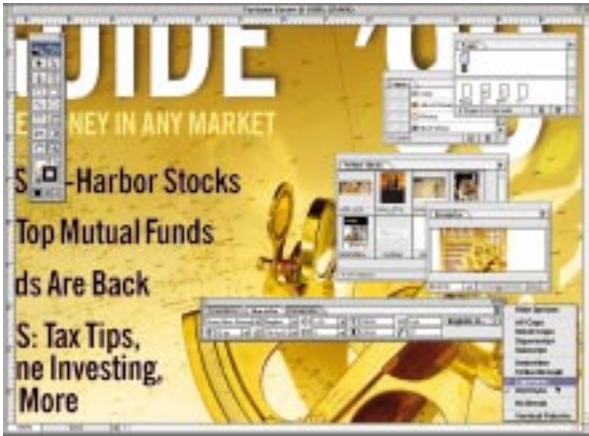




Enhancing the Workflow

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.

A Sneak Peek at Adobe InDesign from *Fortune* Magazine



Adobe InDesign intelligently tracks any updates to word processing or graphics files. When a source file is altered, InDesign alerts the page designer of a potential change, then reflows text or image run-arounds automatically. InDesign also uses independent layers—much like Photoshop or Illustrator—so you can hide elements to easily create multiple versions of the same page layout. Working from within Adobe InDesign, designers can even launch Photoshop or Illustrator for quick edits or adjust their clipping paths using tools from InDesign palettes.

Inside Time Inc., one of the nation's leading publishers, the creators of *Fortune* magazine are busy testing InDesign (code name K2), a next-generation publishing tool from Adobe. The "workflow" nature of the InDesign environment could enhance the collaboration between departments and eliminate many of the redundancies in the magazine's production process. By examining this powerful software firsthand, *Fortune's* staff is getting a sneak peek at the potential future of publishing.

"Typically, our staff faces some technical challenges when working together," says Damien Creavin, director of advanced technology for Time Inc. Creavin's hope is that *Fortune* will eventually integrate disparate job functions into one coherent, end-to-end digital workflow. By testing InDesign in its infancy, he is able to give Adobe product developers feedback that may influence the application's final feature set.

Pushing the Deadlines

"It's our goal to push the deadlines to the last minute. Then we must quickly collect all digital content and get the pages to the printer," explains Creavin. "So every optimization of the workflow becomes incredibly important."

Currently, the bulk of *Fortune's* content is created in stand-alone applications on more than 150 Macintosh computers. Editors use word processors to write their articles. The art department creates illustrations in Adobe Illustrator. Adobe Photoshop is used to manipulate scanned photographs. And the designers create a layout into which these elements are placed. When modifications need to be made to any element, they must be made in the originating program.

But Adobe InDesign allows page designers to tackle layout issues while simultaneously manipulating images in the same environment. When users double-click on a graphic, InDesign launches Photoshop or Illustrator, instantly updating the files as they are altered. Innovations like these could dramatically improve the way a magazine like *Fortune* is created.

One Layout, Multiple Versions

InDesign even tackles problems with multiple versions of the same page layout. That's critical to the workflow of Leo Burnett Company, Inc., the Chicago-based advertising agency that handles global assignments for clients such as Coca-Cola, McDonald's, Procter & Gamble, and Disney.

"We can make changes faster. We move type, hide elements, edit clipping paths, change photos, all without leaving the application," explains Chris Miller, vice president of Capps Digital Studio, Burnett's design firm. "And the page adjustment features of InDesign allow us to quickly distribute different versions of an ad to several publications without drastically changing the basic file."

Smooth Transition to New Applications

Because staffers must feel comfortable with change, introducing new software is a delicate process. However, moving from stand-alone applications to workflow applications is easy because Adobe InDesign echoes many of the palettes, menus, and key commands commonly found in other Adobe products. So InDesign requires little training for frequent users of Illustrator or Photoshop.

