



Print Publishing Solutions



Print Publishing

Macintosh: The industry's choice



- Advertising agencies
- Design firms
- Magazines and newspapers
- Book publishers
- Commercial printers
- Service bureaus

The Print Process



1

Creative
Element
s
Text
and
Graphics

2

Design

Layout
and
Proofing

3

Producti
on

Prepress
and
Imaging

4

Print

Output,
Finishin
g,
Delivery

Apple

Advantages

- Superior technology
- Leading applications
- Industry preference
- Return on investment



Apple Advantages

- Superior technology
- Leading applications
- Industry preference
- Return on investment

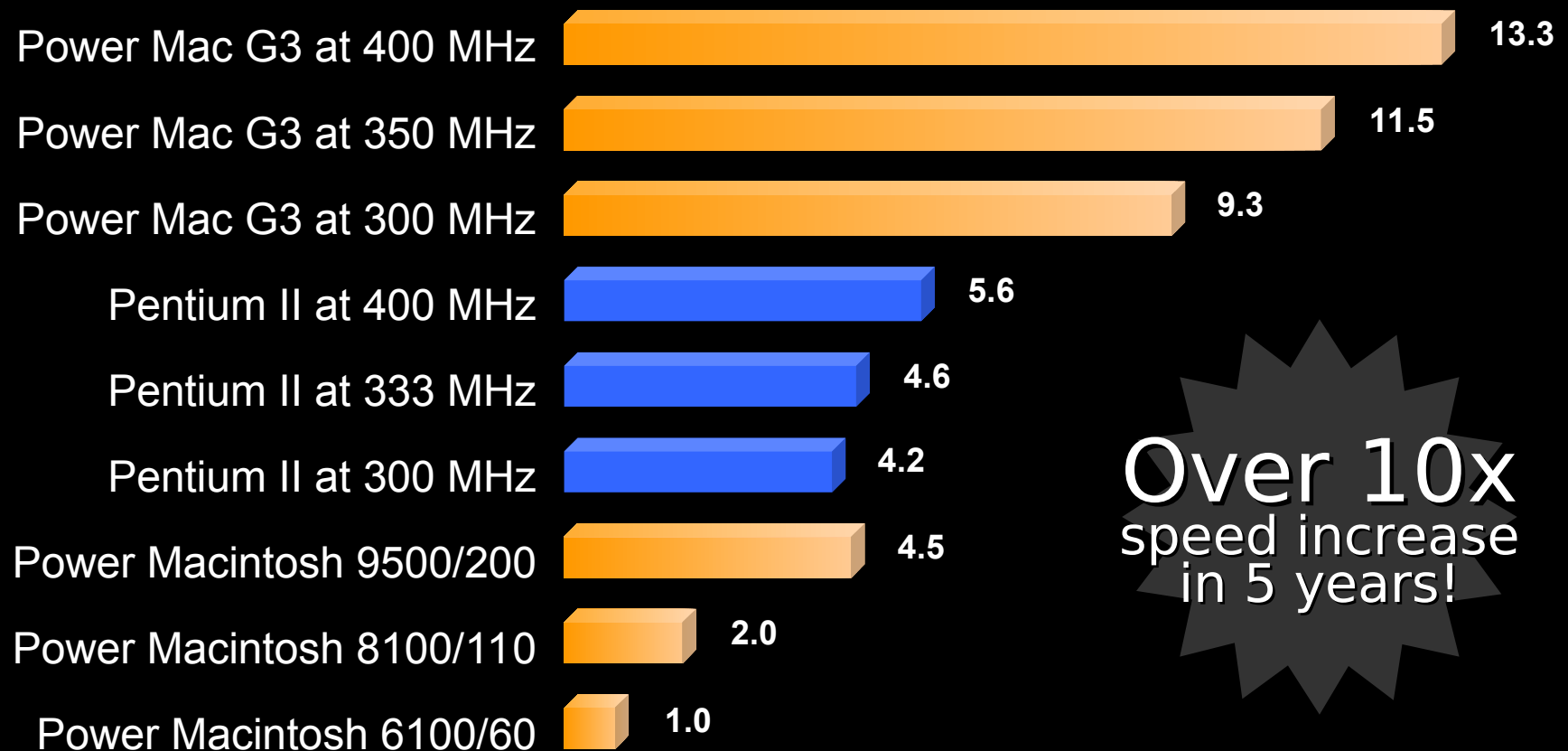


Superior Technology

- Performance: Fastest processor design, FireWire I/O, USB connectivity
- ColorSync: Proven graphic arts quality color at the system level
- AppleScript: Integration of off-the-shelf applications into custom solutions
- Powerful yet simple-to-use server software

