

DataLink Express™

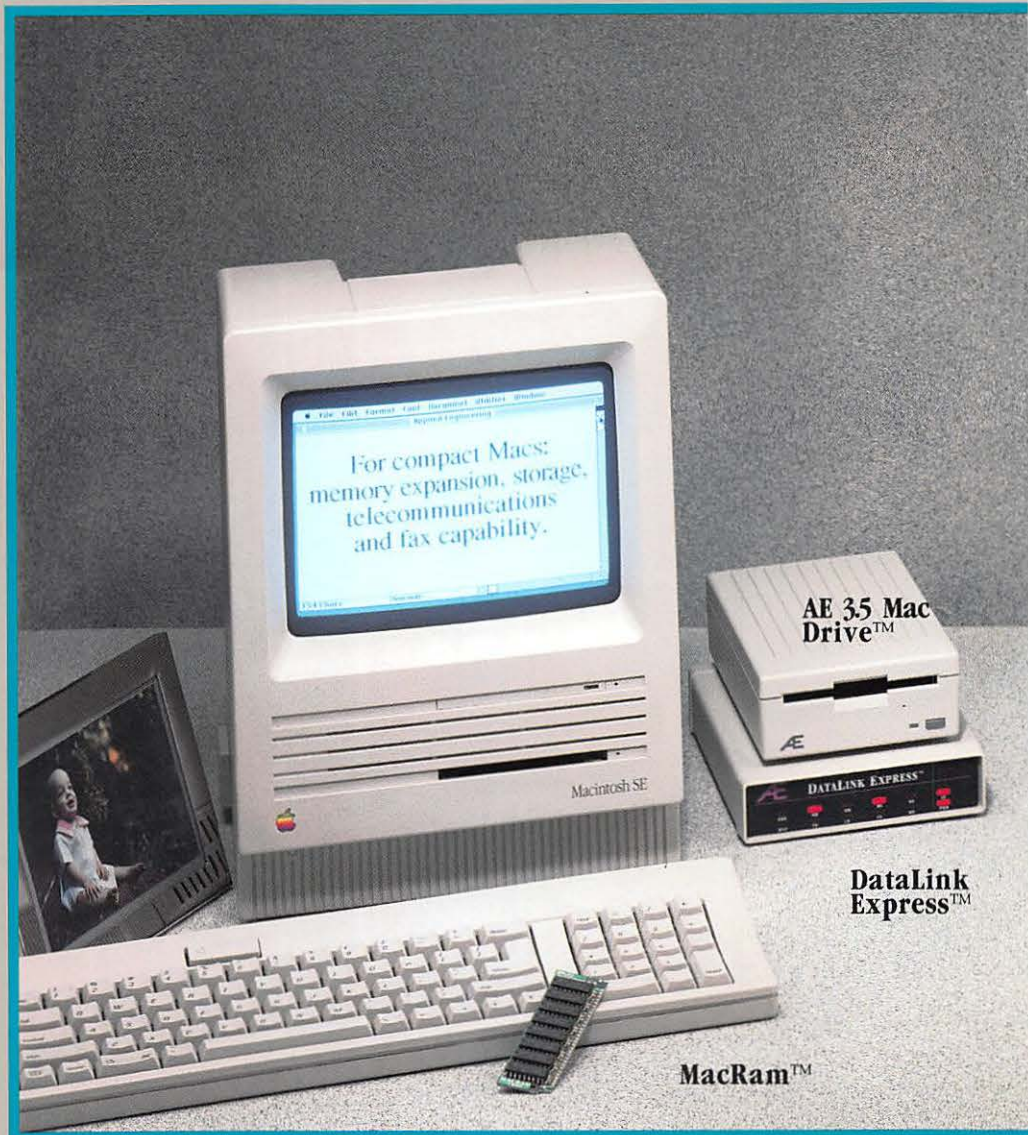
Compatible with all Macintosh computers, DataLink Express™ was designed for those who insist on the highest standards of uncompromised quality. DataLink Express is a fully upgradeable external modem, complete with powerful communications software and loaded with features. A comprehensive, twelve-lamp status light array (the most complete in the industry) keeps users aware of all functions while our exclusive "Line Engaged" indicator warns when a shared modem line is in use to avoid interruptions in your transmissions.

