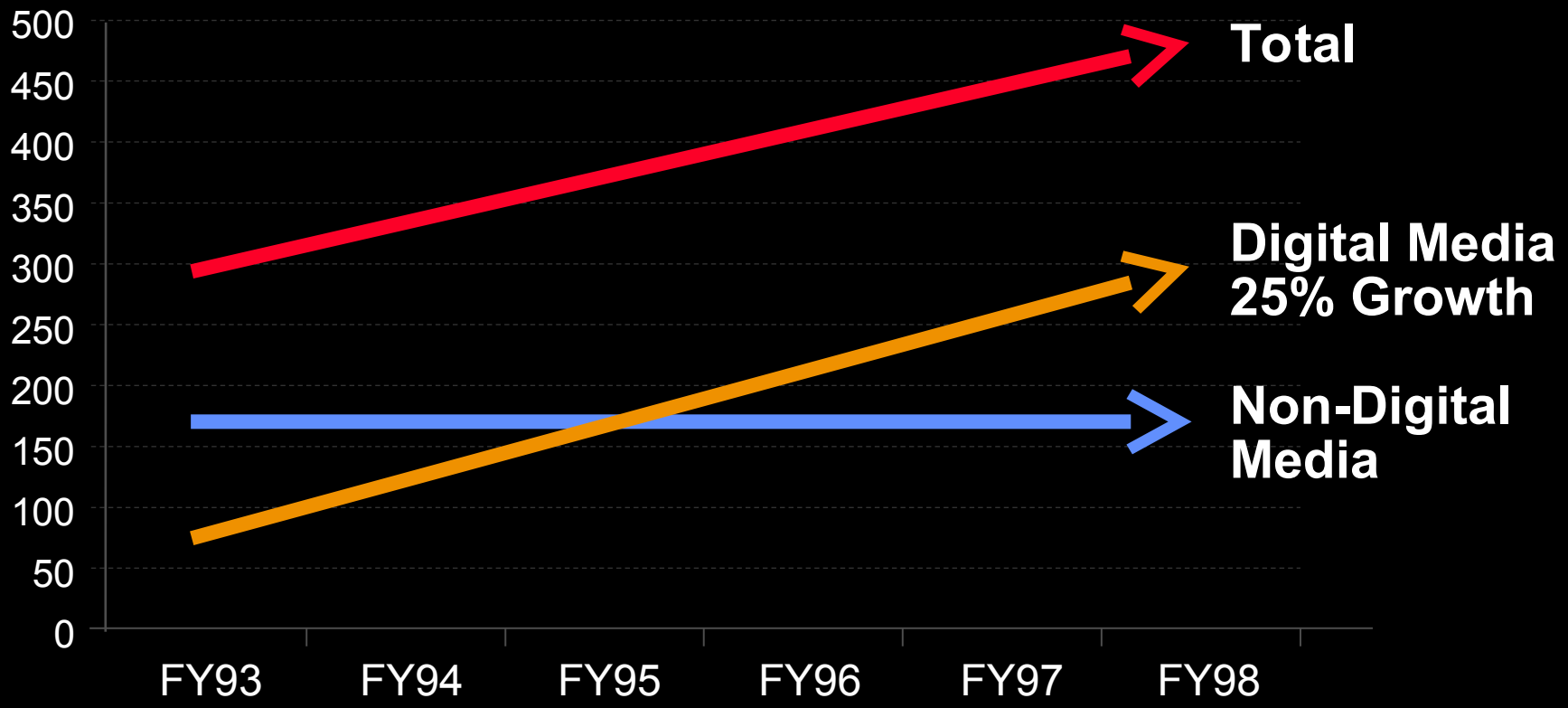
Apple
Design and Publishing Overview

Digital Media Now Rules

Media Sales, North America, in billions



Source: Gistics, ROI Tech Brief, 1997

Macintosh: The Standard for Design and Publishing

85% of graphic arts pros

3 to 1 Mac over PC, new sales

$26K Mac user productivity gain

71% "Macintosh is stronger than ever"

Apple Brand Position

- Print publishing
- Web publishing
- Video editing
- Music and audio
- Digital photography
- 3D graphics

Print Publishing

- Many Mac applications for:
  - Page layout
  - Photo editing
  - Illustration artwork
  - Asset management
  - Trapping, imposition, OPI
  - Preflight, fonts, printing
  - Production management
- ColorSync color management
- AppleScript workflow automation

