



The Macintosh for Publishing Business Applications

For years, Macintosh has won the hearts of artists and graphic designers. But with the introduction of the affordable new iMac computers, many people on the business side of publishing—office managers, customer service, and sales representatives—are discovering what their design and production counterparts have long known—Apple's legendary innovation and ease of use often equate to increased productivity. To these profit-minded professionals, Macintosh means more than just graphics. Macintosh means business.



The screenshot displays a complex software interface for a printing job. The main window is titled 'Estimate: 38218 - PrintPoint - JAN. Mailing'. It features several panes: 'Shipping' with options for 'SHIP TO 2 LOCATIONS', 'Paper / Layout' with specifications like '11 x 17' and '12.5 x 19', 'Press / Ink Setup' with 'RYOBI' and 'Sheet-Diff: 4', and 'Totals' with columns for 'Qty', 'A', 'B', and 'C'. A 'Rates/Qty' table is also visible, listing items like 'Paper', 'Printing', and 'Post-Press' with their respective costs. A 'Booklets/Lots' section shows 'Not selected'. The bottom pane shows a 'Post-Press/Outside Service' table with columns 'A', 'B', and 'C'. A small window titled 'SCREENS / PRINT SCREENS' is open in the foreground, and a box for 'Mac OS 8.5' is visible on the right side of the interface.

Powerful, affordable computers

The new iMac computers aren't simply powerful, they're also affordable. So now every business can connect their account staff to the design or production departments. By using iMac computers in their sales force, many successful firms are helping account managers and creative artists easily coexist—sending artwork over the network, sharing printers or scanners, and making removable drives available to everyone.

Easier to use, less expensive to own

Better yet, iMac computers are incredibly easy to set up and maintain by users. The Mac OS is superior in sharing and reading files—even files created on a PC. In fact, by adding Virtual PC, you can even run Windows applications on a Macintosh. The Mac OS also includes the powerful search, networking, and print capabilities to help sales professionals and production specialists work well together.

Network connectivity

Macintosh computers come with built-in TCP/IP and Internet capabilities. So you can easily connect your Mac to Windows NT or UNIX servers to make important databases and business applications available over a local network. Or by adding an AppleShare IP server, you can integrate both Macintosh computers and PCs easily on the server network.



Solution Sheet

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Solutions for the Publishing Business

Below are just a few of the publishing business applications available for Macintosh. For a complete list, visit the Macintosh Products Guide at www.apple.com/guide.

Accounting/Job Tracking

Franklin Estimator	
Franklin Systems	www.fesys.com
Job Central	
Honeybee Software	www.honeyb.com
LithoTraxx	
Tailored Solutions	www.tailor.com
PrintPoint	
Print Point	www.printpoint.com
PrintSmith	
M Data	www.printsmith.com

Collaborative Software

AdManagerPro	
Baseview Products	www.baseview.com
Avatar	
AVATAR Works	www.avatarworks.com
CirculationPro	
Baseview Products	www.baseview.com
NewsEditPro	
BaseView Products	www.baseview.com
ProductionManagerPro	
Baseview Products	www.baseview.com

Other Print Publishing

Adobe Streamline	
Adobe Systems	www.adobe.com
AppleShare IP	
Apple Computer	www.apple.com
Debabelizer	
Equilibrium	www.equilibrium.com
MacLinkPlus Windows Translation	
Dataviz	www.dataviz.com
Microsoft Office 98	
Microsoft Corporation	www.microsoft.com
OmniPage Pro OCR	
Caere	www.caere.com
PageComposer	
-CEPS conversion Rorke Data	www.rorke.com
TextBridge Pro OCR	
Xerox	www.xerox.com
Virtual PC	
Connectix	www.connectix.com

For More Information

For the latest information on Macintosh publishing business applications, visit www.apple.com/publishing/printing

Apple Computer, Inc.

1 Infinite Loop
Cupertino, CA 95014
408-996-1010
www.apple.com

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