IN THE 90s, WE'LL PROBABLY SEE ONLY TEN REAL BREAKTHROUGHS IN COMPUTERS. HERE ARE SEVEN OF THEM.
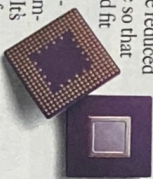
1 The NeXT™ Computer System is the first computer in the world (and so far the only) to use read/write/erasable optical storage. While PCs today are typically equipped with Winchester drives that store 20 to 40 MB, a single optical disk can store 256 MB. Plus, it is removable, for portability and added security. This dramatically new technology provides storage that is simultaneously vast, reliable and cost-effective—a combination unmatched by computers of any size.

2 NeXT has made the power of UNIX™ usable by mere mortals. While UNIX is the high-performance operating system used by workstations to achieve true multitasking and superior networking. Unfortunately, it has always been the antithesis of user-friendly. NeXT has given UNIX a revolutionary new interface—one that is both visual and intuitive. Now computer users of every level can instantly wield this tremendous power, with no technical knowledge whatsoever.

3 To achieve the power needed for the 90s, NeXT bypassed traditional workstation architecture and went directly to that of a mainframe. This eliminates bottlenecks and attains an extraordinary level of system "throughput"—the true measure of computer performance. Only through the use of VLSI (Very Large Scale Integration) technology could this architecture be reduced in size so that it could fit inside a desktop computer. It's a mainframe on two chips.

4 While PostScript® has long been the industry standard for printing, NeXT has made it fast enough to also be used on the display. This "unified imaging model" ensures that what you see on the display is precisely what you will get on paper. All your work, in any size type and any degree of rotation or magnification, appears with perfect 92-dots-per-inch clarity on the NeXT MegaPixel Display. And with laser precision at 400 dpi on the NeXT Laser Printer.
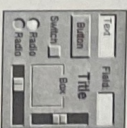
5 The NeXT Computer System is the first to be capable of producing CD-quality sound. Without requiring any additional equipment. This feat is made possible by a chip that has been specifically designed for the task of manipulating sound—the Digital Signal Processor (DSP). Because this processor is standard in every NeXT machine, software developers will be able to call upon its power to enrich programs we use every day. Now computers will not just be seen, but heard.
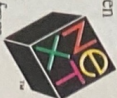
6 NeXT Mail takes electronic communications beyond anything you've seen on a personal computer before. Now you can send and receive multimedia mail—including text (with varied type fonts, styles and sizes), graphics and voice messages. And despite its high level of sophistication, NeXT Mail is so intuitive, you may not ever need to open the manual. NeXT Mail is built into the system, along with Ethernet and TCP/IP so the NeXT machine can quickly become a part of existing networks.

7 Programmers can create software on the NeXT Computer up to ten times faster than on any other computer—the result of a breakthrough called NextStep. It gives software developers the power to create the graphical user interface portion of their applications (often the most time-consuming and difficult part) without any programming at all. This revolutionary environment means we will see more programs, and better ones, in less time than ever possible before.

These seven breakthroughs will change the way we use computers in the 90s. Which is why Businessland, the leading supplier of computers to corporate America, chose as the NeXT Computer System as the workstation they will offer. Call us at 800-848-NeXT and we'll send you a 28-page brochure describing the NeXT Computer. We'll also give you the address of your nearest Businessland Center. There, you can experience for yourself the first seven breakthroughs of the 90s. And get a good idea where the next three will come from.