Underlying the smooth transition are a number of Apple technologies, including ColorSync and AppleScript. This is an important point for Miller, who has invested hours in automating his most tedious work. He uses

(continued on back page)

Lightning Speeds for QuarkXPress, Adobe Photoshop



Deadline-driven designers will find quick relief when using QuarkXPress and Adobe Photoshop on the new Power Macintosh G3. In test results released from the recent Pfeiffer Report, the new Power Macintosh G3 outclassed its Power Macintosh 8600 and 9600 predecessors.

QuarkXPress Is Quicker

Pitted against a Power Mac 9600/350 running QuarkXPress 4.03, the 400-MHz Power Macintosh G3 demonstrated significant increases in the execution of the most common application functions. When displaying text, completing complex page redraws and rotations, or moving multiple objects simultaneously, the Power Macintosh G3 posted speeds nearly three times faster than those of its predecessor.

This amazing responsiveness is largely due to a 400-MHz PowerPC G3 processor, but it is enhanced by a superfast system bus and a 1MB backside cache. And of particular interest to QuarkXPress users, the new Power Macintosh G3 features a built-in ATI RAGE 128 graphics card, enabling it to effortlessly handle high-resolution images at lightning speed.

Photoshop Files

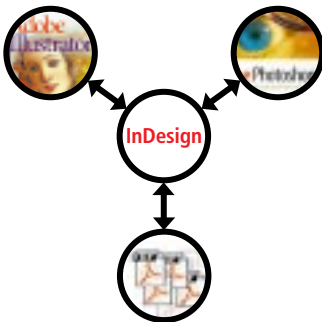
QuarkXPress users aren't the only ones who benefit from the dramatic speed increases of the Power Macintosh G3. Anyone who relies on Adobe Photoshop to render large graphics files will also reap huge gains in productivity. In recent Apple testing, the Power Macintosh G3 outpaced the Power Macintosh 9600/300 by more than 37% when running a 20MB file through a series of common Photoshop 5.0 operations. The speed improved by 224% when rendering memory-intensive graphics, due to the superior support from 1MB of high-boost backside cache running at 200 MHz.

Powerful Results

With its awesome processor power, the Power Macintosh G3 is not simply a fast way to run QuarkXPress and Photoshop. It is bar none the fastest computer for running either application. When compared with a Power Mac 9600/350, the 400-MHz Power Macintosh G3 is up to three times faster in completing common tasks in today's most essential design and publishing tools.

Text Redraw in QuarkXPress 4.0 Is 310% Faster 11.02 vs. 34.20 seconds
Power Mac G3
Power Mac 9600/350
Moving Complex Objects in QuarkXPress 4.0 Is 329% Faster 5.57 vs. 18.30 seconds
Power Mac G3
Power Mac 9600/350
Saving a Photoshop 5.0 File Is 290% Faster 5.27 vs. 15.27 seconds
Power Mac G3
Power Mac 9600/350
Gaussian Blur Effect in Photoshop 5.0 Is 213% Faster 0.95 vs. 21.20 seconds
Power Mac G3
Power Mac 9600/350

Benchmarks by Pfeiffer Consulting (January 1999).



Not only does Adobe InDesign work smoothly with other Adobe applications, it can also output to a variety of formats, including PDF, EPS, and HTML.

The Studio Server Has Arrived

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

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.

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.



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.



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.



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.



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 browser 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.



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 prepress 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.



Revolutionary Server Software Backed by Superior Support

The Right Server



Mac OS X Server software, based on the Mach kernel and BSD 4.4 technology, executes multiple operations with UNIX-style responsiveness. It includes a potent mix of intelligent management tools, elevated by the superior performance of the Power Macintosh G3 system architecture to a powerfully integrated solution. Mac OS X Server software can be purchased separately or comes bundled with special configurations of the Macintosh Server G3 product line. Either way, inside Mac OS X Server you'll find several powerful new features.

NetBoot
A revolutionary new Apple technology, NetBoot software drastically simplifies the management of Macintosh computers on the network by allowing you to administer all Macintosh computers from a single location. NetBoot can also dramatically redefine the way companywide

software is distributed and used. With NetBoot, any Mac on the network can run the same Mac OS system software and applications stored on the server. Individual users can securely access their own applications, documents, and personal desktop preferences from any Mac on the network. In addition, NetBoot controls user access

to the System Folder and protects applications from corruption. Since all applications run through the server, updates are performed once, eliminating the need for any local configuration.

