <p>Scope and Content Note</p> <p>Apple Macintosh -- Apple time capsule -- Apple Marcom</p> |
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| Box 35, Videotape
4 | <p>Chiat/Day Advertising. [Apple Computer advertizements], 1984 Nov. 108</p> <p>Physical Description: 1 videocassette of 1 (U-matic) : sd., col. ; 3/4 in.</p> <p>Scope and Content Note</p> <p>Glove -- Unpack -- Chainsaw -- Sledgehammer</p> |
| Box 35, Videotape
5 | <p>Chiat/Day Advertising. Lemmings, 1984 Dec. 20</p> <p>Physical Description: 1 videocassette of 1 (VHS) (1 min.) : sd., col. ; 1/2 in.</p> |
| Box 35, Videotape
6 | <p>Chiat/Day Advertising demo, 1986 May 9 143</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
| Box 35, Videotape
7 | <p>Chiat/Day Inc. Advertising. [Apple Computer advertizements], n.d.</p> <p>Physical Description: 1 videocassette of 1 (U-matic) : sd., col. ; 3/4 in.</p> <p>Scope and Content Note</p> <p>ApplePie -- Demo -- Detente -- Workgroup -- LaserWriter -- Vision -- Manuals/MO -- Ad infinitum/MO -- Major improvement -- Connections -- Software -- Do it yourself -- Understood (0:30 min.) -- Understood (1 min.) -- Talk/software</p> |
| Box 36, Videotape
1 | <p>Chiat/Day Inc. Advertising. [Apple Computer advertizements], n.d. 115</p> <p>Physical Description: 1 videocassette of 1 (U-matic) : sd., col. ; 3/4 in.</p> <p>Scope and Content Note</p> <p>1984 -- Manuals -- Ad infinitum -- Gauntlet -- Building -- Factory (1 min.)</p> |
| Box 36, Videotape
2 | <p>Chiat/Day Inc. Advertising. [Apple Computer advertizements], n.d. 35</p> <p>Physical Description: 1 videocassette of 1 (U-matic) : sd., col. ; 3/4 in.</p> <p>Scope and Content Note</p> <p>Lemmings. Original v.o. -- Lemmings. Revised v.o.</p> |
| Box 36, Videotape
3 | <p>Chiat/Day Inc. Advertising. Sedelmaier reel, n.d. 29</p> <p>Physical Description: 1 videocassette of 1 (U-matic) : sd., col. ; 3/4 in.</p> |
| Box 36, Videotape
4 | <p>Chiat/Day Inc. Advertising. Strictly business, n.d. 28</p> <p>Physical Description: 1 videocassette of 1 (U-matic) : sd., col. ; 3/4 in.</p> |
| Box 36, Videotape
5 | <p>Chiat/Day Inc. Advertising. Non-Apple ads, n.d. 27</p> <p>Physical Description: 1 videocassette of 1 (U-matic) : sd., col. ; 3/4 in.</p> <p>Scope and Content Note</p> <p>Plank Road : Ice house -- California Cooler : Matt -- ORAL-B : Car -- Pizza Hut : Bedroom -- Nike : Michael Jordan/flying -- Apple Computer : Understood -- CBADD : The party's over</p> |
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Subseries 14.6 **Apple TV videotapes****Scope and Content Note**

This subseries includes videotapes produced by Apple TV, Apple Computer's center responsible for internal video communications. Includes employee training videos, programs relating to various Apple-related projects worldwide, as well as videographies showing various ways in which Apple Computers have been used in governmental, educational, and corporate settings.

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| Box 37, Videotape
1 | <p>ATV : a new training tool, 1988 Dec. 7 AppleTV Broadcast no. 1</p> <p>Physical Description: 1 videocassette of 1 (VHS) (45 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Introduction to Apple TV -- Segment 2 : Interview with Lee Klepinger and Mike Love -- Segment 3 : Broadcast coordinating training tape</p> |
| Box 37, Videotape
2 | <p>State of the market : market intelligence, 1988 Dec. 7 AppleTV Broadcast no. 2</p> <p>Physical Description: 1 videocassette of 1 (VHS) (37 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Comdex report with Jon Holtzman -- Segment 2 : Present[ation] Manager analysis with Dave Garr -- Segment 3 : Desktop Publishing benchmarks discussion with Mike Mace</p> |
| Box 37, Videotape
3 | <p>K-12 curriculum - curriculum review, 1988 Dec. 9 AppleTV Broadcast no. 3</p> <p>Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Message to the field with Betsy Pace -- Segment 2 : Market review with Marlene Teichert -- Segment 3 : "Curriculum is" with Barbara Secrest Nelson -- Segment 4 : Account executive viewpoint with Jack Powers -- Segment 5 : Computers : a delivery method for instruction with Barbara Secrest Nelson -- Segment 6 : Virginia : passport to literacy with Jackie Redmond -- Segment 7 : "ESL" with Barbara Secrest Nelson -- Segment 8 : Apple Learning Series with Dr. Michael Klencschy -- Segment 9 : Apple Software Development with Paula McClain -- Segment 10 : Conclusion</p> |
| Box 37, Videotape
4 | <p>[Item not found at time of processing. Space reserved in case replacement can be obtained.], n.d. AppleTV Broadcast no. 4</p> |
| Box 37, Videotape
5 | <p>Live MACWORLD coverage, 1989 Jan. 20 AppleTV Broadcast no. 5</p> <p>Physical Description: 1 videocassette of 1 (VHS) (73 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>John Sculley's keynote address with press conference highlights</p> |
| Box 37, Videotape
6 | <p>K-12 Business of Education symposium telecast, 1989 Jan. 26
AppleTV Broadcast no. 6</p> <p>Physical Description: 1 videocassette of 1 (VHS) (53:30 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Introduction with Bernie Gifford -- Segment 2 : Panel discussion reviewing issues facing school superintendents -- Segment 3 : Competitive review with guest educator -- Segment 4 : Success stories from the field related to superintendent's needs -- Segment 5 : Making your time productive at the B.E.S. -- Segment 6 : Q & A forum</p> |
| Box 37, Videotape
7 | <p>Market intelligence update, 1989 Jan. 30 AppleTV Broadcast no. 7</p> <p>Physical Description: 1 videocassette of 1 (VHS) (53 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Introduction with Bernie Gifford -- Segment 2 : Panel discussion reviewing issues facing school superintendents -- Segment 3 : Competitive review with guest educator -- Segment 4 : Success stories from the field related to superintendent's needs -- Segment 5 : Making your time productive at the B.E.S. -- Segment 6 : Q & A forum</p> |
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| Box 37, Videotape
8 | <p>Using Apple TV as a training tool, 1989 Jan. 31 AppleTV Broadcast no. 8</p> <p>Physical Description: 1 videocassette of 1 (VHS) (54 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Introduction to Apple TV -- Segment 2 : Interview with Lee Klepinger, Michael Metz, Dennis Mahoney and Greg Shuk -- Segment 3 : Q & A -- Segment 4 : Open Apple special edition : MACWORLD (edited for broadcast)</p> |
| Box 37, Videotape
9 | <p>Introduction to Macintosh fundamentals & beyond, 1989 Jan. 31
AppleTV Broadcast no. 9</p> <p>Physical Description: 1 videocassette of 1 (VHS) (42:30 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Demonstration of equipment set up of MacFab with James Laffey. Operations outline with Susan Kitchen -- Segment 2 : Q & A session with Al Wong, Lee Klepinger, and James Laffey</p> |
| Box 37, Videotape
10 | <p>Technical resources presents March technical update, 1989 Feb. 22
AppleTV Broadcast no. 10</p> <p>Physical Description: 1 videocassette of 1 (VHS) (120 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Interview with third party suppliers of 3270/5250 products for the Macintosh -- Segment 2 : Review of MaWorkstation 3.1 -- Segment 3 : Interview with third party developers -- Segment 4 : Q & A session -- Segment 5 : New product CPU announcement -- Segment 6 : Q & A session</p> |
| Box 38, Videotape
1 | <p>Spring products introduction, March '89 : live from San Francisco, 1989 Mar. 7
AppleTV Broadcast no. 11</p> <p>Physical Description: 1 videocassette of 1 (VHS) (80 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Interview with Godfrey Sullivan -- Segment 2 : Cobra presentation with Jean-Louis Gasse -- Segment 3 : Cobra/Monitor configurations and the Macintosh Family Product Showcase with John Sculley -- Segment 4 : Impact on the market areas with Larry Tesler -- Segment 5 : Summary with Godfrey Sullivan</p> |
| Box 38, Videotape
2 | <p>K-12 curriculum review financing educational technology, 1989 Mar. 17
AppleTV Broadcast no. 12</p> <p>Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Market update -- Segment 2 : Business of education update : planning for April -- Segment 3 : Federal funding and accessing federal dollars - "How to" and examples of successful programs -- Segment 4 : Q & A session</p> |
| Box 38, Videotape
3 | <p>New product training, March '89, 1989 Mar. 17 AppleTV Broadcast no. 13</p> <p>Physical Description: 1 videocassette of 1 (VHS) (30 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Apple II video overlay card introduction -- Segment 2 : Overlay card set-up and installation -- Segment 3 : Software demonstrations -- Segment 4 : Educational use of the overlay card -- Segment 5 : Q & A sessions</p> |
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| Box 38, Videotape
4 | <p>K-12 special education and rehabilitation solutions, 1989 Apr. 21
AppleTV Broadcast no. 14</p> <p>Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note
Segment 1 : K-12 market updates and Macintosh summer campaign -- Segment 2 : Description of the special education marketplace -- Segment 3 : Apple's special education sales tools -- Segment 4 : Information on the National Special Education Alliance -- Segment 5 : Future view of technology use by people with disabilities -- Segment 6 : Q and A session</p> |
| Box 38, Videotape
5 | <p>Technical resources presents April technical update, 1989 Apr. 26
AppleTV Broadcast no. 15</p> <p>Physical Description: 1 videocassette of 1 (VHS) (120 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note
Segment 1 : Introduction and overview (2 min.) -- Segment 2 : Overview of 3270 communications (10 min.) -- Segment 3 : 3270 API's (4 min.) -- Segment 4 : CUT and DFT (5 min.) -- Segment 5 : Token ring basics (25 min.) -- Segment 6 : Token ring based 3174 controllers (12 min.) -- Segment 7 : Mac APPC (22 min.) -- Segment 8 : X.25 fundamentals (25 min.) -- Segment 9 : Question and answer session (10 min.)</p> |
| Box 38, Videotape
6 | <p>OASIS : open architecture system integration strategy, 1989 Apr. 26
AppleTV Broadcast no. 16</p> <p>Physical Description: 1 videocassette of 1 (VHS) (30 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note
Segment 1 : A message from Bill Coldrick (2 min.) -- Segment 2 : Introduction to OASIS (3 min.) -- Segment 3 : OASIS overview (17 min.) -- Segment 4 : Summary (5 min.)</p> |
| Box 38, Videotape
7 | <p>Apple LAN literacy, 1989 May 4 AppleTV Broadcast no. 17A</p> <p>Physical Description: 1 videocassette of 2 (c1) (VHS) (90 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note
Segment 1 : Communication (8 min.) -- Segment 2 : Overview of the types of Business Communications (12 min.) -- Segment 3 : If I had a LAN what parts would it have and why (34 min.)</p> |
| Box 38, Videotape
8 | <p>Apple LAN literacy, 1989 May 4 AppleTV Broadcast no. 17B</p> <p>Physical Description: 1 videocassette of 2 (c2) (VHS) (60 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note
Segment 4 : When a LAN gets bigger and bolder (18 min.) -- Segment 5 : Panel discussion on future trends and issues</p> |
| Box 38, Videotape
9 | <p>Apple in the SNA environment, 1989 May 26 AppleTV Broadcast no. 18</p> <p>Physical Description: 1 videocassette of 1 (VHS) (137 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note
Segment 1 : Network topology -- Segment 2 : Application environments -- Segment 3 : SNA personnel -- Segment 4 : APPC and where it's going</p> |
| Box 38, Videotape
10 | <p>New product review, June 1989, 1989 June 7 AppleTV Broadcast no. 19A</p> <p>Physical Description: 1 videocassette of 2 (c1) (VHS) : sd., col. ; 1/2 in.</p> |
| Box 39, Videotape
1 | <p>New product review, June 1989, 1989 June 7 AppleTV Broadcast no. 19B</p> <p>Physical Description: 1 videocassette of 2 (c2) (VHS) : sd., col. ; 1/2 in.</p> |
| Box 39, Videotape
2 | <p>MacIS keynote address / by John Sculley, 1989 June 12 AppleTV Broadcast no. 19.1</p> <p>Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.</p> |
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Box 39, Videotape
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Networking and communications product introduction, June 1989, 1989 June 12

AppleTV Broadcast no. 20

Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 1)

Scope and Content Note

Segment 1 : Welcome and introduction -- Segment 2 : Macintosh and Apple network vision -- Segment 3 : AppleTalk -- Segment 4 : Integrating strategic environments -- Segment 5 : Q & A session

Box 39, Videotape
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Networking and communications product introduction, June 1989, 1989 June 12

AppleTV Broadcast no. 20

Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 2)

Scope and Content Note

Segment 1 : Welcome and introduction -- Segment 2 : Macintosh and Apple network vision -- Segment 3 : AppleTalk -- Segment 4 : Integrating strategic environments -- Segment 5 : Q & A session

Box 39, Videotape
5

June technical update : AppleTalk phase II vendor update. Part I, 1989 June 21

AppleTV Broadcast no. 21

Physical Description: 1 videocassette of 1 (VHS) (62 min.) : sd., col. ; 1/2 in.

Scope and Content Note

Segment 1 : Introduction with Mark Steel -- Segment 2 : AppleTalk Phase II introduction with Dave Jansson, Priscilla Oppenheimer and Jim Floyd -- Segment 3 : 3Comm interview -- Segment 4 : Kinetics/Excelan interview -- Segment 5 : Cayman Computer interview -- Segment 6 : Farallon interview -- Segment 7 : Dove Computer interview -- Segment 8 : Q & A session -- Segment 9 : Summary and close

Box 39, Videotape
6

Apple Networking product customer seminar #1 : AppleTalk, 1989 June 29

AppleTV Broadcast no. 22

Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.

Scope and Content Note

Segment 1 : AppleTalk phase 1 : goals and history -- Segment 2 : AppleTalk phase 2 : goals, architecture, and products -- Segment 3 : Upgrading to phase 2 -- Segment 4 : Q & A session

Box 39, Videotape
7

Apple Networking product customer seminar #2 : Apple products for IBM connectivity, 1989 June 29

AppleTV Broadcast no. 23

Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.

Scope and Content Note

Segment 1 : 3270 access -- Segment 2 : 3270 and SMB access via token ring -- Segment 3 : Host base application development -- Segment 4 : Q & A session -- Segment 5 : CL/1 -- Segment 6 : Q & A session

Box 39, Videotape
8

Apple Networking product customer seminar #3 : Apple networking integration products, 1989 June 29

AppleTV Broadcast no. 24

Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.

Scope and Content Note

Segment 1 : MacTCP -- Segment 2 : MacX -- Segment 3 : Q & A session -- Segment 4 : MacX25 -- Segment 5 : Q & A session

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| Box 40, Videotape
1 | <p>State and local government, 1989 Aug. 3 AppleTV Broadcast no. 27</p> <p>Physical Description: 1 videocassette of 1 (VHS) (120 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : The market -- Segment 2 : The dealer -- Segment 3 : The sale -- Segment 4 : Market focus series -- Segment 5 : Ed/Gov fund -- Segment 6 : Infrastructure fund -- Segment 7 : Leasing options -- Segment 8 : Non profits -- Segment 9 : Q & A session</p> |
| Box 40, Videotape
2 | <p>August technical update : AppleTalk phase 2 vendor update. Part II, 1989 Aug. 23
AppleTV Broadcast no. 28</p> <p>Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Dave Jansson and Priscilla Oppenheimer interview the following third part companies : -- Segment 2 : Infosphere -- Segment 3 : Nuvotech -- Segment 4 : Solana -- Segment 5 : Hayes -- Segment 6 : Shiva -- Segment 7 : Q & A session with vendors</p> |
| Box 40, Videotape
3 | <p>Apple field roll-out of new products, 1989 Sept. 6 AppleTV Broadcast no. 29A</p> <p>Physical Description: 1 videocassette of 2 (c1) (VHS) (70 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Macintosh IIfx -- Segment 2 : Macintosh portable -- Segment 3 : Third party products -- Segment 4 : Introduction kits/activities -- Segment 5 : CD-ROM demonstration -- Segment 6 : Collateral overview -- Segment 7 : Apple reseller meeting -- Segment 8 : Q & A session</p> |
| Box 40, Videotape
4 | <p>Apple field roll-out of new products, 1989 Sept. 6 AppleTV Broadcast no. 29B</p> <p>Physical Description: 1 videocassette of 2 (c2) (VHS) (90 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 9 : Q1 promotion -- Segment 10 : Product training -- Segment 11 : Q & A session</p> |
| Box 40, Videotape
5 | <p>Market intelligence update, September 1989, 1989 Sept. 19
AppleTV Broadcast no. 30</p> <p>Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Introduction with Michael Borowitz -- Segment 2 : What is SAA? : an interview with Morris Taradalsky -- Segment 3 : Office Vision demonstration -- Segment 4 : Interview with Don Casey -- Segment 5 : Macintosh demonstration with Brian Fant -- Segment 6 : Interview with John Davis -- Segment 7 : Interview with Randy Battat -- Segment 8 : Q & A session</p> |
| Box 40, Videotape
6 | <p>Macintosh power and motion : introducing the Macintosh IIfx & the Macintosh portable, 1989 Sept. 20 AppleTV Broadcast no. 31</p> <p>Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 1)</p> <p>Scope and Content Note</p> <p>Segment 1 : Introduction with Allan Loren -- Segment 2 : Macintosh video -- Segment 3 : Macintosh IIfx introduction with John Sculley -- Segment 4 : Macintosh portable introduction with Jean-Louis Gasse -- Segment 5 : Macintosh portable success stories with Allan Loren</p> |
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| Box 40, Videotape
7 | <p>Macintosh power and motion : introducing the Macintosh IIci & the Macintosh portable, 1989 Sept. 20 AppleTV Broadcast no. 31</p> <p>Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 2)</p> <p>Scope and Content Note</p> <p>Segment 1 : Introduction with Allan Loren -- Segment 2 : Macintosh video -- Segment 3 : Macintosh IIci introduction with John Sculley -- Segment 4 : Macintosh portable introduction with Jean-Louis Gasse -- Segment 5 : Macintosh portable success stories with Allan Loren</p> |
| Box 40, Videotape
8 | <p>Technical resources update, September '89, 1989 Sept. 21 AppleTV Broadcast no. 32</p> <p>Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Introduction with Mark Steel -- Segment 2 : CDS Phase 3 -- Segment 3 : DEC MicroVAX -- Segment 4 : Critical questions answered from the Pioneer AppleLink address -- Segment 5 : Q & A session</p> |
| Box 40, Videotape
9 | <p>Support tools program : empowering the customer, 1989 Sept. 27
AppleTV Broadcast no. 33</p> <p>Physical Description: 1 videocassette of 1 (VHS) (84 min.) : sd., col. ; 1/2 in.</p> |
| Box 40, Videotape
10 | <p>Technical resources update, November '89, 1989 Nov. 17 AppleTV Broadcast no. 34</p> <p>Physical Description: 1 videocassette of 1 (VHS) (119 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Implementing MacX.25 -- Segment 2 : Q & A session -- Segment 3 : AppleTalk for VMS -- Segment 4 : Q & A session -- Segment 5 : Discussion on the Apple DEC alliance -- Segment 6 : Close</p> |
| Box 41, Videotape
1 | <p>Market intelligence update, December '89, 1989 Dec. 15 AppleTV Broadcast no. 34</p> <p>Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Customer research -- Segment 2 : Fonts -- Segment 3 : AppleTalk for VMS</p> |
| Box 41, Videotape
2 | <p>New product preview, March 1990, 1990 Mar. 6 AppleTV Broadcast no. 37</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : A/UX 2.0 -- Segment 2 : Macintosh display card & accelerator card -- Segment 3 : Macintosh F-19 -- Segment 4 : Customer support message</p> |
| Box 41, Videotape
3 | <p>Cork Manufacturing Plant 10th anniversary salute, 1990 Oct. 10
AppleTV Broadcast no. 40</p> <p>Physical Description: 1 videocassette of 1 (VHS) (3:46 min.) : sd., col. ; 1/2 in.</p> |
| Box 41, Videotape
4 | <p>NACS Computer Reseller Conference with John Sculley : opening address, 1990 Aug. 2 AppleTV Broadcast no. 43.2</p> <p>Physical Description: 1 videocassette of 1 (VHS) (15 min.) : sd., col. ; 1/2 in.</p> |
| Box 41, Videotape
5 | <p>User group broadcast, September 1991, 1991 Sept. 25 AppleTV Broadcast no. 51</p> <p>Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.</p> |
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| Box 41, Videotape
6 | <p>Apple, IBM, Motorola press conference : presented live from the San Francisco Fairmont Hotel, San Francisco, Calif., 1991 Oct. 2 AppleTV Broadcast no. 52</p> <p>Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Introduction -- Segment 2 : The initiatives : Power PC, PowerOpen, Networking, Multimedia, Object-oriented systems -- Segment 3 : Industry support -- Segment 4 : Contract signing -- Segment 5 : Question & answer</p> |
| Box 41, Videotape
7 | <p>Innovations in technology, 1992 Jan. 23 AppleTV Broadcast no. 53</p> <p>Physical Description: 1 videocassette of 1 (VHS) (75 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Series introduction with Bernie Gifford -- Segment 2 : Program introduction with Doug Doyle -- Segment 3 : Media-rich tools overview -- Segment 4 : Speech recognition demo / Kai-Fu Lee -- Segment 5 : Moss Point School District -- Segment 6 : Collaboration & access overview -- Segment 7 : Rosebud demo / Janet Vratny Watts -- Segment 8 : CSILE - the Huron School -- Segment 9 : Shoreline School District -- Segment 10 : Simulation & modeling overview -- Segment 11 : Adam & the Virtual Museum demos / Doug Doyle -- Segment 13 : Egypt VideoDisc demo / Lowry Burgess -- Segment 14 : Desktop Video phone call / Kristina Woolsey -- Segment 15 : Question & answer</p> |
| Box 41, Videotape
8 | <p>How computers are changing the way we learn, 1992 Feb. 20 AppleTV Broadcast no. 55</p> <p>Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Introduction with Randy Pennington -- Segment 2 : Arizona State University - collaborative learning / Odyssey -- Segment 3 : Sabin Demonstration School - collaborative learning -- Segment 4 : Bell High School - training teachers to adopt technology -- Segment 5 : Case Western Reserve University - campus-wide networking -- Segment 6 : West High School - impact of high technology in the classroom -- Segment 7 : Harvard University - Perseus -- Segment 8 : Berkeley Systems - outSPOKEN demo -- Segment 9 : Teaching, learning and technology demo -- Segment 10 : Q & A</p> |
| Box 41, Videotape
9 | <p>Apple Computer commemorates Marking Luther King, Jr. : continuing the dream, 1991 Jan. 15 AppleTV Broadcast no. 56</p> <p>Physical Description: 1 videocassette of 1 (VHS) (54 min.) : sd., col. ; 1/2 in.</p> |
| Box 41, Videotape
10 | <p>Macintosh solutions for math and science, 1992 Mar. 19 AppleTV Broadcast no. 57</p> <p>Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Introduction with Tricia Kellison and Jim Pyle -- Segment 2 : University of California at Berkeley - Human Powered Vehicle case study -- Segment 3 : Alabama School of Fine Arts/Math and Science Division -- Segment 4 : University of California at Berkeley - Physiology Lab -- Segment 5 : Boston Technical High School - Algebra/Advanced Math -- Segment 6 : University of Illinois at Urbana-Champaign - Engineering in the "real world" -- Segment 7 : Johns Hopkins University - Astrophysics -- Segment 8 : Math & Science Curriculum Integration demo / Michael Jay -- Segment 9 : Question and answer</p> |
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| Box 42, Videotape
1 | <p>Multimedia in language & literacy, 1992 Apr. 16 AppleTV Broadcast no. 58</p> <p>Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Introduction with Jenny House -- Segment 2 : University of Texas at Dallas - Collaborative writing -- Segment 3 : San Juan Elementary School - Bilingual/English as a Second Language -- Segment 4 : Interactive Knowledge - adult literacy solutions -- Segment 5 : York Central School - early language -- Segment 6 : Massachusetts Institute of Technology - foreign language -- Segment 7 : Syracuse University - foreign language -- Segment 8 : Mendocino High School - interdisciplinary learning -- Segment 9 : Question and answer</p> |
| Box 42, Videotape
2 | <p>Employee communication meeting, 1992 May 12 AppleTV Broadcast no. 58.1A</p> <p>Physical Description: 1 videocassette of 2 (c1) (VHS) (80 min.) : sd., col. ; 1/2 in.</p> |
| Box 42, Videotape
3 | <p>Information harvesting and client/server architecture, 1992 May 21
AppleTV Broadcast no. 59</p> <p>Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : Program introduction / Bruce Stancombe -- Segment 2 : UC Santa Barbara introduction / Dominic Li -- Segment 3 : UC Santa Barbara video & demo / Steve Cook -- Segment 4 : Hampton City Schools overview & video / Charlie Stallard -- Segment 5 : VITAL overview / Subhash Chowdary -- Segment 6 : VITAL video / Harvard/Stanford -- Segment 7 : Question & answer</p> |
| Box 42, Videotape
4 | <p>User Group TV, 1992 Oct. 28 AppleTV Broadcast no. 61</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>Segment 1 : System software / Roger Heinen -- Segment 2 : Consumer products / John Cook -- Segment 3 : SeniorNet / Mary Furlong -- Segment 4 : Desktop products / Chandran Cheriyan -- Segment 5 : Portable products / Peter Fletcher & Bruce Cooper -- Segment 6 : Apple II / John Santoro -- Segment 7 : Newton / Jeanne Hultquist</p> |

Subseries 14.7 **World Wide Developers Conference videotapes**

Scope and Content Note

This subseries includes Apple-produced videotapes documenting Apple Computer's annual World Wide Developers conferences. Primarily represented are video materials from 1992, 1995, and 1996 as well as a small number of tapes from 1990 and 1994.