Time Is Money

Power Macintosh G3 makes all the difference



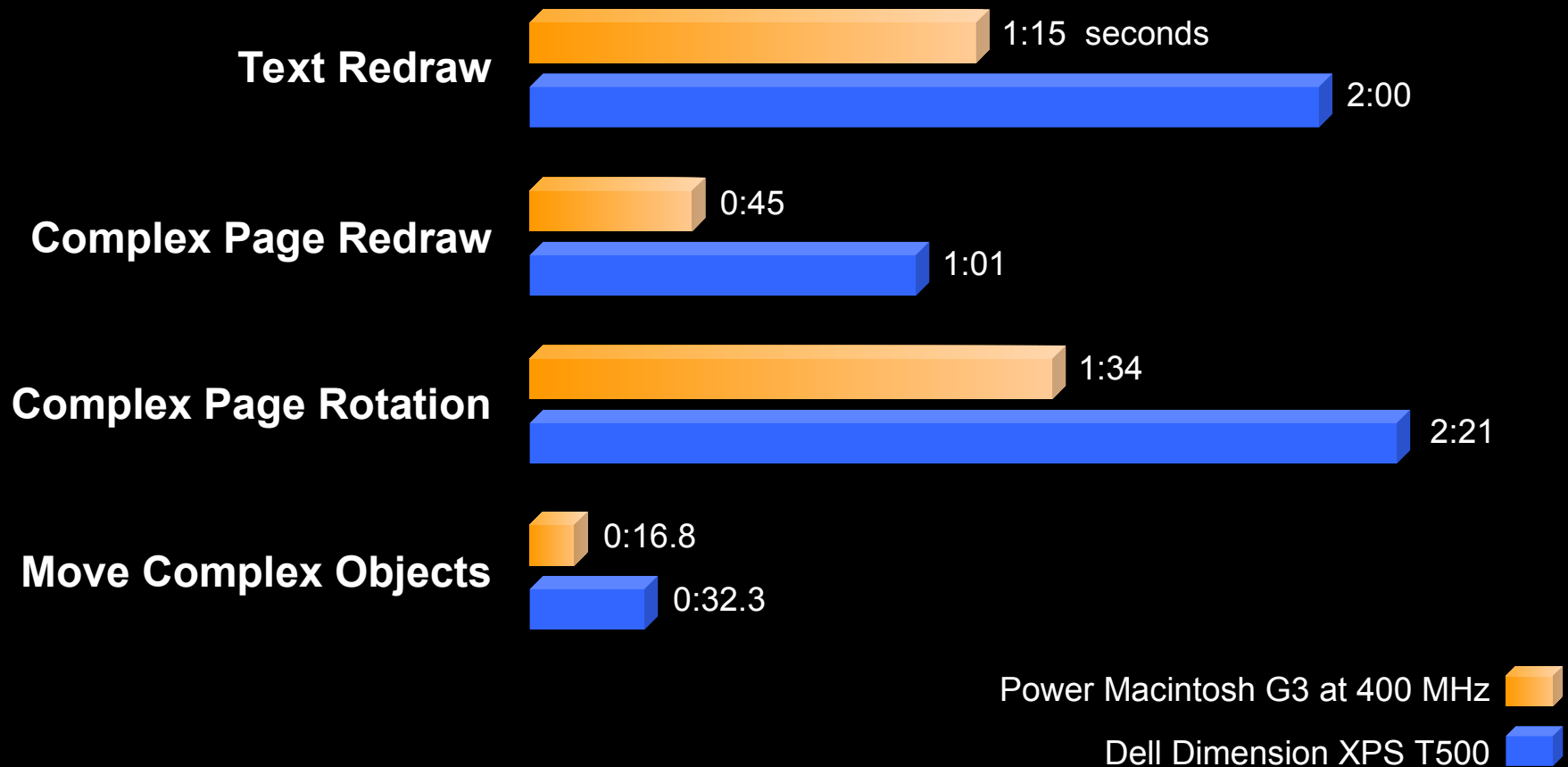
Over 10x
speed increase
in 5 years!