Apache
Also bundled with Mac OS X Server is Apache, the web server software capable of handling everything from the file-sharing needs of small workgroups to the web page requests of large Internet communities. Apache has become the world's most popular hosting software by supporting millions of visitors to multiple domains every day.

WebObjects
WebObjects is Apple's powerful tool for creating and deploying the dynamic network applications used in e-commerce, asset management, and large-site

administration. The drag-and-drop interface and integration with a variety of relational databases make WebObjects indispensable for anyone working on seamless distributed information systems.

Apple File Services
Mac OS X Server also provides powerful, scalable file-serving capabilities that can support thousands of open files and more than a thousand concurrent users. Authorized users can access files from any AppleShare client over TCP/IP or AppleTalk. User and group information can be managed remotely using web-based remote-administration tools.

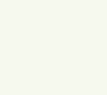
The Right Support

To deliver unprecedented support for Mac OS X Server as well as for the Mac OS, ColorSync, QuickTime, and AppleScript, Apple is developing an extensive training program to give you a comprehensive understanding of these solutions. Around-the-clock, around-the-world access to technical information will be available via the web, including instruction from the Graphic Arts Technical Foundation and the American Film Institute.

For more information on server training and other support services, visit www.apple.com/publishing.

More Details

For more information about Mac OS X Server, Power Macintosh G3 computers, or the solutions mentioned here, visit the Apple web site at www.apple.com or any of these companies.



Apple Information

Now there's an even easier way to get up-to-date news about Apple products. It's a free biweekly newsletter called *Apple eNews*, and it can be sent directly to your e-mail address. *Apple eNews* provides the most current information on new product introductions, special offers, and company announcements.

The Apple web site includes other offerings, such as online product registration and lists of Apple user groups. Visit these sites for more information.

Apple eNews
www.apple.com/signmeup
Product Registration
www.apple.com/register
User Group Programs
www.apple.com/usergroups

Web Designers Streamline Methods to Keep Pace with Television

The daily demands of a television network might prove overwhelming for the typical webmaster. But the creators of Comedy Central's award-winning web sites are finding the time-saving virtues of Macromedia software critical to meeting TV viewers' expectations of lively content. Using these integrated solutions in a continuous workflow, web designers can quickly create media-rich cyber experiences that seem as fresh and new as cable programming.



©1999 Comedy Central

The Comedy Central web site, including its popular sections for *The Daily Show* and *South Park*, is created almost exclusively with Macromedia products. Macromedia's integrated suite of software is at work behind many of today's most popular web destinations. The designers of these interactive sites rely heavily on features like automatic HTML generation to quickly add graphics and animations to web pages. And Macromedia products all share common tools and palettes to make it easy to learn a new product.



Sure, every webmaster strives to keep pages fresh and interesting. But when you're creating sites for a large cable network like Comedy Central, the trick isn't finding compelling content. The real challenge is keeping up with hit shows that encourage

remarks that have become a hallmark of the television show.

To stay ahead of this grueling pace, designers at Comedy Central leverage the suite of professional web tools from Macromedia,

image without altering the entire file. And because Fireworks can export the HTML code needed for rollovers or image maps, graphics files are ready to be handed over to page designers for immediate placement in web pages.

used to connect web pages to vast corporate databases. Already, WebObjects has been employed to create dynamic Internet applications for more than 3,000 of the world's largest organizations, including the American Automobile Association, Adobe,

Freshand can quickly create vector graphics and illustrations for use in Flash.

Fireworks optimizes images for the web and integrates with your HTML editor.

Director can add interactivity to any web site.

Flash can animate graphics files and display them through a popular player built into web browsers.

Dreamweaver is a design and HTML tool for building and managing large web sites.

Generator dynamically automates and personalizes web site graphics from live data.



Dreamweaver Supports WebObjects

Professional web programmers can now use Macromedia Dreamweaver to access the powerful features of WebObjects when building dynamic, database-driven web sites.