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| Box 43, Videotape
1 | <p>Thursday keynote : John Sculley. -- (1990 Apple Worldwide Developer's Conference), 1990 90WWDC-106</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> |
| Box 43, Videotape
2 | <p>Apple Script. -- (1992 Apple Worldwide Developer's Conference), 1992 92WWDC-V-103</p> <p>Physical Description: 1 videocassette of 1 (VHS) (56:30 min.) : sd., col. ; 1/2 in.</p> |
| Box 43, Videotape
3 | <p>Developer University : transition to object-oriented programming. -- (1992 Apple Worldwide Developer's Conference), 1992 92WWDC-V-104</p> <p>Physical Description: 1 videocassette of 1 (VHS) (110 min.) : sd., col. ; 1/2 in.</p> |
| Box 43, Videotape
4 | <p>Generating demand for your product. -- (1992 Apple Worldwide Developer's Conference), 1992 92WWDC-V-105</p> <p>Physical Description: 1 videocassette of 1 (VHS) (ca. 94 min.) : sd., col. ; 1/2 in.</p> |
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- Box 43, Videotape 5 **Programming the object model. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-106
Physical Description: 1 videocassette of 1 (VHS) (54 min.) : sd., col. ; 1/2 in.
- Box 43, Videotape 6 **Alternative channel strategies. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-107
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 43, Videotape 7 **Making your applications scripting saavy. Part 1. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-108A
Physical Description: 1 videocassette of 2 (c1) (VHS) (61 min.) : sd., col. ; 1/2 in.
- Box 43, Videotape 8 **Making your applications scripting saavy. Part 2. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-108A
Physical Description: 1 videocassette of 2 (c2) (VHS) (64 min.) : sd., col. ; 1/2 in.
- Box 43, Videotape 9 **Development tools : products and plans. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-109
Physical Description: 1 videocassette of 1 (VHS) (ca. 84 min.) : sd., col. ; 1/2 in.
- Box 43, Videotape 10 **Creative solutions to software piracy. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-110
Physical Description: 1 videocassette of 1 (VHS) (63 min.) : sd., col. ; 1/2 in.
- Box 44, Videotape 1 **Writing the ultimate Macintosh game. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-114
Physical Description: 1 videocassette of 1 (VHS) (58:23 min.) : sd., col. ; 1/2 in.
- Box 44, Videotape 2 **Using the collaboration package. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-118
Physical Description: 1 videocassette of 1 (VHS) (36 min.) : sd., col. ; 1/2 in.
- Box 44, Videotape 3 **Development environments : MPW and beyond. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-119
Physical Description: 1 videocassette of 1 (VHS) (63 min.) : sd., col. ; 1/2 in.
- Box 44, Videotape 4 **Using directory service. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-120
Physical Description: 1 videocassette of 1 (VHS) (72 min.) : sd., col. ; 1/2 in.
- Box 44, Videotape 5 **Application framework : connecting today with tomorrow. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-121
Physical Description: 1 videocassette of 1 (VHS) (58 min.) : sd., col. ; 1/2 in.
- Box 44, Videotape 6 **Telephony, videoconferencing, and real-time collaboration. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-122
Physical Description: 1 videocassette of 1 (VHS) (55 min.) : sd., col. ; 1/2 in.
- Box 44, Videotape 7 **Testing and debugging for scripting compatibility. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-123
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
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- Box 44, Videotape 8 **Using digital signatures. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-126
Physical Description: 1 videocassette of 1 (VHS) (58 min.) : sd., col. ; 1/2 in.
- Box 44, Videotape 9 **Apple events suites : the genesis. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-127
Physical Description: 1 videocassette of 1 (VHS) (78 min.) : sd., col. ; 1/2 in.
- Box 44, Videotape 10 **Developer University : intro to C++. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-129
Physical Description: 1 videocassette of 1 (VHS) (85 min.) : sd., col. ; 1/2 in.
- Box 45, Videotape 1 **O.C.E. : using interprogram messaging. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-130
Physical Description: 1 videocassette of 1 (VHS) (62 min.) : sd., col. ; 1/2 in.
- Box 45, Videotape 2 **Emerging markets : software needed. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-131
Physical Description: 1 videocassette of 1 (VHS) (58 min.) : sd., col. ; 1/2 in.
- Box 45, Videotape 3 **AppleScript : the user perspective. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-132
Physical Description: 1 videocassette of 1 (VHS) (62 min.) : sd., col. ; 1/2 in.
- Box 45, Videotape 4 **IAC : when to use what. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-133
Physical Description: 1 videocassette of 1 (VHS) (28 min.) : sd., col. ; 1/2 in.
- Box 45, Videotape 5 **Adding foreign currency to your bottom line : international distribution. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-134
Physical Description: 1 videocassette of 1 (VHS) (52 min.) : sd., col. ; 1/2 in.
- Box 45, Videotape 6 **One-on-one with the developer support center. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-135
Physical Description: 1 videocassette of 1 (VHS) (46 min.) : sd., col. ; 1/2 in.
- Box 45, Videotape 7 **Beyond QuickDraw : the next generation of imaging. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-137
Physical Description: 1 videocassette of 1 (VHS) (35 min.) : sd., col. ; 1/2 in.
- Box 45, Videotape 8 **Communications Toolbox (CTB) : development hints and strategies. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-138
Physical Description: 1 videocassette of 1 (VHS) (87 min.) : sd., col. ; 1/2 in.
- Box 45, Videotape 9 **A/UX development tools. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-139
Physical Description: 1 videocassette of 1 (VHS) (20 min.) : sd., col. ; 1/2 in.
- Box 45, Videotape 10 **The future of Macintosh graphics. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-140
Physical Description: 1 videocassette of 1 (VHS) (86 min.) : sd., col. ; 1/2 in.
- Box 46, Videotape 1 **Noise 101 : speech and sound. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-141
Physical Description: 1 videocassette of 1 (VHS) (83 min.) : sd., col. ; 1/2 in.
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- Box 46, Videotape 2 **Calling routines asynchronously on the Macintosh. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-142
Physical Description: 1 videocassette of 1 (VHS) (58 min.) : sd., col. ; 1/2 in.
- Box 46, Videotape 3 **A/UX : roadmap for open systems. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-143
Physical Description: 1 videocassette of 1 (VHS) (53 min.) : sd., col. ; 1/2 in.
- Box 46, Videotape 4 **Apple's multi-platform product strategy : what it means to you. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-145
Physical Description: 1 videocassette of 1 (VHS) (56 min.) : sd., col. ; 1/2 in.
- Box 46, Videotape 5 **AppleTalk routing directions. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-147
Physical Description: 1 videocassette of 1 (VHS) (62 min.) : sd., col. ; 1/2 in.
- Box 46, Videotape 6 **Real-time architecture. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-148
Physical Description: 1 videocassette of 1 (VHS) (38 min.) : sd., col. ; 1/2 in.
- Box 46, Videotape 7 **Macintosh and AppleTalk network management. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-149
Physical Description: 1 videocassette of 1 (VHS) (28 min.) : sd., col. ; 1/2 in.
- Box 46, Videotape 8 **New type platform. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-150
Physical Description: 1 videocassette of 1 (VHS) (87 min.) : sd., col. ; 1/2 in.
- Box 46, Videotape 9 **The translation manager : the power to read the rest. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-151
Physical Description: 1 videocassette of 1 (VHS) (88 min.) : sd., col. ; 1/2 in.
- Box 46, Videotape 10 **Macintosh bus architecture : new capabilities. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-152
Physical Description: 1 videocassette of 1 (VHS) (43 min.) : sd., col. ; 1/2 in.
- Box 47, Videotape 1 **AppleTalk remote access protocol (ARAP). -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-153
Physical Description: 1 videocassette of 1 (VHS) (62 min.) : sd., col. ; 1/2 in.
- Box 47, Videotape 2 **Communications on the Macintosh : the future of the communications toolbox. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-154
Physical Description: 1 videocassette of 1 (VHS) (78 min.) : sd., col. ; 1/2 in.
- Box 47, Videotape 3 **Getting started with Apple's next-generation imaging architecture. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-155
Physical Description: 1 videocassette of 1 (VHS) (70 min.) : sd., col. ; 1/2 in.
- Box 47, Videotape 4 **Quality engineering : how we do business. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-156
Physical Description: 1 videocassette of 1 (VHS) (80 min.) : sd., col. ; 1/2 in.
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- Box 47, Videotape 5 **Developing extensions for AppleShare file servers. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-157
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 47, Videotape 6 **Thursday keynote address / Randy Battat. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-158
Physical Description: 1 videocassette of 1 (VHS) (53 min.) : sd., col. ; 1/2 in.
- Box 47, Videotape 7 **Apple, IBM, Taligent, and you. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-160
Physical Description: 1 videocassette of 1 (VHS) (55 min.) : sd., col. ; 1/2 in.
- Box 47, Videotape 8 **Designing software for PowerBook Computers. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-161
Physical Description: 1 videocassette of 1 (VHS) (42 min.) : sd., col. ; 1/2 in.
- Box 47, Videotape 9 **Advances in compiler and linker technology. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-162
Physical Description: 1 videocassette of 1 (VHS) (48 min.) : sd., col. ; 1/2 in.
- Box 47, Videotape 10 **Apple's direction in client/server computing. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-163
Physical Description: 1 videocassette of 1 (VHS) (57 min.) : sd., col. ; 1/2 in.
- Box 48, Videotape 1 **System software strategy directions. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-164
Physical Description: 1 videocassette of 1 (VHS) (56 min.) : sd., col. ; 1/2 in.
- Box 48, Videotape 2 **Human interface and real-world uses. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-165
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 48, Videotape 3 **Device driver folklore. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-166
Physical Description: 1 videocassette of 1 (VHS) (56 min.) : sd., col. ; 1/2 in.
- Box 48, Videotape 4 **New core Macintosh system software implementation. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-168
Physical Description: 1 videocassette of 1 (VHS) (59:30 min.) : sd., col. ; 1/2 in.
- Box 48, Videotape 5 **A brief history of QuickDraw on the Macintosh. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-170
Physical Description: 1 videocassette of 1 (VHS) (58 min.) : sd., col. ; 1/2 in.
- Box 48, Videotape 6 **The MacTCP development platform. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-171
Physical Description: 1 videocassette of 1 (VHS) (55 min.) : sd., col. ; 1/2 in.
- Box 48, Videotape 7 **Quality engineering : automated testing with virtual user. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-173
Physical Description: 1 videocassette of 1 (VHS) (58 min.) : sd., col. ; 1/2 in.
- Box 48, Videotape 8 **Pen computing and Macintosh. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-182
Physical Description: 1 videocassette of 1 (VHS) (64 min.) : sd., col. ; 1/2 in.
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- Box 48, Videotape 9 **Virtual User 2.0 : a new look and an open architecture. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-183
Physical Description: 1 videocassette of 1 (VHS) (59 min.) : sd., col. ; 1/2 in.
- Box 48, Videotape 10 **Friday keynote address / Michael Spindler. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-184
Physical Description: 1 videocassette of 1 (VHS) (59 min.) : sd., col. ; 1/2 in.
- Box 49, Videotape 1 **QuickTime : new features, functions, and futures. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-185
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 49, Videotape 2 **New print architecture : driver development toolkit. -- (1992 Apple Worldwide Developer's Conference), 1992** 92WWDC-V-186
Physical Description: 1 videocassette of 1 (VHS) (85 min.) : sd., col. ; 1/2 in.
- Box 49, Videotape 3 **Apple Guide overview and authoring / Glenn Katz, James Miyake, John Powers. -- (1994 Apple Worldwide Developer's Conference), 1994** Tape 18
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
- Box 49, Videotape 4 **[ATG session]. -- (1994 Apple Worldwide Developer's Conference), 1994** Tape 56
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
- Box 49, Videotape 5 **Real time collaboration / Michael Bayer. -- (1994 Apple Worldwide Developer's Conference), 1994** Tape 58
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
- Box 49, Videotape 6 **Keynote. Foundations for change : the next generation. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 1
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.
- Box 49, Videotape 7 **Keynote. Forces of change : opportunity via solutions. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10** Tape 2
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.
- Box 49, Videotape 8 **System Hardware. Macintosh system hardware foundation. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 100
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 49, Videotape 9 **System Hardware. Macintosh system hardware foundation. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 100
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 49, Videotape 10 **System Hardware. PowerMac optimization. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 110
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 50, Videotape 1 **System Hardware. PowerMac optimization. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 110
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 50, Videotape 2 **System Hardware. Multiprocessing. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 9** Tape 111
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 1)
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- Box 50, Videotape 3 **System Hardware. Multiprocessing. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 9** Tape 111
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 50, Videotape 4 **System Hardware. Cross platform compatibility for Macintosh. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 9** Tape 112
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 50, Videotape 5 **System Hardware. MacOS licensing update. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 9** Tape 113
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 50, Videotape 6 **System Hardware. MacOS licensing update. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 9** Tape 113
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 50, Videotape 7 **System Hardware. PCI : a strategic & technical overview. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 114
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 50, Videotape 8 **System Hardware. PCI : a strategic & technical overview. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 114
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 50, Videotape 9 **System Hardware. PowerBooks and PowerPC. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 121
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 50, Videotape 10 **System Hardware. PC card technology (PCMCIA) for PowerBooks. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 122
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 51, Videotape 1 **System Hardware. PC card technology (PCMCIA) for PowerBooks. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 122
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 51, Videotape 2 **System Hardware. Macintosh systems for home and education markets. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 123
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 51, Videotape 3 **System Hardware. Macintosh systems for home and education markets. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 123
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 51, Videotape 4 **System Hardware. Server directions. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 9** Tape 124
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 51, Videotape 5 **OpenDoc. OpenDoc delivered. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 200
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 1)
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- Box 51, Videotape 6 **OpenDoc. OpenDoc delivered. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 200
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 51, Videotape 7 **OpenDoc. OpenDoc : under the hood. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 210
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 51, Videotape 8 **OpenDoc. OpenDoc : under the hood. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 210
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 51, Videotape 9 **OpenDoc. OpenDoc : getting started. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 211
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 51, Videotape 10 **OpenDoc. Making a smooth transition to OpenDoc. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 9** Tape 212
Physical Description: 1 videocassette of 1 (VHS) (120 min.) : sd., col. ; 1/2 in.
- Box 52, Videotape 1 **OpenDoc. OpenDoc : human interface. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 9** Tape 213
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 52, Videotape 2 **OpenDoc. Adding OpenDoc to your application. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 9** Tape 214
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 52, Videotape 3 **OpenDoc. Extending OpenDoc : the virtual suite. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 215
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 52, Videotape 4 **OpenDoc. Extending OpenDoc : the virtual suite. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 215
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 52, Videotape 5 **OpenDoc. OpenDoc & OLE interoperability. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 216
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 52, Videotape 6 **OpenDoc. OpenDoc & OLE interoperability. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 216
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 52, Videotape 7 **Copland. Copland : essentials of the next Mac OS. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10** Tape 300
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 52, Videotape 8 **Copland. Copland : essentials of the next Mac OS. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10** Tape 300
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 52, Videotape 9 **Copland. Information access in Copland. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10** Tape 310
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 1)
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- Box 52, Videotape 10
Copland. Information access in Copland. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10 Tape 310
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 53, Videotape 1
Copland. Copland's customizable user experience. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10 Tape 311
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 53, Videotape 2
Copland. Copland's customizable user experience. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10 Tape 311
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 53, Videotape 3
Copland. Copland's application model. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10 Tape 312
Physical Description: 1 videocassette of 1 (VHS) (120 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 53, Videotape 4
Copland. Copland's application model. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10 Tape 312
Physical Description: 1 videocassette of 1 (VHS) (120 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 53, Videotape 5
Copland. Copland : evolution of system extensions. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10 Tape 313
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 53, Videotape 6
Copland. Copland : evolution of system extensions. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10 Tape 313
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 53, Videotape 7
Copland. Copland's active assistance. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11 Tape 314
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 53, Videotape 8
Copland. Copland's active assistance. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11 Tape 314
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 53, Videotape 9
Copland. Copland's modular I/O system. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11 Tape 315
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 53, Videotape 10
Copland. Copland's modular I/O system. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11 Tape 315
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 54, Videotape 1
Copland. Copland : toolbox customization. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11 Tape 316
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.
- Box 54, Videotape 2
Copland. Planning for Copland. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11 Tape 317
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 1)
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- Box 54, Videotape 3 **Copland. Planning for Copland. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11** Tape 317
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 54, Videotape 4 **Copland. Copland's integral support for the world. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10** Tape 318
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 54, Videotape 5 **Copland. Copland's integral support for the world. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10** Tape 318
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 54, Videotape 6 **Copland. Copland : software development process. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11** Tape 319
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 54, Videotape 7 **Graphics and multimedia. Graphics and multimedia overview. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 9** Tape 400
Physical Description: 1 videocassette of 1 (VHS) (105 min.) : sd., col. ; 1/2 in.
- Box 54, Videotape 8 **Graphics and multimedia. QuickTime 2.1. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10** Tape 410
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 54, Videotape 9 **Graphics and multimedia. QuickDraw secrets. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11** Tape 411
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 54, Videotape 10 **Graphics and multimedia. QuickTime music architecture. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11** Tape 412
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 55, Videotape 1 **Graphics and multimedia. How to make a cross-platform QuickTime movie. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10** Tape 413
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 55, Videotape 2 **Graphics and multimedia. QuickTime VR tools and application overview. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11** Tape 414
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 55, Videotape 3 **Graphics and multimedia. QuickDraw 3D : API. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 9** Tape 417
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 55, Videotape 4 **Graphics and multimedia. QuickDraw 3D : metafile. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 9** Tape 418
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 55, Videotape 5 **Graphics and multimedia. QuickDraw 3D : user interface. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 9** Tape 419
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 55, Videotape 6 **Graphics and multimedia. Pippin developer opportunities. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11** Tape 420
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
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- Box 55, Videotape 7 **Newton Solutions. Communications & collaboration directions. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10** Tape 500
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 55, Videotape 8 **Newton Solutions. Communications & collaboration directions. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10** Tape 500
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 55, Videotape 9 **Newton Solutions. Open transport API. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10** Tape 510
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 55, Videotape 10 **Newton Solutions. PowerTalk mailbox API. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11** Tape 513
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 56, Videotape 1 **Newton Solutions. Macintosh telephony architecture & GeoPort. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11** Tape 514
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 56, Videotape 2 **Newton Solutions. Macintosh telephony architecture & GeoPort. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11** Tape 514
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 56, Videotape 3 **Newton Solutions. Cyberdog overview/internals. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10** Tape 515
Physical Description: 1 videocassette of 1 (VHS) (120 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 56, Videotape 4 **Newton Solutions. Cyberdog overview/internals. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10** Tape 515
Physical Description: 1 videocassette of 1 (VHS) (120 min.) : sd., col. ; 1/2 in. (cy 2)
- Box 56, Videotape 5 **Newton Solutions. QuickTime conferencing for application developers. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11** Tape 516
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 56, Videotape 6 **Newton Solutions. QuickTime conferencing : networks and protocols. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11** Tape 517
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 56, Videotape 7 **Newton Solutions. Desktop Integration Libraries : make your desktop applications talk to Newton!. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10** Tape 519
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 56, Videotape 8 **Development tools. Apple tools strategy. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 600
Physical Description: 1 videocassette of 1 (VHS) (75 min.) : sd., col. ; 1/2 in. (cy 1)
- Box 56, Videotape 9 **Development tools. Apple tools strategy. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 600
Physical Description: 1 videocassette of 1 (VHS) (75 min.) : sd., col. ; 1/2 in. (cy 2)
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| Box 56, Videotape
10 | Development tools. Advances in core tool development environments. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8 Tape 610
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. |
| Box 57, Videotape
1 | Development tools. Apple Dylan update. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 9 Tape 611
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. |
| Box 57, Videotape
2 | Development tools. OpenDoc tools overview. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8 Tape 612
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 1) |
| Box 57, Videotape
3 | Development tools. OpenDoc tools overview. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8 Tape 612
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 2) |
| Box 57, Videotape
4 | Development tools. OpenDoc development framework. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 9 Tape 613a
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 1) |
| Box 57, Videotape
5 | Development tools. OpenDoc development framework. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 9 Tape 613a
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. (cy 2) |
| Box 57, Videotape
6 | Development tools. ODF/MacApp update. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 9 Tape 613b
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. |
| Box 57, Videotape
7 | Development tools. Multimedia tools overview. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10 Tape 614
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. |
| Box 57, Videotape
8 | Development tools. Multimedia tools : SK8 and ScriptX. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11 Tape 615
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in. |
| Box 57, Videotape
9 | Development tools. HyperCard and AppleScript technical direction. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10 Tape 616
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. |
| Box 57, Videotape
10 | Development tools. Application development with CFM and SOM. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 9 Tape 624
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. |
| Box 58, Videotape
1 | Development tools. Introduction to programming with the OpenDoc development framework (ODF tutorial). -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8 Tape 625
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. |
| Box 58, Videotape
2 | Market development. Apple technologies for entertainment and games development. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 10 Tape 715
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. |
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- Box 58, Videotape 3 **System 7.5 overview. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 8** Tape 800
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
- Box 58, Videotape 4 **Kaleida. -- (Apple Worldwide Developers Conference, May 8-12, 1995), 1995 May 11** Tape 912
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 58, Videotape 5 **Copland. Copland goals strategy & tech update. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 13** Tape 101
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 58, Videotape 6 **Copland. Technical transition to Copland. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 13** Tape 102
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 58, Videotape 7 **Copland. Copland runtime. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 13** Tape 103
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 58, Videotape 8 **Copland. Copland user experience overview. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 13** Tape 104
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.
- Box 58, Videotape 9 **Copland. Copland configuration management. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 16** Tape 106
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 58, Videotape 10 **Copland. Managing document content. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 15** Tape 108
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.
- Box 59, Videotape 1 **Copland. Decline and fall of the event loop. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 14** Tape 109
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.
- Box 59, Videotape 2 **Copland. Copland text. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 15** Tape 110
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.
- Box 59, Videotape 3 **Copland. More Copland runtime. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 15** Tape 111
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 59, Videotape 4 **Copland. Copland runtime. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 15** Tape 112
Physical Description: 1 videocassette of 1 (VHS) (45 min.) : sd., col. ; 1/2 in.
- Box 59, Videotape 5 **Copland. Copland graphics & font rendering. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 15** Tape 114
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 59, Videotape 6 **Copland. Copland I/O overview. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 14** Tape 115
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.
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- Box 59, Videotape 7 **OpenDoc. Cyberdog unleashed. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 14** Tape 201
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 59, Videotape 8 **OpenDoc. Cyberdog : building Internet components. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 14** Tape 202
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 59, Videotape 9 **OpenDoc. Adding Internet to your application. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 14** Tape 203
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 59, Videotape 10 **OpenDoc. Cross platform OpenDoc. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 14** Tape 204
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 60, Videotape 1 **OpenDoc. The business of software components. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 14** Tape 205
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.
- Box 60, Videotape 2 **OpenDoc. How to componentize your software. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 15** Tape 206
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 60, Videotape 3 **OpenDoc. Open Doc & Copland. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 15** Tape 207
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 60, Videotape 4 **OpenDoc. Getting started with OpenDoc & Cyberdog. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 15** Tape 208
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 60, Videotape 5 **OpenDoc. Advanced OpenDoc tips & tricks. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 15** Tape 209
Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.
- Box 60, Videotape 6 **OpenDoc. OpenDoc : shared work on the Internet. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 15** Tape 210
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 60, Videotape 7 **Interactive media. Cross-platform QuickTime. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 17** Tape 309
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Box 60, Videotape 8 **Interactive media. QuickTime conferencing on the Internet. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 15** Tape 311
Physical Description: 1 videocassette of 1 (VHS) (80 min.) : sd., col. ; 1/2 in.
- Box 60, Videotape 9 **Internet & Apple communications. The Macintosh Internet technology platform. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 15** Tape 401
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
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| Box 60, Videotape
10 | Development tools. Java programming on the Macintosh. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 16 Tape 602
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. |
| Box 61, Videotape
1 | Development tools. Tools for dynamic web applications. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 16 Tape 604
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. |
| Box 61, Videotape
2 | New media authoring. Authoring and design for the World Wide Web. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 13 Tape 1203
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. |
| Box 61, Videotape
3 | New media authoring. Authoring for the next new media standard. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 14 Tape 1213
Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in. |
| Box 61, Videotape
4 | Sponsored sessions. Natural intelligence. -- (Apple Worldwide Developers Conference, May 13-17, 1996), 1996 May 16
Physical Description: 1 videocassette of 1 (VHS) (45 min.) : sd., col. ; 1/2 in. |
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Subseries 14.8 Apple Library Cataloged videotapes

Scope and Content Note

This subseries includes videotapes that had been catalogued by Apple Computer, Inc.'s corporate library. Includes videotapes dealing with a wide range of topics, including commercials, conferences, speeches, trade shows, etc.

