

AccessionIndex: TCD-SCSS-T.20251212.001

Accession Date: 12-Dec-2025

Accession By: Dr.Lewis Leith

Object name: Apple III

Vintage: 1980

Synopsis: Robust Apple II successor targeted at businesses. S/N: 59070.

**Description:**

The Apple III was introduced in 1980, essentially as a business machine with all the peripherals tidily integrated. It suffered from design faults which required recall of the first batch of machines, then a revised model was introduced to the market and given to those whose machines had been recalled, but the poor reputation led to poorer sales than expected (but more than units sold), so somewhat counter intuitively new Apple II models were introduced.

The Apple III in this Collection clearly is of the revised design, and appears to have been a demonstration unit, with an Apple ProFile Storage hard disk unit, and an Apple Monitor. The Apple III base unit had a 2Mhz 6502 8-bit CPU and 256kB of bank-switched memory.(3<sup>rd</sup>-party upgrades could increase this to 512kB), a 5.25" floppy disk drive for 140kB floppy disks, and digital audio. It had a nice full upper/lower case *QWERTY* or *Dvorak* keyboard with dual-speed pressure-sensitive cursor keys. Apple provided almost no hardware technical information

The Apple ProFile was only released with the revised Apple III a year after launch. The ProFile contained 5MB or more of hard disk storage. It connected via a special interface card that plugged into an Apple III base unit slot. In general any peripherals were Apple III specific.

The Apple Monitor provided 80-columns, 24-lines of text, or graphics at resolutions of 560 x 192 for black-and-white or 280 x 192 for 16 colors or shades of gray.

Apple used the Apple III to introduce its new *Sophisticated Operating System* (SOS), which allowed storage devices such as the Apple ProFile to be used as volumes, and provided a hierarchical file system. It had an Apple II emulation mode, but this was blocked from use of the more advance Apple III features. Microsoft and Apple each developed their own versions of BASIC for the Apple III, and VisiCalc was available.

In essence, given the reputational damage to this model, the dearth of technical information, and the restrictions on the Apple II emulation mode, this product was unlikely to ever be adopted in large volumes like Apple's preceding and succeeding products. However, it remains an interesting machine for all these and other reasons, especially those relating to its design history.

Many thanks to Lewis Leith for donating this item, very well preserved after 45 years.

The homepage for this catalog is at: <https://www.scss.tcd.ie/SCSSTreasuresCatalog/>  
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Some of the items below may be more properly part of other categories of this catalog,  
but are listed here for convenience.

Accession Index	Object with Identification
<a href="#">TCD-SCSS-T.20251212.001</a>	Apple III. Robust Apple II successor targeted at businesses. S/N: 59070. 1980.
<a href="#">TCD-SCSS-T.20251212.001.01</a>	Apple III base unit. S/N: 59070.
<a href="#">TCD-SCSS-T.20251212.001.01</a>	Apple ProFile Storage unit, Model: A9M0100Z, S/N: DE001666.
<a href="#">TCD-SCSS-T.20251212.001.01</a>	Apple Monitor. Model: A2M2010P, S/N: 0071470.

**References:**

1. Wikipedia, *Apple III*, see:  
[https://en.wikipedia.org/wiki/Apple\\_III](https://en.wikipedia.org/wiki/Apple_III)  
Last browsed to on 12-Dec-2025.



Figure 1: Apple III, front view.



*Figure 2: Apple III, keyboard closeup.*



*Figure 3: Apple III, base unit closeup.*



*Figure 4: Apple III ProFile Storage and Monitor, front view.*



*Figure 5: Apple III, rear view.*



Figure 6: Apple III base unit, rear view.