For More Information

The Comedy Central web site is located at www.comedycentral.com.

Take a closer look at Macromedia's web and multimedia tools at www.macromedia.com.

To find out more about WebObjects, visit the Apple web site at www.apple.com/webobjects.

Visit www.dreamweaver.com for 17 pre-coded modules to help you insert WebObjects content into your web pages.



©1999 Comedy Central

millions of devoted TV viewers to visit their web sites on a daily basis.

"It's terrific to handle sites for *South Park* and *Dr. Katz*," says John Lee, the designer of Comedy Central's most dynamic web

including Fireworks, Flash, Director, Dreamweaver, and Generator. The seamless integration of the applications has resulted in a smoother exchange between artists and programmers. It's a production process that

Lee finds similar time-saving features in Macromedia's Flash and Director products. Their drag-and-drop behaviors and approachable object-oriented scripting language accelerate the production of animations and games.

After all media is optimized for the web, Lee uses Dreamweaver to collect the elements. "We use Dreamweaver templates," he explains, "just popping content in and out, adding a Flash or Director file, putting our Fireworks files into a complex table." Within minutes, he has finished web pages that are ready for posting. The advanced features of Dreamweaver help keep Comedy Central's site from becoming unwieldy. "The site management tools let me see how the pages are branching out or if any links are broken."

Critical Links to Data

Best of all, Dreamweaver provides support for Apple's WebObjects software, the market-leading server application that is

Standard and Poor's, and the U.S. Postal Service. Now hundreds of professional web programmers can use the visual design environment of Dreamweaver to readily streamline the process of building a WebObjects-powered site. The ability of these sites to link to data warehouses means everyday web users can receive customized information from vast government, financial, news, or e-commerce sites.

The close integration of Macromedia solutions has saved Lee such a great amount of time and frustration that Comedy Central now uses Fireworks and Dreamweaver as the exclusive tools for graphics and page production. This remarkable suite of products has bridged the divide between designers and programmers—erasing many of the distinctions between their tasks—and made it easier to speed web content to their loyal television audiences.

"We need a single, seamless environment for web graphics production. Do it once, and it's done."

Art director John Lee, Comedy Central

sites. "But remember, we're also responsible for *The Daily Show*, so we've got to make sure the site is timely and relevant."

The Daily Show on a Daily Basis

Because *Daily Show* on-air host Jon Stewart pokes fun at politics and pop culture with today's most popular celebrities, the program's web pages must change daily to showcase the different faces and topical

rivals the working relationships often associated with print or broadcast media.

"With tight deadlines, we can't afford to fracture our workflow by using too many different tools," says Lee. "It would take all day to crunch down each GIF file checking its size, and preview it with a bunch of separate utilities."

With Fireworks, the Comedy Central staff can manipulate text in layers and reuse many elements, often editing parts of an

A Sneak Peek at Adobe InDesign (continued from front cover)

AppleScript to open new page layout files and add crop marks, bleeds, job slugs, and date and time indicators—even linking and locking down logo files—to every new page layout. When Miller tested these scripts with Adobe InDesign, they worked perfectly. And the ColorSync-profiled images he uses regularly in page layout applications instantly appeared as they should in InDesign.

Integration with the Hardware

Both Miller and Creavin consider the synthesis of software and hardware solutions an increasingly important factor in maintaining an effective workflow. The reengineered Power Macintosh G3 gives life to the powerful multitasking capabilities of Adobe InDesign through some revolutionary improvements in bus speed, memory management, and graphics acceleration.

"Besides the seamless integration with ColorSync and the other built-in technologies Apple provides, you've got this tremendous processor that's driving the performance of InDesign," says Miller. "There's really no distinction between where the application stops and the computer starts."



AppleScript technology works with both Photoshop and InDesign, making it incredibly simple to automate common tasks between the applications to improve your normal workflow processes. AppleScript scripts written for other programs can easily be adapted to Adobe InDesign.



Images created in programs like Photoshop will carry a ColorSync profile—an embedded color signature—into Adobe InDesign for consistent display. ColorSync technology provides a common link between applications, so color-corrected images move freely between programs without alteration of their unique qualities.

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