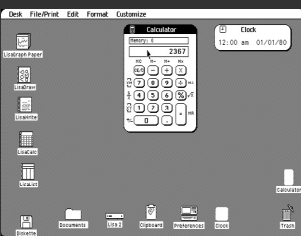


# 1983-1985

After unsuccessful Apple III , the ranks of Apple Computer's biggest failures were joined by Lisa . This in many ways revolutionary

machine was the first commercial personal computer to feature a graphical user interface , controlled by a then unique mouse.

Lisa's GUI refined and enhanced upon the ideas first seen in Xerox Star workstation , introducing such concepts as dragging, double-

clicking, on-screen trashcan  and pull-down menus . Unfortunately, priced at \$9.995, Lisa was an expense not many businesses could

afford. The computer was also slow, and eventually lost the competition with Macintosh , which offered a little bit less for much less.