

The new Apple Personal LaserWriter LS.

slow it down. It also utilizes TrueType. And it even prints in the background, so you can be working at the same time it is.

But what makes these printers special isn't just the printers alone. It's that they're built with the same philosophy as the Macintosh computers they're intended to work with.

There are no dip switches to set. No cards to mess with. No font cartridges to buy. And they work the same way with every Macintosh and every Macintosh program. Just plug them in. Turn them on. And they're ready to start printing.

It's all part of the seamless, practical approach that makes it easy for the millions of people who use a Macintosh to concentrate

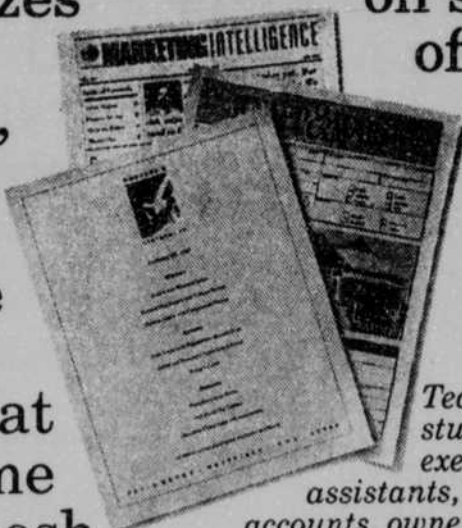
on solving their problems instead of solving their computers.

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