Higher scores indicate better performance.

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

QuarkXPress Performance

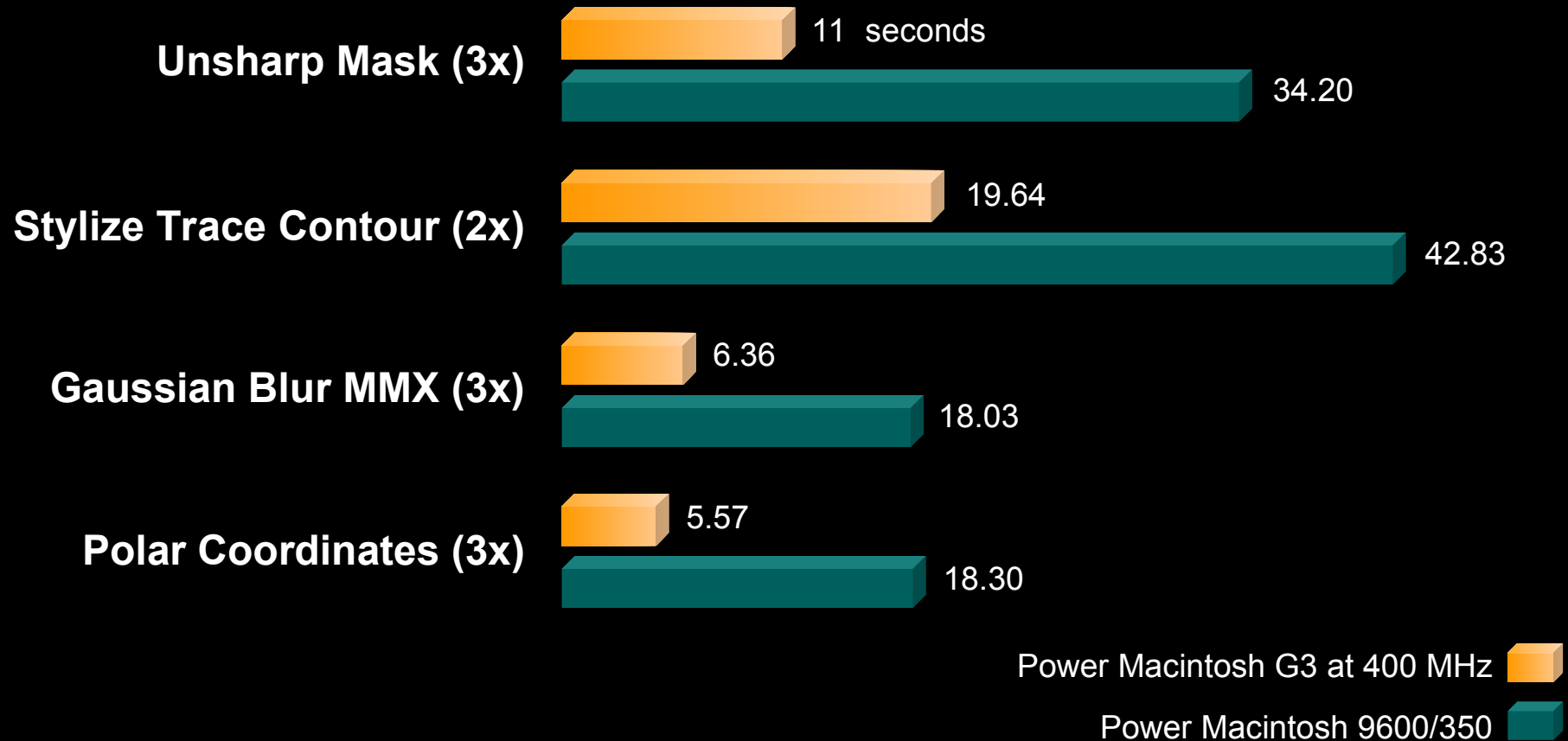
Power Macintosh G3 destroys the competition



Lower scores indicate better performance. QuarkXPress 4.03 performance tests
Between a Power Macintosh G3 at 400 MHz and a Power Macintosh 9600/350. 1999 Pfeiffer Report Data

Photoshop Performance

Power Macintosh G3 is the fastest Macintosh yet



Lower scores indicate better performance.

