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Monitors: Model Number Versus Marketing Number (7/93)

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Security: Everyone

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TOPIC -----

What is the difference between the model or family number, M1212, on the back of the Apple Color Monitor (14") and the number on the suggested retail price list, which is M1198LL/A?

DISCUSSION -----

The model number M1212 is stamped on all Macintosh Color Displays (14" Color monitors.) This number is the ID number used for monitor safety and FCC licensing.

The number M1198LL/A is a marketing number (or finished goods number) that describes not only the monitor itself, but also includes the shipping box, packaging material, manuals, and other items that may be contained in the box.

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