



# Apple Desktop Computers Update

Information About the New Power Macintosh 9600 Series and 8600/300

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For Sales Personnel Only

## *Power Macintosh 9600 Series and 8600/300*

### **Enhancements and Key Selling Points**

The Apple® Power Macintosh® computers described in this update represent the following improvements over previous Power Macintosh models:

- **Higher performance and value.** These systems feature faster processors than the previous models—offering speeds up to 350 MHz. More specifically, the Power Macintosh 9600 series and 8600/300 systems are based on a new version of the PowerPC™ 604e processor, which allows for faster clock speeds. The most advanced processor in the current PowerPC line, the PowerPC 604e offers outstanding performance, not only through its speed, but also through the addition of Apple Inline Cache on the processor card itself. The 1MB of Apple Inline Cache included with all of these systems represents a doubling of the level 2 cache offered by previous high-end Power Macintosh models (1MB as opposed to 512K). In addition, because this cache can be directly accessed through a 100-megahertz bus—a first for the Power Macintosh line—it provides performance enhancements that go beyond what you might expect from faster clock speeds alone. In fact, system performance is doubled that of last year's models and is 15 times faster than the fastest 040-based system, the Macintosh Quadra® 840av. (based on relative MacBench processor performance scores).

- **New system software.** The Power Macintosh 9600 series and 8600/300 computers will be configured with Mac® OS 7.6.1, and they will also support Mac OS 8. This innovative system software features significant enhancements in the areas of user experience, including true multitasking and virtual memory capability. It also offers an even more functional—and aesthetic—user interface with “pop-up” windows, “spring-loaded” folders, and a stunning new 3D look designed to enhance user productivity and enjoyment.

In addition, Mac OS 8 focuses on improving the Internet experience. It offers users step-by-step guidance through the process of setting up a direct Internet connection, and integrates support for Java through inclusion of Mac OS Runtime for Java software. It also incorporates Personal Web Sharing, software tools that let users easily publish information on an organizational intranet or share files over a local network using their favorite web browser.

- **High-speed CD-ROM drives.** All of these systems come with a built-in 24x-speed CD-ROM drive—the current state of the art in the CD-ROM world—enabling users to take full advantage of CD-based resources, as well as to run the latest, hottest games and entertainment software available on CD-ROM.

- **Integrated Zip drives.** For fast, easy file transfer or backup, the Power Macintosh 9600 series and 8600/300 systems feature a built-in Iomega Zip drive as standard.

- **Large hard disk drives.** And to complement their high performance, these Power Macintosh models feature large-capacity, rapid-access hard disk drives.

# Power Macintosh 9600 Series

## Product Description

The Power Macintosh 9600/300 and 9600/350 are Apple's most powerful, flexible, and expandable desktop computer systems ever. Based on either a 300- or a 350-megahertz PowerPC 604e processor, which includes 1MB of Apple Inline Cache located on the processor card and directly accessible through a 100-megahertz bus, these advanced systems provide performance that can meet the needs of even the most demanding users. For flexible expansion, the Power Macintosh 9600 series systems include six Peripheral Component Interconnect (PCI) slots, and their display support is configured through a built-in accelerated graphics card (which occupies a PCI slot). These computers feature a tower design that provides convenient system access for adding functionality and servicing components, as well as accommodating additional security features and an Iomega Zip drive for fast, easy storage, backup, and file transfer.

## Positioning

The Power Macintosh 9600/300 and 9600/350 are Apple's premier publishing systems, designed for professionals who require optimized performance and flexible expandability.

