



Apple

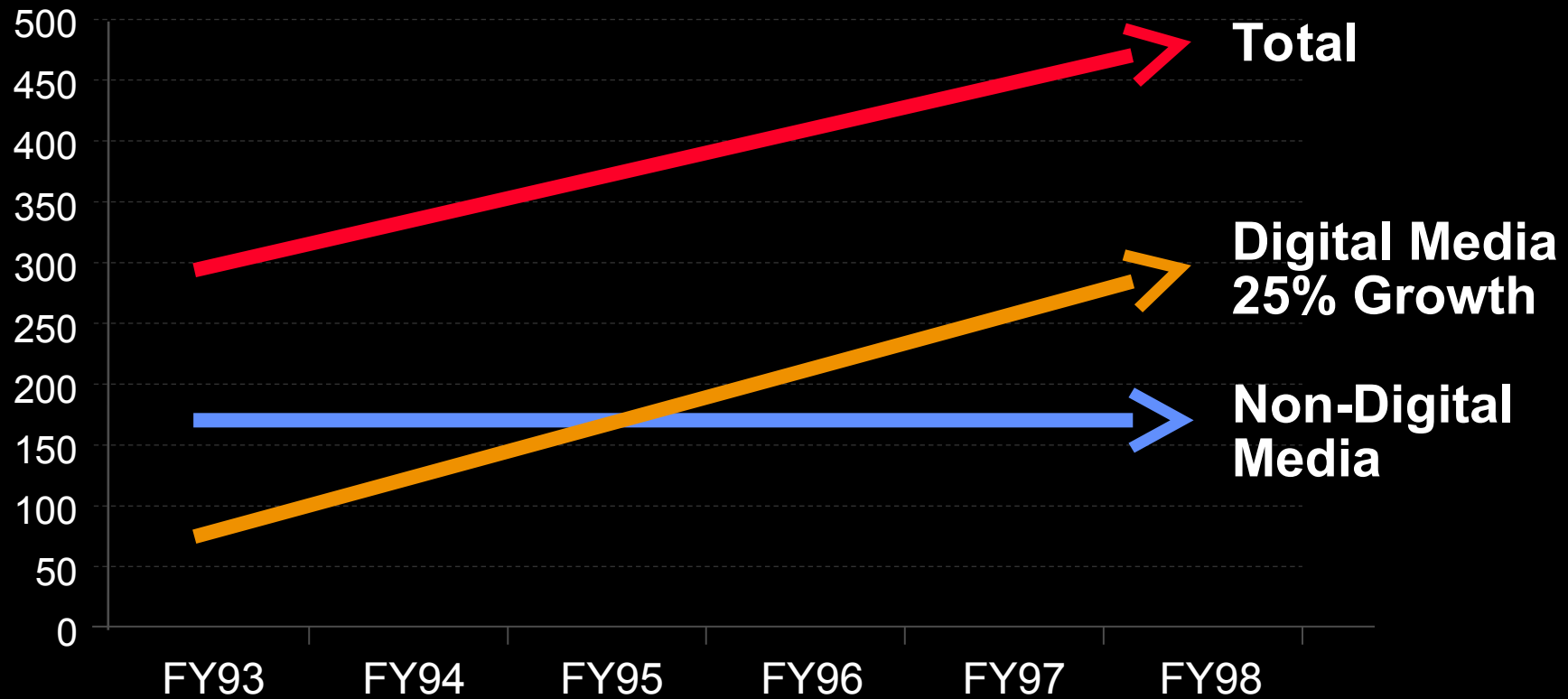
# Design and Publishing Overview



# Digital Media

## Media Sales, North America, in billions

# Now Rules



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



**71%** productivity gain  
"Macintosh is stronger than ever"

# Apple Brand Position

#

1

- 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 applications
- USB and FireWire
- ColorSync and QuickTime
- PowerBook



# Media: 3D Graphics

• Solutions for the 3D pro:

- 3D design
  - 3D modeling
  - Rendering
  - CAD
  - Scientific graphics
- PowerPC G3 and ATI RADEON 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	ColorSync	QuickTime
ipt	nc	e
Workflow Automation	Color Management	Digital Video and Dynamic Media