Web Publishing

- Hundreds of Mac applications for:
  - WYSIWYG HTML editing
  - Web graphics
  - Web servers
  - Site management
  - Workgroup authoring
- QuickTime, Java, AppleShare IP, Mac OS X Server, WebObjects

Media: Video Solutions

- State-of-the-art solutions for:
  - Consumer video editing
  - Professional video editing
  - Special effects
  - Video compression for the web

- FireWire
- Final Cut Pro
- QuickTime

Media: Music and Audio

- Solutions for every area:
  - Digital recording/editing
  - Composition/scoring
  - Musical instruction
  - Software-based instruments
  - Sound design
  - Live performance
- QuickTime
- MIDI via USB, FireWire
- PowerBook

Media: Photography

- Revolution underway
  - No film costs
  - Full photo retouching
  - Low-cost cameras and printers
  - Photos on the Internet
- Photo editing applicatio
- USB and FireWire
- ColorSync and Quic
- PowerBook

Media: 3D Graphics

- Solutions for the 3D pro:
  - 3D design
  - 3D modeling
  - Rendering
  - CAD
  - Scientific graphics
- PowerPC G3 and ATI RAGE 128
- OpenGL

Mac OS 8.6

The world's easiest-to-use operating system

- Sherlock search detective
- Blazing network performance
- Excellent stability
- ColorSync
- AppleScript
- QuickTime

Pillars of Publishing

Mac OS technologies are quickly becoming the foundation of the publishing industry.

AppleScript

Workflow Automation

ColorSync

Color Management

QuickTime

Digital Video and Dynamic Media

AppleScript

- Automates publishing processes
- Standard part of Mac OS
- Supports many applications
- Used by leading publishers
- Annual savings of $12,700 (Gistics)

ColorSync

- Provides consistent color
- Standard part of Mac OS
- Supported by many applications
- Heidelberg, Kodak, and Agfa engines
- Annual savings of $86,000 (Gistics)

QuickTime

- Digital video standard
- QuickTime Pro – advanced features
- QuickTime VR – virtual reality
- QuickTime 4 – web streaming
- Selected by ISO for MPEG 4 file format

