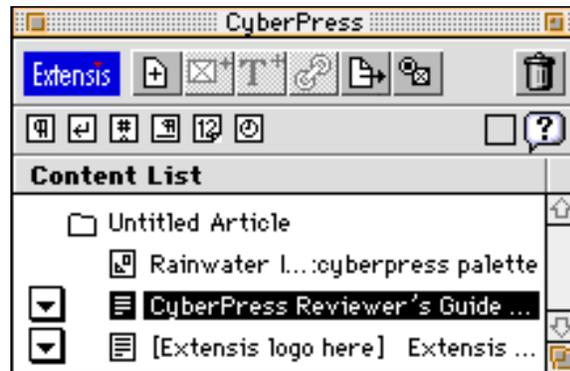




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CyberPress Reviewer's Guide



The CyberPress palette lets users convert an entire QuarkXPress document to HTML format with one click of the mouse.

OVERVIEW

It seems that graphic designers and the publishing industry have just now had a chance to catch their breath from the desktop publishing revolution that began not much more than ten years ago. After having invested huge amounts of time and money purchasing and learning how to use the software applications, personal computers and peripherals that have changed the face of the publishing industry, corporations, small businesses and individuals are now having to grapple with an entirely new revolution in publishing technology: the World Wide Web.

For an industry that knows how to push the envelope with graphics applications, networks, color management and memory requirements, the World Wide Web is a natural for publishers who wish to capitalize on their previous technological investments. Instead of balking at the seemingly monumental task before them, graphic artists, multimedia designers, entertainment providers, writers and publishers of all kinds are catching a second wind and embracing the opportunity to learn and acquire new technology in order to publish their content on the Web. Oftentimes this involves creating completely new content, but frequently, publishing on the Web requires publishers to convert many of their existing content into a Web-viewable format so that they can maximize their previous investments in both content and technology.

Software developers, both large and small, have rushed to fill this need for HTML (HyperText Markup Language) converters and similar utilities that repurpose existing print content into Web-compatible content. Many of the early solutions were incomplete, haphazard, or simply too expensive. As the leading developer of application-enhancement software for the graphic arts and publishing industries, the Portland, Oregon-based

Extensis Corporation is well-positioned to provide Web-authoring utilities to this quickly growing segment of the market. Extensis originated the idea of offering entire collections of add-on software at one low cost, and it plans to continue this user-oriented philosophy as it enters the Web-authoring market. CyberPress offers Quark XPress users the quickest, easiest, and most affordable means of repurposing their existing documents for use on the World Wide Web.

Jointly developed by Denver, Colorado-based Astrobyte LLC—makers of the HTML conversion and editing software BeyondPress—and Extensis Corporation, CyberPress reaffirms Extensis Corporation's dedication to providing versatile and affordable software enhancement tools to a wide range of users. CyberPress is a streamlined, easier-to-use "lite" version of Astrobyte's powerful BeyondPress application for QuarkXPress, and for CyberPress users who wish to expand their Web authoring capabilities to include BeyondPress' more advanced editing tools, Extensis offers an upgrade for CyberPress users to Astrobyte's BeyondPress for \$449.95, significantly less than the retail price of BeyondPress.

QUICK-REFERENCE LIST

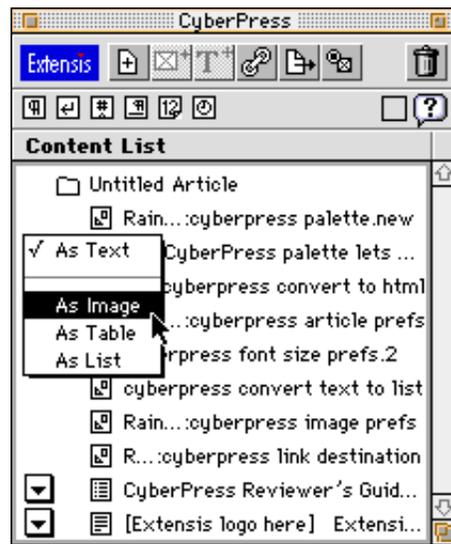
CyberPress offers the following major capabilities and features:

