



The Power Mac G4 is here.

The Power Mac G4 is quite simply the fastest machine ever designed to run graphics applications like Adobe Photoshop, InDesign and QuarkXPress. It draws its phenomenal power from the PowerPC G4 with Velocity Engine.

This brand new brain, the PowerPC G4 processor, redefines high performance for the entire industry. It's a supercomputer on a chip, with a sustained performance of over one gigaflop.

Combine the Power Mac G4 with the stunning Apple Cinema Display, and what you have is the best working environment for publishing and digital video professionals.

Computers get marginally faster every year. Megahertz, a popular (but simplistic) measure of performance, usually increases around 35% annually. But once or twice in a decade, we experience a breakthrough that leaps far beyond these incremental steps. Today we present such a breakthrough: the new Power Mac G4. This is not just the fastest Mac in history. It's the fastest personal computer in history.

Rather than being just 35% faster, the new Power Mac G4 is up to twice as fast as the fastest Pentium III-based PCs.*

With performance increasing at its usual pace, the new Power Mac G4 wouldn't have arrived until 2003. Fortunately, breakthroughs do happen.

And just in time, too. Because your high-resolution image files, special lighting effects, 3D rendering, digital video and advanced speech-recognition all have one thing in common: they make insatiable demands on your computer's processor.

Enter the Power Mac G4. Quite simply the fastest machine ever designed to run graphics applications like Adobe Photoshop, InDesign and QuarkXPress, the Power Mac G4 rips through processor-intensive tasks like Gaussian blurs, lighting effects, rotations and color conversions.

New face, new brain, new era

We love building the fastest, best-designed computers in the world. We realize they're not for everyone. But for creative professionals, scientists, educators, artists, musicians and others who demand the highest possible performance, they're often nothing less than essential.

With its Pentium-crushing speed and convention-crushing design, the Power Mac G4 picks up where the best-selling G3 left off. Its enclosure has evolved to a highly polished silver and graphite, yet it still offers easy access to every internal component through its unique swing-open side door.

Beneath its new face, however, is where the Power Mac G4 really shines. At its core is a brand-new brain—the G4 processor—that redefines high performance for the entire industry.



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And we've designed the rest of the new Power Mac G4 to keep up with the processor. Our two high-end models feature a 100MHz system bus with three times the memory bandwidth of the G3. As well as superfast Ultra ATA/66 hard drives and accelerated AGP 2X graphics.

So, if you're one of those professionals who routinely push their computer to the limit, we invite you to witness the beginning of a new era of Power Mac power.

Hold on tight.

* In CPU measurement and Photoshop tests.

Want something even more advanced? With an optional AirPort Card or AirPort Base Station (available on some configurations) the Power Mac G4 is ready for wireless networking—the first desktop computer with this capability.