



ROADMAP

For The Road Ahead



License to Drive

A Guide to Apple Solutions

Seybold 1996
San Francisco

Content Creation

Expressing brand assets into digital media.

The Scenario:

The richer a customer's interaction with a company's brand, the more likely that customer is to buy that brand. So it is paramount for many companies to go beyond creating just static print media assets and expand into dynamic media assets such as 3D, VR, Sound, Video, Java and Animation. Print media itself can also be made more dynamic by employing tools that give you "one to one marketing" through the personalization and customization of print pages that target a consumer's individual needs, automation of media creation, and Hi-Fidelity 6-8 color printing that makes for vibrant collateral that is never mistaken for junk mail.

To produce their media assets, companies turn to the Mac. Because the Macintosh OS is designed with multiple media in mind. The Macintosh has the most complete and integrated set of media creation tools: from 3D to virtual reality; to Print to Web to Java, to Animations and Video. The tools are easy to use and because the media type is so integrated with the OS, experience with one set of tools gives you a strong head-start when you try another set of tools, thereby leveraging your expertise.

The Solution:

1) Real-time 3D for QuickTime VR, video, print, 3DMF and VRML
Strata Studio Pro 2.0 takes advantage of QuickDraw 3D so that engineers, designers and marketers alike can all work in 3D in real time with full interactive previews. Once they create their work, they can then save it as multiple media types that can be cataloged and distributed across many different output formats. With the Radius Thunder3D card they can work in real-time with higher quality texture mapping, transparency, smoother animation capabilities and faster model manipulation.

2) Painting 3D in real-time
Once you have a 3D object, how you add texture maps can be problematic. Fractal Detailer however lets you paint on a 3D object in real time. Detailer handles the shadows, texturing and perspective—the you handle the art. The end result can be saved as a QuickDraw 3D file and then converted to VR, video, print or Web.

3) OCR to HTML
Many documents or brochures exist as print only. The digital files are not available. But if a company wants to move some of this content to the Web they have to re-key it, taking lot's of time. However, with the Apple Color OneScanner 1200/30, they can automatically do OCR, convert to HTML, and seamlessly open this converted file into their Web authoring application to be marked up. This is possible with Apple's dynamic OneScanner Dispatcher 2.0 application.

4) Real-time digital video and special effects with QuickTime 2.5
Much of the production work in Hollywood is based around the Macintosh and QuickTime. QuickTime 2.5 and the Targa 200 RTX form TrueVision add real-time transitions,

complex special effects and virtually uncompressed video so producing broadcast quality video is faster and easier than ever before.

5) 2D multimedia animation for video, Web or CD
While everyone thinks of QuickDraw GX as a printing engine, Lightening Draw Electric and Dancer take advantage of the incredible power of QuickDraw GX for animated graphics. Animations can be output to QT, gif89a or Java as appropriate for different media.GX really comes to life on the Internet with the Electrifier plug-in for Netscape Navigator. Electrifier plays back large-scale vector graphics and animation that are minuscule in file size. A spinning full-screen logo is a mere 2K in size and downloads almost instantaneously.

6) Illustration & graphics for any output media
From the logo to product illustrations, a company needs to create full color graphics that are complex and elegant. And they want to be able to use these graphics in a number of different media from traditional print, to hexachrome printing, to interactive media to the Web. And they want to do all this with drag & drop simplicity, AppleScript automation and ColorSync support. The solution is FreeHand 7.0.

7) Creating, editing & producing images for any media in RGB, NTSC, CMYK & Hexachrome
PhotoShop 4, now with basic ColorSync-support makes it even faster, more predictable and easier. And with the new Adjustments palette, more flexible. And with the Pantone Hexachrome ColorSync plug-in for PhotoShop, Hexwrench, a company can now work in more than traditional CMYK to produce more striking and effective marketing pieces.

Cross-Media Authoring

Visually communicating ideas across different media.

The Scenario:

Most companies recognizes the opportunity and need to expand their brand identity across multiple media.This means that once they have created basic content, they need to re-express it into many different media taking advantage of the unique attributes that each media offers.

To achieve this a company needs solutions that meets two demands.

1) Since no company can control where their customers are going to be, this content integration needs to cross all media boundaries and all platforms.

2) Given that there are so many publishing venues, efficiency and automation become a very relevant concern. These demands necessitate Macintosh publishing solutions.

The Solution:

1) Media Database with ColorSync
Canto Cumulus is used to catalog & distribute all of the digital content that will need to be integrated & formatted for different output media. Cumulus lets a company not only organize, manage and share all media content, but because of its support of AppleScript, drag & drop, Macintosh cgis, and ColorSync to allow the pre-viewing of images, Cumulus is a cost-saving and productivity enhancing part of the publishing process for any output media.

2) Automatic repurposing for print & Web

Imagine if you created an ad designed for an A4 size sheet of paper in the Europe and then wanted to use the same ad in the US which required a US Letter size. Or imagine you had a full page ad and wanted to repurpose it for use on the Web at a monitor aspect ratio. You could re-layout all of the pages manually. Or use SoftPress Unicorn to automatically & intelligently reflow one layout into new layouts - for Print or Web - while completely maintaining design integrity, even when using non-roman alphabet languages.

