



Apple Displays Update

Information About New Displays

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For Sales Personnel Only



AppleVision 850 and AppleVision 850AV

Product Description

The AppleVision® 850 and 850_{AV} displays are large, professional-quality color displays that offer outstanding resolution and superior color accuracy and consistency. These 20-inch (19-inch diagonal viewable image size) displays are designed to meet the needs of media professionals—people such as publishers, multimedia content creators, and photographers—whose work relies on consistent visual performance and color accuracy, as well as those whose work with spreadsheet and page-layout applications demands large, high-resolution displays. The Sony Trinitron™ tube used by the AppleVision 850 and 850_{AV} displays features excellent resolution, while these displays' multiple-scan technology enables them to offer the flexible viewing capabilities (including the option of viewing more than two full pages simultaneously) that more and more users want. Both displays incorporate Apple's proven Apple DigitalColor technology, which provides unparalleled color accuracy and consistency over time, as well as Apple's ColorSync® technology, for superior color matching across multiple devices such as printers and scanners. Both displays offer plug-and-play compatibility with DOS and Windows and Mac® OS-based systems. They differ in only one major aspect: The AppleVision 850_{AV} display is optimized for work with multiple media, featuring built-in high-quality stereo speakers and a directional microphone that's engineered for voice annotation, speech recognition, and speakerphone use.

Positioning

Apple's large, high-quality displays are designed to meet the needs of a range of media professionals, as well as mainstream business users who require flexible viewing capabilities that include a full two-page view—and who may also want integrated audiovisual capabilities.

Key Selling Points

- **Outstanding image quality.** The AppleVision 850 and 850_{AV} displays feature a 20-inch (19-inch diagonal viewable image size) Sony Trinitron screen with a .26-mm aperture grille pitch, for clear, sharp pictures and vivid color.
- **Accurate/consistent color.** These displays take advantage of Apple's advanced DigitalColor technology, an internal calibration system that adjusts to provide outstanding color accuracy over time through an internal feedback system designed to ensure that the screen color remains consistent with original factory settings. In addition, Apple DigitalColor technology provides users with control over the white-point settings, enabling them to simulate different lighting conditions and to compensate for the impact of ambient light. Finally, because the AppleVision 850 and 850_{AV} displays work seamlessly with Apple's ColorSync color-matching technology, you can be assured of remarkably accurate on-screen color representation, as well as outstanding color accuracy across multiple devices, such as scanners and printers.
- **Advanced technologies.** The AppleVision 850 and 850_{AV} displays use multiple-scan technology to deliver the flexibility in resolution that customers need to accomplish a variety of tasks as efficiently and effectively as possible. Viewing options include the ability to view more than two full pages of text or graphics at an impressive 1,600 by 1,200 pixels. And customers will enjoy intuitive software control over display features such as brightness, contrast, and all geometry adjustments.
- **User-focused design.** Developed with customer convenience in mind, the AppleVision 850 and 850_{AV} displays include anti-reflective, antistatic screen coating and a tilt-and-swivel base for optimal viewing comfort.

- **Compatibility.** The AppleVision 850 and 850_{AV} displays can be connected to and fully support PCs running Windows 95 through an included Macintosh®-to-VGA adapter. Of course, they offer *truly simple* plug-and-play connection to Power Macintosh® computers and other systems running the Mac OS. In addition, although the AppleVision 850 and 850_{AV} displays are totally at home in the PC world, the only users who will be able to take advantage of the advanced AppleVision software and Apple DigitalColor technology featured by these displays will be those who are running Mac OS 7.1 or later.
- **Energy efficiency and environmental safety.** The AppleVision 850 and 850_{AV} displays comply with all the most important energy and safety standards for monitors, including the EPA's Energy Star energy-consumption guidelines, the MPRII standard for electrical and magnetic field emissions, and TCO 92 environmental requirements.
- **Multimedia integration.** In addition, the AppleVision 850_{AV} display includes integrated, front-facing, high-output, extremely high-quality stereo speakers, which provide surround-sound support without adding to desktop clutter. In addition, the AppleVision 850_{AV} display includes a directional microphone engineered for applications such as close-up recording, voice annotation, speech recognition, and speakerphone use. There's even an audio-output jack for connecting headphones or audio/video recorders.

Prospects

The AppleVision 850 display was designed for demanding business users—people such as journalists, photographers, graphic designers, and desktop publishers, as well as anyone who requires high resolution and color accuracy in a large multiple-scan display that can offer up to a two-page view. More generally, with their large size, outstanding image quality, and flexible multiple-scan viewing capabilities, the AppleVision 850 and 850_{AV} displays will appeal to a broad spectrum of users across a variety of applications. For example, with its high-quality integrated speakers and voice-recognition-capable microphone, the AppleVision 850_{AV} display is ideal for working with multiple media. Likely prospects include desktop publishers, multimedia authors, and others who make frequent use of multimedia applications. In addition, many “mainstream” business professionals will appreciate the convenience of an all-in-one audiovisual solution.

Competitive Advantages

The AppleVision 850 and 850_{AV} displays offer a number of competitive features and capabilities:

- Sony Trinitron technology for outstanding image quality.
- Apple DigitalColor technology, which provides a highly accurate internal calibration system.
- Integration with ColorSync, Apple's innovative color management solution.
- Intuitive software control over all screen functions.

Q&A

Why did Apple decide to market two displays instead of a single offering?

We've found that, while integrated audiovisual display solutions are highly popular with certain market segments, other customers either want to assemble their own audiovisual solution or simply don't need the audiovisual features (and, of course, don't want to pay for something they don't need). In short, by offering both a non-AV model and an AV model, Apple is able to reach—and satisfy—more customers.

Additional Information	
<i>Data Sheets</i>	<i>Part No.</i>
AppleVision 850 Display	I.02369A
AppleVision 850 _{AV} Display	I.02370A
<i>Other Documents</i>	<i>Part No.</i>
AppleFacts 5.97	I.00327K