100MB file used in Photoshop tests conducted by PC Magazine Online-March 1999

ColorSync

Industry-leading color matching technology

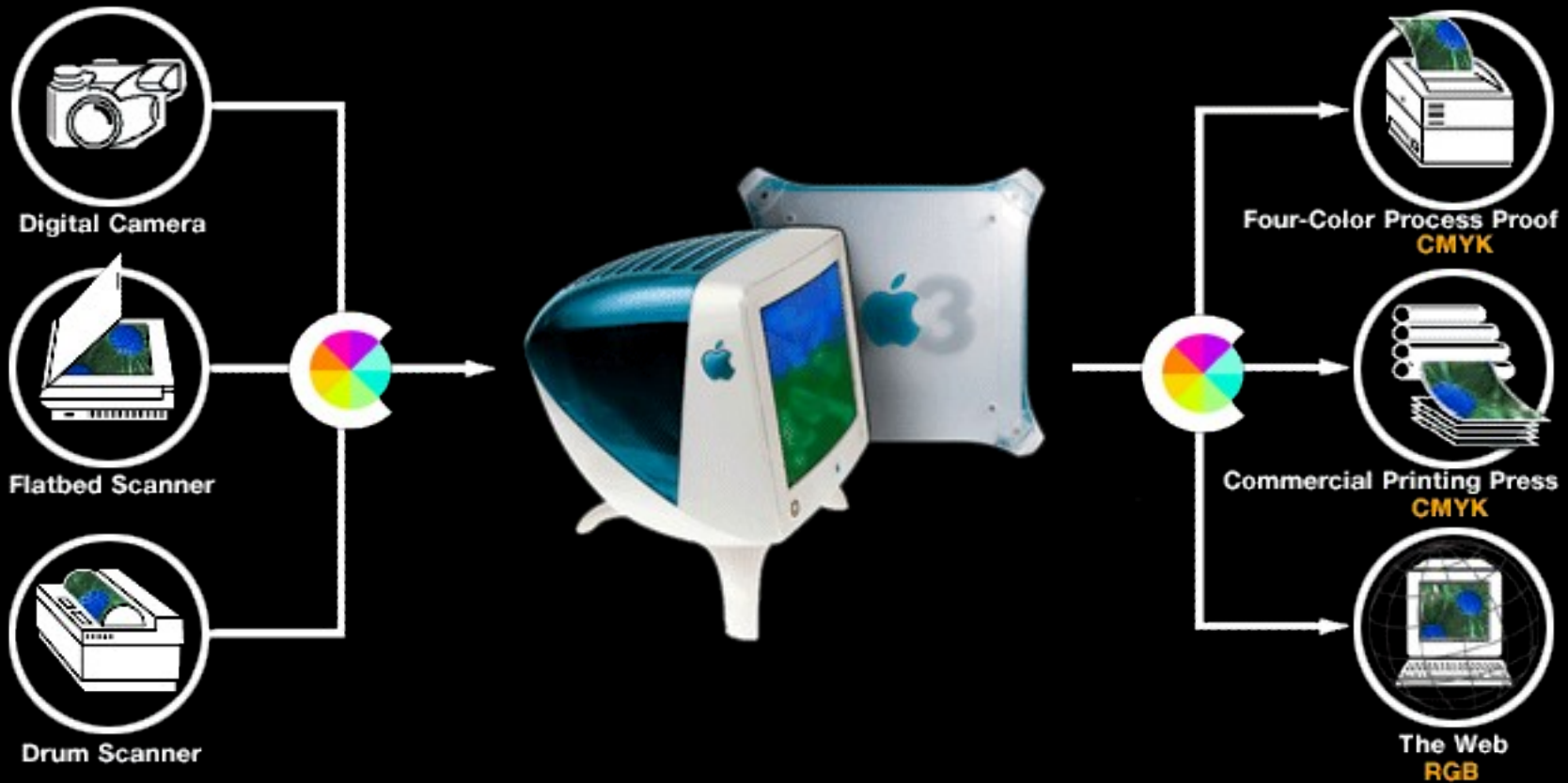
Over
1 Million
users

- Cuts costs by reducing scanning, proofing
- Heidelberg, Kodak, Imation, and Agfa CMMs available
- Works with Photoshop 5, QuarkXPress 4.04, Multi-Ad Creator 2, InDesign
- Supported by major industry peripherals: Agfa, Tektronix, Epson