3) CD ROM authoring

Many companies develop interactive presentations that their sales people can run on their PowerBooks and allow customers to do a virtual "test-drive" of new products or services. This same content can be written to CD for distribution to clients or sales people around the world.mFactory from mTropolis, with support for QTVR, offers a unique and powerful authoring environment for creating truly interactive media rich content.

4) WYSIWYG Web layout

Almost every company is now creating a web site. With Adobe PageMill 2.0 a company can create new content, modify old and add embellishments without coding. PageMill 2.0 is truly wysiwyg and extensible.

5) LiveObjects™ publishing on the

inter-/intra- net

Live Objects gives you a flexibility and power for publishing unparalleled. Live Object documents can certainly be used for print, but because of their "Live" nature, they are also ideal for network and net publishing. For example, using a container application like Digital Harbor Wave, you can publish internal information complete with VR, Shockwave, QD3D-based charts & tables -for any media type, all within a complete typographic & word processing environment. The content links are live and can be updated automatically as information changes.

6) Automated print and Web publishing

Quark Xpress is the standard for print publishing on the Web. Companies around the world use Quark Xpress to publish everything from spec sheets and parts catalogs to glossy 4-color brochures. Often this same information needs to be re-expressed on the Web. With Astrobyte BeyondPress 2.0 you can convert Quark pages designed for print into interactive Web pages. And with the built in-Applescript support, intelligent conversion rules can be automated and be driven from a database.

7) ColorSync-savvy OPI image serving

Print represents the most complex form of media publishing. It demands the largest file sizes, the greatest precision, management of multiple images and graphics and the most demanding color requirements. With Helios EtherShare 2.0 running on the Apple Network Server, the image management, color fidelity and file size issues are no longer concerns. In addition to OPI, EtherShare 2.0 uniquely supports ColorSync at the server. This means you work with low res files to build our pages and the server handles the management of hi-res data and the color fidelity of the output.

Net Profits on the Web

Converting dynamic content into web commerce.

The Scenario:

The Web offers a unique environment for communicating with a technologically sophisticated audience. From static to dynamic publishing, the Web is a source of PR, information dissemination, tactical marketing information and Web commerce.

Static publishing, where somebody makes a Web page and vends to the world was all the rage last year. The page appears the same to everyone and it doesn't change until someone goes in there and changes it by hand. There is now, however, a plethora of inexpensive WYSIWYG tools available on the Power Macintosh.

What is a lot more exciting and where the real justification for the Web is realized, is in dynamic publishing—Interactivity, Web commerce and data warehousing. All of these dynamic solutions are about getting your product, services, pricing programs or information to the public faster than your competition and with better customer targeting. This means a whole different set of tools and way of designing and building sites.

The Solution:

1) Hosting the Web site on Macs

Companies use Apple Internet Server Solution to handle all of the traffic on their Web site. The AIS is easier to set up, easier to maintain and more customizable than any other platform. And with tools like Apple e.g. they can provide search capabilities for dynamic capabilities.

2) Mac Internet Server scalability

An large high-traffic site is obviously not run off of just one Macintosh. Using MacDNS and a round-robin solution, the AIS solution is fully scalable. Need more power? Network in another Mac.

3) Interacting with your customer using Java

Java animations are cool. But Java becomes useful when it is used for interactivity. With Web Burst, animated and interactive Java applets can be created without scripting.

4) Web Commerce

One of the best way to think of the Web is as a direct-to-customer distribution channel, whether it's for information or commerce. It bypasses all the middlemen, who can slow things down and make things more expensive. The elimination of the intermediary is going to have a profound impact on business. The iCat Commerce Publishing solution makes creating a Web Commerce site accessible and easy to maintain.

5) Custom pages from custom requests, created on the fly

Dynamic database driven pages make for a media rich, market-of-one experience on the Web. Users enter information and Everywhere Tango dynamically builds the pages on the fly and posts them for the user to browse.

6) Analyzing the information obtained from the site

WebStar can keep a log of who viewed a site, how they heard about the site, what they viewed and how they interacted. For this information to be of any value to any one in the marketing or product requirements department, the WebStar data log needs to be analyzed, condensed and converted to a visually-understandable information using Everywhere Bolero.

7) Using Web Transactions, AppleScript & OPI to create custom direct mail

Once a client has bought something on-line, an AppleScript can automatically & quickly generate a custom full-color follow-up mailing. For speed reasons the document is created using lo-res preview images. The file is then automatically printed to IPT CanOPI running on an Apple Network Server. CanOPI swaps out the hi-res for low-res images and sends the file to a Splash RIP where it is then output to a Xerox Regal 5790 Color Copier/Printer. This full color market-of-one mailing is then sent to the customer.

Digital Brand Building

Transforming content into digital assets.

The Scenario:

Maintaining control over how company & its partners communicate and publish its brand is a daunting task. Not only does the brand need to expand and be re-expressed across multiple media, but more and more diverse people are becoming responsible for publishing the brand. The question is, how can a company and their creative suppliers maintain brand integrity and still meet new market challenges such as the Internet?

