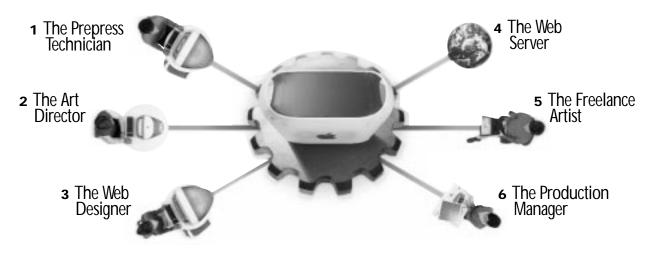# Enhancing the Workflow

In today's fast-paced world, the people responsible for publishing the most timely print and web content are streamlining their production processes with integrated applications that enhance workflows, eliminate many of the barriers between job tasks, and create more dynamic ways of working together.

Mac OS X Server Gears Up for Web, File, and Print Management

The Studio Server Has Arrived

Heralded as the next-generation server solution, the new Mac OS X Server is ideal for the design studio that's looking for an easy way to manage and deliver digital content across the office or around the world. At an amazingly affordable price, Mac OS X Server has the ability to speed the delivery of digital media, prepress files, and web pages—all simultaneously.

1 The Prepress Technician

2 The Art Director

3 The Web Designer

4 The Web Server

5 The Freelance Artist

6 The Production Manager

1 The Prepress Technician
Transferring High-res Files

Many firms seeking greater control over the production process are turning to Xinet's FullPress and WebNative software. FullPress is professional print server software that allows designers to spool files to the Mac OS X Server system and rasterize them to any PostScript printer or imaging device. It also provides OPI for high-resolution image replacement and server-based PDF generation. A complementary application, WebNative, makes any OPI image repository of high- and low-res files accessible 24 hours a day. Through a password-protected Internet site, clients can download files directly from a standard web browser. FullPress and WebNative work together to provide a Mac OS X Server solution that makes prepress work faster, more reliable, and completely accessible to remote clients.

Xinet's FullPress and WebNative are solutions that accelerate the generation and distribution of prepress files.

2 The Art Director
Managing Digital Assets

Central to the success of a modern-day studio is a server that can distribute digital content both consistently and rapidly. Canto Software's leading asset management tool, Cumulus, is server software that catalogs thousands of media elements in a central database and keeps track of their location. Canto Cumulus provides an elegant workflow solution for virtual offices, where a diverse collection of archived media is often shared by several people. And Apple technologies help to ensure a smooth process. For example, if a corporate logo has been color-corrected using Apple's ColorSync technology, a single copy of the file can be saved with its ColorSync profile and kept on the server itself.

Canto Cumulus is the leading solution for managing digital assets on a network or over the web.

3 The Web Designer
Publishing Web Sites
Professional webmasters have longed for ways to integrate their HTML editor with their programming tools. One important development in this area is the support of WebObjects in Macromedia Dreamweaver 2 software. Now the visual design environment of Dreamweaver makes the process of building a WebObjects-powered site fast and easy. Using the drag-and-drop WebObjects modules from within Dreamweaver, web site creators of diverse skill levels can tap into the vast resources of corporate databases to deliver customized information in web page templates. Macromedia Dreamweaver is making the process of building dynamic, database-driven web sites as easy as designing web pages.

Macromedia's Dreamweaver 2 is a visual authoring tool for the design, production, and management of professional web sites.

4 The Web Server
Serving Applications over the Web
To bring corporate data systems to the web, companies turn to Apple's WebObjects, the powerful development platform for creating large-scale Internet and intranet applications. Already in use by more than 3,000 organizations, including the American Automobile Association,

Adobe, Standard and Poor's, and the U.S. Postal Service, WebObjects has become the market-leading high-performance application server. With major advances in ease of application development, performance, and Java functionality, WebObjects 4 is the perfect solution for the most demanding e-commerce, dynamic publishing, and workflow applications.

WebObjects is a drag-and-drop programming environment that gives web site designers access to powerful corporate databases.

5 The Freelance Artist
Accessing Digital Media
With Canto Cumulus asset management software and Mac OS X Server, any remote associate can locate a digital media file and access it quickly, even if the file resides on a local hard disk or a Zip or Jaz cartridge. You can also archive sounds, movies, and images in several different locations—all while the Cumulus software is taking inventory of everything. Cumulus even gives remote users the ability to browse the entire catalog over the Internet through a well-designed CGI interface. And ColorSync thumbnail previews can be generated from more than 100 file formats, including TIFF, PICT, JPEG, BMP, AVI, WAV, GIF, EPS, PDF, and QuickTime. Cumulus can even integrate files into layouts by using plug-ins for Photoshop, Illustrator, and QuarkXPress.

6 The Production Manager
Outputting Color Separations
Today's digital studios see Adobe's Portable Document Format (PDF) as the delivery format of the future. But the first versions of PDF have not supported pre-press functions such as Open Prepress Interface (OPI) for high-resolution image replacement and color separation. Helios Software has answered the PDF challenge with EtherShare OPI and PDF Handshake. EtherShare OPI provides OPI, file, and print services to Macintosh clients, cutting the time it takes to print a file from a client computer. It supports ColorSync, handles all major file formats, and is easy to set up from a Macintosh client. PDF Handshake makes ColorSync-compliant color separations possible from PDF files. It even handles nested OPI references within a PDF file and spot color–to–process transformation.

EtherShare OPI and PDF Handshake from Helios Software enable color separations from OPI and PDF files.