Only DataLink Express incorporates both a Macintosh-style Mini-8 connector and an IBM-type DB-25 connector for other personal computers (it's also compatible with all IBMs and compatibles, Amigas and Apple IIs). Housed in a perfectly color-matched Mac-platinum case, DataLink Express automatically selects firmware defaults of baud rate (300, 1200 and 2400 bps), data format, parity and control interrupts. The modem also features adaptive equalization, full extended Hayes compatibility, a durable metal case and an FCC certified design. With the powerful communications software we include, you won't need to go software shopping. You can enjoy your DataLink right away. We've also arranged for you to receive a collection of free introductory memberships and online time on a number of bulletin boards and online services.

Best of all, DataLink Express is upgradeable. Start with the base model and add AE Send-Fax™ and MNP-5 error correction and data compression later (see overleaf for a full description of MNP-5 and AE Send-Fax options). Even receive-fax and AppleTalk upgrades are planned for the near future. Like all DataLink modems, DataLink Express grows as technology grows. *Five year warranty.*

MacRam™

Applied Engineering produces a full line of high quality memory expansion SIMMs for the Macintosh Plus, SE and II series. Our MacRam™ SIMMs are available in 256K, 1 MEG and 2 MEG kits (consisting of a pair of 1 MEGs). MacRams feature total compatibility, AE's famous workmanship, complete documentation and our full *five year warranty.*



AE 35 Mac Drive™

Designed to perform with all the reliability and performance of Apple's 800K drive — at a fraction of the cost. The AE 35 Mac Drive™ features the same top-quality Sony mechanism used in Apple's drive, and has the same footprint, color and ABS plastic case.

An AE exclusive is the two-way LED indicator light. The indicator shows green for reading, red for writing, so you always know exactly what the drive is doing. If you must interrupt, you can safely eject while the drive is reading without ruining the write function. The AE drive also features auto eject, an FCC certified design, 800K capacity, daisy-chain compatibility and a *one year warranty.*

AE HD Mac Drive™

Our SuperDrive-compatible 1.44 MEG high density drive looks, feels, runs, reads, writes, stacks and even smells like Apple's. But it costs hundreds less. Finally, a second SuperDrive is within reach of every user. And with it, the ability to access files almost instantly and copy disks without continually swapping disks. And unlike lesser high density drives, the AE HD Mac Drive™ is totally FDHD compatible. It reads and writes both MS-DOS and ProDOS and works with both standard 800K disks and 1.44 MEG high density disks.

Our design incorporates the same top-quality Sony mechanism Apple uses. And our exclusive two-way LED indicator light displays green for reading, red for writing, so you can actually tell what your drive is doing at any given moment. The drive features manual and auto eject, a custom-molded DB-19 cable and an FCC certified design.



We designed a handsome, high impact ABS plastic case to stack with, daisy-chain with, and exactly match the footprint of Apple's drive. We even make a Mac II external drive adapter (\$19), so you can add a second high density drive to your Mac IIx and IIcx. *One year warranty.*

DataLink/Mac™

Engineered specifically for the Mac II series, the DataLink/Mac™ is the ultimate internal modem. All the power and features of an AE DataLink modem fit neatly and unobtrusively under the hood of your Macintosh. And because the modem was painstakingly designed from the ground up for the Macintosh, we even include a "Mac standard" serial port for the addition of extra peripherals. Add a printer or scanner, even when the computer's built-in ports are occupied.

Since the board is socketed, not soldered, owners can self-upgrade to include MNP-5 and AE Send-Fax. Even receive-

fax and AppleTalk upgrades are planned for the near future. DataLink/Mac grows as your needs grow. For those workstations with a number of serial devices (printers, plotters, digitizers, scanners, modems, etc.), we created a special Mac desk accessory so you can individually control the system's shadowing to multiple serial devices, saving you the hassle of reaching behind your computer to physically change cables from one device to another.

The free communications software we include with all DataLink modems contains a selection of introductory memberships to several bulletin boards and free online time so you can begin using your DataLink/Mac right away. Here's your chance to try NEWSNET, THE OFFICIAL AIRLINE GUIDE, AMERICA ONLINE, GENIE AND DELPHI, courtesy of Applied Engineering. DataLink/Mac comes with a *five year warranty.*

QuadraLink™

Also for the Mac II series, QuadraLink™ is AE's answer to clogged serial ports. With the proliferation of popular serial devices: printers, scanners, digitizers, plotters, modems, graphics tablets and the like, comes the need to control several serial ports simultaneously. Before QuadraLink, the solution was to root through a rat's nest of wires behind the computer and try to connect the right device to the port. QuadraLink plugs into a NuBus expansion slot and provides four additional serial ports, accessible through an opening in the back of the Mac.

