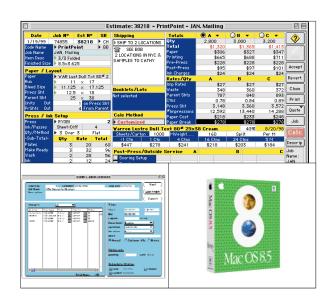


The Macintosh for Publishing Business Applications

For years, Macintosh has won the hearts of artists and graphic designers. But with the introduction of the affordable new iMac computers, many people on the business side of publishing—office managers, customer service, and sales representatives—are discovering what their design and production counterparts have long known— Apple's legendary innovation and ease of use often equate to increased productivity. To these profit-minded professionals, Macintosh means more than just graphics. Macintosh means business.





Powerful, affordable computers

The new iMac computers aren't simply powerful, they're also affordable. So now every business can connect their account staff to the design or production departments. By using iMac computers in their sales force, many successful firms are helping account managers and creative artists easily coexist—sending artwork over the network, sharing printers or scanners, and making removable drives available to everyone.

Easier to use, less expensive to own

Better yet, iMac computers are incredibly easy to set up and maintain by users. The Mac OS is superior in sharing and reading files—even files created on a PC. In fact, by adding Virtual PC, you can even run Windows applications on a Macintosh. The Mac OS also includes the powerful search, networking, and print capabilities to help sales professionals and production specialists work well together.

Network connectivity

Macintosh computers come with built-in TCP/IP and Internet capabilities. So you can easily connect your Mac to Windows NT or UNIX servers to make important databases and business applications available over a local network. Or by adding an AppleShare IP server, you can integrate both Macintosh computers and PCs easily on the server network.



Solution Sheet

The Macintosh for Publishing Business Applications

Solutions for the Publishing Business

Below are just a few of the publishing business applications available for Macintosh. For a complete list, visit the Macintosh Products Guide at www.apple.com/guide.

Accounting/Job Tracking

Franklin Estimator

Franklin Systems www.fesys.com

Job Central

Honeybee Software www.honeyb.com

LithoTraxx

Tailored Solutions www.tailor.com

PrintPoint

Print Point www.printpoint.com

PrintSmith

M Data www.printsmith.com

Collaborative Software

AdManagerPro

Baseview Products www.baseview.com

Avatar

AVATAR Works www.avatarworks.com

CirculationPro

Baseview Products www.baseview.com

NewsEditPro

BaseView Products www.baseview.com

ProductionManagerPro

Baseview Products www.baseview.com

Other Print Publishing

Adobe Streamline

Adobe Systems www.adobe.com

AppleShare IP

Apple Computer www.apple.com

Debabelizer

Equilibrium www.equilibrium.com

MacLinkPlus Windows Translation

Dataviz www.dataviz.com

Microsoft Office 98

Microsoft Corporation www.microsoft.com

OmniPage Pro OCR

Caere www.caere.com

PageComposer

-CEPS conversion Rorke Data www.rorke.com

TextBridge Pro OCR

Xerox www.xerox.com

Virtual PC

Connectix www.connectix.com

For More Information

For the latest information on Macintosh publishing business applications, visit www.apple.com/publishing/printing

Apple Computer, Inc.

1 Infinite Loop Cupertino, CA 95014 408-996-1010 www.apple.com