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| Box 61, Videotape
5 | Apple IIe introduction, revision 2. -- Cupertino, Calif. : Apple Computer, Inc. , c1982 VT/1/1982
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Subjects and Indexing Terms
Apple Computer, Inc. |
| Box 61, Videotape
6 | LISA, soul of a new computer [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., c1983 VT/5/1983
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Subjects and Indexing Terms
Apple Computer, Inc. |
| Box 61, Videotape
7 | Everything you always wanted to know about microcomputers but were afraid to ask: EYAWTKAMBWATA [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., n.d. VT/6
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Subjects and Indexing Terms
Riggenbach, Rod
Apple Computer, Inc.
Microcomputers
Apple II
Apple III |
-

- Box 61, Videotape
8 **John Sculley talks to Apple about Apple [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., c1983** VT/16/1983
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Subjects and Indexing Terms
Apple Computer, Inc.
Executive speeches -- Sculley, John
- Box 61, Videotape
9 **Leading the way, chat with John Sculley [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., c1983** VT/27/1983
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)
Scope and Content Note
Includes Christmas message
Subjects and Indexing Terms
Sculley, John
Apple Computer, Inc.
- Box 61, Videotape
10 **Leading the way, chat with John Sculley [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., c1983** VT/27/1983
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)
Scope and Content Note
Includes Christmas message
Subjects and Indexing Terms
Sculley, John
Apple Computer, Inc.
- Box 62, Videotape
1 **Leadership forum, Warren Bennis [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., c1984** VT/43/1984
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Subjects and Indexing Terms
Apple Computer, Inc.
Leadership forum
Management
- Box 62, Videotape
2 **The story of Macintosh [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., c1984** VT/44/1984
Physical Description: 1 videocassette of 1 (VHS) (16 min.) : sd., col. ; 1/2 in.
Subjects and Indexing Terms
Apple Computer, Inc.
Macintosh -- History
- Box 62, Videotape
3 **Leadership forum, R. Zaphiropoulos [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., n.d.** VT/47
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Subjects and Indexing Terms
R. Zaphiropoulos
Apple Computer, Inc.
Leadership forum
Management

- Box 62, Videotape
4 **Lisa, it works the way you do [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., c1984** VT/48/1984
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)
 Subjects and Indexing Terms
 Apple Computer, Inc.
 LISA
- Box 62, Videotape
5 **Lisa, it works the way you do [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., c1984** VT/48/1984
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)
 Subjects and Indexing Terms
 Apple Computer, Inc.
 LISA
- Box 62, Videotape
6 **Someday is here [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., c1984** VT/51/1984
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)
 Subjects and Indexing Terms
 Apple Computer, Inc.
 Apple IIC
- Box 62, Videotape
7 **Someday is here [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., c1984** VT/51/1984
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)
 Subjects and Indexing Terms
 Apple Computer, Inc.
 Apple IIC
- Box 62, Videotape
8 **1984 [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., c1984** VT/53/1984
 Physical Description: 1 videocassette of 1 (VHS) (1 min.) : sd., col. ; 1/2 in.
 Subjects and Indexing Terms
 Apple Computer, Inc.
 Advertising commercials, Macintosh
- Box 62, Videotape
9 **Apple savings and investment plan [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., c1984** VT/60/1984
 Physical Description: 1 videocassette of 1 (VHS) (11:06 min.) : sd., col. ; 1/2 in.
 Subjects and Indexing Terms
 Apple Computer, Inc.
 Apple Computer, Inc. -- Savings
- Box 62, Videotape
10 **Leadership forum, Lee Iacocca [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., c1984** VT/60/1984
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)
 Subjects and Indexing Terms
 Apple Computer, Inc.
 Apple Computer, Inc. -- Savings
-

- Box 63, Videotape
1 **Leadership forum, Lee Iacocca [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., c1984** VT/60/1984
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)
 Subjects and Indexing Terms
 Apple Computer, Inc.
 Apple Computer, Inc. -- Savings
- Box 63, Videotape
2 **Leadership forum, Lee Iacocca [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., c1984** VT/65/1984
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
 Subjects and Indexing Terms
 Iacocca, Lee
 Apple Computer, Inc.
 Leadership forum
 Management
- Box 63, Videotape
3 **John Sculley 4th quarter message : executive briefing tour [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1983 Aug. 24** VT/75/1984
 Physical Description: 1 videocassette of 1 (VHS) (15 min.) : sd., col. ; 1/2 in.
 Subjects and Indexing Terms
 Apple Computer, Inc.
 Executive speeches -- Sculley, John
- Box 63, Videotape
4 **John Sculley 4th quarter message : executive briefing tour [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1983 Sept. 28** VT/75/1984
 Physical Description: 1 videocassette of 1 (VHS) (39:30 min.) : sd., col. ; 1/2 in. (cy 1)
 Subjects and Indexing Terms
 Apple Computer, Inc.
 Executive speeches -- Sculley, John
- Box 63, Videotape
5 **John Sculley 4th quarter message : executive briefing tour [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1983 Sept. 28** VT/75/1984
 Physical Description: 1 videocassette of 1 (VHS) (39:30 min.) : sd., col. ; 1/2 in. (cy 2)
 Subjects and Indexing Terms
 Apple Computer, Inc.
 Executive speeches -- Sculley, John
- Box 63, Videotape
6 **John Sculley 4th quarter message : executive briefing tour [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1983 Sept. 29** VT/75/1984
 Physical Description: 1 videocassette of 1 (VHS) (40 min.) : sd., col. ; 1/2 in.
 Subjects and Indexing Terms
 Apple Computer, Inc.
 Executive speeches -- Sculley, John
-

- Box 63, Videotape
7 **Leadership forum, Fred Smith [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1984** VT/76/1984
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)
 Subjects and Indexing Terms
 Smith, Fred
 Apple Computer, Inc.
 Leadership forum
 Microdynamics
 Management
- Box 63, Videotape
8 **Leadership forum, Fred Smith [Videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1984** VT/76/1984
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)
 Subjects and Indexing Terms
 Smith, Fred
 Apple Computer, Inc.
 Leadership forum
 Microdynamics
 Management
- Box 63, Videotape
9 **Leadership forum, Bill Gates, part 1 [Videotape] : future of software. -- Cupertino, Calif. : Apple Computer, Inc., 1984** VT/80A/1984
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
 Subjects and Indexing Terms
 Gates, Bill
 Apple Computer, Inc.
 Leadership forum
 Management
 Future -- Software applications
- Box 63, Videotape
10 **Annual shareholders meeting, January 23, 1984. -- Cupertino, Calif. : Apple Computer, Inc., 1984** VT/92/1984
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
 Subjects and Indexing Terms
 Apple Computer, Inc.
 Apple Computer, Inc. -- Conferences
 Apple Computer, Inc. -- Shareholders
 Apple Computer, Inc. -- Stockholders
- Box 64, Videotape
1 **Bluebusters [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1984** VT/95/1984
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
 Subjects and Indexing Terms
 IBM
 Macintosh
- Box 64, Videotape
2 **Leadership forum, William Freund [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1985** VT/101
 Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
 Subjects and Indexing Terms
 William Freund
 Apple Computer, Inc.
 Leadership forum
 Management
-

Box 64, Videotape
3

Statement of direction [videotape] / John Sculley. -- Cupertino, Calif. : Apple Computer, Inc., 1985 VT/101

Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Freund, William
Apple Computer, Inc.
Leadership forum
Management

Box 64, Videotape
4

Leadership forum, Steven Wheelwright [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1986 VT/120/1986

Physical Description: 1 videocassette of 1 (VHS) (50:05 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Leadership forum
Management
Executive speeches -- Wheelwright, Steven

Box 64, Videotape
5

Leadership forum, David Norman [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1986 VT/123/1986

Physical Description: 1 videocassette of 1 (VHS) (58:56 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Leadership forum
Executive speeches -- Norman, David

Box 64, Videotape
6

Leadership forum, Cathleen Black [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1986 VT/127/1986

Physical Description: 1 videocassette of 1 (VHS) (101:24 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Leadership forum
Management
Executive speeches -- Black, Cathleen

Box 64, Videotape
7

Seeds of change [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1986 VT/153/1986

Physical Description: 1 videocassette of 1 (VHS) (14:30 min.) : sd., col. ; 1/2 in. (cy 1)

Subjects and Indexing Terms

Apple Computer, Inc.
Apple Computer, Inc.

Box 64, Videotape
8

Seeds of change [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1986 VT/153/1986

Physical Description: 1 videocassette of 1 (VHS) (14:30 min.) : sd., col. ; 1/2 in. (cy 2)

Subjects and Indexing Terms

Apple Computer, Inc.
Apple Computer, Inc.

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- Box 64, Videotape 9 **AppleWorld engineering 1987 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1987** VT/165/1986
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)
Subjects and Indexing Terms
 Apple Computer, Inc.
 Macintosh II
 Macintosh SE
- Box 64, Videotape 10 **AppleWorld engineering 1987 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1987** VT/165/1986
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)
Subjects and Indexing Terms
 Apple Computer, Inc.
 Macintosh II
 Macintosh SE
- Box 65, Videotape 1 **Getting close to the customer [videotape] / Billy Landin. -- Cupertino, Calif. : Apple Computer, Inc., 1984 Apr. 10** VT/165/1986
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Subjects and Indexing Terms
 Apple Computer, Inc.
 Macintosh II
 Macintosh SE
- Box 65, Videotape 2 **Apple II forever (1984: April 24: San Francisco, CA.) [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989** VT/179/1989
Physical Description: 1 videocassette of 1 (VHS) (113:47 min.) : sd., col. ; 1/2 in.
Subjects and Indexing Terms
 Apple Computer, Inc.
 Apple Computer, Inc. -- Conferences
 Products, new -- Introduction--Apple II
- Box 65, Videotape 3 **Ripples [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1987** VT/185/1987
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Scope and Content Note
 Apple 10 year anniversary video; pebble dropped into pond; ripples extend from splash; visual montage of Apple history - Jobs, Wozniak, old Apple computers, CG images, TV commercial excerpts, print ads, Annual Sales Conference and Shareholders' Meeting excerpts, screen shots, Apple executives. Closes with logo, "power", (c) 1987.
Subjects and Indexing Terms
 Apple Computer, Inc.
 Apple Computer, Inc. -- Ten year retrospective
 Apple World -- Presentation
- Box 65, Videotape 4 **Keeper of the culture [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1984** VT/192/1984
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Subjects and Indexing Terms
 Apple Computer, Inc.
 Corporate culture
-

Box 65, Videotape
5

Knowledge navigator [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1987
VT/224/1987

Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)

Subjects and Indexing Terms

Apple Computer, Inc.
Future technologies
Computers and education
Computers -- Future applications

Box 65, Videotape
6

Knowledge navigator [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1987
VT/224/1987

Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)

Subjects and Indexing Terms

Apple Computer, Inc.
Future technologies
Computers and education
Computers -- Future applications

Box 65, Videotape
7

Employee communications meeting, Q1 FY 88 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1987 VT/225/1987

Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Employee communications meeting

Box 65, Videotape
8

EDUCOM '87 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1987
VT/234/1987

Physical Description: 1 videocassette of 1 (VHS) (38:58 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
EDUCOM
Apple Computer, Inc. -- Conferences
EDUCOM -- Conferences
Executive speeches -- Sculley, John

Box 65, Videotape
9

John Sculley keynote address at MacWorld '88 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1987 VT/237

Physical Description: 1 videocassette of 1 (VHS) (33 min.) : sd., col. ; 1/2 in. (cy 1)

Subjects and Indexing Terms

Apple Computer, Inc.
MacWorld 1988
Executive speeches--Sculley, John

Box 65, Videotape
10

John Sculley keynote address at MacWorld '88 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1987 VT/237

Physical Description: 1 videocassette of 1 (VHS) (33 min.) : sd., col. ; 1/2 in. (cy 2)

Subjects and Indexing Terms

Apple Computer, Inc.
MacWorld 1988
Executive speeches--Sculley, John

Box 66, Videotape
1

Beginner's luck [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988
VT/246/1988

Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Computers -- Buyer's guide

Box 66, Videotape
2

Project 2000 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988
VT/247/1988

Physical Description: 1 videocassette of 1 (VHS) (11:50 min.) : sd., col. ; 1/2 in. (cy 1)

Subjects and Indexing Terms

Apple Computer, Inc.
Computers
Future applications
Navigator II
Son of Knowledge navigator

Box 66, Videotape
3

Project 2000 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988
VT/247/1988

Physical Description: 1 videocassette of 1 (VHS) (11:50 min.) : sd., col. ; 1/2 in. (cy 2)

Subjects and Indexing Terms

Apple Computer, Inc.
Computers
Future applications
Navigator II
Son of Knowledge navigator

Box 66, Videotape
4

Model for a new era [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988
VT/252/1988

Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Information management

Box 66, Videotape
5

Human interface [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988
VT/254/1988

Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Computer user interface
Human interface

Box 66, Videotape
6

Employee communication meeting, Q3, FY 88 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/279/1988

Physical Description: 1 videocassette of 1 (VHS) (140:08 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Employee communications meeting
Computer networks

- Box 66, Videotape 7
Worldwide meeting, February 9-10, 1987 [videotape] : strategies and criteria. -- Cupertino, Calif. : Apple Computer, Inc., 1987 VT/280/1987
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Subjects and Indexing Terms
Wheelwright, Steven
Apple Computer, Inc.
Corporate strategies
- Box 66, Videotape 8
Worldwide meeting, February 9-10, 1987 [videotape] : Apple's identity, goals, and strategy. -- Cupertino, Calif. : Apple Computer, Inc., 1987 VT/286/1987
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.
Subjects and Indexing Terms
Apple Computer, Inc.
Corporate strategy
Executive speeches -- Sculley, John
- Box 66, Videotape 9
Open Door [videotape] : short version. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/287/1988
Physical Description: 1 videocassette of 1 (VHS) (9:31 min.) : sd., col. ; 1/2 in.
Subjects and Indexing Terms
Apple Computer, Inc.
Macintosh
MIDI
Music
- Box 66, Videotape 10
Open door [videotape] : long version. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/288/1988
Physical Description: 1 videocassette of 1 (VHS) (33 min.) : sd., col. ; 1/2 in. (cy 1)
Subjects and Indexing Terms
Apple Computer, Inc.
Macintosh
MIDI
Music
- Box 67, Videotape 1
Open door [videotape] : long version. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/288/1988
Physical Description: 1 videocassette of 1 (VHS) (33 min.) : sd., col. ; 1/2 in. (cy 2)
Subjects and Indexing Terms
Apple Computer, Inc.
Macintosh
MIDI
Music
- Box 67, Videotape 2
Open door [videotape] : long version. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/288/1988
Physical Description: 1 videocassette of 1 (VHS) (35 min.) : sd., col. ; 1/2 in.
Subjects and Indexing Terms
Apple Computer, Inc.
Macintosh
MIDI
Music
-

Box 67, Videotape
3

In search of excellence [Videotape], c1985 VT/289/1985

Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.

Scope and Content Note

Examines successful American businesses by focusing on themes of innovation, productivity through people and shared values. IBM, Apple Computers, McDonald's and Disney World serve as examples in a behind the scenes look at their operations.

Subjects and Indexing Terms

Peters, Tomas J.
Apple Computer, Inc.
Walt Disney World (Fla.)
McDonald's Corporation
Industrial management -- U.S.
Management
Sociology
Economics

Box 67, Videotape
4

Open Apple Q3, FY 1988 update with Del Yocam [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/306/1988

Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)

Subjects and Indexing Terms

Yocam, Del
Apple Computer, Inc.
Childcare Center
ACOT
Open Apple
Finance -- Forecasting

Box 67, Videotape
5

Open Apple Q3, FY 1988 update with Del Yocam [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/306/1988

Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)

Subjects and Indexing Terms

Yocam, Del
Apple Computer, Inc.
Open Apple
Finance -- Forecasting

Box 67, Videotape
6

Pencil test [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/307/1988

Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc. Advanced Development Group (Eraserhead Team)
Macintosh -- Computer animation
Siggraph

Box 67, Videotape
7

Employee communication meeting, Q4, FY 88 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/311/1988

Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)

Subjects and Indexing Terms

Apple Computer, Inc.
Employee communications meeting

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- | | |
|-------------------------|---|
| Box 67, Videotape
8 | <p>Employee communication meeting, Q4, FY 88 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/311/1988</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Employee communications meeting</p> |
| Box 67, Videotape
9 | <p>Claris story [videotape] : story and product demonstrations [videotape]. -- Palo Alto, Calif. : Claris Corp., 1988 VT/314/1988</p> <p>Physical Description: 1 videocassette of 1 (VHS) (29:30 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Claris Corporation -- History
Software -- Demonstrations</p> |
| Box 67, Videotape
10 | <p>New chapter [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/315/1988</p> <p>Physical Description: 1 videocassette of 1 (VHS) (8:49 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Adult literacy</p> |
| Box 68, Videotape
1 | <p>HyperGold [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/316/1988</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Human resource personnel manager -- Tutorials</p> |
| Box 68, Videotape
2 | <p>Open Apple Q4, FY 1987 [videotape]. -- (Employee video magazine series). -- Cupertino, Calif. : Apple Computer, Inc., 1987 VT/318/1987</p> <p>Physical Description: 1 videocassette of 1 (VHS) (14:55 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Finance -- Forecasting</p> |
| Box 68, Videotape
3 | <p>New enterprise [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/327</p> <p>Physical Description: 1 videocassette of 1 (VHS) (14:55 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Administration -- Techniques</p> |
| Box 68, Videotape
4 | <p>Information protection [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/333/1988</p> <p>Physical Description: 1 videocassette of 1 (VHS) (6:31 min.) : sd., col. ; 1/2 in. (cy 1)</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Security measures
Information -- Leak
Confidentiality</p> |
-

- Box 68, Videotape
5
- Information protection [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988** VT/333/1988
- Physical Description:** 1 videocassette of 1 (VHS) (6:31 min.) : sd., col. ; 1/2 in. (cy 2)
- Subjects and Indexing Terms**
- Apple Computer, Inc.
Security measures
Information -- Leak
Confidentiality
- Box 68, Videotape
6
- Employee communication meeting [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988** VT/336/1988
- Physical Description:** 1 videocassette of 1 (VHS) (125:68 min.) : sd., col. ; 1/2 in.
- Subjects and Indexing Terms**
- Apple Computer, Inc.
Employee communications meeting
New enterprise
- Box 68, Videotape
7
- America's cup and the Macintosh [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988** VT/340/1988
- Physical Description:** 1 videocassette of 1 (VHS) (4:40 min.) : sd., col. ; 1/2 in. (cy 1)
- Subjects and Indexing Terms**
- Apple Computer, Inc.
Macintosh, use of
Yacht racing
Sailboat racing
- Box 68, Videotape
8
- America's cup and the Macintosh [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988** VT/340/1988
- Physical Description:** 1 videocassette of 1 (VHS) (4:40 min.) : sd., col. ; 1/2 in. (cy 2)
- Subjects and Indexing Terms**
- Apple Computer, Inc.
Macintosh, use of
Yacht racing
Sailboat racing
- Box 68, Videotape
9
- Macintosh II-the solution [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988** VT/343/1988
- Physical Description:** 1 videocassette of 1 (VHS) (20:10 min.) : sd., col. ; 1/2 in.
- Subjects and Indexing Terms**
- Apple Computer, Inc.
Macintosh II
Products, new -- Promotion
- Box 68, Videotape
10
- How to enhance your information system [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988** VT/347/1988
- Physical Description:** 1 videocassette of 1 (VHS) (15:45 min.) : sd., col. ; 1/2 in. (cy 1)
- Subjects and Indexing Terms**
- Apple Computer, Inc.
Macintosh--networking
Multivendor connectivity
Information services
-

Box 69, Videotape
1

How to enhance your information system [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/347/1988

Physical Description: 1 videocassette of 1 (VHS) (15:45 min.) : sd., col. ; 1/2 in. (cy 2)

Subjects and Indexing Terms

Apple Computer, Inc.
Macintosh--networking
Multivendor connectivity
Information services

Box 69, Videotape
2

ESD: the shocking truth [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1987 VT/351/1987

Physical Description: 1 videocassette of 1 (VHS) (27:12 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Vratny-Watts, Janet
Cram, David
Apple Computer, Inc.
Electro-static discharge -- Effect on chip performance
Electro-static discharge -- Prevention

Box 69, Videotape
3

Transforming information into knowledge [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/352/1988

Physical Description: 1 videocassette of 1 (VHS) (43:30 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Education
Information access
Executive speeches -- Sculley, John
HyperCard -- Demonstrations
NOTIS -- Executive support system -- HyperTV
Universities

Box 69, Videotape
4

Healthcare 2008 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/354/1988

Physical Description: 1 videocassette of 1 (VHS) (6:43 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Computers -- Future applications
Medical applications
Medical knowledge navigator

Box 69, Videotape
5

Live MacWorld coverage: John Sculley's keynote address [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989 VT/356/1989

Physical Description: 1 videocassette of 1 (VHS) (70 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
MacWorld
Macintosh -- Exposition
Executive speeches -- Sculley, John

Box 69, Videotape
6

Spring products introduction, March 1989 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989 VT/360/1989

Physical Description: 1 videocassette of 1 (VHS) (80 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Macintosh IIcx
Products, new -- Introduction
Executive speeches -- Sullivan, Godfrey
Executive speeches -- Gasee, Jean-Louis
Executive speeches -- Sculley, John
Executive speeches -- Tesler, Larry

Box 69, Videotape
7

John Sculley Hobart teleconference [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989 VT/385/1989

Physical Description: 1 videocassette of 1 (VHS) (30 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Apple TV
Hobart -- Teleconferencing
Resellers -- Conferences
Australia
Executive speeches -- Sculley, John

Box 69, Videotape
8

Pencil test [videotape] : behind the scenes. -- Cupertino, Calif. : Apple Computer, Inc., 1989 VT/389/1989

Physical Description: 1 videocassette of 1 (VHS) (12 min.) : sd., col. ; 1/2 in. (cy 1)

Subjects and Indexing Terms

Apple Computer, Inc.
Pencil test, making of
Macintosh -- Computer animation

Box 69, Videotape
9

Pencil test [videotape] : behind the scenes. -- Cupertino, Calif. : Apple Computer, Inc., 1989 VT/389/1989

Physical Description: 1 videocassette of 1 (VHS) (12 min.) : sd., col. ; 1/2 in. (cy 2)

Subjects and Indexing Terms

Apple Computer, Inc.
Pencil test, making of
Macintosh -- Computer animation

Box 69, Videotape
10

Employee communications meeting, (1989: July 11: Cupertino, CA) [videotape] : held at the Cupertino Flint Center. -- Cupertino, Calif. : Apple Computer, Inc., 1989 VT/397/1989

Physical Description: 1 videocassette of 1 (VHS) (145 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc. Advanced Technology Group (ATG).
Employee communications meeting
Apple technology
Executive speeches -- Anderson, Harry

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| Box 70, Videotape
1 | <p>2 1/2 weeks [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989
VT/430/1989</p> <p>Physical Description: 1 videocassette of 1 (VHS) (10:20 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Macintosh -- Testimonials</p> |
| Box 70, Videotape
2 | <p>Personal best and 2 1/2 weeks [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989 VT/432/1989</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)</p> <p>Scope and Content Note</p> <p>Personal best (4:54 min.) -- 2 1/2 weeks (10:20 min.)</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Macintosh -- Testimonials</p> |
| Box 70, Videotape
3 | <p>Personal best and 2 1/2 weeks [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989 VT/432/1989</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)</p> <p>Scope and Content Note</p> <p>Personal best (4:54 min.) -- 2 1/2 weeks (10:20 min.)</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Macintosh -- Testimonials</p> |
| Box 70, Videotape
4 | <p>Apple presents the personal computer: the Apple IIc & IIe [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1985 VT/440/1985</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Products, new -- Introduction--Apple IIe
Products, new -- Introduction--Apple IIc</p> |
| Box 70, Videotape
5 | <p>Spring introduction; customer experiences [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989 VT/442/1989</p> <p>Physical Description: 1 videocassette of 1 (VHS) (35:10 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Steelcase Inc.
Domino's pizza
Scientific Atlanta
United States Coast Guard
Northern Telecom
ABC News
Blue cross
Testimonials -- Macintosh
Knight--Ridder</p> |
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Box 70, Videotape
6

Welcome to Macintosh [videotape] : the experience of using Macintosh in the words of people who do. -- Cupertino, Calif. : Apple Computer, Inc., 1989

VT/446/1989

Physical Description: 1 videocassette of 1 (VHS) (15 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Products, new -- introduction
Macintosh -- Testimonials

Box 70, Videotape
7

Worldview [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1987

VT/456/1987

Physical Description: 1 videocassette of 1 (VHS) (10 min.) : sd., col. ; 1/2 in. (cy 1)

Subjects and Indexing Terms

Apple Computer, Inc.
Education -- Software
HyperCard
Multimedia instruction
Electronic atlas

Box 70, Videotape
8

Worldview [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1987

VT/456/1987

Physical Description: 1 videocassette of 1 (VHS) (10 min.) : sd., col. ; 1/2 in. (cy 2)

Subjects and Indexing Terms

Apple Computer, Inc.
Education -- Software
HyperCard
Multimedia instruction
Electronic atlas

Box 70, Videotape
9

Spring products introduction, March 1990 [videotape] : Edge of innovation. -- Cupertino, Calif. : Apple Computer, Inc., 1990

VT/464/1990

Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Battat, Randy
Finlayson, Richard
Sculley, John
Gonzales, Mark
Apple Computer, Inc.
Apple TV
Macintosh IIfx
A/UX 2.0
Display Cards
Products, new -- Introduction

Box 70, Videotape
10

Apple desktop communications: the meeting of the minds [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989

VT/482/1989

Physical Description: 1 videocassette of 1 (VHS) (7:21 min.) : sd., col. ; 1/2 in. (cy 1)

Subjects and Indexing Terms

Apple Computer, Inc.
Colophon Press
Arthur Young
Macintosh -- Testimonials
Apple success stories -- Sales video