QuadraLink is fully compatible with the Mac's Communication ToolBox and System 7.0 (when released). For older software, the QuadraLink package includes software to create a "Shadow Driver" so its serial ports will be recognized by the older software.

Applied Engineering has been setting the standard for Apple peripherals since 1979. For more than ten years, we've forged a reputation for exciting and innovative products. Built to our own exacting standards of quality and reliability, AE products are backed with the best warranties and the best technical support in the business.

We didn't become one of the oldest and largest peripheral developers in the world by sitting on our laurels . . . the numerous products recognized as "Reader's Choice", "Top Ten All Time" and "Product of the Year". We got here by paying attention to detail and listening to our customers.

And always, a commitment to QUALITY. Designing in the highest reliability that's technically available. AE products are the best you can buy. The top of the line. We've gotten where we are today by making the highest quality peripherals available, selling them at a fair price and supporting them all along the way. The bottom line: our customers demand the best and for more than ten years we've delivered. As you consider our latest Macintosh peripherals, please know that we genuinely appreciate your business and we plan to continue earning it.



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in the
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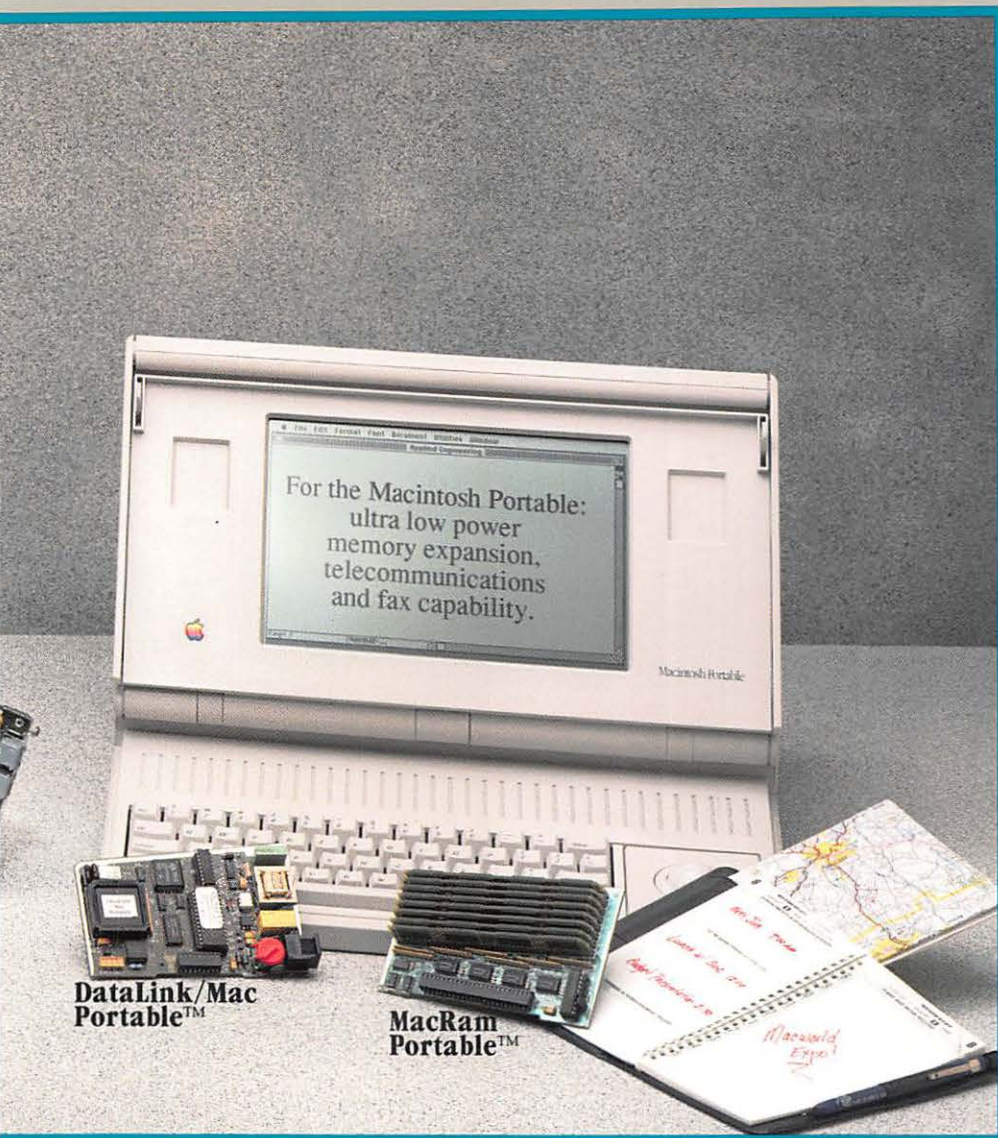
AE Send-Fax™

Our Send-Fax upgrade (optional on DataLink/Mac and DataLink Express, standard on DataLink/Mac Portable) allows the user to transmit text and graphics directly from any program to any Group 3 fax machine as easily as sending a document to a printer.

