

Macworld Directory

The Macworld Directory is a comprehensive listing, by category, of products and services available for the Apple Macintosh. It provides advertisers with a low-cost advertising alternative and our readers with an easy reference guide.

FORMAT: The standard format includes a product ID, a 300-character descriptive ad, and a company name, address, and telephone number.

Advertisers may choose among categories already in use, or they may create their own. Display advertisers can cross-reference their current ad to the Macworld Directory for increased exposure.

RATES: Listings are accepted for a three-time consecutive insertion at a rate of \$726. We offer a six-time insertion at \$1230 that reflects a 15% frequency discount. Listings must be prepaid (except for established display advertisers) upon submission of ad copy. Checks, money orders, Visa, and MasterCard are accepted.

DEADLINE: For copy deadlines and further information please contact Niki Stranz, your Macworld Directory Account Manager, at 415/546-7722 or 800/435-7766 (800/435-7766 in California). Please send copy and prepayment to the Macworld Directory, 501 Second St. #600, San Francisco, CA 94107.

■ Accessories

○ Cables

Mac Lock/Mac Cables

Mac Lock, finest security kit for Mac/+, secures Mac, keyboard, mouse, 2nd drive, modem, & printer. Attractive red vinyl-covered steel 3/16" cables. Lock included. No tools req. Money-back guarantee. \$40. Mac Cables provide any length custom cables for Mac/+ (incl. keyboard) or almost any computer need. \$20 & up. *Mac Products, 20231 San Gabriel Valley Dr., Walnut, CA 91789, 714/595-4838*

■ Artificial Intelligence

ExperTelligence:

Is the world leader in the field of artificial intelligence products for the Mac. ExperTelligence is the only AI company that offers a full line of AI-related products. ExperLisp-Plus (full developers version), ExperLisp-Talker, ExperOPS5-Plus (incl. graphics & dialog boxes), ExperFacts, PrologII (original Prolog developed by Marseilles University), ExperLogo, and ExperLisp 3600. FREE info-call or write:

ExperTelligence, Inc., 559 San Ysidro Rd., Santa Barbara, CA 93108, 805/969-7871

■ Business Opportunities

Make Money with your Mac

Start your own business printing "Time Scrolls," histories of what happened on any birth date. News, sports, prices, other famous births,

etc., are included. A proven money-maker—great for fairs, conventions, bazaars, etc. (512K Mac with external disk drive req.) *Time Scroll* software \$200.

Accurate Computer Search, 993C S. Santa Fe Ave., Vista, CA 92083, 619/726-7136

■ Expert Systems

MacKIT™ Version 2.0

The Knowledge Integration Toolkit for Building Expert Systems. This shell is written in FORTH as a turn-key application... FORTH not required. *MacKIT* features a production rule compiler, back-chaining inference engine, certainty factors. Not copy protected. 512K req. \$149, demo disk \$10. MC/Visa.

Knowledge System Environments Inc., P.O. Box 261, Dept. M3, Grantham, PA 17027, 717/766-4496

■ Hardware

○ Accessories

Trackball

The high-speed Trackball and Numeric Keypad Input devices formerly offered by Assimilation continue to be available from the manufacturer, Cambridge Automation. The Numeric Turbo upgrades your 512K/128K keyboard to that of a Mac Plus with the advantage of a Mac Turbo Touch trackball. Also available are the MIDI Conductor and the Mac Port Adaptor.

Cambridge Automation, 20200 State Rd. Cerritos, CA 90701, 800/345-8666, 800/826-9214 in California

○ Bar Code

Bar Code/MagCard Readers

The PC-380 Bar Code & PC-580 Magnetic Stripe (credit card) Readers have been designed to interface with the Apple Macintosh, are easily connected between the keyboard and the CPU, and require neither additional software nor an RS-232 port. A powerful but simple program for printing Code 39 bar codes is also available.

TPS Electronics, 4047 Transport St., Palo Alto, CA 94303, 415/856-6833

○ Data Acquisition

"Real World" Access

Add measurement and control capabilities to your Mac with the ADC-1. This easy-to-use RS-232 peripheral includes 16 analog inputs (13-bit), 4 digital inputs, 6 outputs, and a BSR controller. Use for laboratory, industrial, and home monitoring. \$449. ADControl software \$45. Sensors available.

Remote Measurement Systems, 2633 Eastlake Ave. #200, Seattle, WA 98102, 206/328-2255

○ Memory Upgrade

Memory Enhancements

Upgrade your Mac to 512K, 1024K, or 2048K of contiguous memory. SCSI port & fans available. Factory flow-solder techniques used for high reliability. 120-day warranty. Local 20-minute installation or mail order.