

# GRAPHIC EXCHANGE

## *Watch the Maestro*

### **JOHN WARNOCK**

Q&A with the  
Father of PostScript

### **FRANK CASANOVA**

On Apple QuickTime 4

### **WIRED SPRITES**

QuickTime Report

### **STOCK OPTIONS**

Royalty-Free Market Explodes

### **ALL PAGES ARE NOT CREATED EQUAL**

Fundamentals for Corporate Communications

Quark Pages That Won't Print Right

Tips to Building Better Pages

A Guide to Graphics Courses in Canada

### **REVIEWS**

Markzware FlightCheck

Extensis PreFlight Pro

Macromedia Fireworks 2

Adobe GoLive 4



\$4.50 JUN/JUL 1999



## THE SHADOW KNOWS...



Forget about Adobe's Quark killer -- look out, here comes Microsoft Publisher 2000: automatic CMYK separations, built-in object-based trapping, Pantone color support, a "Pack and Go Wizard" -- all for \$159!!... Is it true that the PDF/x specs may be coming apart at the seams after certain Far East legal beagles pointed out that embedded fonts in a PDF were illegal in their countries? Hmmmm...Xerox has picked 3M to manufacture its latest cool invention: rewritable electronic paper. No delivery date set yet...Yahoo recently posted this change to its free website service agreement: "By submitting Content to any Yahoo property, you automatically warrant that the owner of such Content has expressly granted Yahoo the royalty-free, perpetual, irrevocable, non-exclusive and fully sublicenseable right and license to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute and display such Content (in whole or part) worldwide and/or to incorporate it in other works in any form, media, or technology now known or later developed." Guess how long that paragraph lasted? (Answer: less than a week)...The Big Bill Buck-o-Meter saw Mr. G's personal worth briefly top \$100 billion in June...Hot flash! QuarkXPress v4.06 has NOT yet been posted as of this writing; major announcements promised at Seybold...How strong is Apple in the graphic arts market? A recent TrendWatch survey reports that roughly half of all graphic arts companies say they plan to buy Macs next year...

## CREATIVE SOFTWARE

### Photoshop 5.5 with ImageReady ships

Adobe Systems has announced that *Photoshop 5.5*, including *ImageReady 2.0*, Adobe's Web production component, is now available.

Using Adobe's standard user interface, *Photoshop 5.5* now includes a set of features for optimizing and compressing Web graphics. For more advanced Web graphics tasks such as JavaScript rollovers, animation and image slicing, a "jump to" button transfers the image to *ImageReady*.

*Photoshop 5.5* provides some new tools for creating and optimizing Web graphics. Multiple LiveView panels in the new Save for Web window let designers find the best compression options; the new Lossy GIF feature reduces file sizes as much as fifty per cent. More advanced Web features are available in *ImageReady*, where designers can slice large graphics into HTML tables with the new Slice tool and create JavaScript rollovers without writing a line of code. Layer-based animations and image maps will ease these tasks.

*Photoshop 5.5* addresses the time-consuming task of image masking with a new Background Eraser and Extract Image command to create instant transparency with the color decontamination capabilities of these tools. A new Art History Brush allows users to interactively apply paint strokes.

Street pricing for *Photoshop 5.5* should be around \$960. Registered *Photoshop 5.0* and *ImageReady 1.0* users in North America can upgrade for an estimated promotional price of \$320 after rebate until May 2000.

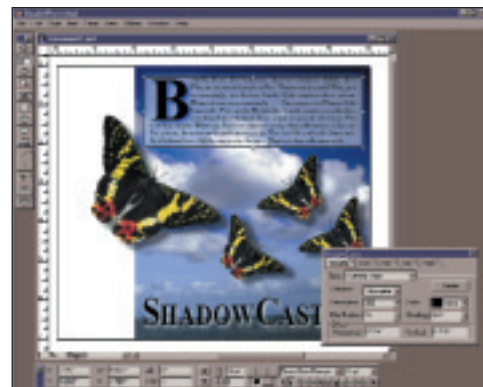
For more information, call 1-800-492-3623 or visit [www.adobe.com/prodindex/photoshop/main.html](http://www.adobe.com/prodindex/photoshop/main.html).

## QUARK XTENSIONS

### ALAP releases ShadowCaster for Windows

A Lowly Apprentice Production (ALAP) has introduced *ShadowCaster for Windows*, a soft shadow creator for PC users of *QuarkXPress*. Shadows are high resolution TIFFs created from selected text and/or picture boxes in a layout. Shadows can be blended into underlying CMYK, RGB, or Grayscale TIFF images. Graphics can be silhouetted, outlined, or ghosted, with resolutions from 32 to 400 dpi.

*ShadowCaster for Windows* is compatible with *QuarkXPress 4.04* for Windows 95, 98 and NT. Estimated Canadian selling price is \$149. For more information call (888) 818-5790 or visit [www.alap.com](http://www.alap.com).



PROOFERS

Pictro Proof outputs proofs in 2 minutes



Fuji Graphic Systems Canada has introduced the Pictro Proof, a new high speed CMY laser proofing machine that produces accurate color proofs quickly and without processing chemicals. The Pictro Proof can reproduce a two-up 400 dpi image in less than two minutes. Additional copies are produced in 58 seconds. Fuji claims that the finished output can be calibrated to provide proofs that are virtually

identical to the output of the press or to an analog proof.

