



THE LEADER
IN DIGITAL STOCK PHOTOGRAPHY

Enhance your projects with professional photography!

A Powerful Edge. Use images from PhotoDisc, the leader in digital stock photography, and you'll have access to over 10,000 professional drum scanned stock photos. Samples of new PhotoDisc imagery are included on this disc.

Royalty free, color correct for immediate print use

Our expressed goal is to deliver the finest photography available for print and multimedia use. The PhotoDisc digital photography series currently features twenty high-resolution Volumes with a broad offering of subjects and more than 10,000 drum scanned images. Approximately 1,000 new images are released every quarter on CD-ROM. PhotoDisc Volumes range from Business and Industry to Retro Americana, People, Backgrounds, Objects and dozens of valuable and useful themes never before available in digital form.

We've taken care of everything for you

As the highest-rated producer of professional digital photography, PhotoDisc has the keys to getting the image right, every time. Each of the photographs is chosen from the portfolios of award-winning photographers, carefully scanned with the highest quality scanning technology, color-corrected and stored in full color for dazzling impact.

All Volumes are Macintosh™ and PC compatible. Each image is drum scanned on a Crosfield™ scanner for maximum clarity. Volumes feature 336 24-bit, color-balanced RGB TIFF images available in two resolutions: low-resolution 624K, 72 dpi files for quick comping and browsing; and 10 Mb, 300 dpi, JPEG-compressed files for design and final print output.

PhotoDisc Customer Service

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011 44 181 948 5322

International (other)
206 441 9355

The Signature Series From PhotoDisc



MacUser Eddy Award Finalist 1994

Computer Artist Top Product Award 1994

The Signature Series features the portfolios of some of the world's best-known stock and commercial photographers, including Pulitzer prize winners and contributors to major magazines. Pushing the boundaries of professional photography, it offers images that are chosen for their innovative style and artistic merit. Each CD-ROM is dedicated to a single photographer or studio and edited to reflect popular and engaging themes such as Colors, Urban Living, Children of the World, and The Painted Table. The PhotoDisc Signature Series images feature higher resolutions than other products on the market, optimized for full-page output at 175 lines per inch (28.5 Mb per image). The photos are drum scanned, color corrected and stored as RGB TIFF files for superior print reproduction. Each disc features up to 100 high-resolution photos and sells for \$299 (US).

World-renowned stock photographers who have provided content for the Signature Series CD-ROM include: **Hans Wiesenhofer, Kent Knudson and Frederick Shussler.**



SS01

SS02

SS03

SS04

SS01 Colors by Hans Wiesenhofer

A collection of vivid, graphically bold images featuring a spectrum of colors.

SS02 Urban Perspectives by Kent Knudson

Offbeat, graphically mesmerizing views of the urban and industrial landscape, its architecture and people.

SS03 Children of the World by Frederick Shussler

Engaging images of children from every nationality and background.

SS04 The Painted Table by The Culinary Academy Collection

A collaboration of world renowned food photographer's images that are both aesthetic and appetizing.

Retro Americana Photographs

The Retro Americana Collection, Volume 11, was the first of many new PhotoDisc CDs focusing on non-traditional and innovative stock imagery. This disc features a variety of black and white stock photos from the 1920s through the 1960s. Shot by one of America's earliest stock photographers, George Marks, the collection records the nostalgic culture and consciousness of America during these eras. In keeping with PhotoDisc's high quality standards, The Retro Americana Collection was scanned on an ECRM Autokon™ high-resolution grayscale scanner at 1,056 ppi. The digital images were dusted, cropped, then carefully balanced by our image experts for full tonal range. We preserved some of the characteristic blemishes in order to remain faithful to the art of archival photography. The full PhotoDisc Volume 11 includes 8.5 x 11, 300 ppi images that are 8.5 Mb each-comparable to a similar 24 Mb color image! As with all PhotoDisc CDs, Volume 11 is model released and royalty free.