- **Automatic Content List**—Streamlines the conversion process by letting users view and modify elements via the floating CyberPress palette.
- **Drag & Drop Interface**—Increases productivity by allowing users to quickly and visually rearrange elements by simply moving icons.
- **Convert Text to HTML**—Automates the text conversion process while maintaining formatting.
- **Convert Text to List**—Saves time by converting text to any HTML list format.
- **Convert Text to Table**—Lets users automatically convert tab-delimited text to HTML tables.
- **Convert Text to Image**—Avoids extra steps by letting users convert any XPress text box into an HTML-compatible GIF or JPEG graphic.
- **Convert Images to GIF or JPEG**—Intelligently and automatically converts graphics to GIF or JPEG format.
- **Insert Hypertext Links**—Makes it easy to assign hypertext links to any text or image.
- **Adobe PageMill Bundle**—Provides a complete Web conversion and authoring package at an affordable price.

CYBERPRESS FEATURES: AN IN-DEPTH LOOK

CyberPress is an amazingly simple product that performs some incredibly complex tasks—automatically and with elegance. Converting existing QuarkXPress documents to HTML format can be a messy and complicated endeavor, but CyberPress streamlines and simplifies the process of preparing content for publication on the World Wide Web. CyberPress users can convert the entire contents of their QuarkXPress document with just a few clicks of the mouse via the CyberPress palette; or, users can take advantage of the many additional optional features found within the CyberPress interface. In taking a closer look at CyberPress' feature set, users will discover the power that lies beneath the CyberPress palette.

Automatic Content List: The CyberPress Palette
CyberPress automatically lists the contents of a QuarkXPress document (both text and picture boxes) in the floating CyberPress palette, which can be displayed on-screen using a keyboard or menu command. Most of CyberPress' functions are accessed through this palette, which lets users visually delete, add, rearrange, and modify elements, to name a few of the palette's capabilities. Other XTensions either offer no control over which items are exported, or they require the user to select each element to be exported individually—CyberPress offers both control and automation in one easy-to-use palette. What's more, users can convert the entire contents of their QuarkXPress document with just one mouse-click from CyberPress' nerve center—the CyberPress palette.



With the CyberPress palette and its automatic Content List, users can:

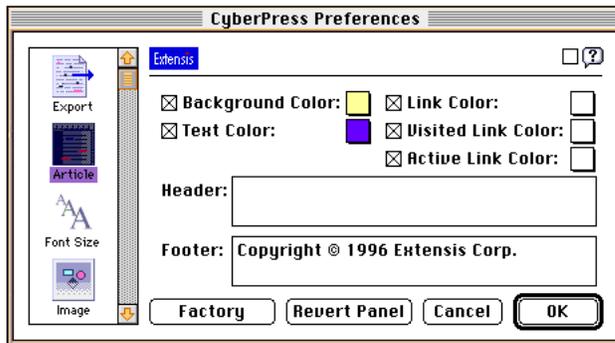
- Rearrange, add, delete, and modify text chains and images;
- Convert text to HTML, list or table format;
- Convert images to JPEG or GIF format;
- Rename elements using up to 64 characters;
- Anchor text and images to their associated stories;
- Add master elements to a Content List; and
- Jump from a selected element in the Content List to the corresponding element in the QuarkXPress document by simply double-clicking its icon.

THE CYBERPRESS PALETTE'S DRAG & DROP INTERFACE

Web authors can quickly rearrange items for export in the Content List by simply dragging the icons up or down the list and dropping them in the appropriate position. The CyberPress XTension works by displaying the contents of a document as a list of icons in a palette. By visually manipulating the icons, users specify precisely what is exported to HTML format and how it should look on the Web page.

CYBERPRESS PREFERENCES

The CyberPress Preferences dialog lets users set a variety of application, export, mapping, article, and element preferences, including the ability to specify a preferred HTML browser before converting a document to HTML.