- Box 71, Videotape
1 **Apple desktop communications: the meeting of the minds [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989** VT/482/1989
Physical Description: 1 videocassette of 1 (VHS) (7:21 min.) : sd., col. ; 1/2 in. (cy 2)
Subjects and Indexing Terms
Apple Computer, Inc.
Colophon
Arthur Young
Macintosh -- Testimonials
Apple success stories -- Sales video
- Box 71, Videotape
2 **Apple presents the personal computer: the Macintosh [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., n.d.** VT/493
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)
Subjects and Indexing Terms
Apple Computer, Inc.
Products, new -- Introduction
Macintosh
- Box 71, Videotape
3 **Apple presents the personal computer: the Macintosh [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., n.d.** VT/493
Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)
Subjects and Indexing Terms
Apple Computer, Inc.
Products, new -- Introduction
Macintosh
- Box 71, Videotape
4 **Apple 1988 compilation tape Q2 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988** VT/494/1988
Physical Description: 1 videocassette of 1 (VHS) (53:08 min.) : sd., col. ; 1/2 in.
Subjects and Indexing Terms
Apple Computer, Inc.
Computers -- Future applications
- Box 71, Videotape
5 **Apple Computer business reel [videotape] : anthology of five videos. -- Los Angeles, Calif. : BBDO/West, 1987** VT/495/1987
Physical Description: 1 videocassette of 1 (VHS) (4:30 min.) : sd., col. ; 1/2 in.
Subjects and Indexing Terms
Apple Computer, Inc.
Television -- Advertising commercials, Macintosh
Television -- Apple II
Advertising campaigns
- Box 71, Videotape
6 **Apple Computer anthology of six videos [videotape]. -- Los Angeles, Calif. : BBDO/Los Angeles, 1989** VT/502/1989
Physical Description: 1 videocassette of 1 (VHS) (6 min.) : sd., col. ; 1/2 in.
Subjects and Indexing Terms
Apple Computer, Inc.
Television -- Advertising commercials, Macintosh
Television -- Advertising commercials, Macintosh Portable
Advertising campaigns
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| Box 71, Videotape
7 | <p>Breaking the silence [videotape] : AIDS awareness at Apple. -- Cupertino, Calif. : Apple Computer, Inc., n.d. VT/504</p> <p>Physical Description: 1 videocassette of 1 (VHS) (11:16 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
AIDS (Disease)</p> |
| Box 71, Videotape
8 | <p>Breaking the silence [videotape] : AIDS awareness at Apple. -- Rev. 2. -- Cupertino, Calif. : Apple Computer, Inc., n.d. VT/504</p> <p>Physical Description: 1 videocassette of 1 (VHS) (12 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
AIDS (Disease)</p> |
| Box 71, Videotape
9 | <p>Applefest, San Francisco [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/529</p> <p>Physical Description: 1 videocassette of 1 (VHS) (31 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Executive speeches--Sculley, John</p> |
| Box 71, Videotape
10 | <p>The power of Apple desktop media [videotape] : publishing presentations & graphic design. -- Cupertino, Calif. : Apple Computer, Inc., 1990 VT/537</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Desktop media, use of
Macintosh -- Testimonials
Graphic design</p> |
| Box 72, Videotape
1 | <p>Del Yocam farewell [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Nov. 17 VT/541/1989</p> <p>Physical Description: 1 videocassette of 1 (VHS) (9:40 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Apple Computer, Inc. -- History
Yocam, Del -- Farewell</p> |
| Box 72, Videotape
2 | <p>Desk topics [videotape] : desktop publishing reference library. -- Cupertino, Calif. : Apple Computer, Inc., 1987 VT/547</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Sculley, John
Apple Computer, Inc.
Desktop publishing--Forum--Discussions</p> |
| Box 72, Videotape
3 | <p>Macintosh/VAX solutions [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/643</p> <p>Physical Description: 1 videocassette of 1 (VHS) (12:40 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
VAX
VAX computers -- Programming</p> |
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| Box 72, Videotape
4 | <p>Oasis [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Mar.
VT/644/1989</p> <p>Physical Description: 1 videocassette of 1 (VHS) (17 min.) : sd., col. ; 1/2 in. (cy 1)</p> <p>Subjects and Indexing Terms</p> <p>Coldrick, Bill
Apple Computer, Inc.
Open architecture systems integration strategy (OASIS)</p> |
| Box 72, Videotape
5 | <p>Oasis [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Mar.
VT/644/1989</p> <p>Physical Description: 1 videocassette of 1 (VHS) (17 min.) : sd., col. ; 1/2 in. (cy 2)</p> <p>Subjects and Indexing Terms</p> <p>Coldrick, Bill
Apple Computer, Inc.
Open architecture systems integration strategy (OASIS)</p> |
| Box 72, Videotape
6 | <p>Apple leveraged business model [videotape] : the big picture, show #1. -- Cupertino, Calif. : Apple Computer, Inc., 1990 VT/645/1990</p> <p>Physical Description: 1 videocassette of 1 (VHS) (25 min.) : sd., col. ; 1/2 in. pre-release copy (cy 1)</p> <p>Subjects and Indexing Terms</p> <p>Eilers, Dan
Galbraith, Jay
Diery, Ian
Apple Computer, Inc.
Forum -- Discussion, debates
Apple Computer, Inc. -- Business model
Business, future</p> |
| Box 72, Videotape
7 | <p>Apple leveraged business model [videotape] : the big picture, show #1. -- Cupertino, Calif. : Apple Computer, Inc., 1990 VT/645/1990</p> <p>Physical Description: 1 videocassette of 1 (VHS) (25 min.) : sd., col. ; 1/2 in. pre-release copy (cy 2)</p> <p>Subjects and Indexing Terms</p> <p>Eilers, Dan
Galbraith, Jay
Diery, Ian
Apple Computer, Inc.
Forum -- Discussion, debates
Apple Computer, Inc. -- Business model
Business, future</p> |
| Box 72, Videotape
8 | <p>Apple leveraged business model [videotape] : the big picture, show #1. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Sept. VT/645/1990</p> <p>Physical Description: 1 videocassette of 1 (VHS) (25 min.) : sd., col. ; 1/2 in. (cy 1)</p> <p>Subjects and Indexing Terms</p> <p>Eilers, Dan
Galbraith, Jay
Diery, Ian
Apple Computer, Inc.
Forum -- Discussion, debates
Apple Computer, Inc. -- Business model
Business, future</p> |
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Box 72, Videotape
9

**Apple leveraged business model [videotape] : the big picture, show #1. --
Cupertino, Calif. : Apple Computer, Inc., 1990 Sept.** VT/645/1990

Physical Description: 1 videocassette of 1 (VHS) (25 min.) : sd., col. ; 1/2 in. (cy 2)

Subjects and Indexing Terms

Eilers, Dan
Galbraith, Jay
Diery, Ian
Apple Computer, Inc.
Forum -- Discussion, debates
Apple Computer, Inc. -- Business model
Business, future

Box 72, Videotape
10

**New product introduction, October 15, 1990 [videotape]. -- Cupertino, Calif. :
Apple Computer, Inc., 1990** VT/650/1990

Physical Description: 1 videocassette of 1 (VHS) (85 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Products, new -- Introduction
Apple success stories
Macintosh LC
Macintosh Classic
Macintosh IIsx

Box 73, Videotape
1

**The biz: volume 1: the economics of Apple's business [videotape]. -- Cupertino,
Calif. : Apple Computer, Inc., 1990** VT/652/Vol.1/1990

Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Business forecasting
Economics forecasting -- Apple Computer, Inc.
Apple Computer, Inc. -- Economic policy

Box 73, Videotape
2

**The biz: volume 2: Apple & the competition with Michael Mace [videotape]. --
Cupertino, Calif. : Apple Computer, Inc., 1991** VT/652/Vol.2/1991

Physical Description: 1 videocassette of 1 (VHS) (105 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Business forecasting
Economics forecasting -- Apple Computer, Inc.
Apple Computer, Inc. -- Economic policy

Box 73, Videotape
3

**Omnis 3 & Macintosh: power data-base management for business [videotape]. --
Cupertino, Calif. : Apple Computer, Inc., n.d.** VT/659

Physical Description: 1 videocassette of 1 (VHS) (9:25 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Database management
Omnis 3 -- Software
Testimonials

Box 73, Videotape
4

Michael Spindler on Apple Computer (1990: June 1) [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1990 VT/664

Physical Description: 1 videocassette of 1 (VHS) (45:37 min.) : sd., col. ; 1/2 in. (cy 1)

Subjects and Indexing Terms

Apple Computer, Inc.
Apple Computer, Inc.--Business--Forecast
Apple Computer, Inc.--Industry--Forecast

Box 73, Videotape
5

Michael Spindler on Apple Computer (1990: June 1) [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1990 VT/664

Physical Description: 1 videocassette of 1 (VHS) (45:37 min.) : sd., col. ; 1/2 in. (cy 2)

Subjects and Indexing Terms

Apple Computer, Inc.
Apple Computer, Inc.--Business--Forecast
Apple Computer, Inc.--Industry--Forecast

Box 73, Videotape
6

Financial analysts' meeting (1990: April 24) [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1990 VT/669/1990

Physical Description: 1 videocassette of 1 (VHS) (68:28 min.) : sd., col. ; 1/2 in. (cy 1)

Subjects and Indexing Terms

Apple Computer, Inc.
Apple Computer, Inc. -- Finance -- Forecast
Industry -- Forecast

Box 73, Videotape
7

Financial analysts' meeting (1990: April 24) [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1990 VT/669/1990

Physical Description: 1 videocassette of 1 (VHS) (68:28 min.) : sd., col. ; 1/2 in. (cy 2)

Subjects and Indexing Terms

Apple Computer, Inc.
Apple Computer, Inc. -- Finance -- Forecast
Industry -- Forecast

Box 73, Videotape
8

The Wang/Macintosh advantage [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989 VT/670/1989

Physical Description: 1 videocassette of 1 (VHS) (20:40 min.) : sd., col. ; 1/2 in. (cy 1)

Subjects and Indexing Terms

Apple Computer, Inc.
Macintosh -- Testimonials

Box 73, Videotape
9

The Wang/Macintosh advantage [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989 VT/670/1989

Physical Description: 1 videocassette of 1 (VHS) (20:40 min.) : sd., col. ; 1/2 in. (cy 2)

Subjects and Indexing Terms

Apple Computer, Inc.
Macintosh -- Testimonials

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| Box 73, Videotape
10 | <p>Macintosh + Mathematica = Infinity (1989: January 20) [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Jan. 20 VT/673/1989</p> <p>Physical Description: 1 videocassette of 1 (VHS) (12:30 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
 Mathematica -- Software -- Tutorial
 Mathematics -- Data processing
 Wolfram, Stephen -- Interviews</p> |
| Box 74, Videotape
1 | <p>DTP: the discoverers [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Mar. VT/674/1989</p> <p>Physical Description: 1 videocassette of 1 (VHS) (10:38 min.) : sd., col. ; 1/2 in. (cy 1)</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
 Desktop publishing -- History
 Electronic publishing
 Macintosh -- Testimonials
 Macintosh -- Success stories</p> |
| Box 74, Videotape
2 | <p>DTP: the discoverers [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Mar. VT/674/1989</p> <p>Physical Description: 1 videocassette of 1 (VHS) (10:38 min.) : sd., col. ; 1/2 in. (cy 2)</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
 Desktop publishing -- History
 Electronic publishing
 Macintosh -- Testimonials
 Macintosh -- Success stories</p> |
| Box 74, Videotape
3 | <p>The partnership continues... [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., n.d. VT/677</p> <p>Physical Description: 1 videocassette of 1 (VHS) (33:22 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
 Education -- K-12
 Software development -- Success stories</p> |
| Box 74, Videotape
4 | <p>The Apple user group solutions showcase videotape [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 Aug. VT/680/1988</p> <p>Physical Description: 1 videocassette of 1 (VHS) (38 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
 Apple User Group Connection
 Users group
 Desktop communications
 Desktop presentations
 Desktop publishing</p> |
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- Box 74, Videotape
5
- The Apple event for the foundation for the survival & development of humanity [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., n.d.** VT/681
- Physical Description:** 1 videocassette of 1 (VHS) (98 min.) : sd., col. ; 1/2 in. (cy 1)
- Subjects and Indexing Terms**
- Apple Computer, Inc.
Executive speeches--Sculley, John
International relations--Industry
- Box 74, Videotape
6
- The Apple event for the foundation for the survival & development of humanity [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., n.d.** VT/681
- Physical Description:** 1 videocassette of 1 (VHS) (98 min.) : sd., col. ; 1/2 in. (cy 2)
- Subjects and Indexing Terms**
- Apple Computer, Inc.
Executive speeches--Sculley, John
International relations--Industry
- Box 74, Videotape
7
- Thanks to teachers docudrama: everyday heroes (1985: Deer River, Minnesota) [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1985** VT/691
- Physical Description:** 1 videocassette of 1 (VHS) (52:06 min.) : sd., col. ; 1/2 in.
- Subjects and Indexing Terms**
- Peterson, Myrna
Florine, Janet
Wilson, Yvone
Peterson, Dennis
Harmon, Bruce
Apple Computer, Inc.
Computers and education
K-12 -- Education
Television -- Advertising commercials
- Box 74, Videotape
8
- Apple/Digital joint development announcement (January 15, 1988) [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 Jan. 15** VT/692
- Physical Description:** 1 videocassette of 1 (VHS) (3:54 min.) : sd., col. ; 1/2 in.
- Subjects and Indexing Terms**
- Olsen, Kenneth. Digital Equipment Corp.
Heinen, Roger. Digital Equipment Corp
Apple Computer, Inc.
Development announcement
- Box 74, Videotape
9
- From inspiration to reality: Macintosh in technical markets [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1990** VT/700
- Physical Description:** 1 videocassette of 1 (VHS) (36:03 min.) : sd., col. ; 1/2 in.
- Subjects and Indexing Terms**
- Apple Computer, Inc.
Macintosh--Future applications
- Box 74, Videotape
10
- Apple history in the making: Q1 FY91 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1991** VT/704/1991
- Physical Description:** 1 videocassette of 1 (VHS) (30 min.) : sd., col. ; 1/2 in.
- Subjects and Indexing Terms**
- Apple Computer, Inc.
Sculley, John -- Apple events -- 1990
Television -- Advertising commercials
Executive speeches
-

- Box 75, Videotape
1
Macintosh vs. Windows [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Sept. VT/815/1990
Physical Description: 1 videocassette of 1 (VHS) (25 min.) : sd., col. ; 1/2 in. (cy 1)
Subjects and Indexing Terms
Apple Computer, Inc.
Windows
Macintosh -- Programming
- Box 75, Videotape
2
Macintosh vs. Windows [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Sept. VT/815/1990
Physical Description: 1 videocassette of 1 (VHS) (25 min.) : sd., col. ; 1/2 in. (cy 2)
Subjects and Indexing Terms
Apple Computer, Inc.
Windows
Macintosh -- Programming
- Box 75, Videotape
3
Apple history in the making: Q2 FY91 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1991 Apr. VT/820/1991
Physical Description: 1 videocassette of 1 (VHS) (30 min.) : sd., col. ; 1/2 in. (cy 1)
Subjects and Indexing Terms
Apple Computer, Inc.
Sculley, John -- Apple events -- 1991
Executive speeches
- Box 75, Videotape
4
Apple history in the making: Q2 FY91 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1991 Apr. VT/820/1991
Physical Description: 1 videocassette of 1 (VHS) (30 min.) : sd., col. ; 1/2 in. (cy 2)
Subjects and Indexing Terms
Apple Computer, Inc.
Sculley, John -- Apple events -- 1991
Executive speeches
- Box 75, Videotape
5
Rethinking the way we do business: the big picture [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1991 June VT/821/1991
Physical Description: 1 videocassette of 1 (VHS) (23 min.) : sd., col. ; 1/2 in. (cy 1)
Subjects and Indexing Terms
Apple Computer, Inc.
Spindler, Michael
Forum -- Discussion, debates
Apple Computer, Inc. -- Business model
Business, future
Executive speeches
- Box 75, Videotape
6
Rethinking the way we do business: the big picture [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1991 June VT/821/1991
Physical Description: 1 videocassette of 1 (VHS) (23 min.) : sd., col. ; 1/2 in. (cy 2)
Subjects and Indexing Terms
Apple Computer, Inc.
Spindler, Michael
Forum -- Discussion, debates
Apple Computer, Inc. -- Business model
Business, future
Executive speeches
-

Box 75, Videotape
7

Product information [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Oct. VT/861/1990

Physical Description: 1 videocassette of 1 (VHS) (12:02 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Products, new -- Introduction
Macintosh Classic
Macintosh LC
Macintosh IIsi
Executive speeches -- Puette, Bob

Box 75, Videotape
8

Wave of the future (1989: Oct. 31-Nov. 2: Kauai, Hawaii) [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1990 VT/867/1990

Physical Description: 1 videocassette of 1 (VHS) (61:38 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Apple Computer, Inc. -- Conferences

Box 75, Videotape
9

MacWorld Boston, August 8, 1990 [videotape] : keynote presentation by John Sculley. -- Boston, Mass. : Witlin & Waigand Productions, 1990 VT/872/1990

Physical Description: 1 videocassette of 1 (VHS) (75:53 min.) : sd., col. ; 1/2 in. (cy 1)

Subjects and Indexing Terms

Apple Computer, Inc.
MacWorld -- Boston
Forum -- Discussion, debates
Executive speeches -- Sculley, John

Box 75, Videotape
10

MacWorld Boston, August 8, 1990 [videotape] : keynote presentation by John Sculley. -- Boston, Mass. : Witlin & Waigand Productions, 1990 VT/872/1990

Physical Description: 1 videocassette of 1 (VHS) (75:53 min.) : sd., col. ; 1/2 in. (cy 2)

Subjects and Indexing Terms

Apple Computer, Inc.
MacWorld -- Boston
Forum -- Discussion, debates
Executive speeches -- Sculley, John

Box 76, Videotape
1

MacWorld expo 90 Boston, August 8, 1990 [videotape] : the open letter. -- Boston, Mass. : Witlin & Waigand Productions, 1990 VT/873/1990

Physical Description: 1 videocassette of 1 (VHS) (63:09 min.) : sd., col. ; 1/2 in. (cy 1)

Subjects and Indexing Terms

Apple Computer, Inc.
MacWorld -- U.S.--Boston
Forum -- Discussion, debates

Box 76, Videotape
2

MacWorld expo 90 Boston, August 8, 1990 [videotape] : the open letter. -- Boston, Mass. : Witlin & Waigand Productions, 1990 VT/873/1990

Physical Description: 1 videocassette of 1 (VHS) (63:09 min.) : sd., col. ; 1/2 in. (cy 2)

Subjects and Indexing Terms

Apple Computer, Inc.
MacWorld -- U.S.--Boston
Forum -- Discussion, debates

Box 76, Videotape
3

In business with Macintosh [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Sept. VT/893/1990

Physical Description: 1 videocassette of 1 (VHS) (37 min.) : sd., col. ; 1/2 in.

Scope and Content Note

Introduction -- Success stories -- A closer look -- Getting started -- Business development -- Accounting -- Business management -- Marketing materials

Subjects and Indexing Terms

Apple Computer, Inc.
Success stories -- Macintosh
Business -- Management
Accounting
Macintosh -- Demonstrations

Box 76, Videotape
4

First steps to help you make the grade [videotape] : early language. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Sept. VT/933

Physical Description: 1 videocassette of 1 (VHS) (25 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Education -- K-12
Computer applications -- Tutorials
Computers -- Study and teaching (Elementary)

Box 76, Videotape
5

Apple history in the making : Q3 FY91 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1991 VT/944/1991

Physical Description: 1 videocassette of 1 (VHS) (45 min.) : sd., col. ; 1/2 in.

Scope and Content Note

Features 30 minutes of highlights from April through June 1991. The video begins with a 15 minute conversation with John Sculley on the events of the past few months. Highlights and events from the quarter include: System 7.0's intro, the layoffs, a Manufacturing update, Apple's contribution to worthy social causes, a look at QuickTime, examples of our changing channels, clips of recent marketing tools including a selection of ads from around the world, and Apple's letter of intent with IBM.

Subjects and Indexing Terms

Apple Computer, Inc.
Apple events -- 1991
Television -- Advertising commercials
Executive speeches -- Sculley, John

Box 76, Videotape
6

Large business solutions: product development and manufacturing [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1991 VT/945/1991

Physical Description: 1 videocassette of 1 (VHS) (40:48 min.) : sd., col. ; 1/2 in.

Scope and Content Note

Show reel for Large Business Solutions Sales Tools: Product Development and Manufacturing module. Includes: 1. " Hudson Products Corporation: The Macintosh in Engineering & Manufacturing", 2. "Team Productivity: Integrated Product Development & Manufacturing", 3. "Scripps Clinic & Research Foundation: The Macintosh in Research", 4. " Teledyne Brown Engineering: The Macintosh in Engineering", 5. " Apple Manufacturing and the Macintosh", 6." Motorola, Inc.: The Macintosh in Manufacturing".

Subjects and Indexing Terms

Apple Computer, Inc.
Sales promotion
Business, computers in

Box 76, Videotape
7

Large business solutions: organizational productivity [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1991 VT/946/1991

Physical Description: 1 videocassette of 1 (VHS) (33:35 min.) : sd., col. ; 1/2 in.

Scope and Content Note

1. "Alaska Airlines: 1990 Airline of the Year" -- 2. "Setting up a Workgroup" -- 3. "Arranging a Group Meeting : Calendaring" -- 4. "MS-DOS Compatibility" -- 5. "Getting the Information You Need" -- 6. "Realtime Collaborative Work" -- 7. "Getting to Your Computer from Anywhere Anytime" -- 8. "Keeping Your Information Up to Date" -- 9. "Communicating Via E-Mail"

Subjects and Indexing Terms

Apple Computer, Inc.
Business, computers in
Apple success stories
NetCom
Productivity
Electronic mail

Box 76, Videotape
8

Large business solutions [videotape] : finance and planning. -- Cupertino, Calif. : Apple Computer, Inc., 1991 VT/947/1991

Physical Description: 1 videocassette of 1 (VHS) (26:35 min.) : sd., col. ; 1/2 in.

Scope and Content Note

1. " Macintosh at Work in Finance" -- 2. " Macintosh & PPG: Adding Value to your Financial Systems" -- 3. "FYPlan st Work" -- 4. "Apple Treasury : using the Macintosh for a Competitive Edge".

Subjects and Indexing Terms

Apple Computer, Inc.
Business, computers in
NetCom
Finance

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| Box 76, Videotape
9 | <p>Large business solutions [videotape] : marketing. -- Cupertino, Calif. : Apple Computer, Inc., 1991 VT/947/1991</p> <p>Physical Description: 1 videocassette of 1 (VHS) (21:47 min.) : sd., col. ; 1/2 in.</p> <p>Scope and Content Note</p> <p>1. "Macintosh in Marketing" -- 2. " Macintosh and Sylvania GTE" -- 3. "Macintosh in Marketing: Alaska Airlines".</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Business, computers in
NetCom
Finance</p> |
| Box 76, Videotape
10 | <p>Apple history in the making: Q1 FY92 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1992 VT/982/1992</p> <p>Physical Description: 1 videocassette of 1 (VHS) (32 min.) : sd., col. ; 1/2 in. (cy 1)</p> <p>Subjects and Indexing Terms</p> <p>Sculley, John
Apple Computer, Inc.
Apple events -- 1992
Television -- Advertising commercials
Executive speeches
Comdex
Products, new -- Introduction</p> |
| Box 77, Videotape
1 | <p>Apple history in the making: Q1 FY92 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1992 VT/982/1992</p> <p>Physical Description: 1 videocassette of 1 (VHS) (32 min.) : sd., col. ; 1/2 in. (cy 2)</p> <p>Subjects and Indexing Terms</p> <p>Sculley, John
Apple Computer, Inc.
Apple events -- 1992
Television -- Advertising commercials
Executive speeches
Comdex
Products, new -- Introduction</p> |
| Box 77, Videotape
2 | <p>Desktop presentations [videotape] : putting it all together. -- Cupertino, Calif. : Apple Computer, Inc., 1988 Dec. VT/985</p> <p>Physical Description: 1 videocassette of 1 (VHS) (9:54 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Desktop presentations
Desktop publishing
Macintosh</p> |
| Box 77, Videotape
3 | <p>Designing for the future [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989 June VT/987/1987</p> <p>Physical Description: 1 videocassette of 1 (VHS) (17:05 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Macintosh
Desktop publishing
Open architecture systems integration strategy (OASIS)</p> |
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Box 77, Videotape
4

Innovations in technology [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1992 Jan. 23 VT/990

Physical Description: 1 videocassette of 1 (VHS) (75 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Speech recognition -- Demonstrations
Rosebud -- Demonstrations
Education -- Future technologies
Virtual museum -- Demonstrations

Box 77, Videotape
5

Grey flannel navigator, part 1-3 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 Aug. 9 VT/994/1988

Physical Description: 1 videocassette of 1 (VHS) (8 min.) : sd., col. ; 1/2 in. (cy 1)

Subjects and Indexing Terms

Apple Computer, Inc.
Computers -- Future applications
Business applications
Information access

Box 77, Videotape
6

Grey flannel navigator, part 1-3 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 Aug. 9 VT/994/1988

Physical Description: 1 videocassette of 1 (VHS) (8 min.) : sd., col. ; 1/2 in. (cy 2)

Subjects and Indexing Terms

Apple Computer, Inc.
Computers -- Future applications
Business applications
Information access

Box 77, Videotape
7

How computers are changing the way we learn [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1992 VT/995/1992

Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Computer-assisted instruction
Computers and education

Box 77, Videotape
8

Macintosh solutions for math and science [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1992 VT/1003/1992

Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Apple TV
Engineering -- Experiments
Engineering -- Programs
Education, higher -- Curricula

Box 77, Videotape
9

Apple user group connection [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1990 June VT/1006/1990

Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Users group
Consumer influentials -- Macintosh
Executive speeches -- Sculley, John
Executive speeches -- Gasse, Jean-Louis

Box 77, Videotape
10

Multimedia in language & literacy [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1992 VT/1013/1992

Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Apple TV
Education -- Technological innovations
Products, established -- New uses
Literacy programs
Computers and literacy

Box 78, Videotape
1

Macintosh business solutions [videotape] : dare to compare. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/1015/1988

Physical Description: 1 videocassette of 1 (VHS) (30 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Word processing -- Demonstrations
Spreadsheet -- Demonstrations
Database -- Demonstrations
4th Dimension
Macintosh -- Testimonials

Box 78, Videotape
2

The power of Macintosh [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1990 VT/1024/1990

Physical Description: 1 videocassette of 1 (VHS) (14 min.) : sd., col. ; 1/2 in. (cy 1)

Subjects and Indexing Terms

Apple Computer, Inc.
Institute for Cognitive Science (UCSD)
MIS
Macintosh -- Testimonials

Box 78, Videotape
3

The power of Macintosh [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1990 VT/1024/1990

Physical Description: 1 videocassette of 1 (VHS) (14 min.) : sd., col. ; 1/2 in. (cy 2)

Subjects and Indexing Terms

Apple Computer, Inc.
Institute for Cognitive Science (UCSD)
MIS
Macintosh -- Testimonials

Box 78, Videotape
4

Apple product introduction, October 1991 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1991 VT/1025/1991

Physical Description: 1 videocassette of 1 (VHS) (24:55 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Products, new -- Introduction
Quadra
Macintosh Classic II
Powerbook
Scanners

Box 78, Videotape
5

Introduction to desktop publishing [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1986 VT/1029/1986

Physical Description: 1 videocassette of 1 (VHS) (14 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Creative Strategies Research International
Colophon, Inc.
ARCO
Desktop publishing
Electronic publishing
Macintosh -- Testimonials

Box 78, Videotape
6

Introduction Macintosh IIci [videotape] : a customer presentation. -- Cupertino, Calif. : Apple Computer, Inc., 1989 VT/1102

Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Computers--Macintosh IIci

Box 78, Videotape
7

The Apple solutions seminar [videotape] : Finance. -- Cupertino, Calif. : Apple Computer, Inc., 1992 VT/1104

Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Seminars
Finance
Planning
Budgeting

Box 78, Videotape
8

Vital [videotape] : a framework for integrating desktop technology into enterprise systems (db expo-3/24/92). -- Cupertino, Calif. : Apple Computer, Inc., 1992 VT/1118/1992

Physical Description: 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Integrated Desktop technology
Executive speeches -- Teradalsky, Morris
Executive speeches -- Coleman, Debbie
Executive speeches -- White, Blake
VITAL architecture

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| Box 78, Videotape
9 | <p>Large business solutions [videotape] : product development and manufacturing. -- Cupertino, Calif. : Apple Computer, Inc., 1992 VT/1118/1992</p> <p>Physical Description: 1 videocassette of 1 (VHS) (70:54 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Integrated Desktop technology
Executive speeches -- Teradalsky, Morris
Executive speeches -- Coleman, Debbie
Executive speeches -- White, Blake
VITAL architecture</p> |
| Box 78, Videotape
10 | <p>Apple presents the personal computer [videotape] : the Lisa. -- Cupertino, Calif. : Apple Computer, Inc., 1983 VT/1162/1983</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 1)</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
LISA</p> |
| Box 79, Videotape
1 | <p>Apple presents the personal computer [videotape] : the Lisa. -- Cupertino, Calif. : Apple Computer, Inc., 1983 VT/1162/1983</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. (cy 2)</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
LISA</p> |
| Box 79, Videotape
2 | <p>Mac advantage [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/1168/1988</p> <p>Physical Description: 1 videocassette of 1 (VHS) (5:43 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Computers -- Macintosh
Macintosh -- Testimonials</p> |
| Box 79, Videotape
3 | <p>Partners in productivity [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1984 VT/1173/1984</p> <p>Physical Description: 1 videocassette of 1 (VHS) (8 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Sculley, John
Apple Computer, Inc.
Macintosh -- Testimonials
LISA</p> |
| Box 79, Videotape
4 | <p>MacWorld San Francisco, January 13, 1992 [videotape] : keynote presentation John Sculley, Chairman and C.E.O., Apple Computer, Inc.. -- Cupertino, Calif. : Apple Computer, Inc., 1992 VT/1201/1992</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
MacWorld -- Exhibitions
San Francisco--California
Forum -- Discussion, debates
Executive speeches
Trade shows
Technology -- Exhibitions</p> |
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Box 79, Videotape
5

Apple history in the making: Q2-Q3 FY92 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1992 Aug. VT/1202/1992

Physical Description: 1 videocassette of 1 (VHS) (17 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Apple events -- 1992

Box 79, Videotape
6

The writing center central/Hower High School Akron public schools tv center [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1987 Feb. VT/1204/1987

Physical Description: 1 videocassette of 1 (VHS) (14 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Writing centers -- Ohio -- Akron
Hower High School

Box 79, Videotape
7

Sales [videotape] : 1991. -- Cupertino, Calif. : Apple Computer, Inc., 1991 VT/1206/1991

Physical Description: 1 videocassette of 1 (VHS) (22:10 min.) : sd., col. ; 1/2 in.

