Information for Serif Mega ArtPack CD-ROM Users

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To move through the document, press PAGE UP or PAGE DOWN. Or click the arrows at the top and bottom of the scroll bar along the right side of the Write window.

To print the document, choose Print from the File menu.

For Help on using Write, press F1.

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This document contains information about the following topics:

1.0 Welcome From Serif

Thank you for purchasing Serif Mega ArtPack CD-ROM, one of the Serif range of low-cost, state-of-the-art Windows products. Enjoy!

1.1 DeskTop Publishing Made Easy

Mega ArtPack contains over 7,000 illustrations created by professional artists at Serif. Most images are in color and we're sure every single one will really enhance all your desktop published or word processed documents. Mega ArtPack gives you a real wide variety of images, perfect for whatever kind of document you may be working on. We've included cartoons and holiday images for your cards, posters and invitations. We've included useful page elements like arrows, borders and graduated backgrounds. And there's plenty of business based symbols, maps and diagrams for your reports and presentations. This text should give you all the information you need to know - how to install Mega ArtPack and how to use Mega ArtPack.

Please make sure you have read the license agreement before using your Serif Mega ArtPack CD-ROM.

1.2 Our Products

Serif PagePlus - An award-winning desktop publisher with an unrivaled combination of high-end power and simplicity. It's a runaway winner of many awards and accolades and is an international best-seller.

PagePlus Intro - Our entry-level publisher that's both easy to use and capable of great looking results - perfect for anyone starting out in DTP.

Serif DrawPlus - A stunning vector drawing and illustration application (like CorelDRAW!). This powerhouse application lets you quickly and easily create illustrations, modify and recolor clipart, distort type and much, much more.

DrawPlus Intro - Our entry-level drawing and illustration application that's both easy to use and capable of great looking results - perfect for anyone starting out in drawing and illustration.

TypePlus - Our text effects applet lets you create eye catching text effects and stunning logos. It's OLE (Object Linking and Embedding) so it works with any Windows application.

TablePlus - Our mini-spreadsheet is the ultimate tool for quickly creating tables, invoices, price-lists, and makes light work of complex tabular material. Like our other applets it's OLE so it works with any Windows application.

PhotoPlus - Lets you adjust color, brightness, contrast and apply filter effects to your scanned photos (or Serif PhotoPack pictures) and other bitmap images.

PhotoPack(s) - Each collection provides 100 stunning full-color images in Kodak Photo CD format. Royalty free, and ready for color separation, these images will really brighten up your pages!

Serif PagePlus Publishing Suite - The premier CD-ROM collection fully-loaded with all our applications and our resource packs. With DTP, integrated word-processing, full drawing and illustration, tables, text effects, fonts, clipart and photos, the Publishing Suite really does it all!

Multi-User Licenses - All our products are networkable, and are ideal for multi-user configurations in schools, colleges, government and corporate departments. Our radical pricing policies for Site Licenses makes Serif products especially popular. Call us for details.

1.3 Our Mission - Automatic for the People

Our mission is to develop the best software at the best price with the best support. We are "Automatic for the People", meaning that for our customers we will always be ready, quick and efficient, and our software will always be approachable, powerful and accessible. Serif is dedicated to giving everyone the chance to own and use great software and our mission consists of four interrelated parts:

Our Power Mission: to develop and distribute highly functional, technologically advanced software.

Our Ease-of-Use Mission: to ensure that new users can harness the power effectively, while professional users can work quickly and efficiently.

Our Value Mission: to provide our customers with products at the lowest possible price for the highest possible value.

Our Service Mission: to provide the best in service and support. Every Serif product includes free technical support and advice for all our registered users. Extended hours, electronic forums, and weekends too.

Serif's mission statement was chosen by the show team while in Atlanta, Georgia for the launch of PagePlus 2.0 at Comdex 1993. During the show they visited Athens, Georgia home of the B-52s, Kim Basinger, REM and Weaver D's Delicious Fine Foods. Weaver D's philosophy and service mark "Automatic for the People" perfectly summarized everything that Serif aims for. So after getting the OK from Weaver D, we borrowed it. So now you know...

1.4 History

Serif's President and Founder, Gwyn Jones, is an industry veteran with over 15 years of experience in publishing development, who - in 1979 - developed the first WYSIWYG display ad workstations (used by large metropolitan papers like the Chicago Tribune and Miami Herald) and - in 1983 - one of the first PC-based publishing packages (marketed by Varityper, New Jersey, at that time one of the "big three" in traditional publishing).

Tired of expensive software, in 1987 he formed Serif, Inc. (a Nashua, New Hampshire based company) specifically to develop a low-cost alternative to high-end DTP packages. Together with a small team of talented and dedicated engineers from his previous companies, the objective was to provide broadly similar functionality in a low-cost, easy to use competitor for everyone. Contrary to all advice, he ignored the Apple Macintosh and gambled on the success of Microsoft Windows as the best way to meet his objective.

Serif PagePlus 1.0 was the first $100 DTP for Windows, and a head-on challenge to established high-end products. Despite legal threats from Aldus, PagePlus 1.0 was launched in early 1991.

It was followed by two years of dedicated effort to develop PagePlus 2.0 for launch in Spring 1993. Incorporating a slew of refinements suggested by Serif's customers, PagePlus 2.0 was the first low-cost DTP to provide full color printing support (and was shipped months before Aldus added this capability to PageMaker). Enthusiastic press reactions confirmed PagePlus as one of the best values in any software category.

