



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 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.



Estimate: 38218 - PrintPoint - JAN. Mailing

Date	Job No	Est No	SR	Shipping	Totals	A	B	C
1/19/99	74855	38218	CH	SHIP TO 2 LOCATIONS	Qty	2,800	3,000	3,200
					Total	\$1,320	\$1,255	\$1,413
					Paper	\$306	\$327	\$247
					2 LOCATIONS IN NYC &			
					Printing	\$655	\$688	\$711
					Pre-Press	\$228	\$228	\$228
					Post-Press	\$95	\$97	\$101
					Ink Charges	\$24	\$24	\$24

... (Additional tables and controls visible in the screenshot) ...

Powerful, affordable computers

iMac computers aren't simply powerful, they're also affordable. Now every business can connect its account staff to the design or production departments. By using iMac computers in the office, 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. Macintosh computers come with built-in TCP/IP and Internet capabilities, so you can easily connect them to Windows NT servers to make important databases and business applications available over a local network. Or just by adding AppleShare IP 6 software, you can easily integrate both Mac and PC systems into your existing network.

Power Mac G4 adds velocity

When you need more power, the Power Mac G4 maximizes performance in pivotal areas of graphics and database productivity. And it often saves time for sales support, customer service, and estimating professionals to be able to open and see the files submitted for print production. This all happens faster on a Power Mac G4—particularly in applications like Adobe Photoshop, which takes advantage of the G4's Velocity Engine to accelerate filter calculations like lens flares, color corrections, and Gaussian blurs.

Mac OS 9

You may be wondering how an operating system can help your business increase productivity. Mac OS 9 provides a wealth of features that will translate to your bottom line. Sherlock 2, your Internet search detective, can search the Internet and rank results by relevance, site, availability, or price. So you can find the cheapest deals on office supplies instantly. With the auto-updating feature, your computer can automatically download and install the latest Apple software releases, drivers, or system extensions. With the industrial-strength encryption feature, you can password-protect files. Mac OS 9 allows you to easily share files over the Internet with other users. If you share your Mac with others in the office, you can customize it with the Multiple Users feature. When you log in, Mac OS 9 activates your personal preferences and gives you access to your private folder. These are just a few of the powerful features you'll find to help with the daily chores of managing your company's resources.



Solution Sheet

The Macintosh for Publishing Business Applications

Solutions for the Publishing Business

Here 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.

Mac 911

19, cours LeRoyeur O. Suite 101
Vieux-Montréal, Québec
Canada H2W 1W4
T 514.282.6699
F 514.282.8787
E ventes@mac911.com
W www.mac911.com

Accounting/Job Tracking

Franklin Estimator

Franklin Systems www.fesys.com

Job Central

Honeybee Software www.honeyb.com

LithoTraxx

Tailored Solutions www.tailor.com

PrintPoint

PrintPoint 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

Database-Centered Products

Digital Technology International www.dtint.com

NewsEditPro

BaseView Products www.baseview.com

ProductionManagerPro

Baseview Products www.baseview.com

Other Print Publishing Products

Adobe Streamline

Adobe Systems www.adobe.com

AppleShare IP

Apple 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

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/creative.

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