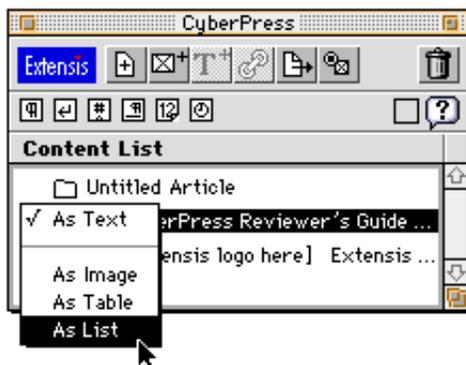
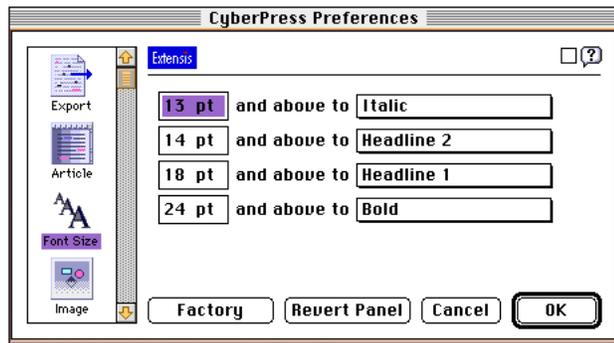
CONVERT TEXT TO HTML

CyberPress automatically converts the entire Latin character set to HTML format while maintaining character formatting such as bold, italic, subscript, superscript, and paragraph alignment. The XTension automatically converts many special characters as well, including characters found in the Symbol font. Additional formatting options can be enabled via

CyberPress' Article Preferences dialog, including background color; text color, which specifies the default color for all unlinked text; link color, which specifies the color of linked text; visited link color, which specifies the color of linked text that has been clicked on; and active link color, which specifies the color of text as it is being clicked.

FONT MAPPING

Using the CyberPress Font Size Preferences dialog, users can apply HTML headline styles based on user-defined font size mapping. For example, a user can specify which particular point sizes of text should be converted to a corresponding set of type specifications. CyberPress offers 13 font mapping options, including 6 headline styles, bold, italics, quotes, emphasis, and others which are easily accessed via a pop-up menu.

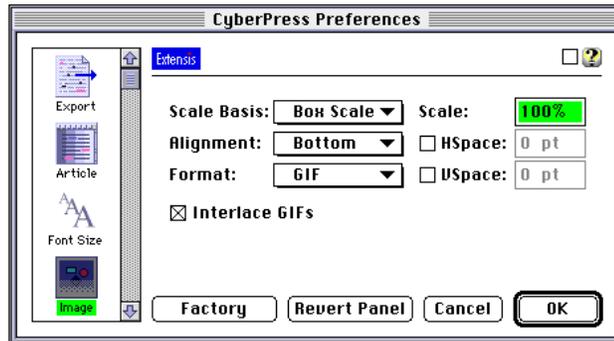


CONVERT TEXT TO LIST

CyberPress users can automatically convert their QuarkXPress text to any HTML list style—including numbered and bulleted lists, menu lists and directory lists—via a pop-up menu in the CyberPress palette. Users can customize list formatting options in the program's List Preferences dialog to specify which list type is desired, such as numbered, bulleted and so forth. CyberPress also lets users automatically strip leader characters, if desired, in order to avoid double bullets.

CONVERT IMAGES TO GIF OR JPEG

CyberPress automatically converts all images to either GIF or JPEG format, which the user can specify via the Image Preferences dialog box. Users can also control scaling and alignment of individual images via the Image Preferences dialog. Additionally, if a QuarkXPress picture box has a background color of “None” and GIF is the selected output format, CyberPress automatically makes the background of the resulting image transparent.



CONVERT TEXT TO TABLE

CyberPress lets users automatically convert any text into an HTML table. Tab-delimited text is automatically divided into cells. Simply select a text box icon in the CyberPress Content List and select the Save As Table option in the pop-up menu. This feature also includes the ability to set user-definable border width (the number of pixels in the frame around each cell and around the entire table) and alignment preferences (including standard, left, right, and center) via the Table Preferences dialog. Each cell’s alignment (left, right or center) is retained during the conversion.