# AppleScript



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



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

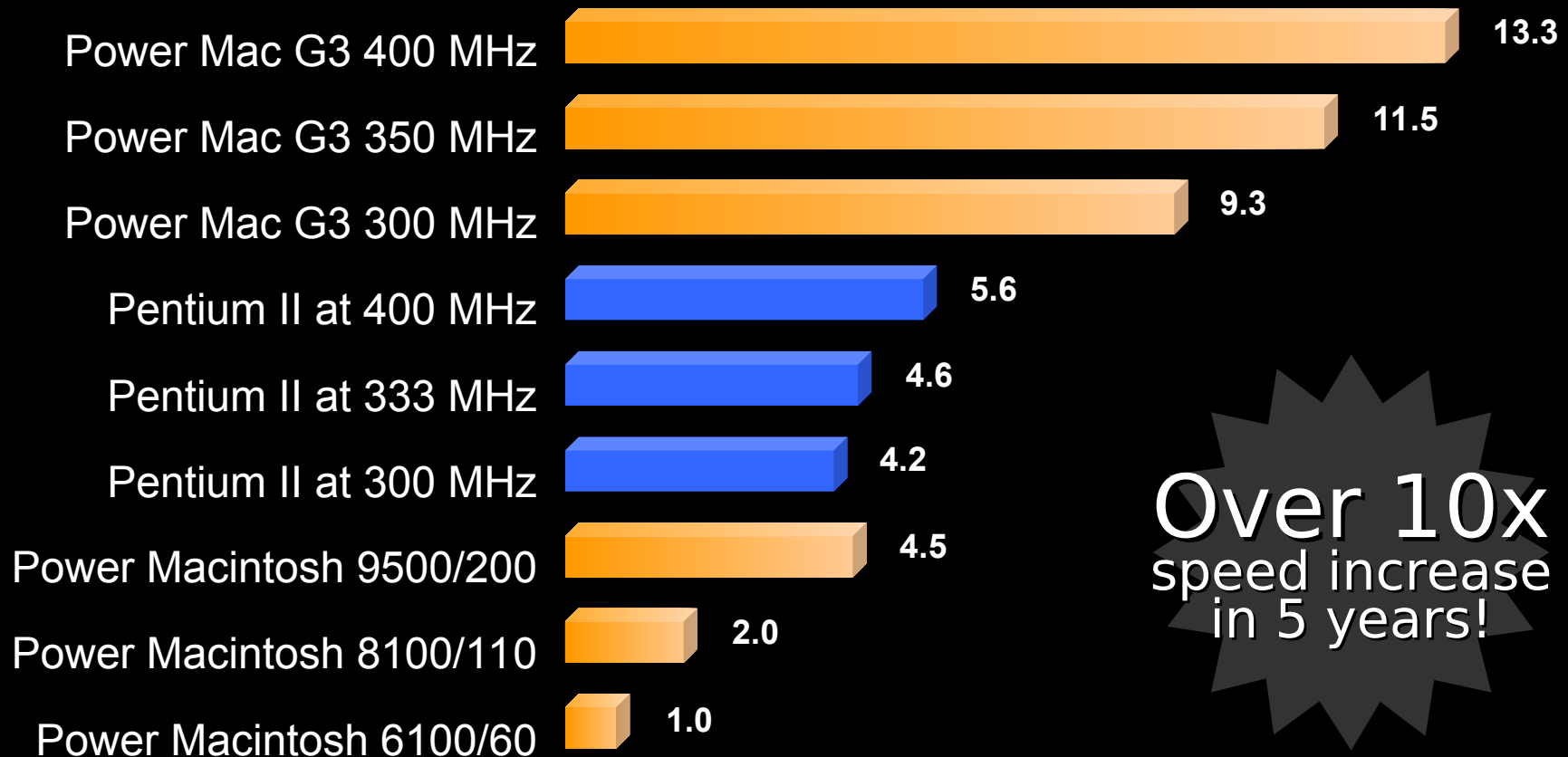


- PowerPC G3 with large cache
- 100-MHz system bus
- Up to 1GB RAM
- Room for 3 hard disks
- ATI RAGE 128 graphics
- FireWire and USB
- 10/100BASE-T Ethernet
- 3 PCI expansion slots
- DVD, Zip, SCSI options
- Easy to open and secure



# 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

New \$1,500 Power Macintosh G3 at \$50/hour

# Investment

Speed improvement:	Then G3 payoff time is:	And increased annual revenue is:
(2x) 50% faster	4 days 1.5 weeks	\$100,000
25% faster	3 weeks	\$50,000
10% faster	8.5 weeks	\$25,000
5% faster	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 IF
  - Ease of everytl
  - 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  
Mac users earn \$14k  
more/year\*



Macintosh  
• 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](http://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.

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.

Q&A