ColorSync Workflow

From input to output



ColorSync Profiling Solutions

- PhotoTune from Agfa-Gevaert Group
- ScanOpen, ViewOpen, PrintOpen from Heidelberg Druckmaschinen AG
- ColorBlind Products from Imaging Technologies Corp.
- ColorCompass Products from Praxisoft, LLC
- ColorReady from Pantone, Inc.
- Color Synergy from Pictographics International
- ColorShop, DTP41 from X-Rite, Inc.
- Spectrolino from GretagMacbeth
- And many more...





AppleScript

Automating your publishing workflow

- 1998 Macworld Technology of the Year
- Keeps your Macintosh computers working all night
- Automate Photoshop with PhotoScripter



AppleScript Applications

• Scripter and Photoscrip
from Main Event Software, Inc.

- FaceSpan

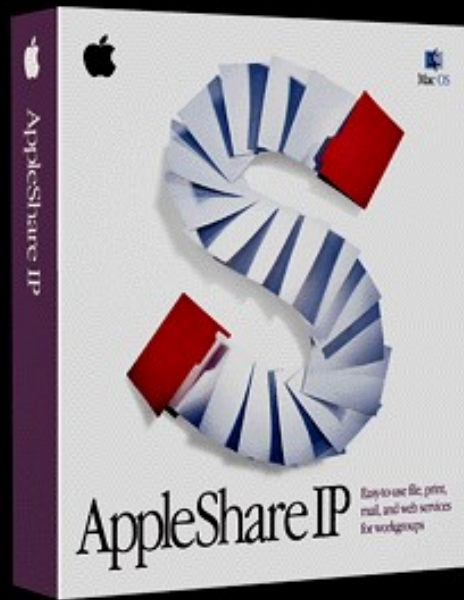
from Digital Technology International

- Scriptable applications:

Adobe InDesign and Photoshop,
QuarkXPress, Multi-Ad Creator2,
FileMaker, Microsoft Word, Canto
Cumulus, Butler SQL, Adrenaline
Charts, and more!

Mac OS Servers for Publishing

Ease of administration over Windows NT and UNIX



- AppleShare IP
 - File, print, web, mail service
 - Windows clients
 - Leading performance brings big savings

Network

Performance

More than twice as fast as Windows NT Server

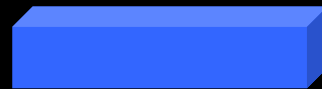
One large file (185MB)

New Macintosh
Server G3
450 MHz



72 Mbps

NT Server
450 MHz



26 Mbps

Folder of 96 files
(2MB each)

New Macintosh
Server G3
450 MHz



62 Mbps

NT
Server
450 MHz

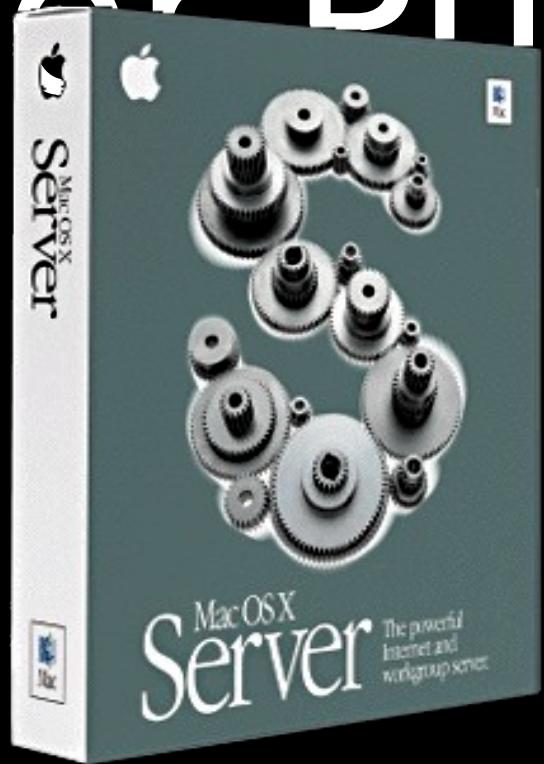


20 Mbps

File copies from 300-MHz Power Macintosh G3 client to Macintosh Server G3 and Windows NT Server