AE Send-Fax™ lets you create custom cover pages with your favorite paint or draw program, or to import images from clip art files. The finished custom page includes the sendee's name and address, the user's name and address, number of pages, time, date, etc. Cover pages are stored in memory and automatically accompany your faxes. You can compile time-saving phonebooks and distribution lists. Store names, departments and phone numbers and fax them with pushbutton ease.

You can even fax documents to whole distribution lists. AE Send-Fax will retry busy numbers and let you know if your faxes made it through, so you can resend any unsuccessful transmissions. Set the software to send your messages after hours, when rates are at their lowest. The next day, review a status report, generated by AE Send-Fax automatically.

And most importantly, AE Send-Fax works entirely in the background. So your other work is not disturbed. Stay in your application program the whole time your fax is being sent. AE Send-Fax brings the power of your Macintosh and DataLink modem together to take the inconvenience out of faxing.



Like the Mac II's existing serial ports, QuadraLink's four serial ports are standard Mini-8 DIN connectors. QuadraLink carries a full *five year warranty*.

MacRam Portable™

With current powerful Macintosh software applications and the soon to be released System 7.0 requiring 2 MEGs minimum, the MacRam Portable™ memory card is the logical choice. Why? Massive 8 MEG memory expansion and extremely low power consumption.

That's what it takes to engineer state of the art memory expansion for the Macintosh Portable. Our 8 MEG MacRam Portable incorporates the most advanced SMT (surface mount technology) and FPT (fine pitch technology) to put 8 full megabytes of RAM, into the Portable's tiny slot. And unlike other "smaller" memory cards, does so without blocking any of the computer's other slots.

Low power consumption to extend the life of the Mac Portable's battery is the other prime consideration. The more power the memory card consumes, the less time the computer can operate without a battery charge. Not only is MacRam Portable the largest memory card available, it's the most efficient. In fact, MacRam Portable consumes less power than any memory card we've tested. We achieved this incredibly efficient performance by carefully choosing the very least consumptive components available. For example, the PAL chip we chose is a "Zero Power PAL", meaning the chip uses one hundred times less power in the sleep mode than normal PALs. Our memory modules are 128K X 8 SRAMs which use much less power than competitor's Pseudo Static RAMs. The result? Only 3-4 milliAmps in the Sleep mode, 40 milliAmps in use and only 60 milliAmps when fully populated with 8 MEGs. Far less than competitor's cards.

And only MacRam Portable grows in 1 MEG increments all the way to 8 MEGs. Other cards force you to buy all at once or grow in expensive 2 MEG increments. Maximum memory expansion with absolute minimum draw on your battery - and a *five year warranty* to back it up. That's MacRam Portable.

DataLink/Mac Portable™

Also for the Macintosh Portable, the DataLink/Mac Portable™ modem with a low power consuming design (to prolong the life of the computer's battery) and AE Send-Fax and MNP-5 as *standard features*.

Like all DataLink modems, the full-featured DataLink/Mac Portable will automatically select firmware defaults of baud rate, data format, parity and control interrupts. Other modems require you to send an obscure set of commands when running from firmware or don't allow you to disable interrupts at all. And all DataLink modems have non-volatile RAM for pre-setting and storing different configurations. We also included the ability to save phone numbers in non-volatile RAM, so you don't have to hunt for often-called numbers.

The DataLink/Mac Portable was specially designed to accept a 1-to-2 line phone line adapter so you can use your phone normally without disconnecting the line from the modem. Competitor's modems tie up the phone lines, even when the modem is idle.

Since MNP-5 (available on all DataLink modems) can transmit and receive compressed data at speeds up to 4800 bps, we incorporated a hardware/software flow control protocol into every DataLink modem. The protocol allows communication between the computer and the modem to speed up to 9600 bps, and thereby keep the modem's buffer full. The DataLink/Mac Portable carries a full *five year warranty*.