

The new iMac is flat-out cool

Apple Computer unveiled a new iMac on Monday that sports a 15-inch flat-panel display and writable DVD! It looks like a desk lamp and is featured on the latest Time magazine cover.

The new iMac is designed around a stunning 15-inch LCD flat screen that's brighter, sharper and easier on the eyes than old-fashioned CRT displays.

And instead of requiring your neck, shoulders and back to do the adjusting, the new iMac's display literally glides through the air — allowing you to effortlessly adjust its height or angle with a touch of your finger.

Inside its ultra-compact 10.6-inch base lives the fastest iMac ever, with a Pentium-crushing 800MHz PowerPC G4 processor that blazes through Mac OS X applications.

The revolutionary SuperDrive that lets you burn your own DVDs in addition to custom CDs.

Apple's 2002 could largely hinge on the public acceptance of the iMac. Most other PC companies woo consumer customers through price cuts and corporate customers with the continual need to upgrade their technology. By contrast, Apple tries to win customers through style and ease of use. In that sense, the company operates almost like a film studio, dependent on regularly turning out a hit product.

The original iMac series, hailed for its colorful designs and translucent cases, was a hit for Apple when it was released in May 1998 and Apple has sold over 6 million iMacs to date, making it one of the most popular computer lines.

"I do not think we will be able to make enough iMacs to meet demand this quarter" Steve Jobs said in an interview after his speech at Macworld Expo trade show. "This is the best thing, I think, we have ever done

Visit the [Apple website](#) for more info.

Source: <http://www.apple.com/imac/>