Mac OS X Server

for Publishing



Speed, protected
memory,
preemptive
multitasking

- Scalability when publishing needs grow
- Powerful solutions

Solutions for File and Print Services



Xinet

K-AShare, K-Spool



Helios

EtherShare, PCShare,
Print Preview



Agfa

Apogee XServe

Solutions for Prepress

OPI and Client Web Access

Xinet FullPress and
WebNative

PDF Workflow and OPI

Helios PDF Handshake

Asset Management

Canto Cumulus

Workgroup Consistency

NetBoot

Apple Advantages

- Superior technology
- **Leading applications**
- Industry preference
- Return on investment



Designers and Service Bureaus Use Mac Applications

- Mac Only
- Best on Mac

Page Layout

- Adobe InDesign
- Adobe FrameMaker
- Adobe PageMaker
- Multi-Ad Creator2
- QuarkXPress

Asset Management

- Cumulus
- Portfolio

Preflight Software

- PreFlight Pro
- FlightCheck

Clip Art/Photo Libraries

- Art Explosion
- 250,000

Photo/Pixel Editing

- Adobe Photoshop
- Corel PhotoPaint
- Live Picture
- Painter

Workflow Automation

- On-Q Server
- Quark Publishing System
- Helios OPI/EtherShare

Images

- Corbis
- Corel MegaGallery
- Tony Stone

Illustration

- Adobe Illustrator
- Canvas
- CorelDraw
- MacroMedia FreeHand

Plug-ins/Extensions

- Auto F/X
- Eye Candy
- IntellihancePro
- Kai's Power Tools
- PhotoScripter

Images

- PhotoDisc

PostScript/PDF Tools

- Adobe Acrobat
- Download Mechanic
- Tailor
- PitStop
- PDF Handshake

Designers and Service Bureaus

Use Mac Applications

- Mac Only
- Best on Mac

Color

Management

- ColorBlind
- ColorReady
- CompassLink
- Scan/View/Imposition
- ImposStrip
- Imposition Publisher
- INPosition
- Preps

Trapping

- Trapeze
- Trapper
- TrapWise
- Fonts & Font Management
- Adobe Type Library
- Adobe Type Manager
- Agfa
- Bitstream
- Fontographer
- Font Reserve
- Suitcase
- TypeStyler

Other

- Adobe Streamline
- DeBabelizer
- PageComposer—CEPS conversion
- OmniPage Pro—OCR
- TextBridge Pro—OCR
- Scitex Darwin

Printing/RIPs

- Agfa Viper
- Birmy PowerRIP
- ImageJet RIP
- Scitex PS/M
- Creo VPS
- Helios EtherShare
- Xinet FullPress

Page Layout Applications

- PageMaker Plus from Adobe Systems, Inc.
- FrameMaker from Adobe Systems, Inc.
- InDesign from Adobe Systems, Inc.
- Creator2 from Multi-Ad Services, Inc.
- QuarkXPress from Quark, Inc.