Scope and Content Note

Part 1 - Macintosh in Sales at Storage Technology (6:30 min.) -- Part 2 - Macintosh at work in sales (9:01 min.) -- Part 3 - Macintosh in sales at Connaught Laboratories (6:39 min.)

Subjects and Indexing Terms

Apple Computer, Inc.
Storage technology -- PowerBook
PowerBook -- Remote access
PowerBook -- Customer presentations

Box 79, Videotape
8

MacWorld 91 [Videotape] : Sculley speech. -- Boston, Mass. : Witlin & Waigand Productions., 1991 VT/1210/1991

Physical Description: 1 videocassette of 1 (VHS) (22:10 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
MacWorld
Forum -- Discussion, debates
Executive speeches -- Sculley, John

Box 79, Videotape
9

Apple Library user group annual meeting [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1992 July 1 VT/1225/1992

Physical Description: 1 videocassette of 1 (VHS) (111 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Executive speeches -- Wozniak, Steve
Rosebud -- Demonstrations
Virtual Museum -- Demonstrations
Multimedia presentations
Users group

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| Box 79, Videotape
10 | <p>The Sun is not a Mac [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1992
VT/1225/1992</p> <p>Physical Description: 1 videocassette of 1 (VHS) (35 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Executive speeches -- Wozniak, Steve
Rosebud -- Demonstrations
Virtual Museum -- Demonstrations
Multimedia presentations
Users group</p> |
| Box 80, Videotape
1 | <p>Wireless coyote [videotape]. -- Diet version. -- Cupertino, Calif. : Apple Computer, Inc., 1992 VT/1232/1992</p> <p>Physical Description: 1 videocassette of 1 (VHS) (5:50 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Apple Classroom of Tomorrow (ACOT)
Wireless communications</p> |
| Box 80, Videotape
2 | <p>Information harvesting and client/server architecture [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1992 VT/1233/1992</p> <p>Physical Description: 1 videocassette of 1 (VHS) (90 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Stancombe, Bruce
Li, Dominic
Cook, Steve
Stallard, Charlie
Chowdary, Subhash
Apple Computer, Inc.
Information harvesting
Client/server computing
VITAL architecture</p> |
| Box 80, Videotape
3 | <p>An introduction to the AppleTalk network system in K-12 schools [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1989 VT/1247/1989</p> <p>Physical Description: 1 videocassette of 1 (VHS) (28:11 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
AppleTalk -- Networks -- K-12</p> |
| Box 80, Videotape
4 | <p>Mapping : a tool in developing functional strategies [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1987 VT/1254/1987</p> <p>Physical Description: 1 videocassette of 1 (VHS) (88:24 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Mapping -- Strategies</p> |
| Box 80, Videotape
5 | <p>Employee communications quarterly meeting, Q3, FY86 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1986 VT/1272/1986</p> <p>Physical Description: 1 videocassette of 1 (VHS) (57:45 min.) : sd., col. ; 1/2 in. (cy 1)</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
Employee communications meeting</p> |
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- Box 80, Videotape
6
- Employee communications quarterly meeting, Q3, FY86 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1986** VT/1272/1986
- Physical Description:** 1 videocassette of 1 (VHS) (57:45 min.) : sd., col. ; 1/2 in. (cy 2)
- Subjects and Indexing Terms**
- Apple Computer, Inc.
Employee communications meeting
- Box 80, Videotape
7
- Apple training alliance T3 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988** VT/1280/1988
- Physical Description:** 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Subjects and Indexing Terms**
- Burns, Diane
Roberts, John
Kawasaki, Guy
Apple Computer, Inc.
Sales -- Customer support
Customer service
- Box 80, Videotape
8
- Apple's future directions communications meeting with John Sculley, July 2, 1985 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1985** VT/1297/1985
- Physical Description:** 1 videocassette of 1 (VHS) (60 min.) : sd., col. ; 1/2 in.
- Subjects and Indexing Terms**
- Apple Computer, Inc.
Employee communications meeting
Executive speeches -- Sculley, John
- Box 80, Videotape
9
- Michael Spindler in a discussion of AQM [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1992** VT/1322/1992
- Physical Description:** 1 videocassette of 1 (VHS) (10:29 min.) : sd., col. ; 1/2 in.
- Subjects and Indexing Terms**
- Spindler, Michael
Apple Computer, Inc.
Quality assurance -- Management
Quality control -- Management
Total quality management (TQM)
Management -- Employee participation
AQM
- Box 80, Videotape
10
- Patents at Apple [videotape] : Apple's future depends on you. -- Cupertino, Calif. : Apple Computer, Inc., 1992** VT/1323/1992
- Physical Description:** 1 videocassette of 1 (VHS) (9:30 min.) : sd., col. ; 1/2 in.
- Subjects and Indexing Terms**
- Apple Computer, Inc.
Inventions
Patents
Software protection
Copyright

Box 81, Videotape
1

Seminar for one, no. 3 [videotape] : applications development in the 1990's : making the transition. -- Cupertino, Calif. : Apple Computer, Inc., 1991

VT/1324/no. 3/1991

Physical Description: 1 videocassette of 1 (VHS) (54:54 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Christoff, Russ
Apple Computer, Inc.
Local area networks
Computers -- Application development
Consumer influentials

Box 81, Videotape
2

Seminar for one, no. 4 [videotape] : Apple/IBM alliance. -- Cupertino, Calif. : Apple Computer, Inc., 1992 VT/1324/no. 4/1991

Physical Description: 1 videocassette of 1 (VHS) (51:27 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Christoff, Russ
Apple Computer, Inc.
Local area networks
Computers -- Application development
Consumer influentials

Box 81, Videotape
3

Seminar for one, no. 5 [videotape] designing client/server systems: case studies. -- Cupertino, Calif. : Apple Computer, Inc., 1992 VT/1324/1992

Physical Description: 1 videocassette of 1 (VHS) (51:01 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Client/server computing
Software -- Application development

Box 81, Videotape
4

PowerBook "Beyond the desktop" [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1992 VT/1330/1992

Physical Description: 1 videocassette of 1 (VHS) (9:15 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Products, new -- Promotion
PowerBook
DuoDock
AppleCD SC150

Box 81, Videotape
5

PowerBook "Beyond the desktop" [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1992 VT/1330/1992

Physical Description: 1 videocassette of 1 (VHS) (9:16 min.) : sd., col. ; 1/2 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Products, new -- Promotion
PowerBook
DuoDock
AppleCD SC150

- Box 81, Videotape
6
- Special effects [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1992**
VT/1337/1992
- Physical Description:** 1 videocassette of 1 (VHS) (2:13 min.) : sd., col. ; 1/2 in.
- Subjects and Indexing Terms**
- Stone, Carl B. , Producer
Apple Computer, Inc.
Computer animation -- Special effects
- Box 81, Videotape
7
- Making connections social studies through technology [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1991**
VT/1343/1991
- Physical Description:** 1 videocassette of 1 (VHS) (8:30 min.) : sd., col. ; 1/2 in.
- Subjects and Indexing Terms**
- Apple Computer, Inc.
Education, computers in
Curricula -- Computer programs
- Box 81, Videotape
8
- Macintosh II: a technical introduction [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1987**
VT/1352/1984
- Physical Description:** 1 videocassette of 1 (VHS) (9 min.) : sd., col. ; 1/2 in.
- Subjects and Indexing Terms**
- Apple Computer, Inc.
Products, new -- Introduction
Products, new -- Promotion
Products, family of -- Macintosh
- Box 81, Videotape
9
- Apple user group connection [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 Aug.**
VT/1369/1988
- Physical Description:** 1 videocassette of 1 (VHS) (65 min.) : sd., col. ; 1/2 in.
- Subjects and Indexing Terms**
- Wozniak, Steve
Yocam, Del
Apple Computer, Inc.
Users group
AppleFest
- Box 81, Videotape
10
- Ethics [videotape] : the way we do business worldwide. -- Cupertino, Calif. : Apple Computer, Inc., 1993 Apr.**
VT/1372/1993
- Physical Description:** 1 videocassette of 1 (VHS) (14:45 min.) : sd., col. ; 1/2 in.
- Subjects and Indexing Terms**
- Apple Computer, Inc.
Business ethics
- Box 82, Videotape
1
- EC QuickTakes [videotape] : worldwide operations: new solutions. -- Cupertino, Calif. : Apple Computer, Inc., 1993**
VT/1375/1993
- Physical Description:** 1 videocassette of 1 (VHS) (7 min.) : sd., col. ; 1/2 in.
- Subjects and Indexing Terms**
- Apple Computer, Inc.
Business forecasting
Strategic alliances
Strategic planning -- Business

- Box 82, Videotape
2 **User group connection [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 Apr.** VT/1382/1988
 Physical Description: 1 videocassette of 1 (VHS) (58 min.) : sd., col. ; 1/2 in.
 Subjects and Indexing Terms
 Apple Computer, Inc.
 Users group
 Executive speeches -- Sculley, John
- Box 82, Videotape
3 **Anthology of nine commercials [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1984** VT/1386/1984
 Physical Description: 1 videocassette of 1 (VHS) (5 min.) : sd., col. ; 1/2 in.
 Subjects and Indexing Terms
 Apple Computer, Inc.
 Television -- Advertising commercials, Apple IIc
 Television -- Advertising commercials, Apple II
 Television -- Advertising commercials -- 1984
- Box 82, Videotape
4 **Creating the PowerBooks [videotape] : behind the scenes. -- Cupertino, Calif. : Apple Computer, Inc., 1991** VT/1406/1991
 Physical Description: 1 videocassette of 1 (VHS) (12:01 min.) : sd., col. ; 1/2 in.
 Subjects and Indexing Terms
 Apple Computer, Inc.
 Products, new -- Promotion
 PowerBook
- Box 82, Videotape
5 **Double play [videotape] : an introduction to Macintosh basse media integration. -- Cupertino, Calif. : Apple Computer, Inc., 1992** VT/1496/1992
 Physical Description: 1 videocassette of 1 (VHS) (12:25 min.) : sd., col. ; 1/2 in.
 Subjects and Indexing Terms
 Apple Computer, Inc.
 Double Play -- Software
 Software -- Demonstrations
 Media integration -- Workstation
- Box 82, Videotape
6 **1944 (1985: Annual sales conf. video) [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1985** VT/1572/1985
 Physical Description: 1 videocassette of 1 (VHS) (8:41 min.) : sd., col. ; 1/2 in.
 Subjects and Indexing Terms
 Apple Computer, Inc.
 Apple Computer, Inc. -- Conferences
 Products, new -- Promotion
 Macintosh -- Humorous newsreel
- Box 83, Videotape
1 **Bluebusters [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1984** VT/95/1984
 Physical Description: 1 videocassette of 1 (U-matic) (4:14 min.) : sd., col. ; 3/4 in.
 Subjects and Indexing Terms
 Apple Computer, Inc.
 IBM
 Macintosh
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Box 83, Videotape
2

Knowledge navigator [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1987
Jan. VT/224/1987

Physical Description: 1 videocassette of 1 (U-matic) (5:45 min.) : sd., col. ; 3/4 in.

Subjects and Indexing Terms

Apple Computer, Inc.
Future technologies
Computers and education
Computers -- Future applications

Box 83, Videotape
3

HyperCard 1992 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988
VT/270/1988

Physical Description: 1 videocassette of 1 (U-matic) (7:10 min.) : sd., col. ; 3/4 in. protection master (cy 1)

Subjects and Indexing Terms

Apple Computer, Inc.
HyperCard
Multimedia
Future applications
Winter olympics

Box 83, Videotape
4

HyperCard 1992 [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988
VT/270/1988

Physical Description: 1 videocassette of 1 (U-matic) (7:10 min.) : sd., col. ; 3/4 in. (cy 2)

Subjects and Indexing Terms

Apple Computer, Inc.
HyperCard
Multimedia
Future applications
Winter olympics

Box 83, Videotape
5

In search of excellence [videotape]. -- [S.I.] : PBS, 1985 VT/289/1985

Physical Description: 1 videocassette of 1 (U-matic) (90 min.) : sd., col. ; 3/4 in. (cy 1)

Subjects and Indexing Terms

Peters, Tomas J.
Apple Computer, Inc.
Walt Disney World (Fla.)
McDonald's Corporation
Industrial management -- U.S.
Management
Sociology
Economics

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| Box 83, Videotape
6 | <p>In search of excellence [videotape]. -- [S.I.] : PBS, 1985 VT/289/1985</p> <p>Physical Description: 1 videocassette of 1 (U-matic) (90 min.) : sd., col. ; 3/4 in. (cy 2)</p> <p>Subjects and Indexing Terms</p> <p>Peters, Tomas J.
 Apple Computer, Inc.
 Walt Disney World (Fla.)
 McDonald's Corporation
 Industrial management -- U.S.
 Management
 Sociology
 Economics</p> |
| Box 84, Videotape
1 | <p>Apple business learning: ahead of the game [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1988 VT/703/1988</p> <p>Physical Description: 1 videocassette of 1 (VHS) (9:08 min.) : sd., col. ; 1/2 in.</p> <p>Subjects and Indexing Terms</p> <p>Sculley, John
 Apple Computer, Inc.
 HyperCard
 Macintosh -- Success stories
 Multimedia -- Business applications</p> |
| Box 84, Videotape
2 | <p>HyperCard for interactive video [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1987 VT/931/1987</p> <p>Physical Description: 1 videocassette of 1 (VHS) : sd., col. ; 1/2 in. + 2 computer diskette ; 3.5 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
 HyperCard -- Independent study
 Interactive video -- HyperCard</p> |
| Box 84, Videotape
3 | <p>Apple's commitment: higher education [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1986 VT/1030/1986</p> <p>Physical Description: 1 videocassette of 1 (U-matic) (5:09 min.) : sd., col. ; 3/4 in.</p> <p>Subjects and Indexing Terms</p> <p>Apple Computer, Inc.
 Macintosh -- Higher education
 Executive speeches -- Sculley, John</p> |

Subseries 14.9 Audiocassettes

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|----------------------------|---|
| Box 87,
Audiocassette 1 | <p>The Apple boogie. -- Cupertino : Apple Computer, Inc., 1982 - 1987</p> <p>Physical Description: 1 sound cassette</p> |
| Box 87,
Audiocassette 2 | <p>Apple "Elvis" segment, n.d.</p> <p>Physical Description: 1 sound cassette : Dolby B</p> |
| Box 87,
Audiocassette 3 | <p>Apple II forever, n.d.</p> <p>Physical Description: 1 sound cassette</p> |
| Box 87,
Audiocassette 4 | <p>Apple news from the Louisiana territory, 1991</p> <p>Physical Description: 1 sound cassette</p> |
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- Box 87,
Audiocassette 5 **Building quality into software / Tom DeMarco, 1989 Dec. 7**
 Physical Description: 1 sound cassette (90 min.)
- Box 87,
Audiocassette 6 **Fall 1990 new products : Macintosh II, LC, Classic, Macintosh 12" RGB & Macintosh 12" mono displays. -- Cupertino, Calif. : Apple Computer, Inc., 1990**
 Physical Description: 1 sound cassette
- Box 87,
Audiocassette 7 **Forever. -- Cupertino, Calif. : Apple Computer, Inc., 1990**
 Physical Description: 1 sound cassette
- Box 87,
Audiocassette 8 **French vision. -- Cupertino, Calif. : Apple Computer, Inc., 1984 Nov. 27**
 Physical Description: 1 sound cassette
- Box 87,
Audiocassette 9 **A guided tour of MacDraw. -- Cupertino, Calif. : Apple Computer, Inc., n.d.**
 Physical Description: 1 sound cassette
- Box 87,
Audiocassette 10 **A guided tour of MacWrite-MacPaint. -- Cupertino, Calif. : Apple Computer, Inc., n.d.**
 Physical Description: 1 sound cassette (cy 1)
- Box 87,
Audiocassette 11 **A guided tour of MacWrite-MacPaint. -- Cupertino, Calif. : Apple Computer, Inc., n.d.**
 Physical Description: 1 sound cassette (cy 2)
- Box 87,
Audiocassette 12 **The Macintosh family : positioning and information. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Mar.**
 Physical Description: 1 sound cassette
- Box 87,
Audiocassette 13 **Introduction : Macintosh IIci competitive information & Macintosh portable competitive information. -- Cupertino, Calif. : Apple Computer, Inc., n.d.**
 Physical Description: 1 sound cassette
- Box 87,
Audiocassette 14 **Large business radio. -- Cupertino, Calif. : Apple Computer, Inc., 1992 Apr.**
 Physical Description: 1 sound cassette
Scope and Content Note
Vital : what it means for you and your customer
- Box 87,
Audiocassette 15 **Large business radio. -- Cupertino, Calif. : Apple Computer, Inc., 1992 June**
 Physical Description: 1 sound cassette
Scope and Content Note
Strategic alliance update
- Box 87,
Audiocassette 16 **Macintosh plus : a guided tour. -- Cupertino, Calif. : Apple Computer, Inc., 1986**
 Physical Description: 1 sound cassette
- Box 87,
Audiocassette 17 **Macintosh vs. Windows. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Sept.**
 Physical Description: 1 sound cassette (cy 1)
- Box 87,
Audiocassette 18 **Macintosh vs. Windows. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Sept.**
 Physical Description: 1 sound cassette (cy 2)
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| Box 87,
Audiocassette 19 | Market intelligence update : competitive response. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Sept. 19
Physical Description: 1 sound cassette (30 min.) |
| Box 87,
Audiocassette 20 | Market intelligence update. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Feb.
Physical Description: 1 sound cassette |
| Box 87,
Audiocassette 21 | Market intelligence update. -- Cupertino, Calif. : Apple Computer, Inc., 1990 May
Physical Description: 1 sound cassette |
| Box 87,
Audiocassette 22 | Market intelligence update. -- Cupertino, Calif. : Apple Computer, Inc., 1991 Mar.
Physical Description: 1 sound cassette |
| Box 87,
Audiocassette 23 | Market intelligence update. -- Cupertino, Calif. : Apple Computer, Inc., 1991 Apr.
Physical Description: 1 sound cassette |
| Box 87,
Audiocassette 24 | Market intelligence update. -- Cupertino, Calif. : Apple Computer, Inc., 1991 May
Physical Description: 1 sound cassette |
| Box 87,
Audiocassette 25 | Market intelligence update. -- Cupertino, Calif. : Apple Computer, Inc., 1991 June
Physical Description: 1 sound cassette (cy 1) |
| Box 87,
Audiocassette 26 | Market intelligence update. -- Cupertino, Calif. : Apple Computer, Inc., 1991 June
Physical Description: 1 sound cassette (cy 2) |
| Box 87,
Audiocassette 27 | Market intelligence update. -- Cupertino, Calif. : Apple Computer, Inc., 1992 Apr.
Physical Description: 1 sound cassette |
| Box 87,
Audiocassette 28 | Market intelligence update. -- Cupertino, Calif. : Apple Computer, Inc., 1992 May
Physical Description: 1 sound cassette |
| Box 87,
Audiocassette 29 | Market intelligence update. -- Cupertino, Calif. : Apple Computer, Inc., 1992 July
Physical Description: 1 sound cassette |
| Box 87,
Audiocassette 30 | Market intelligence update. -- Cupertino, Calif. : Apple Computer, Inc., 1992 Aug.
Physical Description: 1 sound cassette |
| Box 87,
Audiocassette 31 | Marketing breakfast - international. -- Cupertino, Calif. : Apple Computer, Inc., 1983 July 14
Physical Description: 1 sound cassette |
| Box 87,
Audiocassette 32 | Marketing breakfast - international. -- Cupertino, Calif. : Apple Computer, Inc., 1983 July 14
Physical Description: 1 sound cassette |
| Box 87,
Audiocassette 33 | Middle managers. -- Cupertino, Calif. : Apple Computer, Inc., 1986 June 23
Physical Description: 1 sound cassette |
| Box 87,
Audiocassette 34 | North Pacific newstape : a quarterly summary of North Pacific Area news. -- Palo Alto, Calif. : Apple Computer, Inc., 1987
Physical Description: 1 sound cassette |
| Box 87,
Audiocassette 35 | Product training Macintosh family positioning : featuring Macintosh IIci and Macintosh portable. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Sept.
Physical Description: 1 sound cassette |
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- Box 87,
Audiocassette 36 **Radio Apple, Vol. 1. : The competitive value of diversity. -- Cupertino, Calif. : Apple Computer, Inc., 1987 Sept.**
 Physical Description: 1 sound cassette (19:25 min.)
- Box 87,
Audiocassette 37 **Radio Apple, Vol. 2 : Exceptional growth. -- Cupertino, Calif. : Apple Computer, Inc., 1988 Aug.**
 Physical Description: 1 sound cassette (23:30 min.) (cy 1)
- Box 87,
Audiocassette 38 **Radio Apple, Vol. 2 : Exceptional growth. -- Cupertino, Calif. : Apple Computer, Inc., 1988 Aug.**
 Physical Description: 1 sound cassette (23:30 min.) (cy 2)
- Box 87,
Audiocassette 39 **Radio Apple. Special edition : Apple's Global Leader's meeting including New Enterprise. -- Cupertino, Calif. : Apple Computer, Inc., 1988 Oct.**
 Physical Description: 1 sound cassette (27 min.) (cy 1)
- Box 87,
Audiocassette 40 **Radio Apple. Special edition : Apple's Global Leader's meeting including New Enterprise. -- Cupertino, Calif. : Apple Computer, Inc., 1988 Oct.**
 Physical Description: 1 sound cassette (27 min.) (cy 2)
- Box 88,
Audiocassette 1 **90WWDC-6 Thursday keynote : John Sculley. -- (Apple Worldwide Developer's Conference, 1990), 1990**
 Physical Description: 1 sound cassette
 Subjects and Indexing Terms
 Sculley, John
- Box 88,
Audiocassette 2 **Bay Area Council. Speaker : John Sculley / KQED-FM, 1987 Jan. 16**
 Physical Description: 1 sound cassette
 Subjects and Indexing Terms
 Sculley, John
- Box 88,
Audiocassette 3 **Cincinnati dinner, n.d.**
 Physical Description: 1 sound cassette
 Subjects and Indexing Terms
 Sculley, John
- Box 88,
Audiocassette 4 **French Project journal. John Sculley, 1985 Feb. 16**
 Physical Description: 1 sound cassette
 Subjects and Indexing Terms
 Sculley, John
- Box 88,
Audiocassette 5 **Interview Chris Wittle, Esquire Magazine, 1984 Oct. 11**
 Physical Description: 1 sound cassette
 Subjects and Indexing Terms
 Sculley, John
- Box 88,
Audiocassette 6 **John Sculley interview, Geneve, 1984 Oct. 31**
 Physical Description: 1 sound cassette
 Subjects and Indexing Terms
 Sculley, John
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Box 88,
Audiocassette 7

John Sculley German speeches, Koln Apple expo, n.d.

Physical Description: 1 sound cassette

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 8

GM project, 1985 Mar. 5

Physical Description: 1 sound cassette

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 9

Kay Holland interview : John Sculley, n.d.

Physical Description: 1 sound cassette

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 10

John Sculley : Infocorp speech, 1984 Dec. 11

Physical Description: 1 sound cassette

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 11

Investors in the Air. The John Sculley interview, n.d. July - Aug.

Physical Description: 1 sound cassette (cy 1)

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 12

Investors in the Air. The John Sculley interview, n.d. July - Aug.

Physical Description: 1 sound cassette (cy 2)

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 13

John Sculley / WNBC, 1987 Oct. 29

Physical Description: 1 sound cassette

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 14

The Larry King show, no. 1, 1989 Oct. 14

Physical Description: 1 sound cassette (cy 1)

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 15

The Larry King show, no. 2, 1989 Oct. 14

Physical Description: 1 sound cassette (cy 1)

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 16

The Larry King show, no. 1, 1989 Oct. 14

Physical Description: 1 sound cassette (cy 2)

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 17

The Larry King show, no. 2, 1989 Oct. 14

Physical Description: 1 sound cassette (cy 2)

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 18

John Sculley presentation to MIT Sloan School, 1984 Sept. 26

Physical Description: 1 sound cassette

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 19

PCBA banquet, 1980 Jan. 29

Physical Description: 1 sound cassette

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 20

PBG - Palm Springs, n.d.