## Key Selling Points

- **Advanced system software.** The Power Macintosh 9600 series computers run Mac OS 7.6.1, as well as Mac OS 8, which features major enhancements in the areas of user experience and Internet integration. Mac OS 8 is designed to increase user productivity while making computing both easier and more enjoyable.
- **High performance.** With their 300- or 350-megahertz PowerPC 604e processor with integrated math coprocessor, 32K on-chip data and instruction caches, and 1MB of Apple Inline Cache located on the processor card and directly accessible through a 100-megahertz bus, the Power Macintosh 9600 series systems provide top-of-the-line performance.
- **Expandability.** Featuring six PCI slots, the Power Macintosh 9600/300 and 9600/350 give customers the ultimate in flexible configuration capabilities. In particular, they can be configured to provide high-end publishing capabilities.



- **Communications and multimedia.** The Power Macintosh 9600 series systems include a built-in accelerated graphics card, 24x-speed CD-ROM drive, high-quality sound-input/output capabilities, and a 100MB built-in Iomega Zip drive, as well as two high-speed serial ports that are compatible with both GeoPort® and LocalTalk® cables—providing outstanding multimedia support as well as easy connectivity.

- **Compatibility.** The Power Macintosh 9600/300 and 9600/350 can be configured to run MS-DOS and Windows applications, as well as applications written for the Mac OS, through an optional PC Compatibility Card from Apple that features a 166-megahertz Pentium processor or through a third-party card. For connectivity, they include built-in Ethernet connectors (10BASE-T and AAUI-15), and feature Open Transport software, which supports both AppleTalk® and TCP/IP networking. In addition, they come with all of the software required for Internet access.

## Prospects

With their blend of high performance and unparalleled expandability, the Power Macintosh 9600 series systems are designed to meet the needs of high-end users—people who demand the most powerful, capable computer technology available. Target customers will be found in publishing (including multimedia workers who can configure these systems for high-quality video editing), as well as in software development and other technical fields. In particular, users in the sciences may appreciate these systems' multiple slots, which they can use to accommodate data acquisition equipment.



# Power Macintosh 8600/300

## Product Description

Featuring a 300-megahertz PowerPC 604e processor, the Power Macintosh 8600/300 provides outstanding performance. In particular, the computer features 1MB of Apple Inline Cache located on the processor card, and directly accessible through a 100-megahertz bus—a first for the Power Macintosh line. And the overall product design of Power Macintosh 8600/300 is similarly advanced: This system features a tower design that provides convenient system access for upgrading functionality and servicing components, as well as accommodating additional security features and a built-in 100MB Iomega Zip drive for fast, easy storage, backup, and file transfer. In addition, the Power Macintosh 8600/300 makes it easy for users to integrate multimedia, with features that include built-in near-broadcast-quality video-input/output capabilities, high-resolution graphics, a fast hard disk drive, a 24x-speed CD-ROM drive, and CD-quality stereo sound.

## Positioning

The Power Macintosh 8600/300 is a high-performance, feature-rich system that's optimized for complex work with media and other demanding tasks. Its built-in video functionality makes it particularly well suited for activities such as video editing and integrated media authoring, while its three PCI expansion slots give customers the flexibility to further customize system capabilities as needed.

## Key Selling Points

- **Advanced system software.** The Power Macintosh 8600/300 runs Mac OS 7.6.1, as well as Mac OS 8, which features major enhancements in the areas of user experience and Internet integration. Mac OS 8 is designed to increase user productivity while making computing both easier and more enjoyable.
- **High performance.** With a 300-megahertz PowerPC 604e processor with integrated math coprocessor, 32K on-chip data and instruction caches, and 1MB Apple Inline Cache located on the processor card and directly accessible through a 100-megahertz bus, the Power Macintosh 8600/300 can handle even highly computation-intensive tasks with ease.

- **Communications and multimedia.**

The Power Macintosh 8600/300 offers extensive video support, including 24-bit composite and S-video input and output, and a digital audio/video connector. It also features a 64-bit VRAM graphics subsystem, a 24x-speed CD-ROM drive, and 16-bit stereo audio input and output, enabling customers to enjoy—or develop—the latest in multimedia applications and resources. For communications, it comes with two high-speed serial ports, compatible with GeoPort and LocalTalk cables.