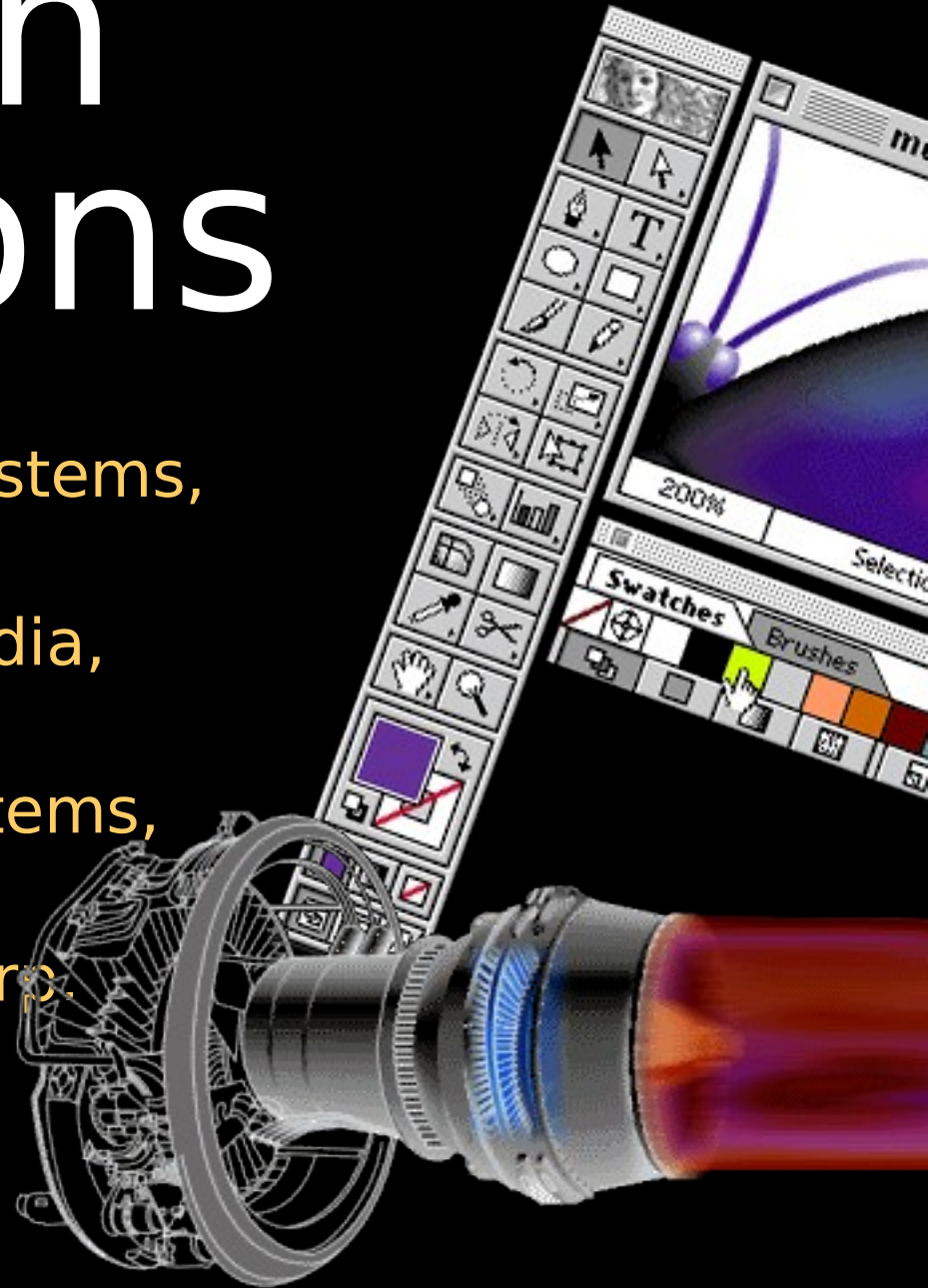
Image Editing Applications

- Photoshop from Adobe Systems, Inc.
- PhotoPaint from Corel Corp.
- Painter from MetaCreations Corp.
- KnockOut from Ultimatte Corp.
- Eye Candy from Alien Skin Software, LLC



Illustration Applications

- Illustrator from Adobe Systems, Inc.
- FreeHand from Macromedia, Inc.
- Canvas from Deneba Systems, Inc.
- CorelDraw from Corel Corp



Prepress Production Applications

Imposition

- ScenicSoft Preps
- Ultimate ImposStrip
- Farrukh Systems Imposition Publisher

Trapping

- Ultimate Trapeze
- Imation TrapWise
- Island Trapper

OPI

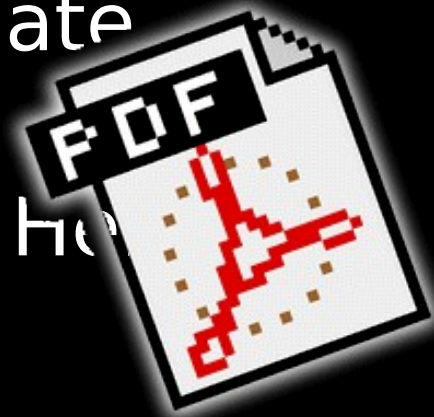
- Helios EtherShare OPI
- Xinet FullPress