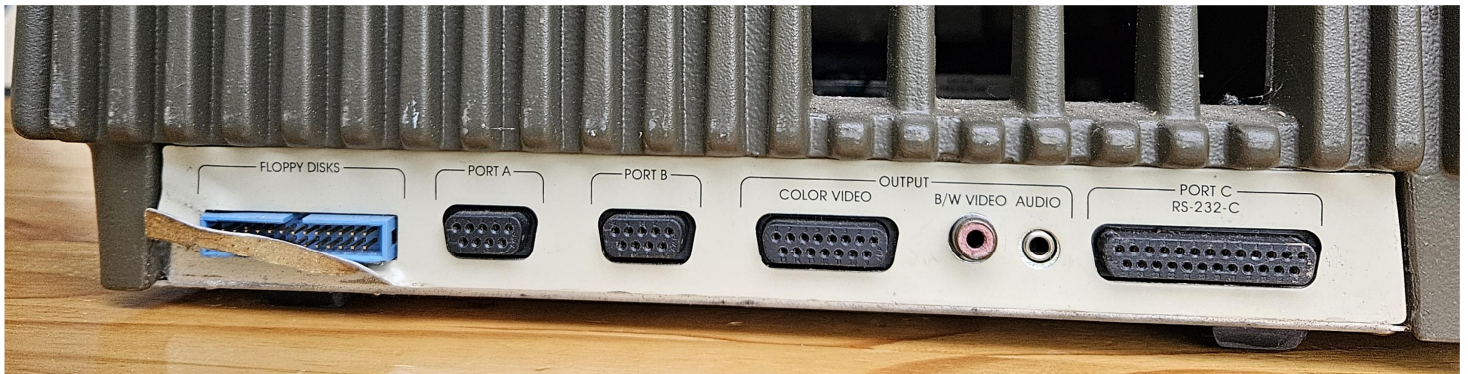


Figure 7: Apple III base unit, left rear closeup.



Figure 8: Apple III base unit, right rear closeup.



Figure 9: Apple III ProFile Storage unit, rear view.



Figure 10: Apple III ProFile Storage unit, left rear closeup.



Figure 11: Apple III ProFile Storage unit, right rear closeup.



Figure 12: Apple III Monitor, rear view.



Figure 13: Apple III Monitor, manufacturing labels.



Figure 14: Apple III base unit, bottom view.

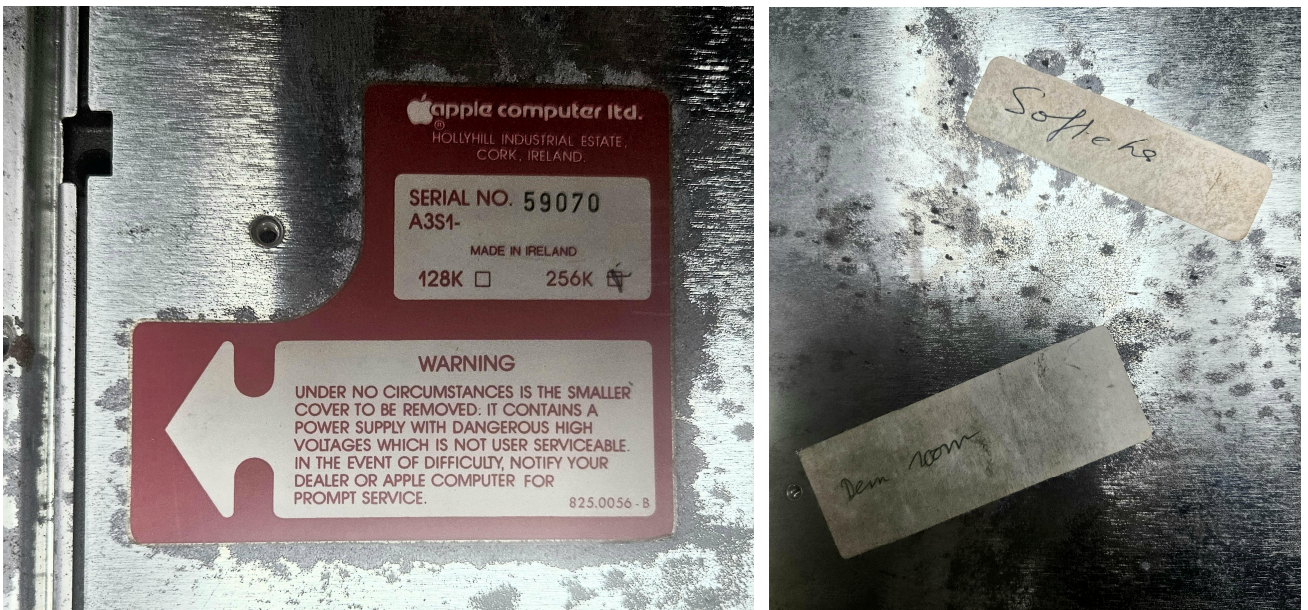


Figure 15: Apple III base unit, manufacturing labels.