Physical Description: 1 sound cassette

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 21

Philadelphia challenge, n.d.

Physical Description: 1 sound cassette

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 22

John Sculley : Reflections. -- (Powersharing series, no. 164). -- Riverside, Conn. : Powersharing, Inc., 1987

Physical Description: 1 sound cassette (cy 1)

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 23

John Sculley : Reflections. -- (Powersharing series, no. 164). -- Riverside, Conn. : Powersharing, Inc., 1987

Physical Description: 1 sound cassette (cy 2)

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 24

John Sculley : sales meeting, Boca, 1986 Sept.

Physical Description: 1 sound cassette

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 25

John Sculley speech to Ad Age, Ad Week, Conrad Hilton, Chicago, 1979 Aug. 19

Physical Description: 1 sound cassette

Subjects and Indexing Terms

Sculley, John

Box 88,
Audiocassette 26

John Sculley speech to sales force, 1979 Sept. 5

Physical Description: 1 sound cassette

Subjects and Indexing Terms

Sculley, John

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| Box 88,
Audiocassette 27 | <p>Speech to SDO employees, Pepsi, Marion, III., 1979 Dec. 18
 Physical Description: 1 sound cassette
 Subjects and Indexing Terms
 Sculley, John</p> |
| Box 88,
Audiocassette 28 | <p>Tomorrow's odyssey : what Apple has to do next / John Sculley, 1988
 Physical Description: 1 sound cassette
 Subjects and Indexing Terms
 Sculley, John</p> |
| Box 88,
Audiocassette 29 | <p>John Sculley : Wharton graduate orientation, 1979 Sept. 4
 Physical Description: 1 sound cassette
 Subjects and Indexing Terms
 Sculley, John</p> |
| Box 89,
Audiocassette 1 | <p>MacBug blues [kit] (copy 1), 1991 Kit 28
 Physical Description: 1 sound cassette + 1 computer diskette ; 3.5 in. + 1 v.
 Subjects and Indexing Terms
 Sculley, John</p> |
| Box 89,
Audiocassette 2 | <p>MacBugs blues [kit] (copy 2), 1991 Kit 28
 Physical Description: 1 sound cassette + 1 computer diskette ; 3.5 in. + 1 v.
 Subjects and Indexing Terms
 Sculley, John</p> |
| Box 92,
Audiocassette 1 | <p>The Apple boogie. -- Cupertino : Apple Computer, Inc., 1982 - 1987
 Physical Description: 1 sound cassette (cy 2)</p> |
| Box 92,
Audiocassette 2 | <p>Apple Computer. -- Los Angeles : BBDO/West ; dist. Multimedia Services, , n.d.
 Physical Description: 1 sound cassette
 Scope and Content Note
 AP 2186 Speak for yourself (30 sec.) -- AP 2086 1812-A (30 sec.) -- AP 1986 Fall Back-A (30 sec.) -- AP 2586 Open House ver. A rev. (1 min.) -- AP 2787 Returns #1 (1 min.) -- AP 2788 Returns revisited (1 min.)</p> |
| Box 92,
Audiocassette 3 | <p>Apple Computer. Chicago. 6:00 p.m. I, 1983 May 2
 Physical Description: 1 sound cassette</p> |
| Box 92,
Audiocassette 4 | <p>Apple Computer. Chicago. 6:00 p.m. III, 1983 May 2
 Physical Description: 1 sound cassette</p> |
| Box 92,
Audiocassette 5 | <p>Apple Computer. Chicago. 8:00 p.m. I, 1983 May 2
 Physical Description: 1 sound cassette</p> |
| Box 92,
Audiocassette 6 | <p>Apple Computer. Chicago. 8:00 p.m. III, 1983 May 2
 Physical Description: 1 sound cassette</p> |
| Box 92,
Audiocassette 7 | <p>Apple Horizons. Education Sales seminar. Module 1 : how to talk to your Apple, 1982
 Physical Description: 1 sound cassette</p> |
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Box 92, Audiocassette 8	Apple Horizons. Education Sales seminar. Module II : microcomputer applications, 1982 Physical Description: 1 sound cassette
Box 92, Audiocassette 9	Apple Horizons. Education Sales seminar. Module III : making software decisions, 1982 Physical Description: 1 sound cassette
Box 92, Audiocassette 10	Apple Horizons. Education Sales seminar. Module IV : selecting a personal computer, 1982 Physical Description: 1 sound cassette
Box 92, Audiocassette 11	Apple Horizons. Apple III : a beginning. Module 1 : the Apple III system, 1982 Physical Description: 1 sound cassette
Box 92, Audiocassette 12	Apple Horizons. Apple III : a beginning. Module 2 : applications software, 1982 Physical Description: 1 sound cassette
Box 92, Audiocassette 13	Apple Horizons. Apple III : a beginning. Module 3 : working together - hardware and software, 1982 Physical Description: 1 sound cassette
Box 92, Audiocassette 14	Apple Horizons. Apple III : getting organized. Module 1 : organizing & managing information, 1983 Physical Description: 1 sound cassette
Box 92, Audiocassette 15	Apple Horizons. Apple III : getting organized. Module 2 : using peripheral devices, 1983 Physical Description: 1 sound cassette
Box 92, Audiocassette 16	Apple Horizons. Small business and professional practice seminar. Module 1 : business needs and solutions, 1983 Physical Description: 1 sound cassette
Box 92, Audiocassette 17	Apple Horizons. Small business and professional practice seminar. Module 2 : Apple IIe version Apple applications, 1983 Physical Description: 1 sound cassette
Box 92, Audiocassette 18	Apple Horizons. Small business and professional practice seminar. Module 2 : Apple III version Apple applications, 1983 Physical Description: 1 sound cassette
Box 92, Audiocassette 19	Apple II forever, 1984 Physical Description: 1 sound cassette Master
Box 92, Audiocassette 20	Apple II forever, 1984 Physical Description: 1 sound cassette USE copy
Box 92, Audiocassette 21	DeMarco, Tom. Building quality into software : uncut recording of a 12/7/89 presentation at Apple Computer, , 1989 Dec. 7 Physical Description: 1 sound cassette (90 min.)
Box 92, Audiocassette 22	A guided tour of MacProject / Bob Loftis, 1984 Physical Description: 1 sound cassette

Box 92, Audiocassette 23	<p>Impressions, n.d.</p> <p>Physical Description: 1 sound cassette Master</p> <p>Scope and Content Note</p> <p>National account program -- K-12 education program -- University consortium program -- Value added reseller program</p>
Box 92, Audiocassette 24	<p>Impressions, n.d.</p> <p>Physical Description: 1 sound cassette Use copy</p> <p>Scope and Content Note</p> <p>National account program -- K-12 education program -- University consortium program -- Value added reseller program</p>
Box 92, Audiocassette 25	<p>Impressions, n.d.</p> <p>Physical Description: 1 sound cassette Master</p> <p>Scope and Content Note</p> <p>Corporate strategy and overview -- Macintosh/LISA family -- Apple II family -- Datacommunications -- Service and support general -- Service and support for National account, K-12, and University -- Service and support for value added resellers</p>
Box 92, Audiocassette 26	<p>Impressions, n.d.</p> <p>Physical Description: 1 sound cassette Use copy</p> <p>Scope and Content Note</p> <p>Corporate strategy and overview -- Macintosh/LISA family -- Apple II family -- Datacommunications -- Service and support general -- Service and support for National account, K-12, and University -- Service and support for value added resellers</p>
Box 92, Audiocassette 27	<p>Intelligent choices merchandise plan training materials. Desktop / Plan automatic demonstration, 1980</p> <p>Physical Description: 1 sound cassette</p>
Box 92, Audiocassette 28	<p>Leading the way : Apple Computer, 1984</p> <p>Physical Description: 1 sound cassette</p>
Box 92, Audiocassette 29	<p>The Macintosh family : positioning and information, 1989 Mar.</p> <p>Physical Description: 1 sound cassette Master</p>
Box 92, Audiocassette 30	<p>The Macintosh family : positioning and information, 1989 Mar.</p> <p>Physical Description: 1 sound cassette Use copy</p>
Box 92, Audiocassette 31	<p>Macintosh Plus : a guided tour, 1985</p> <p>Physical Description: 1 sound cassette Master</p>
Box 92, Audiocassette 32	<p>Macintosh Plus : a guided tour, 1985</p> <p>Physical Description: 1 sound cassette Use copy</p>
Box 92, Audiocassette 33	<p>New employee orientation : theme music, 1986 Jan.</p> <p>Physical Description: 1 sound cassette</p>
Box 92, Audiocassette 34	<p>New product support engineer interviews, 1991 Oct.</p> <p>Physical Description: 1 sound cassette</p>
Box 92, Audiocassette 35	<p>Profit sharing boogie, n.d.</p> <p>Physical Description: 1 sound cassette</p>

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| Box 92,
Audiocassette 36 | San Diego 8340-01 Computer owners, 6:00 p.m., males & females, 1983 May 3
Physical Description: 1 sound cassette |
| Box 92,
Audiocassette 37 | San Diego 8340-01 Computer owners, 8:00 p.m., males & females, 1983 May 3
Physical Description: 1 sound cassette |
| Box 92,
Audiocassette 38 | Xerox. Apple institucional / ofertazo, n.d.
Physical Description: 1 sound cassette |
| Box 92,
Audiocassette 39 | The Planning Forum conference - San Francisco. Chaos : a new ally?, 1985 May 22-25
Physical Description: 1 sound cassette |
| Box 92,
Audiocassette 40 | The Planning Forum conference - San Francisco. Front line strategic management : marketing success at Marriott, 1985 May 22-25
Physical Description: 1 sound cassette |
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Subseries 14.10 Reel-to-reel audiotapes

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| Box 89, Tape 3 | John Sculley, Miami, 1973 Nov. 16
Physical Description: 1 sound tape reel
Subjects and Indexing Terms
Sculley, John |
| Box 89, Tape 4 | John Sculley PCBA banquet, 1980 Jan. 29
Physical Description: 1 sound tape reel
Subjects and Indexing Terms
Sculley, John |
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Subseries 14.11 Film reels

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| Box 89, Reel 5 | Apple Computers / Chiat Day, n.d.
Physical Description: 1 reel of 1 : sd., col. ; 16 mm.
Scope and Content Note
1984 (1 min.) -- Skin Ritz |
| Box 93, Reel 1 | John Sculley presentation reel, n.d.
Physical Description: 1 reel of 1 : sd., col. ; 16 mm. |
| Box 93, Reel 2 | Untitled, n.d.
Physical Description: 1 reel of 1 : sd., col. ; 16 mm. |
| Box 93, Reel 3 | Chiat/Day. 1984, 1984
Physical Description: 1 reel of 1 : sd., col. ; 16 mm.
Scope and Content Note
1984 -- Making of 1984 |
-

Subseries 14.12 VHS Masters

- Box 90, Videotape 1
Macintosh, 1983 Sept. 81
Physical Description: 1 videocassette of 1 (VHS) (10 min.) : sd., col. ; 1/2 in. Master
Alternative Form of Materials Available
VHS use copy available : Series 14, Box 91, Videotape 1
- Box 90, Videotape 2
Bluebusters [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1984
VT/95/1984
Physical Description: 1 videocassette of 1 (VHS) (4:14 min.) : sd., col. ; 1/2 in. Master
Alternative Form of Materials Available
VHS use copy available : Series 14, Box 91, Videotape 2
Subjects and Indexing Terms
Apple Computer, Inc.
IBM Macintosh
- Box 90, Videotape 3
The Macintosh Office, 1985 Feb. 18
Physical Description: 1 videocassette of 1 (VHS) (8:30 min.) : sd., col. ; 1/2 in. Master
Alternative Form of Materials Available
VHS use copy available : Series 14, Box 91, Videotape 3
- Box 90, Videotape 4
Early reactions to the Macintosh, 1985 Jan. 18 116
Physical Description: 1 videocassette of 1 (VHS) (3:40 min.) : sd., col. ; 1/2 in. Master
Alternative Form of Materials Available
Subjects and Indexing Terms
VHS use copy available : Series 14, Box 91, Videotape 4
- Box 90, Videotape 5
Macintosh year in review [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1985 Mar. 17
Physical Description: 1 videocassette of 1 (3:06 min.) : sd., col. ; 1/2 in. Master
Alternative Form of Materials Available
VHS use copy available : Series 14, Box 91, Videotape 5
- Box 90, Videotape 6
Marketing research : Macintosh, 1985 Mar. 28 53
Physical Description: 1 videocassette of 1 (VHS) (24:35 min.) : sd., col. ; 1/2 in. Master
Alternative Form of Materials Available
VHS use copy available : Series 14, Box 91, Videotape 6
- Box 90, Videotape 7
McKenna, Regis. TV pitch, 1984 Apr. 11
Physical Description: 1 videocassette of 1 (VHS) (7:10 min.) : sd., col. ; 1/2 in. Master
Alternative Form of Materials Available
VHS use copy available : Series 14, Box 91, Videotape 7

Box 90, Videotape
8

Macintosh public relations : video news clips, 1985 Feb. 18 47

Physical Description: 1 videocassette of 1 (VHS) (28 min.) : sd., col. ; 1/2 in. Master
Alternative Form of Materials Available

VHS use copy available : Series 14, Box 91, Videotape 8

Scope and Content Note

Bars/tone -- Introduction -- Table of contents -- News feature #1 -- News feature #2 --
News feature #3 -- News feature #4 -- News feature #5 -- Press release : Macintosh --
Macintosh International -- Featurette -- Generic behind the scenes footage

Subseries 14.13 VHS Use copies

Box 91, Videotape
1

Macintosh, 1983 Sept. 81

Physical Description: 1 videocassette of 1 (VHS) (10 min.) : sd., col. ; 1/2 in. use
copy

Alternative Form of Materials Available

U-matic original : Series 14, Box 22, Videotape 4

Box 91, Videotape
2

**Bluebusters [videotape]. -- Cupertino, Calif. : Apple Computer, Inc., 1984
VT/95/1984**

Physical Description: 1 videocassette of 1 (VHS) (4:14 min.) : sd., col. ; 1/2 in. use
copy

Alternative Form of Materials Available

U-matic original : Series 14, Box 83, Videotape 1

Subjects and Indexing Terms

Apple Computer, Inc.
IBM Macintosh

Box 91, Videotape
3

The Macintosh Office, 1985 Feb. 18

Physical Description: 1 videocassette of 1 (VHS) (8:30 min.) : sd., col. ; 1/2 in. use
copy

Alternative Form of Materials Available

U-matic original : Series 14, Box 22, Videotape 5

Box 91, Videotape
4

Early reactions to the Macintosh, 1985 Jan. 18 116

Physical Description: 1 videocassette of 1 (VHS) (3:40 min.) : sd., col. ; 1/2 in. use
copy

Alternative Form of Materials Available

U-matic original : Series 14, Box 21, Videotape 2

Box 91, Videotape
5

**Macintosh year in review [videotape]. -- Cupertino, Calif. : Apple Computer, Inc.,
1985 Mar. 17**

Physical Description: 1 videocassette of 1 (3:06 min.) : sd., col. ; 1/2 in. use copy

Alternative Form of Materials Available

U-matic original : Series 14, Box 84, Videotape 4

Box 91, Videotape
6

Marketing research : Macintosh, 1985 Mar. 28 53

Physical Description: 1 videocassette of 1 (VHS) (24:35 min.) : sd., col. ; 1/2 in. use
copy

Alternative Form of Materials Available

U-matic original : Series 14, Box 23, Videotape 1

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- | | |
|------------------------|--|
| Box 91, Videotape
7 | <p>McKenna, Regis. TV pitch, 1984 Apr. 11</p> <p>Physical Description: 1 videocassette of 1 (VHS) (7:10 min.) : sd., col. ; 1/2 in. use copy</p> <p>Alternative Form of Materials Available</p> <p>U-matic original : Series 14, Box 25, Videotape 3</p> |
| Box 91, Videotape
8 | <p>Macintosh public relations : video news clips, 1985 Feb. 18 47</p> <p>Physical Description: 1 videocassette of 1 (VHS) (28 min.) : sd., col. ; 1/2 in. use copy</p> <p>Alternative Form of Materials Available</p> <p>U-matic original : Series 14, Box 22, Videotape 6</p> <p>Scope and Content Note</p> <p>Bars/tone -- Introduction -- Table of contents -- News feature #1 -- News feature #2 -- News feature #3 -- News feature #4 -- News feature #5 -- Press release : Macintosh -- Macintosh International -- Featurette -- Generic behind the scenes footage</p> |

Series 15 **Digital media****Access Information**

Access to the digital files on either 3.5 or 5.25 in. floppy diskettes requires at least 2 weeks advance notice to allow staff to have use copies made.

Subseries 15.1 **Computer diskettes**

- | | |
|--------------------|--|
| Box 1, Diskette 1 | <p>AppleLink 6.0. Program disk 1, 1987-1990</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> |
| Box 1, Diskette 2 | <p>AppleLink 6.0. Program disk 2, 1987-1990</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> |
| Box 1, Diskette 3 | <p>Apple earthquake preparedness stack / Apple Computer, Inc. Corporate Environmental Health & Safety, n.d.</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> |
| Box 1, Diskette 4 | <p>Apple IIc plus art, n.d.</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> |
| Box 1, Diskette 5 | <p>Apple IIe plus art, n.d.</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> |
| Box 1, Diskette 6 | <p>Apple IIgs and System software 5.0, 1989</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> |
| Box 1, Diskette 7 | <p>Apple IIgs (APW) programmer's workshop. -- Ver. 1.0B1, 1986 Oct. 31</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> |
| Box 1, Diskette 8 | <p>Apple IIgs art, n.d.</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> |
| Box 1, Diskette 9 | <p>Apple IIgs CD setup, 1988</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> |
| Box 1, Diskette 10 | <p>Apple IIgs educational demo. -- V. 1.0, 1986 Oct. 13 66</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> |
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Box 1, Diskette 11	Apple IIgs educational demo. -- V. 1.0, 1986 Oct. 13 66 Physical Description: 1 computer diskette ; 3.5 in.
Box 1, Diskette 12	Apple IIgs note synthesizer. -- V. 1.0, 1986 Oct. 20 74 Physical Description: 1 computer diskette ; 3.5 in.
Box 1, Diskette 13	AppleTalk update disk. -- Ver. 1.0, 1987 Feb. 20 Physical Description: 1 computer diskette ; 3.5 in.
Box 1, Diskette 14	Becks Macintosh system tools. -- Ver. 2.0B1, 1987 Feb. 19 Physical Description: 1 computer diskette ; 3.5 in.
Box 1, Diskette 15	Becks Macintosh utilities. -- Ver. 2.0B1, 1987 Feb. 19 Physical Description: 1 computer diskette ; 3.5 in.
Box 1, Diskette 16	Desktop publishing participant's disk : introduction to Macintosh, 1987 Physical Description: 1 computer diskette ; 3.5 in.
Box 1, Diskette 17	Ethertalk installer. -- Ver. 2.0.1, 1989 Sept. 12 Physical Description: 1 computer diskette ; 3.5 in.
Box 1, Diskette 18	Guided tour of MacDraw. -- Ver. 1.1, 1986 Mar. 24 Physical Description: 1 computer diskette ; 3.5 in.
Box 1, Diskette 19	Guided tour of Macintosh 512K enhanced. -- Ver. 1.0, 1986 Mar. 24 PN:690-5090 REV A Physical Description: 1 computer diskette ; 3.5 in. (cy 1)
Box 1, Diskette 20	Guided tour of Macintosh 512K enhanced. -- Ver. 1.0, 1986 Mar. 24 PN:690-5090 REV A Physical Description: 1 computer diskette ; 3.5 in. (cy 2)
Box 1, Diskette 21	HD 20SC installation. -- Ver. 1.0, 1986 Aug. 28 Physical Description: 1 computer diskette ; 3.5 in.
Box 1, Diskette 22	Macintosh Hypercard. -- Ver. 1.0B51, 1986, 1987 Physical Description: 1 computer diskette of 4 (disk 2) ; 3.5 in.
Box 1, Diskette 23	Macintosh Hypercard. -- Ver. 1.0B51, 1986, 1987 Physical Description: 1 computer diskette of 4 (disk 3) ; 3.5 in.
Box 1, Diskette 24	Macintosh Hypercard. -- Ver. 1.0B51, 1986, 1987 Physical Description: 1 computer diskette of 4 (disk 4) ; 3.5 in.
Box 1, Diskette 25	Macintosh Hypercard. -- Ver. 1.0B6, 1987 June 17 Physical Description: 1 computer diskette of 4 (disk 1) ; 3.5 in. (cy 1)
Box 1, Diskette 26	Macintosh Hypercard. -- Ver. 1.0B6, 1987 June 17 Physical Description: 1 computer diskette of 4 (disk 2) ; 3.5 in. (cy 1)
Box 1, Diskette 27	Macintosh Hypercard. -- Ver. 1.0B6, 1987 June 17 Physical Description: 1 computer diskette of 4 (disk 3) ; 3.5 in. (cy 1)

Box 1, Diskette 28	Macintosh Hypercard. -- Ver. 1.0B6, 1987 June 17 Physical Description: 1 computer diskette of 4 (disk 4) ; 3.5 in. (cy 1)
Box 1, Diskette 29	Macintosh Hypercard. -- Ver. 1.0B6, 1987 June 17 Physical Description: 1 computer diskette of 4 (disk 1) ; 3.5 in. (cy 2)
Box 1, Diskette 30	Macintosh Hypercard. -- Ver. 1.0B6, 1987 June 17 Physical Description: 1 computer diskette of 4 (disk 2) ; 3.5 in. (cy 2)
Box 1, Diskette 31	Macintosh Hypercard. -- Ver. 1.0B6, 1987 June 17 Physical Description: 1 computer diskette of 4 (disk 3) ; 3.5 in. (cy 2)
Box 1, Diskette 32	Macintosh Hypercard. -- Ver. 1.0B6, 1987 June 17 Physical Description: 1 computer diskette of 4 (disk 4) ; 3.5 in. (cy 2)
Box 1, Diskette 33	Macintosh Hypercard. -- Ver. 1.0, 1987 July 27 Physical Description: 1 computer diskette of 4 (disk 2) ; 3.5 in.
Box 1, Diskette 34	Macintosh Hypercard. -- Ver. 1.0, 1987 July 27 Physical Description: 1 computer diskette of 4 (disk 3) ; 3.5 in.
Box 1, Diskette 35	Macintosh Hypercard. -- Ver. 1.0, 1987 July 27 Physical Description: 1 computer diskette of 4 (disk 4) ; 3.5 in.
Box 1, Diskette 36	Macintosh Hypercard. -- Ver. 1.0, 1987 Aug. 6 Physical Description: 1 computer diskette of 4 (disk 3) ; 3.5 in.
Box 1, Diskette 37	Macintosh Hypercard. -- Ver. 1.0, 1987 Aug. 6 Physical Description: 1 computer diskette of 4 (disk 4) ; 3.5 in.
Box 1, Diskette 38	Macintosh Hypercard. -- Ver. 1.0.1, 1987 Aug. 6 Physical Description: 1 computer diskette of 4 (disk 1) ; 3.5 in.
Box 1, Diskette 39	Macintosh Hypercard. -- Ver. 1.0.1, 1987 Aug. 6 Physical Description: 1 computer diskette of 4 (disk 2) ; 3.5 in. (cy 1)
Box 1, Diskette 40	Macintosh Hypercard. -- Ver. 1.0.1, 1987 Aug. 6 Physical Description: 1 computer diskette of 4 (disk 2) ; 3.5 in. (cy 2)
Box 1, Diskette 41	Macintosh Hypercard. -- Ver. 1.1, 1984 - 1987 Physical Description: 1 computer diskette ; 3.5 in.
Box 1, Diskette 42	Macintosh Hypercard. -- Ver. 1.1, 1987 Nov. 25 Physical Description: 1 computer diskette of 4 (disk 1) ; 3.5 in.
Box 1, Diskette 43	Macintosh Hypercard. -- Ver. 1.1, 1987 Nov. 25 Physical Description: 1 computer diskette of 4 (disk 2) ; 3.5 in.
Box 1, Diskette 44	Macintosh Hypercard. -- Ver. 1.1, 1987 Nov. 25 Physical Description: 1 computer diskette of 4 (disk 3) ; 3.5 in.
Box 1, Diskette 45	Macintosh Hypercard. -- Ver. 1.1, 1987 Nov. 25 Physical Description: 1 computer diskette of 4 (disk 4) ; 3.5 in.