PDF Workflow

- Helios PDF Handshake
- Ultimate On-Q Server

PDF Workflow Solutions

- ColorSync support within PDF
- PDF tools from Lantana, Enfocus, Extensis, Quite, Callas, Dionis, and others
- PDF automation solutions—
AppleShare IP
with On-Q Server by Ultimate Technographics
- Mac OS X Server with PDF Handshake



Variable Content Solutions

- Elegant, high-performance, Mac-only applications
- Easy-to-use, affordable solutions:
 - Darwin 2.0 from Scitex Corp. Ltd.
 - Personalizer (X) from Agfa-Gevaert Group
 - DataMerge, AutoPrice from Banta Corp.
- ColorSync consistency for various devices
 - Color copiers, inkjet or laser printers

Print Business Applications

Estimating, progress, cost tracking, billing

- Litho Traxx from Tailored Solutions, Inc.
- PrintPoint from PrintPoint, Inc.
- PrintSmith from M Data, Inc.
- Job Central from Honeybee Technology, Inc.



Quantity	Adj.	
Pre-Press Charges		
Misc. Charges		
Plate Matrls.		
Stock Cost	1	
Ink Cost	1.000	
Finish Matrls.		
Material Cost		
Material Factor		
Material Mark Up		
Plate Labor		
Press Hrs.		
Press Cost		
Cutting Hrs	1.000	\$272.00
Cutting Cost		
Folding Hrs	1.000	\$0.00
Folding Cost		
Finishing Hrs	1.000	1.1
Finish Cost		\$55.00
Weight	1.000	1.5
Labor Cost		\$422.00
Labor Factor		
Labor Mark Up		140
Total Cost		\$758.05
Subtotal	1.200	\$151.61
Overhead Factor		\$2,097.03
Overhead Mark Up		\$2,287.44
Freight	1.200	\$2.50
Total		\$457.49
Agency		\$0.00
OverRun Additional M		\$761.00
		\$0.00
		\$2,744.93
		\$647.90
		\$3,299.00
		\$541.65
		\$1,078.90
		\$489.35

Apple Advantages

- Superior technology
- Leading applications
- **Industry preference**
- Return on investment



Industry

Preference

• “The Mac is clearly the system of choice of graphic production in the creative market with 85% of the installed base.” -Trendwatch Creative

- Developers deliver “first to market” and “best on market” publishing applications.
- Prepress and printing establishments prefer work created on the Macintosh.

Apple Advantages

- Superior technology
- Leading applications
- Industry preference
- **Return on investment**



Return on Investment



- Speed alone makes the new Power Macintosh G3 worth the investment in a matter of weeks.



- ColorSync in publishing can save thousands or millions of dollars, depending on the scale and level of implementation.



- AppleScript increases productivity, saves money, and adds to the bottom line.

Performance



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

Benefits

Speed improvement	Power Macintosh G3 payoff time	Annual increased revenue
(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	\$5,000

ColorSync Benefits

Workgroup averages



Annual number of color reworks per person 69.39

Cost per rework

\$635.00

Annual total rework cost

\$40,855.00

Benefit per averted

\$936.00

rework

\$86,771.00

Annual net benefits of

ColorSync

© 1998 Gistics. All rights reserved. www.gistics.com

Test based on small design studio comprised of 4 to 6 production stations

AppleScript Benefits



AppleScript saves 1,038,747 hours of user-initiated computer work each year. (Gistics, 1998)

- The total impact is a savings of \$100,639,469 annually. (Gistics, 1998)
- More scriptable applications coming to market mean more opportunities for savings are on the way.

Summary

Why choose Macintosh for publishing?

- Superior technology (hardware, Mac OS)
- Superior applications
- Industry preference
- Best return on investment



Additional

Resources

Macintosh Performance Comparisons
(PDF)

By Pfeiffer Consulting at <http://www.apple.com/publishing/collateral>

- ColorSync Payback Assessment (PDF)
By Gistics at <http://www.apple.com/publishing/collateral>
- ColorSync web site
<http://www.apple.com/colorsinc>
- AppleScript Payback Assessment (PDF)
By Gistics at <http://www.apple.com/publishing/collateral>
- AppleScript web site
<http://www.apple.com/applescript>
- Publishing Innovators
<http://www.apple.com/publishing>



Think
different.

Q&A