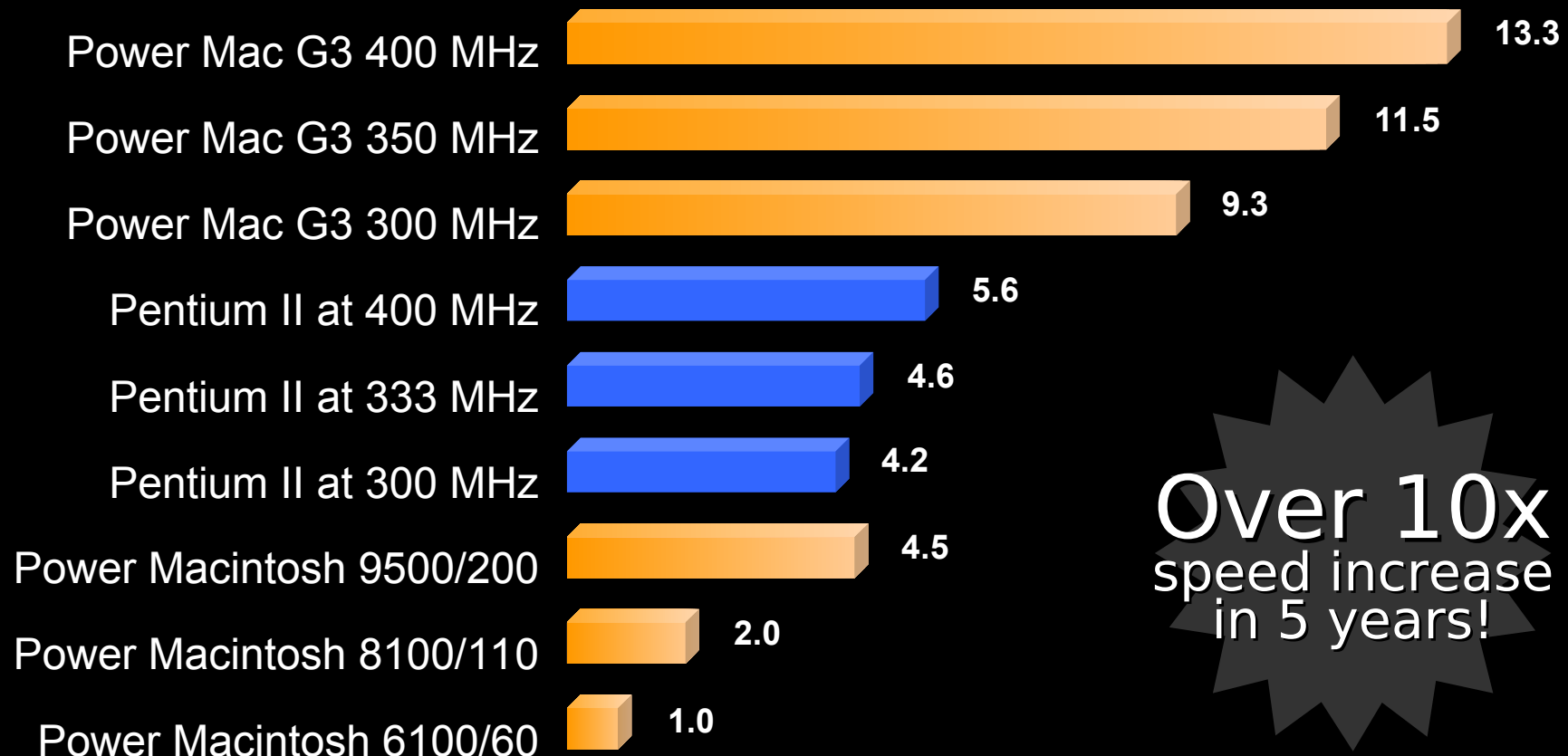
Power Macintosh G3

The Publishing Dream Machine

- PowerPC G3 with large cache
- 100-MHz system bus
- Up to 1GB RAM
- Room for 3 hard disks
- ATI RAGE 128 graphics
- FireWire and USB
- 10/100BASE-T Ethernet
- 3 PCI expansion slots
- DVD, Zip, SCSI options
- Easy to open and secure

Time Is Money

Power Macintosh G3 makes all the difference



Over 10x
speed increase
in 5 years!

Higher scores indicate better performance.

Based on BYTEmark integer index processor scores. © McGraw-Hill.

Return on Investment

New $1,599 Power Macintosh G3 at $50/hour

Speed improvement:	Then G3 payoff time is:	And increased annual revenue is:
100% (2x)	4 days	
50% faster	1.5 weeks	$100,000
25% faster	3 weeks	$50,000
10% faster	8.5 weeks	$25,000
5%	17 weeks	$10,000
		$5,000

iMac for Publishing

Fast, versatile, affordable

- Ideal for:
  - General office
  - Writers, editors, managers
  - Basic creative and production tasks
- PowerPC G3 processor, fast networking
- Ease of everything

PowerBook for Publishing

When you need desktop power to go

- Fast PowerPC processors
- Outstanding 14.1-inch TFT display
- ATI RAGE LT Pro graphics
- 10/100BASE-T Ethernet, 56-Kbps modem
- DVD-video and DVD-ROM option
- Perfect companion for digital cameras

Apple Studio Displays

The perfect companion to the Power Macintosh G3

15.1-inch Studio Display

17-inch Studio Display

21-inch Studio Display with ColorSync

Apple Serv
for Publishi

- AppleShare IP
  - Ease of everyth
  - Great performance

- Mac OS X Server
  - Ultimate performance
  - Range of design and publishing solutions

Why Creative Pros Choose Macintosh

- Superior operating system
- Superior hardware
- Superior applications
- Industry infrastructure
- Best return on investment

Creative Pros Earn re with cintosh

- Mac users earn $14k more/year*
- Windows users spend more on support
- It pays to stick with the creative standard: Macintosh!

*Gistics ROI TechBrief Survey of more than 30,000 creatives

www.apple.com/publishing

Netscape: Apple - Design & Publishing - People Who Love People

Netsite: http://www.apple.com/publishing/printing/people/ What's Related

Design & Publishing ► Printing & Prepress Think different.

ColorSync Crazy

People Who Love People

People magazine, reaching about 36 million readers every two weeks, is one of those innovators that show how and when to move forward in the color publishing tech arena. Here's their How-To account of getting the jump on digital color management, while simultaneously producing the largest special issue on record.

People weekly 25 YEARS!

We at **People** were skeptical about Apple's ColorSync workflow. It's based on scanning and editing images in RGB, only saving to the measured color space of an output device as a last step.

Long Story, Short

The results were astounding. With ColorSync and an RGB workflow, we had 700, not 1200, image versions and zero rescans. We reduced version count by almost half. The art department approved 82% of the version one images. Of the 18% that needed second round adjustments, all but one passed. These color corrections were nearly all minor "tweaks."

Original Transparency Using Colorsync Workflow

Think
different.

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Q&A