- **Expandability.** With PCI slots, the Power Macintosh 8600/300 can be expanded in any number of ways—for example, by adding a PC Compatibility Card, an additional accelerated graphics card, or a FAST SCSI card—letting customers tailor their systems to suit their needs.

- **Compatibility.** The Power Macintosh 8600/300 can be configured to run MS-DOS and Windows applications as well as applications written for the Mac OS through an optional PC Compatibility Card from Apple, that features a 166-megahertz Pentium processor or a through third-party card. For connectivity, it includes built-in Ethernet connectors (10BASE-T and AAUI-15), and features Open Transport software, which supports both AppleTalk and TCP/IP networking. In addition, it comes with all of the software required for Internet access.

## Prospects

In general, the Power Macintosh 8600/300 will appeal to sophisticated users with demanding needs for media-handling capabilities. More specifically, target customers for these computers can be found in the in-house publishing, media authoring, and technical markets.



## PC Compatibility Card

Apple's PC Compatibility Card can turn any Power Macintosh computer with a PCI slot into a flexible, versatile system that can run more software than mainstream personal computers. This user-installable 12-inch PCI card includes a Pentium 166-megahertz processor with built-in math coprocessor, 256K level 2 cache, and 16MB of local RAM, expandable to 80MB, as well as a PC game port. It comes with QuickTime® for Mac OS and Windows and MS-DOS 6.22, and is compatible with Windows 3.1, Windows for Workgroups 3.11, and Windows 95. (Note: The PC Compatibility Card does not support Windows NT or OS/2.) With a Power Macintosh equipped with the PC Compatibility Card, users can move seamlessly—and simply—between Windows applications and applications written for the Mac OS. The PC Compatibility Card also supports accelerated SVGA video and Sound Blaster 16-compatible multimedia and entertainment applications, as well as offering networking support for Novell NetWare SPX/IPX, TCP/IP, and NETBEUI protocols in MS-DOS and Windows environments using the built-in Ethernet connector and ODI and NDIS 2.0 drivers (client software is not included).

## Additional Information

<i>Data Sheets</i>	<i>Part No.</i>
Power Macintosh 8600/300	L02470A
Power Macintosh 9600 Series	L02464A
PC Compatibility Card	L01758C
<i>Other Documents</i>	<i>Part No.</i>
New PowerPC 604e Processor and Apple Inline Cache Fact Sheet	L02497A

*For more information about these and other Apple Power Macintosh computers, visit us on the World Wide Web at <http://powermacintosh.apple.com/>*

## Q&A

*What processor do the Power Macintosh 9600 series and 8600/300 systems use?*

All of these models are based on the newest enhanced version PowerPC 604e processor from IBM and Motorola. The most powerful RISC-based PowerPC processor to date, designed to power high-end desktop systems, the particular PowerPC 604e processor used in these new Power Macintosh systems recently emerged from a redesign and reengineering process sporting significant new features and benefits—as well as state-of-the-art process technology. Designed to handle the most demanding graphics and computation-intensive applications and tasks, these powerful processors offer 32K instruction and data caches. For more information on these processors, visit the IBM and Motorola web sites, at [www.ibm.com](http://www.ibm.com) and [www.mot.com](http://www.mot.com), respectively.

*What is Apple Inline Cache?*

Engineers have found that the addition of larger level 2 cache to faster processors can offer users marked benefits in terms of improved performance. Apple Inline Cache is the name of a proprietary design that Apple has created for its high-end desktop systems. More specifically, what Apple has done is to provide a significantly larger cache than was available with previous Power Macintosh models (1MB vs. 512K on earlier systems), and to move it onto the processor card itself. Locating the cache on the processor card allows faster more direct communications between the processor and the cache. The resulting performance improvements will be most noticeable in such computation-intensive activities as editing photo, sound, or video files and 3D modeling and rendering.