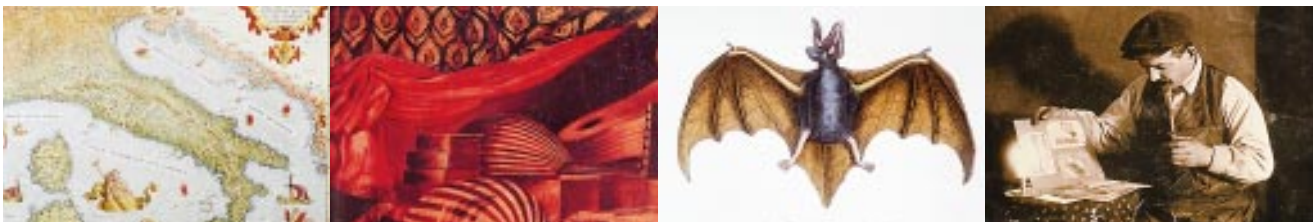


Italian Fine Art, Prints and Photographs

PhotoDisc is committed to remaining without equal where artistic content is concerned. With exclusive rights to these images, PhotoDisc presents the first in a series of fine art collections. We are focused on bringing designers a wide variety of unique imagery never before available on CD-ROM at an amazing full page output size. All images have been scanned on a high-end Crosfield drum scanner, then dusted, cropped, and carefully color balanced by our image experts. Like all PhotoDisc Volumes, this fine art collection is released and royalty free for advertising and design purposes.

The full version of PhotoDisc Volume 13: Italian Fine Art, Prints and Photographs is a two-CD set containing 236 outstanding images. This collection includes a selection of fine art paintings, antique maps, heraldic imagery, botanical and zoological prints, illustrations, and historical photographs all dating from the 14th through the early 20th century.

Whether you need a complete image, a single architectural element, a sample of exquisitely painted wallpaper, or an antique map ghosted into your background, you will find no limits to what you can do with these unique design ingredients.



Upcoming Additions

Continuing its heritage of introducing ground-breaking CD-ROMs, PhotoDisc originated the idea of object digital images. We are now introducing a series of volumes exclusively dedicated to objects. With these four in the series internationally renowned designer Glen Mitsui and photographer Nick Koudis have teamed up with PhotoDisc to bring high-quality, creative object images to the design community. Each disc includes up to 100 high-end images in three file sizes with easy to use clipping paths.



OSO1



OSO2



OSO3



OSO4

OSO1 Fruits and Vegetables

Our collection of fruits and vegetables are shot in gorgeous color with meticulous attention to detail and shape. Each photo represents one type of produce, i.e. several grapes, one banana, one tomato. Shot on a white background, these images are ideal for quick placement into digital creations.

OSO2 Faces and Hands by Nick Koudis

A tasteful series of images featuring facial features and expressions, hands holding familiar objects (like a phone), and hand gestures (like thumbs-up). The background on each photo is white. Only professional models are used and all shots are designed for usefulness in a variety of media.

OSO3 Architectural Elements

Columns, friezes, pediments and other architectural components from buildings erected from 1880 through 1940 are offered in stunning black and white. Clipping paths make placing and utilizing these extraordinary images easy.

OSO4 Retro Relics by Glen Mitsui

A medley of unusual, usable objects with an inclination toward pop-culture pieces, including globes, dolls and tools; objects are shot against seamless white backgrounds, making them ideal for component usage.

PhotoDisc Acquires CMCD Product Line

In our endeavors to ferret out the world's best image content, we found the CMCD line of object discs. The 8 CMCD discs are designed by Clement Mok, widely known as a brilliant graphic designer specializing in print and digital interactive design. Mok's expertise comes from many years creating such designs as the Apple Computer™ logo and the Microsoft Network™ interface. We knew his objects would be an asset to our customers, so we acquired the collection. We're teaming up with Clement on future discs as well. He will use his creative talents to choose, style and direct four object discs a year, and we'll publish them with our high quality standards.

The 8 current CMCD discs will gain several new features as we integrate them into our Object Series. All images will be rescanned on high-end drum scanners. Clipping paths will be attached to the images, and on-screen browsers and printed color catalogs will be added to each disc. As of August 1st, CMCD discs will contain all of these upgraded features for \$159 per disc. Until August 1st, CMCD discs are available in their current form directly from PhotoDisc for \$99 each, or \$499 for the set of 7 discs, and you may subsequently purchase an upgrade for \$39 per disc (for a total of \$138 per disc)...hint, it pays to buy now....