The solution is to create a digital brand building strategy that uses a high-powered media database, color management tools, intranet multi-media, font management and Digital Style Guides.

The Solution:

1) Managing digital brand assets

For companies with large brand & media collections, MediaAssets SQL running on an Apple Network server is a fully customizable media database with unlimited sets of information for each asset such as keywords, text descriptions & job tickets. Organizations can tailor MediaAssets to suit their security, version control, project management, query, navigation, archival and back-up requirements.

2) Organize, search, annotate & track versions

MediaAssets is the client side of the media database that enables creative and multimedia production teams at advertising agencies, electronic press production houses, marketing communications teams and direct mail catalog companies to capture, control and collaborate on multimedia assets.

3) The intranet & multimedia for brand integrity

The intranet provides an ideal venue for multimedia training. While the Internet may not have the bandwidth to handle multimedia content, the intranet (using networks & leased lines) certainly does. MacroMedia with Shockwave for Director, Freehand and SoundEdit 16 lets you create this interactive on-line training.

4) Ensuring fidelity of brand colors over the Web

If you're trying to sell a consumer product over the Web (such as clothing), the color of that product is usually an important part of the buying decision. Or if you are simply trying to present colors of your corporate logo accurately over the Web, then it becomes essential to have a ColorSync tool that works over the Web. Pantone ColorDrive embeds ColorSync ICC

profiles into TIFF & JPEG images. When viewed with Pantone's free ColorWeb Netscape plug-ins, images will be color corrected for the monitor on which they appear.

5) Managing the fonts for brand identity

Fonts are a key aspect of any brand strategy. But managing and organizing your fonts so they are readily available and intuitive to manipulate, is challenging at best (How many times have you seen the "Missing fonts" dialog in XPress?). Font Reserve solves this problem by handling your fonts in an intelligent font database.

6) Digital Style Guides for brand integrity

Digital Style Guides provide a cost effective, easily updated way to distribute style guides internally and to external partners worldwide. The new Apple Guide Visual Authoring Tool makes creating and modifying style guides simple & easy. You can incorporate text, sound and video and well as coach marks and "do it for me" AppleScripts. Guides can also be converted to stand-alone applications or even be converted to WinHelp format for cross-platform distribution.

7) On-line storage for media database

MegaDrive's MX/500™ Disk Array uses a unique Master/Slave RAID architecture that produces transfer rates up to 100 megabytes-per-second. Configured here as a 32MB array, the MX/500 guards against system downtime with fully redundant and hot-swappable drives, fans and power supplies. It adds terabytes of fault-tolerant storage to your Apple Network Server.

Network Color

Communicating color consistently from press to desktop to client.

The Scenario:

Many consumer companies are very cautious about doing full-color advertisements in newspapers because of the issues of color fidelity. With newsprint it can be difficult reproduce colors and more importantly, different newspapers can give different output result.

So for companies looking to advertise in the newspapers:

1) How can they produce color ads for the newspaper with consistent, predictable color?

2) How can they work with their prepress shop so that they can modify, tweak and approve ads cost-effectively and up until the last minute before it is printed? The solution is to work with Macintosh automation and ColorSync-aware applications.

The Solution:

1) Profiling the press w/ ColorSync

Using a Graytag Strip Reader & Linotype Print Open software, the Newspaper publisher profiles or "fingerprints" each of their presses. Note: The Newspaper company is actually profiling the output from each press, not just some generic Newsprint standard.

2) Editing images with ColorSync

The client color corrects the images in Photoshop using MonacoCOLOR and the Newsprint profiles. They preview the images on screen as they will appear when printed and use the Color LaserWriter as a hard copy to simulate how the image will appear when output to newsprint.

When they are finished adjusting the color of the images, the client uses Color Central Sampler to create low-resolution OPI placement images. These images are then placed in Quark Xpress and the ad is completed as usual. OPI lets the designers work in real-time rather than deal with hi-res files. The final ad and the images are then sent to the prepress house using Luminous Virtual Network, saving courier time and cost.

3) Remote file transfer and automated workflow

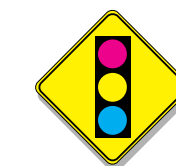
The files arrive at the prepress site on the Virtual Network Host where they are then automatically routed to an OPEN workflow pipeline. There they can automatically be manipulated, trapped & imposed. In this scenario the images are transferred to a "hot" folder and cataloged in the Telescope media database, an OPEN-aware, AppleScriptable application.

4) OPI with ColorSync

The files are then automatically passed to the OPI image server, Color Central. Here the high res files are swapped out for the low res files. Then the entire PostScript document is fed into Parachute (acting as a Color Central plug-in) where ColorSync profiles are automatically applied to the images and graphics. So at this point the files are ready to be proofed for press.

5) Remote viewing and annotation using ColorSync

To save time, costs and headaches, the client and Newspaper use ColorSync-savvy Imageexpo to review the files remotely over the Virtual Network. This means both site can view and annotate the final file with color accuracy, before it goes to film to see if any corrections need to be made. They can make changes at this point if necessary or go to final print.



ColorSync 2.1
CATCHING COLOR AHEAD