Box 1, Diskette 46	Hypercard 1.1 update. -- Ver. 1.1, 1988 Jan. 14 Physical Description: 1 computer diskette ; 3.5 in. (cy 1)
Box 1, Diskette 47	Hypercard 1.1 update. -- Ver. 1.1, 1988 Jan. 14 Physical Description: 1 computer diskette ; 3.5 in. (cy 2)
Box 1, Diskette 48	Macintosh Hypercard. -- Ver. 1.2, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 1, Diskette 49	Macintosh Hypercard. -- Ver. 1.2, 1988 Apr. 25 Physical Description: 1 computer diskette ; 3.5 in.
Box 2, Diskette 1	Macintosh Hypercard. -- Ver. 1.2.1, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 2, Diskette 2	Macintosh Hypercard. -- Ver. 1.2.1, 1988 May 25 Physical Description: 1 computer diskette ; 3.5 in.
Box 2, Diskette 3	Macintosh Hypercard. -- Ver. 1.2.2, 1988 Nov. 8 Physical Description: 1 computer diskette ; 3.5 in.
Box 2, Diskette 4	Macintosh Hypercard update. -- Ver. 1.2.2, 1988 Dec. 20 Physical Description: 1 computer diskette ; 3.5 in.
Box 2, Diskette 5	Macintosh Hypercard update. -- Ver. 1.2.5, 1989 Sept. 7 Physical Description: 1 computer diskette ; 3.5 in.
Box 2, Diskette 6	Macintosh Hypercard MegaCorp demo stacks, 1987 Physical Description: 1 computer diskette ; 3.5 in.
Box 2, Diskette 7	Macintosh Hypercard and stacks, 1987 Physical Description: 1 computer diskette ; 3.5 in. (cy 1)
Box 2, Diskette 8	Macintosh Hypercard and stacks, 1987 Physical Description: 1 computer diskette ; 3.5 in. (cy 2)
Box 2, Diskette 9	Macintosh Hypercard help, 1987 Physical Description: 1 computer diskette ; 3.5 in. (cy 1)
Box 2, Diskette 10	Macintosh Hypercard help, 1987 Physical Description: 1 computer diskette ; 3.5 in. (cy 2)
Box 2, Diskette 11	Macintosh Hypercard ideas, 1987 Physical Description: 1 computer diskette ; 3.5 in. (cy 1)
Box 2, Diskette 12	Macintosh Hypercard ideas, 1987 Physical Description: 1 computer diskette ; 3.5 in. (cy 2)
Box 2, Diskette 13	Macintosh Hypercard startup, 1987 Physical Description: 1 computer diskette ; 3.5 in. (cy 1)
Box 2, Diskette 14	Macintosh Hypercard startup, 1987 Physical Description: 1 computer diskette ; 3.5 in. (cy 2)

Box 2, Diskette 15	<p>Macintosh Hypercard solutions, 1987 Physical Description: 1 computer diskette ; 3.5 in.</p>
Box 2, Diskette 16	<p>Hyperactive, Inc. Apple CD submittal. -- Ver. 2.0, n.d. Physical Description: 1 computer diskette ; 3.5 in.</p>
Box 2, Diskette 17	<p>HyperGOLD manual, 1989 Physical Description: 1 v.</p>
Box 2, Diskette 18	<p>HyperGOLD, 1989 Physical Description: 1 computer diskette of 4 (disk 1); 3.5 in.</p>
Box 2, Diskette 19	<p>HyperGOLD, 1989 Physical Description: 1 computer diskette of 4 (disk 2); 3.5 in.</p>
Box 2, Diskette 20	<p>HyperGOLD, 1989 Physical Description: 1 computer diskette of 4 (disk 3); 3.5 in.</p>
Box 2, Diskette 21	<p>HyperGOLD, 1989 Physical Description: 1 computer diskette of 4 (disk 4); 3.5 in.</p>
Box 2, Diskette 22	<p>HyperPro demo CD. -- Ver. 1.1, 1989 Feb. 27 Physical Description: 1 computer diskette of 4 (disk 2); 3.5 in.</p>
Box 2, Diskette 23	<p>HyperPro demo CD. -- Ver. 1.1, 1989 Feb. 27 Physical Description: 1 computer diskette of 4 (disk 4); 3.5 in.</p>
Box 2, Diskette 24	<p>Inside AppleTalk tools. -- Ver. 1.0, 1989 June 30 Physical Description: 1 computer diskette ; 3.5 in.</p>
Box 2, Diskette 25	<p>Kinko's Academic Courseware Exchange. Dartmouth courseware sampler for Apple Macintosh, 1985 Physical Description: 1 computer diskette ; 3.5 in. Scope and Content Note Atlas : a pictorial atlas program - prelim. version</p>
Box 2, Diskette 26	<p>Kinko's Academic Courseware Exchange. Stanford courseware sampler for Apple Macintosh, 1985 Physical Description: 1 computer diskette ; 3.5 in. Scope and Content Note The would-be gentleman : an historical simulation of social mobility in the France of Louis XIV</p>
Box 2, Diskette 27	<p>L[aser]W[riter] introductions, n.d. Physical Description: 1 computer diskette ; 3.5 in.</p>
Box 2, Diskette 28	<p>MacDraw. -- Ver. 1.9, 1985 Mar. 18 Physical Description: 1 computer diskette ; 3.5 in.</p>
Box 2, Diskette 29	<p>Mac LaserWriter fonts. -- Ver. 1.1, 1986 May 30 Physical Description: 1 computer diskette ; 3.5 in.</p>
Box 2, Diskette 30	<p>Mac Plus guided tour. -- Ver. 1.0, 1986 Jan. 5 Physical Description: 1 computer diskette ; 3.5 in.</p>

Box 2, Diskette 31	Mac Printer installation. -- Ver. 1.1, 1986 June 4 Physical Description: 1 computer diskette ; 3.5 in.
Box 2, Diskette 32	Mac resource editor. -- Ver. 1.0.1, 1986 Oct. 7 Physical Description: 1 computer diskette ; 3.5 in.
Box 2, Diskette 33	Mac Smalltalk. -- Ver. 0.3, 1986 Nov. 14 Physical Description: 1 computer diskette of 7 (disk 1) ; 3.5 in.
Box 2, Diskette 34	Mac Works system disk. -- Ver. 1.3, 1984, 1985 Physical Description: 1 computer diskette ; 3.5 in.
Box 2, Diskette 35	MacDraw disk. -- Ver. 1.0, 1985, 1986 Physical Description: 1 computer diskette ; 3.5 in.
Box 2, Diskette 36	MacDraw disk. -- Ver. 1.9.1, 1985 Physical Description: 1 computer diskette ; 3.5 in.
Box 2, Diskette 37	Macintosh 68,000 development system, 1985 Feb. 18 Physical Description: 1 computer diskette of 2 (disk 1) ; 3.5 in.
Box 2, Diskette 38	Macintosh : your Apple tour of Macintosh II applications. A software overview, 1988 Physical Description: 1 computer diskette of ? (disk 2) ; 3.5 in.
Box 2, Diskette 39	Macintosh II art, n.d. Physical Description: 1 computer diskette of ? (disk 2) ; 3.5 in.
Box 2, Diskette 40	Macintosh IIx art, n.d. Physical Description: 1 computer diskette of ? (disk 2) ; 3.5 in.
Box 2, Diskette 41	Macintosh Pascal. -- Ver. 1.0, 1984 Physical Description: 1 computer diskette ; 3.5 in. (cy 1)
Box 2, Diskette 42	Macintosh Pascal. -- Ver. 1.0, 1984 Physical Description: 1 computer diskette ; 3.5 in. (cy 2)
Box 2, Diskette 43	Macintosh Pascal. -- Ver. 2.0, 1986 Apr. 23 Physical Description: 1 computer diskette ; 3.5 in.
Box 2, Diskette 44	Macintosh Pascal utilities. -- Ver. 2.0, 1986 Apr. 23 Physical Description: 1 computer diskette ; 3.5 in.
Box 2, Diskette 45	Macintosh Pascal. -- Ver. 2.1, 1986 July 8 Physical Description: 1 computer diskette ; 3.5 in.
Box 2, Diskette 46	Macintosh Pascal utilities. -- Ver. 2.1, 1986 July 8 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 1	Macintosh Plus art a., n.d. Physical Description: 1 computer diskette ; 3.5 in.

Box 3, Diskette 2	Macintosh Plus art b., n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 3	Macintosh Plus tour. -- Ver. 1.0, 1987 Mar. 9 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 4	Macintosh Programmer's workshop. Pascal. -- Ver. B2, 1986 July 21 21 Physical Description: 1 computer diskette of 2 (disk 1) ; 3.5 in.
Box 3, Diskette 5	Macintosh Programmer's workshop. MPW3. -- Ver. B2, 1986 July 21 21 Physical Description: 1 computer diskette of 5 (disk 3) ; 3.5 in.
Box 3, Diskette 6	Macintosh Programmer's workshop. MPW. -- Ver. 1.0.1B1, 1986 Oct. 10 Physical Description: 1 computer diskette of 5 (disk 1) ; 3.5 in.
Box 3, Diskette 7	Macintosh Programmer's workshop. MPW1. -- Ver. 2.0A1, 1987 Jan. 9 Physical Description: 1 computer diskette of 4 (disk 1) ; 3.5 in.
Box 3, Diskette 8	Macintosh Programmer's workshop. MPW1. -- Ver. 2.0A1, 1987 Jan. 9 Physical Description: 1 computer diskette of 4 (disk 2) ; 3.5 in.
Box 3, Diskette 9	Macintosh Programmer's workshop. MPW1. -- Ver. 2.0A1, 1987 Jan. 9 Physical Description: 1 computer diskette of 4 (disk 3) ; 3.5 in.
Box 3, Diskette 10	Macintosh Programmer's workshop. MPW1. -- Ver. 2.0A1, 1987 Jan. 9 Physical Description: 1 computer diskette of 4 (disk 4) ; 3.5 in.
Box 3, Diskette 11	Macintosh Programmer's workshop. MPW Pascal. -- Ver. 2.0A1, 1987 Jan. 9 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 12	Macintosh SE art a., 1987 Mar. 9 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 13	Macintosh SE art b., 1987 Mar. 9 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 14	Macintosh SE/30 art, 1987 Mar. 9 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 15	Macintosh SE/3, 1987 Mar. 9 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 16	Macintosh software supplement, Vol. 1, Issue 3. MacStuff 1, 1986 June 54 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 17	Macintosh software supplement, Vol. 1, Issue 3. MacStuff 2, 1986 June 54 Physical Description: 1 computer diskette ; 3.5 in. (cy 1)
Box 3, Diskette 18	Macintosh software supplement, Vol. 1, Issue 3. MacStuff 2, 1986 June 54 Physical Description: 1 computer diskette ; 3.5 in. (cy 2)
Box 3, Diskette 19	Macintosh software supplement, Vol. 1, Issue 3. Supplement 2, 1986 June 54 Physical Description: 1 computer diskette ; 3.5 in.

Box 3, Diskette 20	Macintosh software supplement, Vol. 1, Issue 3. Supplement 3 : Lisa format, 1986 June 54 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 21	Macintosh utilities. -- Ver. 2.0, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 22	MacPaint, 1985 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 23	MacProject disk. -- Ver. 1.1, 1986 June 18 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 24	Macintosh MacProject : a guided tour, 1984, 1986 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 25	MacTerminal. -- Ver. 1.0, 1984 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 26	MacWrite, 1985 Physical Description: 1 computer diskette ; 3.5 in. (cy 1)
Box 3, Diskette 27	MacWrite, 1985 Physical Description: 1 computer diskette ; 3.5 in. (cy 2)
Box 3, Diskette 28	More Apple, 1987 June 24 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 29	Multimedia workshop 2, 1987 June 24 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 30	PeopleInfo 1, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 31	PeopleInfo 2, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 32	Presentation & seminar setup disk / Apple Desktop Media, 1989 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 33	Printer installer. -- Ver. 2.0, 1985 Sept. 9 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 34	Smalltalk. -- Ver. 0.3 pre-beta, 1986 June 12 39 Physical Description: 1 computer diskette of 4 (disk 1) ; 3.5 in.
Box 3, Diskette 35	Smash!, 1991 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 36	Stellar diskette #1 : You're a star / Apple University, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 37	Switcher. -- Ver. 4.4, 1985 Aug. 26 PN:005-3104-A Physical Description: 1 computer diskette ; 3.5 in.

Box 3, Diskette 38	Switcher construction kit. -- Ver. 5.0, 1986 Aug. 9 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 39	Switcher construction kit. -- Ver. 5.01, 1986 Sept. 8 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 40	Thailand photo album hypercard stack, 1988 June Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 41	Trap timer. -- Ver. 1.0, 1986 May 29 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 42	User group connection : just add water user group resources disk, 1991 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 43	Visual almanac. Master disk. Side B, 1989 Physical Description: 1 computer diskette ; 3.5 in.
Box 3, Diskette 44	Visual almanac. Activities, 1989 Physical Description: 1 computer diskette ; 3.5 in. Scope and Content Note Compositions
Box 3, Diskette 45	Visual almanac. Activities Side B, 1989 Physical Description: 1 computer diskette ; 3.5 in. Scope and Content Note Counting -- What is it -- Historical atlas
Box 3, Diskette 46	Visual almanac. Activities Side B, 1989 Physical Description: 1 computer diskette ; 3.5 in. Scope and Content Note Day in the life -- Orchestra
Box 3, Diskette 47	Visual almanac. Activities Side A, 1989 Physical Description: 1 computer diskette ; 3.5 in. Scope and Content Note International zoo -- Durations
Box 3, Diskette 48	Visual almanac. Activities Side A, 1989 Physical Description: 1 computer diskette ; 3.5 in. Scope and Content Note The living world -- Earth cycles
Box 4, Diskette 1	Visual almanac. Activities Side A, 1989 Physical Description: 1 computer diskette ; 3.5 in. Scope and Content Note Moving in and out -- Rolling ball
Box 4, Diskette 2	Visual almanac. Activities Side A, 1989 Physical Description: 1 computer diskette ; 3.5 in. Scope and Content Note Planetary highway -- Phases of the moon

Box 4, Diskette 3	<p>Visual almanac. Activities Side A, 1989</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> <p>Scope and Content Note</p> <p>Playground physics menu -- Teeter-totter</p>
Box 4, Diskette 4	<p>Visual almanac. Activities Side B, 1989</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> <p>Scope and Content Note</p> <p>20th Century highlighter -- Locomotion</p>
Box 4, Diskette 5	<p>Visual almanac. Collections, 1989</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> <p>Scope and Content Note</p> <p>American history</p>
Box 4, Diskette 6	<p>Visual almanac. Collections, 1989</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> <p>Scope and Content Note</p> <p>Animals and plants</p>
Box 4, Diskette 7	<p>Visual almanac. Collections, 1989</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> <p>Scope and Content Note</p> <p>Around the world</p>
Box 4, Diskette 8	<p>Visual almanac. Collections, 1989</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> <p>Scope and Content Note</p> <p>Directory</p>
Box 4, Diskette 9	<p>Visual almanac. Collections, 1989</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> <p>Scope and Content Note</p> <p>Everyday objects -- Studies in time</p>
Box 4, Diskette 10	<p>Visual almanac. Collections, 1989</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> <p>Scope and Content Note</p> <p>Everyday physics -- Side A sounds</p>
Box 4, Diskette 11	<p>Visual almanac. Collections, 1989</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> <p>Scope and Content Note</p> <p>Historical portraits -- Side B sounds</p>
Box 4, Diskette 12	<p>Visual almanac. Collections, 1989</p> <p>Physical Description: 1 computer diskette ; 3.5 in.</p> <p>Scope and Content Note</p> <p>History of daily life</p>

Box 4, Diskette 13	Visual almanac. Collections, 1989 Physical Description: 1 computer diskette ; 3.5 in. Scope and Content Note Solar system -- Earth view
Box 4, Diskette 14	Visual almanac. Collections, 1989 Physical Description: 1 computer diskette ; 3.5 in. Scope and Content Note Workspace -- Templates
Box 4, Diskette 15	History project, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 16	History project wildcard D82. Disk 1, n.d. Physical Description: 1 computer diskette ; 3.5 in. Scope and Content Note Wildcard data
Box 4, Diskette 17	History project wildcard D82. Disk 2, n.d. Physical Description: 1 computer diskette ; 3.5 in. Scope and Content Note Wildcard data
Box 4, Diskette 18	History project wildcard D82. Disk 3, n.d. Physical Description: 1 computer diskette ; 3.5 in. Scope and Content Note Wildcard data
Box 4, Diskette 19	D80's stuff., n.d. Physical Description: 1 computer diskette ; 3.5 in. Scope and Content Note Wildconvert -- D86B
Box 4, Diskette 20	Wildcard backup, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 21	Filevision ideas. -- Ver. 2.0, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 22	Filevision ideas educational I, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 23	Filevision ideas educational II, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 24	Filevision ideas educational III, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 25	Filevision ideas educational IV, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 26	Filevision ideas educational V, n.d. Physical Description: 1 computer diskette ; 3.5 in.

Box 4, Diskette 27	Filevision ideas educational VI, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 28	Filevision ideas educational VII, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 29	Filevision ideas educational VIII, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 30	Filevision ideas educational IX, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 31	Filevision ideas educational X, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 32	Macintosh software update, 1985-1987 Physical Description: 1 computer diskette ; 3.5 in. Scope and Content Note MacDraw -- MacProject -- MacTerminal -- MacWrite
Box 4, Diskette 33	Stanford 1, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 34	Stanford 2, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 35	Stanford 3, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 35	Stanford 4, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 36	Grading program, Boston College, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 37	Appletones. -- Ver. 2.0, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 38	Mozart. -- Ver. 2.0, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 39	Reaction time experiment, Harvard University, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 40	Regression sampler, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 41	MacLoghno (modula 2), n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 4, Diskette 42	Logic simulator, n.d. Physical Description: 1 computer diskette ; 3.5 in.

Box 4, Diskette 43	The would be gentleman, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 5, Diskette 1	Apple II tech notes, 1986 Jan. - Apr. Physical Description: 1 computer diskette of 4 (disk 1) ; 3.5 in.
Box 5, Diskette 2	Apple II tech notes, 1986 Jan. - Apr. Physical Description: 1 computer diskette of 4 (disk 2) ; 3.5 in.
Box 5, Diskette 3	Apple II tech notes, 1986 Jan. - Apr. Physical Description: 1 computer diskette of 4 (disk 3) ; 3.5 in.
Box 5, Diskette 4	Apple II tech notes, 1986 Jan. - Apr. Physical Description: 1 computer diskette of 4 (disk 4) ; 3.5 in.
Box 5, Diskette 5	Apple II tech notes, 1986 Dec. Physical Description: 1 computer diskette ; 3.5 in.
Box 5, Diskette 6	Mac tech notes, 1986 Dec. Physical Description: 1 computer diskette of 6 (disk 1) ; 3.5 in.
Box 5, Diskette 7	Mac tech notes, 1986 Dec. Physical Description: 1 computer diskette of 6 (disk 2) ; 3.5 in.
Box 5, Diskette 8	Mac tech notes, 1986 Dec. Physical Description: 1 computer diskette of 6 (disk 3) ; 3.5 in.
Box 5, Diskette 9	Mac tech notes, 1986 Dec. Physical Description: 1 computer diskette of 6 (disk 4) ; 3.5 in.
Box 5, Diskette 10	Mac tech notes, 1986 Dec. Physical Description: 1 computer diskette of 6 (disk 5) ; 3.5 in.
Box 5, Diskette 11	Mac tech notes, 1986 Dec. Physical Description: 1 computer diskette of 6 (disk 6) ; 3.5 in.
Box 5, Diskette 12	Mac tech notes back issues, 1985 Physical Description: 1 computer diskette of 2 (disk 1) ; 3.5 in.
Box 5, Diskette 13	Mac tech notes back issues, 1985 Physical Description: 1 computer diskette of 2 (disk 2) ; 3.5 in.
Box 6, Diskette 1	Through the looking glass / Steve Capps, 1984 Physical Description: 1 computer diskette ; 3.5 in.
Box 6, Diskette 2	Apple IIe : the inside story, n.d. Physical Description: 1 computer diskette ; 5.25 in.
Box 6, Diskette 3	Diskware Imagewriter tool kit : a printer utility program for 64K II+, IIe, or IIc, 1984 Physical Description: 1 computer diskette ; 5.25 in. (cy 1)

Box 6, Diskette 4	Diskware Imagewriter tool kit : a printer utility program for 64K II+, IIe, or IIc, 1984 Physical Description: 1 computer diskette ; 5.25 in. (cy 2)
Box 6, Diskette 5	Apple II composite, 1984 Jan. Physical Description: 1 computer diskette ; 5.25 in.
Box 6, Diskette 6	Apple II OTC 2, 1984 Feb. Physical Description: 1 computer diskette ; 5.25 in.
Box 6, Diskette 7	Apple II NYSE, 1984 Feb. Physical Description: 1 computer diskette ; 5.25 in.
Box 6, Diskette 8	Apple II composite, 1984 Feb. Physical Description: 1 computer diskette ; 5.25 in.
Box 6, Diskette 9	Apple II ASE, 1984 Feb. Physical Description: 1 computer diskette ; 5.25 in.
Box 6, Diskette 10	Apple II OTC 1, 1984 Feb. Physical Description: 1 computer diskette ; 5.25 in.
Box 6, Diskette 11	Apple II training disk : for Apple IIe and IIc, 1984 Feb. Physical Description: 1 computer diskette ; 5.25 in.
Box 6, Diskette 12	Christmas Solutions from Apple Computer. -- Cupertino, Calif. : Apple Computer, Inc., 1982 Physical Description: 1 computer diskette ; 5.25 in.
Box 11, Diskette 1	APM C2B0004 backup, , 1981 Physical Description: 1 computer diskette ; 5.25 in.
Box 11, Diskette 2	Apple II college, May 8, 1984 developer's disk, , 1984, 1985 Physical Description: 1 computer diskette ; 5.25 in.
Box 11, Diskette 3	Apple II instant Pascal sample program, , 1985 Physical Description: 1 computer diskette ; 5.25 in. + 1 l.
Box 11, Diskette 4	Apple II Pascal disk.dr, , 1982 Physical Description: 2 computer diskettes ; 5.25 in. (2 copies)
Box 11, Diskette 5	Apple II Pascal 1.2 filecard toolkit, 1985 Physical Description: 1 computer diskette ; 5.25 in.
Box 11, Diskette 6	Apple II ProDos 1.1.1 assembler console driver + user input rtn. -- Ver. 1.0B1, 1985 Apr. 16 Physical Description: 1 computer diskette ; 5.25 in.
Box 11, Diskette 7	Apple II ProDos 1.1.1 assembler console driver + user input rtn. -- Ver. 1.0B1, 1985 Apr. 16 Physical Description: 1 computer diskette ; 5.25 in.
Box 11, Diskette 8	Apple II ProDos 1.1.1 Mousegraphics toolkit. -- Ver. 1.0B5, 1985 June 3 Physical Description: 3 computer diskettes ; 5.25 in.

Box 11, Diskette 9	Apple II ProDos 1.1.1 update utility for ProDos v. 1.1.1 formatter/scanner, 1985 Physical Description: 1 computer diskette ; 5.25 in.
Box 11, Diskette 10	Apple Access II program disk (Apple IIe and Apple IIc), 1983 Physical Description: 1 computer diskette ; 5.25 in.
Box 11, Diskette 11	Daisy wheel printer demo diskette (Apple II), 1982 Physical Description: 1 computer diskette ; 5.25 in.
Box 11, Diskette 12	Apple II & III 6502 assembly language SANE 1-3, Vol. 1.1, 1985 Nov. 6 Physical Description: 3 computer diskettes ; 5.25 in.
Box 11, Diskette 13	Apple III field sales training program, , ca. 1984 Physical Description: 7 computer diskettes ; 5.25 in. Scope and Content Note General capabilities demo -- Apple II emulation, ver. 1.1 -- VisiCalc III -- System utilities, ver. 1.1 -- Small job -- Mail list manager -- Mail list manager ... an introduction
Box 11, Diskette 14	Apple presents ... Apple III in business. Source files. -- Production ver., 1983 May 26 Physical Description: 1 computer diskette ; 5.25 in.
Box 11, Diskette 15	Apple III in business : interactive demonstrations. -- Rev. 3.2c, n.d. Physical Description: 2 computer diskettes of 2 ; 5.25 in. (cy 1)
Box 11, Diskette 16	Apple III in business : interactive demonstrations. -- Rev. 3.2c, n.d. Physical Description: 2 computer diskettes of 2 ; 5.25 in. (cy 2)
Box 11, Diskette 17	Apple III DCC golden master parallel card III driver software, 1983 June 10 Physical Description: 2 computer diskettes ; 5.25 in.
Box 11, Diskette 18	Apple III EDC golden master parallel card III driver software, 1983 June 10 Physical Description: 2 computer diskettes ; 5.25 in.
Box 11, Diskette 19	Apple III QAE golden master parallel card III driver software, 1983 June 10 Physical Description: 2 computer diskettes ; 5.25 in.
Box 11, Diskette 20	Apple III source SOS parallel interface driver. -- ver. 1.3.0, 1983 June 10 Physical Description: 1 computer diskette of 1 ; 5.25 in.
Box 11, Diskette 21	Apple III source parallel card III driver software. SOS parallel interface driver, 1983 June 10 Physical Description: 2 computer diskettes of 2 ; 5.25 in.
Box 11, Diskette 22	Apple III EDC golden master SOS parallel interface driver. -- ver. 1.3.0, n.d. Physical Description: 2 computer diskettes ; 5.25 in.
Box 11, Diskette 23	Apple III QAE golden master SOS parallel interface driver. -- ver. 1.3.0, n.d. Physical Description: 2 computer diskettes ; 5.25 in.
Box 11, Diskette 24	Apple III PASCAL : Pascal 3, 1979, 1981 Physical Description: 1 computer diskette ; 5.25 in.

Box 11, Diskette 25	Apple bowl (Apple II), 1979 Physical Description: 1 computer diskette ; 5.25 in.
Box 11, Diskette 26	Apple logo, , 1982-1983 Physical Description: 3 computer diskettes ; 5.25 in.
Box 11, Diskette 27	Apple pilot (Apple II) , 1980 Physical Description: 2 computer diskettes ; 5.25 in.
Box 11, Diskette 28	Bridge tutor, Vol. 1, 1981 Physical Description: 2 computer diskettes ; 5.25 in. + 1 v.
Box 11, Diskette 29	Dow Jones portfolio evaluator (Apple II), , 1979 Physical Description: 1 computer diskette ; 5.25 in. + 1 v.
Box 11, Diskette 30	Grocery list / by D.R. Jarvis, , 1980 Physical Description: 1 computer diskette ; 5.25 in. + 1 v.
Box 11, Diskette 31	Instant zero (Apple II), 1981 Physical Description: 2 computer diskettes ; 5.25 in. + 1 v.
Box 11, Diskette 32	Mousetext toolkit. -- Ver. 2.1B2, 1985 June 3 Physical Description: 1 computer diskette ; 5.25 in.
Box 11, Diskette 33	Pascal 1.2, 1985 Physical Description: 2 computer diskettes ; 5.25 in.
Box 11, Diskette 34	Pixel painter. -- Pre-release ver., 1984 Feb. Physical Description: 1 computer diskette ; 5.25 in.
Box 11, Diskette 35	The shell games (Apple I), 1979 Physical Description: 1 computer diskette ; 5.25 in.
Box 11, Diskette 36	Spotlight / Children's Television Workshop, 1981 Physical Description: 2 computer diskettes ; 5.25 in. + 1 v.
Box 12, Diskette 1	Apple extended 80-column text/AppleColor card driver software, , 1984 Physical Description: 1 computer diskette ; 5.25 in.
Box 12, Diskette 2	Compatibility guide : an MS-DOS point of view about Macintosh, , 1988 Physical Description: 1 computer diskette ; 5.25 in. + 1 v. + 1 l.
Box 12, Diskette 3	Apple student resource set, , 1994 Physical Description: 1 computer diskette ; 3.5 in.
Box 12, Diskette 4	AppleShare FileServer software,, 1988 Physical Description: 5 computer diskettes ; 3.5 in.
Box 12, Diskette 5	AppleLink ver. 5.0. -- Apple ed., n.d. Physical Description: 2 computer diskettes ; 3.5 in. + 1 v. + enclosures
Box 12, Diskette 6	Harvy Chesley hypermedia stack, , n.d. Physical Description: 1 computer diskette ; 3.5 in.