The Pictro Proof process uses a new photosensitive silver halide donor paper which is exposed by laser diodes at levels corresponding to the original digital data. The resulting dye image is thermally transferred to produce a finished proof with long-term stability. Although the process is based on silver halide technology, it does not require developing or fixing solutions, only distilled water. Pictro Proof uses Fujifilm's color matching technology to ensure that colors will match the actual printed sheet.

Visit [www.fujigraphics.com](http://www.fujigraphics.com) for more information or call Fuji Graphic Systems Canada at (905) 612-8111.

WORKSTATIONS

IBM beefs up IntelliStation graphics

IBM has announced that its IntelliStation NT-based workstations have been enhanced with new 2D and 3D graphics, including dual-monitor capabilities. These new graphics technologies are featured on the newest IBM IntelliStation E Pro, M Pro and Z Pro models.

For advanced 2D performance, IBM IntelliStations will feature the new Matrox Millennium G400, a 256-bit graphics engine with accelerated graphics (AGP) support. The low-cost G400 has 16 MB SGRAM and multi-monitor support (up to four) with additional PCI Matrox cards.

In addition to the new graphics technologies introduced, IBM also announced new models featuring the Appian Jeronimo Pro 16, a dual 64-bit Permedia 2 graphics engine which allows two monitors to be run at the same time. Pro 16 is a low-cost, high performance 2D and 3D graphics solution with a two-port configuration that gives dual monitor capability with support for up to eight monitors. It has 16 MB SGRAM (eight MB per channel).

Estimated reseller prices (in \$US) for IBM IntelliStation models are \$1829 for the IntelliStation E Pro, \$2799 for the IntelliStation M Pro, and \$4039 for the IntelliStation Z Pro.

Get additional information on IntelliStation from [www.pc.ibm.com/us/intellistation](http://www.pc.ibm.com/us/intellistation).

SCANNERS

Heidelberg CPS reduces pricing on Circon, Opal Ultra and Saphir Ultra 2

Heidelberg CPS Americas has cut prices on its Circon, Opal Ultra, and Saphir Ultra 2 color scanning solutions.

The Circon package is reduced 24% to about \$15,000; the Opal Ultra drops 40% in price to roughly \$3,600; and the Saphir Ultra 2 is down 53% to \$2,100 (all costs estimated Canadian).

All three scanning solutions include LinoColor software, as well as Canto Media Asset Management and Linotype FontExplorer. Circon includes the company's ColorOpen Lite profiling package for color management, and Saphir Ultra 2 also includes Xerox TextBridge OCR software.

Check [www.linocolor.com](http://www.linocolor.com) for details or call Heidelberg Canada at (416) 675-2700.

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MODERN DESKTOP COLOUR

## UTILITY SOFTWARE

### PitStop 4 provides full PDF preflighting and editing

Enfocus Software is now shipping *PitStop 4.0* for Adobe Acrobat 4.0.

Highlights in the new version include on-screen editability, guided correction, graphic search & replace, and paragraph editing. Due in the third quarter is a reusable action lists feature (for creating "macros" for repetitive changes and corrections).

*PitStop's* Navigator Panel lets users get both standard preflight reports with hyperlinks back to each problem and on-the-fly viewable preflight annotations indicating problem areas.

*PitStop 4* also includes improved text editing and font management, editing spot colors and overprints, and global conversion of RGB to CMYK or spot colors. Text editing can be done on a complete paragraph with word reflow, or line by line.

A 30 day trial version of *PitStop* can be downloaded from [www.enfocus.com](http://www.enfocus.com). Suggested list price is \$295 (US).

## LAYOUT SOFTWARE

### Publisher 2000 includes separations and trapping

Microsoft Canada has announced availability of Microsoft *Publisher 2000* for Windows which features:

- automatic conversion to spot or four-color process separations
- support for solid and process Pantone colors
- a Pack and Go Wizard which collects a publication and all its related graphics and TrueType fonts across one or more disks
- automatic document-wide and per-object trapping

To facilitate the adoption of *Publisher 2000* by commercial printers, Microsoft has also introduced the Microsoft Publisher Service Provider Program which includes *Publisher 2000* software and training material.

*Publisher 2000* retails for \$159. More information can be obtained at [www.microsoft.com/office/publisher](http://www.microsoft.com/office/publisher). Included is a database of more than 1,200 printers who accept *Publisher 2000* files.

## MONITORS

### LaCie unveils flat screen electron22blue

LaCie has announced availability of the electron22blue monitor, a high-performance 22" monitor featuring a 100% flat aperture grille tube and LaCie's color-enhancing hood which reduces reflection and shadow.

According to the company's release, the flatness of LaCie's new screen reduces eyestrain and light reflection and eliminates the geometric distortion created by the rounded shape of standard tubes. As a result, the image viewers see on a flat screen is what they print on flat paper.

The electron22blue has a maximum resolution of 1800x1440 pixels and a refresh rate of 80Hz as well as a resolution of 1600x1200 pixels for mainstream applications. LaCie also includes a USB Hub with five USB connectors.

The LaCie electron22blue monitor retails for \$2,150. Check [www.lacie.com](http://www.lacie.com) for more details.

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