



**Got a comment you think we can print?**

E-mail [mail@gxo.com](mailto:mail@gxo.com) or fax 416-961-0941 or snail mail to:

c/o The Publisher, Graphic Exchange, 25 Elm Avenue, Toronto Ontario Canada M4W 1M9

## HYPERBOLE AND SCUTTLEBUTT

After seeing the letter to the editor regarding Kirby Ferguson's article on prepress, it's obvious that we haven't laid to rest the prejudices and myths. Let's try to keep this valued magazine as Graphic Exchange, not a platform pissing contest.

I also take issue with the Jan/Feb review of the G4 with DVD-R. And I put more blame on the editors than the author for allowing this hyperbole and inaccuracy to go to print.

Without quoting the original paragraphs:

1. Years to catch up? Nothing takes years anymore. Product cycles are in months. And all the hardware/software necessary for DVD-R has been available for over a year, for a price. Anyone remember paying \$600 for a 2x CD-R?

2. How can CD-R be bad, but DVD-R be good? Apple also made boxes without 3.5" drives. Don't try to apply any reasoning to Apple's way of doing things. I haven't seen a correct speculation on this company yet, whether for better or worse.

3. The potboiler. "Why not produce an entirely new drive?...

Apple has done just that." Apple doesn't make drives. Geez, Intel and Microsoft don't make drives either. What is to be gained by this nonsense?

Less than five minutes of browsing will get you the official information that was scuttlebutt in newsgroups last fall. The drive is a Pioneer DVR-103. It will initially be released to selected OEM system builders. It will eventually retail for under US\$1000. The same release cycle the LS-120 drive went through. There is nothing else special about it.

CHARLES ROSS  
SUTTON, ON

## WHAT? NO ENVELOPE?

The January/February issue of Graphic Exchange arrived at my Connecticut home yesterday. Look—there among all the unusual characters on the cover, a red box, could it contain the key to battle against the evil Emperor?

Its contents, the word "Surface," perhaps an anagram... On the evil Emperor's forehead, the word "Canada"—someone so patriotic can't be all bad, can they?

The additions Canada Post made to the cover of this issue, mailed without benefit of plastic or paper envelope, made me realize that one of the things I enjoy about Graphic Exchange is the fact that "cover art" means "art on the cover." Dynamic Graphics, which I also subscribe to, does some interesting things on its covers but nothing that one would

want to frame. They appear to have a cover template of sorts that designers fit their work to.

Graphic Exchange, on the other hand, appears to give the cover artists freedom. More expensive graphic arts magazines might allow similar freedom on the covers but not-so-rich people like me need beauty and content, such as I find in Graphic Exchange. Being south of the border, and thus a paying subscriber, I would be willing to pay extra for the return to the use of mailing envelopes. I would really be bummed to get a U.S. Post Office plastic envelope with an apology on the outside and a shredded magazine inside.

Besides, what happens when you produce a dark colored cover? Ask Canada Post to use white ink?

STEVE LONG  
WEST HARTFORD CT

**[Thank you for the heads-up, Steve. As a regular subscriber, you know that normally all out-of-country magazines are mailed in envelopes in order to prevent prying Post Office eyes from scooping our "foreign content".**

**But it seems that due to an oversight on the part of the mailing house, our U.S. copies were erroneously sent out last time as exposed as barenaked ladies. We will strive to ensure this doesn't happen again.]**

## SHUI SHUI—WHOA, BABY

In regard to your most recent offering of Graphic Exchange (January 2001), which I am thrilled to state is my first official copy delivered directly to

my mail box, and, for some reason, being drawn to all things Chinese these days, I was more eager than ever to read the contents. With an interest in Feng Shui (shui to the left, shui to the right... just shui, baby), and having noticed that for some strange reason facial hair a.k.a. "Fu Manchu" seems to be a trend these days, the message in the information was, as always, timely and relevant. Your fortune reads, "Man who make magazine pretty smart cookie".

DEBBIE MCLAUGHLIN, OWNER  
DIGITAL MANAGEMENT AND COMPOSITION  
WINNIPEG MB

**[Pleased to hear you approve of our Oriental experiment, Debbie. Was that one from column A and one from column B?]**

## TRANSLATION, PLEASE

It was nice to finally get a look at the Graphic Exchange "Gang of Four Times Two" on the last cover. But the Chinese characters puzzled me, and I seem to have left my Chinese-English dictionary in my other kimono. So what exactly did that cover say?

LAWRENCE WISTOW  
DESIGNER, INTELLIBYTE DESIGN  
TORONTO ON

**[As Charlie Chan would say, "He who seeks the meaning of strange character may find that he is one." However allow us to enlighten you, Larry. The four characters at the bottom left convey the following: "Fly", "Surprise", "Sky" and "Sword". The character at the top means "Kill". What they mean when you put them all together is too dangerous to repeat.**