Box 12, Diskette 7	Hypercard. -- Japanese ver., 1988 Physical Description: 4 computer diskettes ; 3.5 in.
Box 12, Diskette 8	Hyper Working, , n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 12, Diskette 9	Lotus templates,, n.d. Physical Description: 1 computer diskette ; 3.5 in.
Box 12, Diskette 10	Mac Access passport, , 1995 Physical Description: 1 computer diskette ; 3.5 in. + 1 v.
Box 12, Diskette 11	Mac DTS sample code, , 1988 Nov. 1 Physical Description: 2 computer diskettes ; 3.5 in.
Box 12, Diskette 12	Macintosh IICI system tools & utilities, , n.d. Physical Description: 5 computer diskettes ; 3.5 in.
Box 12, Diskette 13	Particles stack, , n.d. Physical Description: 1 computer diskettes ; 3.5 in.

Subseries 15.2 CD-ROMs

Box 7, CD-ROM 1	Apple CD-Rom explorer. -- Cupertino, Calif. : Apple Computer, Inc., 1988 Physical Description: 1 computer optical disc (cy 1)
Box 7, CD-ROM 2	Apple CD-Rom explorer. -- Cupertino, Calif. : Apple Computer, Inc., 1988 Physical Description: 1 computer optical disc (cy 2)
Box 7, CD-ROM 3	AppleCD SC. -- Cupertino, Calif. : Apple Computer, Inc., n.d. Physical Description: 1 computer optical disc
Box 7, CD-ROM 4	Apple global education, Askov, Denmark. -- Cupertino, Calif. : Apple Computer, Inc., 1992 Physical Description: 1 computer optical disc
Box 7, CD-ROM 5	Apple information manager : illustration and design. -- Beta version. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Physical Description: 1 computer optical disc (cy 1)
Box 7, CD-ROM 6	Apple information manager : illustration and design. -- Beta version. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Physical Description: 1 computer optical disc (cy 2)
Box 7, CD-ROM 7	Apple learning disc : a Hypercard collection for education. -- Cupertino, Calif. : Apple Computer, Inc., 1988 Physical Description: 1 computer optical disc
Box 7, CD-ROM 8	Apple Pacific sales conference, FY 90. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Physical Description: 1 computer optical disc

Box 7, CD-ROM 9	Apple Pacific sales conference, FY'91, Honolulu, Hawaii. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Oct. 30 - Nov. 3 Physical Description: 1 computer optical disc (cy 1)
Box 7, CD-ROM 10	Apple Pacific sales conference, FY'91, Honolulu, Hawaii. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Oct. 30 - Nov. 3 Physical Description: 1 computer optical disc (cy 2)
Box 7, CD-ROM 11	The Reference and presentations library. -- Beta version.. -- Cupertino, Calif. : Apple Computer, Inc., 1988 Physical Description: 1 computer optical disc
Box 7, CD-ROM 12	The Apple reference and presentations library. -- Version 1.0. -- Cupertino, Calif. : Apple Computer, Inc., 1988 Physical Description: 1 computer optical disc
Box 7, CD-ROM 13	The Apple reference and presentations library. -- Version 3.0, FY'90 USA sales conference ed.. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Physical Description: 1 computer optical disc
Box 7, CD-ROM 14	The Apple reference and presentations library. -- Version 4.0. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Physical Description: 1 computer optical disc (cy 1)
Box 7, CD-ROM 15	The Apple reference and presentations library. -- Version 4.0. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Physical Description: 1 computer optical disc (cy 2)
Box 7, CD-ROM 16	The Apple reference and presentations library. -- Version 5.0, Apple internal ed.. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Physical Description: 1 computer optical disc (cy 1)
Box 7, CD-ROM 17	The Apple reference and presentations library. -- Version 5.0, Apple internal ed.v, 1990 Physical Description: 1 computer optical disc (cy 2)
Box 7, CD-ROM 18	The Apple reference and presentations library. -- Version 6.0, internal ed.. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Physical Description: 1 computer optical disc (cy 1)
Box 7, CD-ROM 19	The Apple reference and presentations library. -- Version 6.0, internal ed.. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Physical Description: 1 computer optical disc (cy 2)
Box 7, CD-ROM 20	The Apple reference and presentations library. -- Internal ed.. -- Cupertino, Calif. : Apple Computer, Inc., 1991 Fall Physical Description: 1 computer optical disc
Box 7, CD-ROM 21	The Apple science CD, Vol. 1. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Physical Description: 1 computer optical disc (cy 1)
Box 7, CD-ROM 22	The Apple science CD, Vol. 1. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Physical Description: 1 computer optical disc (cy 2)

Box 8, CD-ROM 1	The Apple science CD, Vol. 1. -- Ver. 1.1. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Physical Description: 1 computer optical disc (cy 1)
Box 8, CD-ROM 2	The Apple science CD, Vol. 1. -- Ver. 1.1. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Physical Description: 1 computer optical disc (cy 2)
Box 8, CD-ROM 3	Cannes 1990 : reference and resource CD-ROM. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Physical Description: 1 computer optical disc
Box 8, CD-ROM 4	Chi'89 InfoBooth. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Physical Description: 1 computer optical disc (cy 1)
Box 8, CD-ROM 5	Chi'89 InfoBooth. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Physical Description: 1 computer optical disc (cy 2)
Box 8, CD-ROM 6	Custom developer sampler. -- Alpha release. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Physical Description: 1 computer optical disc (cy 1)
Box 8, CD-ROM 7	Custom developer sampler. -- Alpha release. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Physical Description: 1 computer optical disc (cy 2)
Box 8, CD-ROM 8	Custom developer sampler. -- Cupertino, Calif. : Apple Computer, Inc., 1989 May Physical Description: 1 computer optical disc
Box 8, CD-ROM 9	Desktop services. -- Cupertino, Calif. : Apple Computer, Inc., 1992 Physical Description: 1 computer optical disc
Box 8, CD-ROM 10	A disc called Wanda. -- (Developer CD Series, Vol. III). -- Cupertino, Calif. : Apple Computer, Inc., [ca. 1989] Physical Description: 1 computer optical disc
Box 8, CD-ROM 11	Discy business. -- (Developer CD Series, Vol. IV). -- Cupertino, Calif. : Apple Computer, Inc., 1990 Physical Description: 1 computer optical disc
Box 8, CD-ROM 12	Gorillas in the disc. -- (Developer CD Series, Vol. VI). -- Cupertino, Calif. : Apple Computer, Inc., 1991 Physical Description: 1 computer optical disc
Box 8, CD-ROM 13	The winter of our disc content. -- (Developer CD Series, Vol. XII). -- Cupertino, Calif. : Apple Computer, Inc., 1992 Jan. Physical Description: 1 computer optical disc (cy 1)
Box 8, CD-ROM 14	The winter of our disc content. -- (Developer CD Series, Vol. XII). -- Cupertino, Calif. : Apple Computer, Inc., 1992 Jan. Physical Description: 1 computer optical disc (cy 2)
Box 8, CD-ROM 15	The byte stuff. -- (Developer CD Series). -- Cupertino, Calif. : Apple Computer, Inc., 1992 May Physical Description: 1 computer optical disc

- Box 8, CD-ROM 16 **ROMin holiday. -- (Developer CD Series). -- Cupertino, Calif. : Apple Computer, Inc., 1992 June**
Physical Description: 1 computer optical disc
- Box 8, CD-ROM 17 **Developer helper, Vol. 1 : Phil and Dave's excellent CD. -- Prerelease version. -- Cupertino, Calif. : Apple Computer, Inc., n.d.**
Physical Description: 1 computer optical disc (cy 1)
- Box 8, CD-ROM 18 **Developer helper, Vol. 1 : Phil and Dave's excellent CD. -- Prerelease version. -- Cupertino, Calif. : Apple Computer, Inc., n.d.**
Physical Description: 1 computer optical disc (cy 2)
- Box 8, CD-ROM 19 **Geneva '90 : the 1990 Apple Europe meeting. -- Cupertino, Calif. : Apple Computer, Inc., 1990**
Physical Description: 1 computer optical disc
- Box 8, CD-ROM 20 **Information source. -- Ver. 2.1. -- Cupertino, Calif. : Apple Computer, Inc., 1991**
Physical Description: 3 computer optical discs (cy 1)
- Box 9, CD-ROM 1 **Information source. -- Ver. 2.1. -- Cupertino, Calif. : Apple Computer, Inc., 1991**
Physical Description: 3 computer optical discs (cy 2)
- Box 9, CD-ROM 2 **Information source technical support owner's guide. -- Cupertino, Calif. : Apple Computer, Inc., 1990**
Physical Description: 1 computer optical disc
- Box 9, CD-ROM 3 **Large business solutions presentation materials and sales tools. -- Cupertino, Calif. : Apple Computer, Inc., 1991**
Physical Description: 1 computer optical disc
- Box 9, CD-ROM 4 **Macintosh programmer's workshop. -- Ver. 3.1. -- Cupertino, Calif. : Apple Computer, Inc., 1989**
Physical Description: 1 computer optical disc
- Box 9, CD-ROM 5 **Macintosh programming fundamentals : self-paced training. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Kit 10**
Physical Description: 1 computer optical disc
- Box 9, CD-ROM 6 **Macintosh system software. -- Ver. 7.0, beta release. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Oct.**
Physical Description: 1 computer optical disc (cy 1)
- Box 9, CD-ROM 7 **Macintosh system software. -- Ver. 7.0, beta release. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Oct.**
Physical Description: 1 computer optical disc (cy 2)
- Box 9, CD-ROM 8 **Macintosh system software. -- Ver. 7.0, beta release. -- Cupertino, Calif. : Apple Computer, Inc., 1991 Feb.**
Physical Description: 1 computer optical disc (cy 1)
- Box 9, CD-ROM 9 **Macintosh system software. -- Ver. 7.0, beta release. -- Cupertino, Calif. : Apple Computer, Inc., 1991 Feb.**
Physical Description: 1 computer optical disc (cy 2)

Box 9, CD-ROM 10	The Macworld resource CD. -- Cupertino, Calif. : Apple Computer, Inc., 1992 Physical Description: 1 computer optical disc
Box 9, CD-ROM 11	Product training : self- paced / Apple Computer. -- Cupertino, Calif. : Apple Computer, Inc., 1990 Oct. Physical Description: 1 computer optical disc
Box 9, CD-ROM 12	QuickTime. -- Beta release / Apple Computer. -- Cupertino, Calif. : Apple Computer, Inc., 1991 Physical Description: 1 computer optical disc
Box 9, CD-ROM 13	QuickTime : the CD / Apple Computer. -- Cupertino, Calif. : Apple Computer, Inc., 1992 Physical Description: 1 computer optical disc
Box 9, CD-ROM 14	Support navigator user guide. -- Cupertino, Calif. : Apple Computer, Inc., 1989 Physical Description: 1 computer optical disc
Box 9, CD-ROM 15	The virtual museum. -- Cupertino, Calif. : Apple Computer, Inc., 1992 Physical Description: 1 computer optical disc (cy 1)
Box 9, CD-ROM 16	The virtual museum. -- Cupertino, Calif. : Apple Computer, Inc., 1992 Physical Description: 1 computer optical disc (cy 2)
Box 9, CD-ROM 17	Memoirs of the future : reflections from the TED3 conference. -- [S.I.] : Aldus Corp., 1992 Physical Description: 1 computer optical disc
Box 9, CD-ROM 18	Whatever happened to the information age? : keynote speech of Paul Brainard. -- [S.I.] : Aldus Corp., 1991 Physical Description: 1 computer optical disc
Box 9, CD-ROM 19	Photographic quality images from Agenda '92. -- [S.I.] : Eastman Kodak Co., 1992 Physical Description: 1 computer optical disc
Box 9, CD-ROM 20	The crazy wild alphabet = Le drole d'Alphabet sauvage : for Macintosh, vol. 1. -- Paris : Arborescence, 1992 Physical Description: 1 computer optical disc
Box 9, CD-ROM 21	Sherlock Holmes, consulting detective. -- Wheeling, Ill. : ICOM Simulations, 1992 Physical Description: 1 computer optical disc
Box 9, CD-ROM 22	Demo CD-ROMS, ca. 1992 Physical Description: 2 computer optical disc + misc. cards
Box 12, CD-ROM 1	Abbey Road interactive : the studio tour, 1996 Physical Description: 1 computer optical disc (cy 1)
Box 12, CD-ROM 1	Abbey Road interactive : the studio tour, 1996 Physical Description: 1 computer optical disc (cy 1)
Box 12, CD-ROM 2	Apple interactive music tools, , 1997 Physical Description: 1 computer optical disc + cover

Box 12, CD-ROM 3	Apple internet connection kit, , 1995 Physical Description: 1 computer optical disc
Box 12, CD-ROM 4	Apple MacAdvocate CD-ROM, 1997 Physical Description: 1 computer optical disc (cy 1) + cover
Box 12, CD-ROM 5	Apple MacAdvocate CD-ROM, 1997 Physical Description: 1 computer optical disc (cy 2) + cover
Box 12, CD-ROM 6	Apple Media Program quarterly CD, 1997 Jan. Physical Description: 1 computer optical disc
Box 13, CD-ROM 1	Educorp CD sampler,, n.d. Physical Description: 1 computer optical disc
Box 13, CD-ROM 2	Marcom Tools Library : interim marketing toolkit, 1996 Nov. Physical Description: 1 computer optical disc
Box 13, CD-ROM 3	QuickTime VR showcase CD-ROM. -- MacOS ver., 1996 Physical Description: 1 computer optical disc
Box 13, CD-ROM 4	Software dispatch, No. 1, 1994 Winter Physical Description: 1 computer optical disc

Subseries 15.3 Laserdiscs

Box 10, Videodisc 1	Multimedia presentation resource. -- Ver. 1.0. -- Cupertino, Calif. : Apple Computer, 1989 Physical Description: 1 videodisc ; 12 in.
Box 10, Videodisc 2	The visual almanac : an interactive multimedia kit. -- Cupertino, Calif. : Apple Computer, Inc. Apple Multimedia Lab, 1989 Physical Description: 1 videodisc ; 12 in. (cy 1)
Box 10, Videodisc 3	The visual almanac : an interactive multimedia kit. -- Cupertino, Calif. : Apple Computer, Inc. Apple Multimedia Lab, 1989 Physical Description: 1 videodisc ; 12 in. (cy 2)
Box 10, Videodisc 4	MIT Media Laboratory, n.d. Physical Description: 1 videodisc ; 12 in.
Box 10, Videodisc 5	Interactive NOVA : animal pathfinders. -- Demo version, n.d. Physical Description: 1 videodisc ; 12 in.
Box 10, Videodisc 6	The right fit : Apple SCST interactive video disc, n.d. Physical Description: 1 videodisc ; 12 in.
Box 10, Videodisc 7	Chronicle : an interactive newspaper. -- 1st ed., n.d. Physical Description: 1 videodisc ; 12 in. + 3 computer diskettes ; 3.5 in.

Subseries 15.4 Computer tapes

Box 14, Audiocassette 1	Finance I & Penny arcade, , 1979 0051 Physical Description: 1 data cassette
Box 14, Audiocassette 2	Applesoft basic, n.d. 0053 Physical Description: 1 data cassette
Box 14, Audiocassette 3	Breakout & Color graphics, 1978 0055 Physical Description: 1 data cassette
Box 14, Audiocassette 4	Breakout & Color graphics, 1978 Physical Description: 1 data cassette
Box 14, Audiocassette 5	Lemonade & Hopalong Cassady, 1979 0056 Physical Description: 1 data cassette
Box 14, Audiocassette 6	Phone list & Brian's theme, 1979 0058 Physical Description: 1 data cassette (cy 1)
Box 14, Audiocassette 7	Phone list & Brian's theme, 1979 Physical Description: 1 data cassette (cy 2)
Box 14, Audiocassette 8	Phone list & Brian's theme, 1979 0059 Physical Description: 1 data cassette (cy 2)
Box 14, Audiocassette 9	High resolution graphics, n.d. 0061 Physical Description: 1 data cassette
Box 14, Audiocassette 10	High resolution graphics, n.d. 0062 Physical Description: 1 data cassette
Box 14, Audiocassette 11	Renumber/append & Alignment test tone, , 1978 0063 Physical Description: 1 data cassette
Box 14, Audiocassette 12	Startrek, n.d. 0065 Physical Description: 1 data cassette
Box 14, Audiocassette 13	Little brick out & Color demosoftware, 1979 0066 Physical Description: 1 data cassette
Box 14, Audiocassette 14	Microchess 2.0, 1978 0067 Physical Description: 1 data cassette
Box 14, Audiocassette 15	Applesoft IIa & Floating point BASIC, 1977 0068 Physical Description: 1 data cassette
Box 14, Audiocassette 16	Applesoft IIa & Floating point BASIC, 1977 Physical Description: 1 data cassette
Box 14, Audiocassette 17	Starwars & Startrek, 1978 0069 Physical Description: 1 data cassette (cy 1)
Box 14, Audiocassette 18	Starwars & Startrek, 1978 Physical Description: 1 data cassette (cy 2)

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| Box 14,
Audiocassette 19 | Telepong & Datamover,, 1978 0072
Physical Description: 1 data cassette (cy 1) |
| Box 14,
Audiocassette 20 | Telepong & Datamover,, 1978
Physical Description: 1 data cassette (cy 2) |
| Box 14,
Audiocassette 21 | Apple-Lis'ner, , 1978
Physical Description: 1 data cassette |
| Box 14,
Audiocassette 22 | Applevision & Biorhythm, , n.d.
Physical Description: 1 data cassette |
| Box 14,
Audiocassette 23 | Hoppy picture load, , n.d.
Physical Description: 1 data cassette |
| Box 14,
Audiocassette 24 | Kidstuff. -- Kempton, OH : Speakeasy Software, Ltd., , 1978
Physical Description: 1 data cassette |
| Box 15 | YHDS-4 test data / Sony Corp., 1985 June 27
Physical Description: 1 data reel |

Series 16 **Hardware****Access Information**

Access to the Hardware Series is closed until processing is completed.

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| Box 1 | Apple Iigs keyboard, n.d. |
| Box 1 | Newton, 1993 |

Series 17 **Photographs**

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| Box 1, Folder 1 | John Sculley, n.d. |
| Box 1, Folder 2 | John Sculley : slides, n.d.
Physical Description: 9 photographic slides : col. ; 35 mm. |
| Box 1, Folder 3 | Apple II plus photographs, n.d. |
| Box 1, Folder 4 | Apple IIe, n.d. |
| Box 1, Folder 5 | Apple expo 1985 scrapbook / Francoise Beneviste, 1985 |
| Box 1, Folder 6 | Apple world conference : building & set-up [1 of 4], 1986 |
| Box 1, Folder 7 | Apple world conference : building & set-up [2 of 4], 1986 |
| Box 1, Folder 8 | Apple world conference : building & set-up [3 of 4], 1986 |
| Box 1, Folder 9 | Apple world conference : building & set-up [4 of 4], 1986 |
| Box 1, Folder 10 | Caribbean building, n.d. |
| Box 1, Folder 11 | Geraldine Ferraro visit / B. Perez, photographer, n.d. |
| Box 2, Folder 1 | Apple II and Apple III product lines, n.d. |
| Box 2, Folder 2 | Apple Europe, n.d. |
| Box 2, Folder 3 | Nagel, Dave : publicity photograph, n.d. |
| Box 2, Folder 4 | Sidhu, G. : publicity photograph, n.d.
Physical Description: 2 photographs : b & w ; 25 x 20 cm. |
| Box 2, Folder 5 | Apple executives : publicity photographs, n.d.
Physical Description: 2 photographs : b & w ; 25 x 20 cm. + 1 photograph : b & w ; 18 x 13 cm. |
| Box 2, Folder 6 | Apple Desktop Publishing : second generation advantage : slides, n.d.
Physical Description: 77 photographic slides : col. ; 35 mm. |

Box 2, Folder 7	Sell with Apple training : slides [1 of 27 through 6 of 27], n.d. Physical Description: 86 photographic slides : col. ; 35 mm.
Box 2, Folder 8	Sell with Apple training : slides [7 of 27 through 13 of 27], n.d. Physical Description: 123 photographic slides : col. ; 35 mm.
Box 2, Folder 9	Sell with Apple training : slides [14 of 27 through 20 of 27], n.d. Physical Description: 115 photographic slides : col. ; 35 mm.
Box 2, Folder 10	Sell with Apple training : slides [21 of 27 through 27 of 27], n.d. Physical Description: 76 photographic slides : col. ; 35 mm.
Box 2, Folder 11	Marketing slides, n.d. Physical Description: 40 photographic slides : col. ; 35 mm.
Box 2, Folder 12	Miscellaneous slides, n.d. Physical Description: 106 photographic slides : col. ; 35 mm.
Box 3, Volume 4	Apple Developer Group party photograph album, ca. 1992 Physical Description: 1 v.
Box 3, Volume 1 - 3	Palo Alto Hills Country Club christmas party, , ca. 1988 Physical Description: 3 v.
Flat Box 4	Famos Amos, 1987 Nov. 18 Physical Description: 1 photograph : b & w ; 35 x 28 cm.
Flat Box 4	Apple II, Ile, & Lisa applications and manuals, n.d. Physical Description: 3 photographs mounted on foam core : col. ; 43 x 28 cm.
Flat Box 4	Planning the new frontiers : International Finance / MIS / Tax conference at Apple Ranch, 1986 Physical Description: 3 photographs mounted on foam core : col. ; 43 x 28 cm.
Flat Box 4	Grow corn with an Apple : [advertisement]. -- [S.I.] : Chiat/Day, , n.d. Physical Description: 1 photograph mounted on foam core : col. ; 43 x 28 cm.
Flat Box 4	Make waves with an Apple : [advertisement]. -- [S.I.] : Chiat/Day, , n.d. Physical Description: 1 photograph mounted on foam core : col. ; 43 x 28 cm.
Flat Box 4	EF Hutton simplifies life with Apples : [advertisement]. -- [S.I.] : Chiat/Day, , n.d. Physical Description: 1 photograph mounted on foam core : col. ; 43 x 28 cm.
Flat Box 4	Apple World Conference : building & set-up, 1986 Physical Description: 1 photograph mounted on foam core : col. ; 43 x 28 cm.
Flat Box 5	Apple IIc advertisement : young woman with red cap holding IIc, smiling, n.d. Physical Description: 1 photograph mounted on foam core : col. ; 28 x 22 cm.
Flat Box 5	Steve Jobs receiving check for \$21 million from Morgan Stanley, , 1978 Dec. 22 Physical Description: 1 photograph mounted on foam core : col. ; 21 x 32 cm.
Flat Box 5	Steve Jobs in front of Apple I, , [197-] Physical Description: 1 photograph mounted on foam core : b & w ; 25 x 35 cm.

- Flat Box 5 **Steve Wozniak working at desk , [197-]**
 Physical Description: 1 photograph mounted on foam core : b & w ; 29 x 37 cm.
- Flat Box 5 **Groundbreaking ceremony , [197-]**
 Physical Description: 1 photograph mounted on foam core : b & w ; 29 x 38 cm.
- OS Box 6 **Apple Computer, Ltd. Cork site. Presented to Michael Spindler by Padraic Allen and staff , 1995 Nov. 28**
 Physical Description: 1 framed photograph : col. ; 44 x 44 cm.

Series 18 **Artifacts**

- Box 1 **Teacher training scholarship program, n.d.**
 Physical Description: 1 pin
- Box 1 **Celebration plus, n.d.**
 Physical Description: 1 pin
- Box 1 **Apple IIe : the most personal computer, n.d.**
 Physical Description: 1 pin
- Box 1 **I'll buy Mac, n.d.**
 Physical Description: 1 pin
- Box 1 **I saw it. I tried it. I want it., n.d.**
 Physical Description: 1 pin
- Box 1 **QuickDraw GX, n.d.**
 Physical Description: 1 pin
- Box 1 **Newton. I saw it. I did it. I did it., n.d.**
 Physical Description: 1 pin
- Box 1 **ALUG keychain, n.d.**
 Physical Description: 1 key chain
- Box 1 **Library User Group furballs, n.d.**
 Physical Description: 4 stuffed furballs
- Box 1 **Apple Library User Group pocketknife, n.d.**
 Physical Description: 2 pocketknives
- Box 1 **Apple Library User Group paperclip holder, n.d.**
 Physical Description: 2 paperclip holders
- Box 1 **Southern Operations diskette pouch, n.d.**
 Physical Description: 1 pouch
- Box 1 **Apple Technical Coordinator banner, n.d.**
 Physical Description: 1 banner
- Box 2 **Apple Library Users Group mugs, n.d.**
 Physical Description: 3 mugs

Box 2	Apple Library Users Group notepad, n.d. Physical Description: 1 notepad
Box 2	Apple security system key, n.d. Physical Description: 1 key
Box 3	Apple Computer, Inc. paper coins, n.d. Physical Description: 6 coins on 1 sheet
Box 3	Apple II forever! pin, n.d. Physical Description: 1 pin
Box 3	Apple library coaster, n.d. Physical Description: 1 coaster
Box 3	Apple Library Users Group bookmark, n.d. Physical Description: 1 bookmark
Box 3	Apple Library Users Group notepad, n.d. Physical Description: 1 notepad
Box 3	Apple Library Users Group pens, n.d. Physical Description: 3 pens
Box 3	Apple Library watch, n.d. Physical Description: 1 watch
Box 3	Apple logo decal, n.d. Physical Description: 1 decal
Box 3	Apple tattoos from Apple USA FY91 sales conference, n.d. Physical Description: 7 temporary tattoos on 1 sheet (2 copies)
Box 3	Bring learning home, n.d. Physical Description: 1 plastic bag
Box 3	The Company Store decal, n.d. Physical Description: 1 decal
Box 3	Diskette jackets, n.d. Physical Description: 5 jackets
Box 3	I brake for 8! sticker, n.d. Physical Description: 1 sticker
Box 3	Special delivery software stickers, n.d. Physical Description: 2 sheets
Box 3	United Spirit of Apple decals, n.d. Physical Description: 4 decals
Box 4	Surfin Technology Fair frisbee, 1995 Physical Description: 1 frisbee

Box 5

Apple II printed circuit board, revision 0 PCB[first Apple II production board], 1977

Physical Description: 1 item