CONVERT TEXT TO IMAGE

To maintain the typographic and background specifications of short chunks of text—a headline, for example—CyberPress lets users convert any text box into a GIF or JPEG image. Simply select a text box icon in the Content List and save it as an image via the pop-up menu. If the text in the document is later edited, the corresponding image to be converted will be automatically updated. Likewise, if users decide they want to convert the image back to text, they simply click the pop-up menu and save it as text.

ANCHOR TEXT TO IMAGES

CyberPress lets users anchor text and picture boxes within a story so that anchored elements will be automatically exported with the associated story. Simply drag and drop the corresponding icons of images and text on top of the appropriate text icons to anchor them. CyberPress automatically honors items that were previously anchored in QuarkXPress.

INSERT HYPERTEXT LINKS

Users can easily assign hypertext links to any text or image listed in the Content List in the CyberPress palette. Simply select the text to be linked, click the link icon in the CyberPress palette, and type in the appropriate URL (Uniform Resource Locator). CyberPress lets users insert both relative (within a Web site) and direct (to another Web site) links.



ADD MASTER ELEMENTS

CyberPress offers six master elements that can be added to a Content List by simply dragging and dropping their icons from the top of the CyberPress palette into the Content List: paragraph returns, line breaks, spaces, horizontal rules, and date and time stamps. The date and time stamps reflect the current date and the time the document was exported.

ADD HEADERS AND FOOTERS

Using the CyberPress Article Preferences dialog, users can insert header and footer information to repeat text at the top and bottom of a Web page—a copyright notice, for example. Users simply type the text into the Header or Footer text fields in the Preferences dialog.

ADOBE PAGEMILL BUNDLE

Adobe PageMill 2.0, the easy-to-use Web-creation tool from Adobe Systems Inc., is bundled with CyberPress—providing a complete solution for Web designers who want to convert their existing QuarkXPress documents to HTML for publication on the World Wide Web. Publishers can get a headstart on the Web-authoring process by using CyberPress to automatically convert their XPress documents to HTML, then perform further editing and tweaking using PageMill's WYSIWYG interface. And in its endeavor to offer collections of software at one low price, Extensis is making the CyberPress/PageMill bundle available at a price that's completely affordable: \$149.95 (U.S.).

CONCLUSION

While many HTML converters with various capabilities have been made available to Quark XPress users at prices ranging from freeware utilities to single applications that cost hundreds of dollars, Extensis is offering the first complete and affordable solution for preparing existing QuarkXPress content for publication on the Web. Combine the power of the CyberPress XTension with its low price, the bundle with Adobe PageMill, and Extensis' experience in serving the graphic arts and publishing markets, and CyberPress presents an irresistible opportunity for thousands of QuarkXPress users to make the most of their existing investment and take advantage of an entirely new publishing medium.

PRICING AND AVAILABILITY

CyberPress for Macintosh® is bundled with Adobe PageMill 2.0 and shipped September 6, 1996. The CyberPress/PageMill bundle is available for an estimated street price of \$149.95 (U.S.). The bundle is available directly from Extensis at (800) 796-9798, or from major software resellers such as Ingram Micro, MacConnection, MacWarehouse, MacZone and The World Wide Power Company.

SYSTEM REQUIREMENTS

CyberPress is compatible with QuarkXPress for Macintosh versions 3.31 or later and Macintosh or Power Macintosh computers running System 7.1 or later. Requirements for RAM and hard disk space are the same as the recommended system requirements for running QuarkXPress.

SERVICE AND SUPPORT

Extensis considers customer service and support an integral part of its mission of providing powerful and affordable add-on utilities to its customers. Unlike other software developers and distributors, Extensis offers a 60-day, money-back guarantee on all of its products. Registered users can receive free technical support Monday through Friday from 8:00 a.m. until 5:00 p.m. Pacific time. Extensis customers can also enjoy electronic toll-free registration by modem.