

# Graphic Exchange

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Brill Communications Inc.  
25 Elm Avenue  
Toronto Ontario  
Canada M4W 1M9  
Telephone 416 961-1325  
Fax 416 961-0941  
e-mail gxo@tube.com

PUBLISHER/EDITOR-IN-CHIEF  
Dan Brill

ASSOCIATE PUBLISHER  
Diane Boadway, A.O.C.A.

CANADIAN REGIONAL SALES MANAGER  
Sandra Pettit

DESIGN AND LAYOUT  
Peter Dudar

## EDITORIAL CONTRIBUTORS & ARTISTS

Dave Bachelor  
Victor Beitner  
Benjamin Brill  
Lorne Cherry  
Bob Connolly  
Peter Dudar  
Ron Giddings  
Stephen Herron  
Ted Iannuzzi  
Dave Kew  
John Korchok  
Ruth Pelly  
Lidka Schuch  
Gary Shilling  
Steve Slutsky  
Lerrick Starr  
Shane Steinman  
John Stephens  
Dinah Tolton  
Lydia Varmazis  
Lynda Weinman

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## PUBLISHER'S NOTES

### Desktop workflow: A pleasant walk, a pleasant talk...



**T**HE TIME HAS COME," THE WALRUS SAID,  
"TO TALK OF MANY THINGS:  
OF QUEUES — AND RIPS — AND SQUEALING MACS —  
OF INTEGERS — AND STINGS —  
AND WHY LA CIE IS BOILING HOT —  
AND WHETHER ZIPS HAVE WINGS."

Discussion about the evolution of digital workflow technologies often talks in terms of building blocks. I prefer to think of it as an organic process, where technology cells gradually grow and expand to join up with other cells, until they have formed a cohesive body.

Four or five years ago, the task of finding dependable digital tools and technologies was like harvesting a bed of the Walrus's oysters, never knowing which ones contained the pearls. But in the ensuing time, technology Carpenters have constructed a reliable digital framework within which this organic development has flourished. A technology publisher's overview of desktop technologies in 1998, entitled *DIGITAL WORKFLOW: PRESENT AND FUTURE* (page 10), articulates a fuller perspective.

Both the recent Seybold exposition in New York and the NAB (National Association of Broadcasters) show in Las Vegas demonstrated this pervasive, organic evolution, although in different ways.

With the possible exception of proofing devices and cross-platform workflow and compatibility systems, Seybold was distinguished by a dearth of exciting introductions for digital print and publishing production; yet this is as it should be in an industry which has matured to a level of relative stability. Starting on page 39 is a complete rundown on Seybold product announcements, along with Lerrick Starr's personal *DIARY OF A SEYBOLD ROOKIE*.

On the other hand, NAB is just beginning to witness the effects of an influx of desktop technologies for digital video and broadcast, with Apple's just-released QuickTime 3 leading the way. Bob Connolly reviews highlights of this gargantuan event on page 28.

Interactive software also continues to be propelled forward by faster, more versatile creative technologies on the desktop. Upstart computer game company Ion Storm is set to launch an ambitiously conceived contender for attention in this market with its imminent release of *Dominion: Storm Over GIFT3*, the background of which (with a preview of artwork) is detailed by Dinah Tolton in *STORM ON THE HORIZON* (page 24).

For those interested in Web-based interactivity, Lynda Weinman provides a discussion of JavaScript and ShockWave in her regular installment of *ASK THE HOMEGURRL* (page 50).

Learning how to make the most of desktop technologies is an ongoing process, which both Lidka Schuch (*PDF TO THE RESCUE*, page 34) and Lorne Cherry (*BACKUP BEFORE YOU GO FORWARD*, page 18) cover in this issue with, respectively, tips on using Adobe *Acrobat* to solve workflow and communication dilemmas, and tips on storage and backup devices.

And comprehensive analyses of *QuarkXPress 4*, *Live Picture 2.6* and Epson's new Stylus Pro 5000 inkjet printer, the first by Peter Dudar and the last two by John Korchok, round out our product reviews this time (starting on page 58).

And whether these are all simply *TOOLS FOR FOOLS* — well, Gary Shilling expresses his random thoughts on this in his latest *FOOLPROOF* on page 72. But as Lewis Carroll wrote:

... "IT SEEMS A SHAME," THE WALRUS SAID,  
"TO PLAY THEM SUCH A TRICK,  
AFTER WE'VE BROUGHT THEM OUT SO FAR,  
AND MADE THEM TROT SO QUICK!" \*

IF THE TIME HAS COME TO WRITE YOUR COMMENTS TO THE PUBLISHER, E-MAIL DAN@GXO.COM.