Continued development resulted in Version 3.0 released at Comdex/Spring 1994. Prior to the launch, an early Beta version was shown at the Seybold Publishing Seminars in Boston, and honored in the Seybold Awards for Excellence. Again based on comments and requests from a user-base now exceeding 100,000 world-wide, PagePlus 3.0 is a fearsome competitor for high-end alternatives, yet a revelation in simplicity for new users.

The low-priced PagePlus brilliantly anticipated the SoHo (small office, home office) revolution and the boom in consumer titles, and parallels the success of Intuit/Quicken in home finance. One of the few privately-held software corporations in mass-market software, Serif's revenues have grown at over three hundred per cent each year since the launch of PagePlus: the fastest growing company in DTP software.

1.5 Registration, Upgrades and Support

Please register your software by calling us on the numbers shown.

In keeping with our low price policy, our upgrades to registered users are great value. And our users are always the first to know thanks to our regular newsletter, and upgrade mailings. Just call us if you need more details of our other products, or information about upgrading to Multiple User Site Licenses.

All Serif products include free lifetime product support for registered users. If you need technical support or general advice please contact us: we aim to provide fast, friendly service and knowledgeable help on Mega ArtPack, PagePlus, DrawPlus and virtually any related publishing and Windows issues. We regularly discuss printers, scanners, Windows, bureau output, color separations and so on. And you can be certain that your comments will be included in our future developments. Call us and let us know how we're doing!

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1.7 Installation

The Serif Mega ArtPack CD-ROM is installed by running the install program on the CD-ROM. It is a simple Windows program that should only take a couple of minutes for a full CD-ROM based install.

You can choose to install all the clipart files on to your hard disk or to access them directly from the CD-ROM. We strongly recommend that you access the clipart files directly from the CD-ROM because:
i) The disk space used on your hard disk is minimal
ii) You require the Mega ArtPack CD-ROM to use the electronic catalogs.
iii) The install is far quicker

To Install Serif Mega ArtPack CD-ROM
1. Insert the CD-ROM into your CD-ROM drive.
2. Select FILE/RUN from the Program Manager menu bar.
3. Type the CD-ROM drive letter followed by :\INSTALL
   (usually D:\INSTALL) and press the ENTER key.

Follow the on-screen instructions. Click on the Help button if you need help at any point, e.g. on what options to pick.

When the install program has finished, a "Serif Mega ArtPack CD-ROM" group will be available. This contains icons for accessing the electronic catalogs. There is one icon for each category of the clipart.

2.0 Useful Tips on Using Serif Mega ArtPack CD-ROM

2.1 Structure of Mega ArtPack CD-ROM

The CD-ROM contains the clipart images and the electronic catalogs associated with them. The clipart images are stored in the \CLIPART directory and the catalogs are stored in the \BROWSER directory.
Each clipart category is stored in a separate sub-directory of the \CLIPART directory. The images are uncompressed and can be accessed directly from the sub-directories by any program.

2.2 Using the Electronic catalogs

The electronic catalogs can be used to print your own paper based image reference or to search for particular images within a category. Just run the catalog programs by double-clicking on the icons in the Serif Mega ArtPack CD-ROM group. A startup box will be left displayed when you run a catalog program. To remove this, simply click with the mouse pointer over the

startup box. Select FILE/PRINT to an image reference to your current windows printer. If you need help on using the catalogs, access the on-line help.

2.3 Is your CD-ROM drive installed as drive 'D' ?
If your CD-ROM drive is not D:, then an error box will appear when you try to use some of the functions within the catalog programs. If this error message occurs, simply enter the letter for your CD-ROM drive and continue.

3.0 Free PagePlus Intro and DrawPlus Intro
We've included a FREE copy of PagePlus Intro and DrawPlus Intro as part of the Serif Mega ArtPack CD-ROM. These are fully functional and give a taste of the award winning full versions. If you like what you see, give us a call, we always have great offers on upgrading to the full versions!

3.1 To Install PagePlus Intro
Simply double-click on the icon in the Serif Mega ArtPack CD-ROM group and follow the instructions.

3.2 To Install DrawPlus Intro
Simply double-click on the icon in the Serif Mega ArtPack CD-ROM group and follow the instructions.

4.0 License Agreement

All Serif products are provided under a simple, no-nonsense, License Agreement. This software package is proprietary to Serif, Inc. [Serif] and is protected under US copyright law.

This **Single User License** entitles you to use the software on the following terms:

You are free to copy this software as you see fit (e.g. for archival or backup purposes) provided you ensure that only one person is using the software at any particular time. This means, for example, that you may have copies on both office and home machines for your own use. It does not allow the software to be installed on a network for use by more than one person. For network use, or any other multiple user situation, you must upgrade to 10-User Pack(s) with a Multiple User Site License.

Within sixty (60) days of purchase you may return the disk(s) for replacement if any physical defects occur (including, for example, damaged or incorrect disks). Serif provides no other warranty, and under no circumstances will Serif's liability to you exceed the retail price of the software.

Serif will maintain and help you use the software in accordance with our support policies provided you are a Registered User.

By using the Serif product(s) covered by this license, you agree to become bound by its terms. This agreement will be governed by the laws in force in the state of New Hampshire.

If you have any questions about this agreement please feel free to contact us in writing.

Serif ArtPack Mega CD-ROM (the images, associated documentation and packaging) was conceived, designed, implemented and marketed with the express purpose of providing the best value and the lowest price in Windows DTP. Many thanks to everyone who contributed time, effort, and helpful comments to the project.