About PhotoDisc Volumes

PhotoDisc delivers the finest print ready photography available to help present your ideas and messages efficiently and effectively. PhotoDisc Volumes are carefully edited collections of stock photographs to be used for advertising, marketing, presentations, and corporate communications without paying advertising royalties. Each of the photographs is carefully scanned with the highest quality drum scanning technology, color-corrected and stored in full-color for dazzling impact.

Each PhotoDisc Volume gives you hundreds of high resolution 24-bit images for less than the cost of a single traditional stock photograph. Volumes contain browsing software for on-screen viewing, keyword search and slide shows. All of the images may be imported by your desktop publishing or photo manipulation program to create four-color separations or other high quality color or black and white work.

PhotoDisc Volume Image Specifications

High Resolution:

300 pixels per inch

Optimized for 150 line screen print output up to 8"x11"

10-24 Mb files (decompressed)

Low Resolution:

72 pixels per inch

For screen resolution browsing, comps and positioning, up to 8"x11"

1 Mb files

Using Images from PhotoDisc Volumes

By purchasing and registering a PhotoDisc Volume, you are licensed to use the photographs for all of your advertising and corporate communication needs. All of the photos are model released and may be used to promote your products, ideas, or message. You may print these images, make multimedia or slide presentations from them, and use them as you see fit. You can obtain simple and inexpensive licensing upgrades if you wish to use the images as part of a product for sale. Call the PhotoDisc licensing department at 1 800 528 3472.

PhotoDisc ClipPix for Presentations, Multimedia and Desktop Printing

ClipPix award-winning photos are optimized for on-screen use and desktop printing. They give you a powerful edge for business communications--training presentations, financials, customer presentations and more. Giving your work visible impact, ClipPix images look great in either color or black and white. The 500 ClipPix images are optimized for full-screen display at 72 dpi (screen resolution).

ClipPix images work beautifully in color and laser printed materials as well as in on-screen presentations, and they are fully compatible with the leading desktop publishing, presentation or multimedia software. Using them is as easy as a click of a button. Just go to your CD-ROM file, pick the appropriate image file and in seconds your work comes graphically alive.

You are also licensed to use ClipPix images in up to 10,000 copies of a product for sale, including interactive titles and video's.

Ready for More?

You can get 500 ClipPix images for less than half the price of one commercial stock photo. The 2-CD set contains one CD with uncompressed 8-bit color images at 640x486 pixels, giving you quick and easy access to all 500 images through the bundled Windows™ and Macintosh™ compatible browsing utilities. The second CD contains compressed, 24-bit color, higher resolution versions of the same images optimized for full-screen display at both 640x486 and 1024x786 pixels.

Only \$79



CLIPPPIX™

Direct from PhotoDisc

The PhotoDisc Starter Kit

The PhotoDisc Starter Kit provides you with a complete view of PhotoDisc's image collections at very low cost. The Starter Kit contains a three ring binder with a 256-page color catalog as well as a CD-ROM containing over 7,500 images in low resolution and 25 print-quality high resolution photos. Use this disc for client comps, on-screen manipulation and laser proofs. When you need a high resolution image, simply order the corresponding Volume. Call for Starter Kit details and special pricing for Adobe software owners.

Only \$29 regularly \$49



Bonus: if you own a Starter Kit you receive \$29 off of your first Volume!

Contacting PhotoDisc

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**Look for PhotoDisc soon on-line on the World Wide Web and additional on-line services.
PhotoDisc Home Page <http://www.photodisc.com>**

No other source can provide you with images of such high quality and breadth, royalty-free, drum scanned and ready for immediate use. All images are Copyright 1992, 1993, 1994 and 1995 PhotoDisc, Inc.



PhotoDisc Volumes

Signature Series

- SS01 **NEW** Signature Series 01 Colors - 100 images - \$249
- SS02 **NEW** Signature Series 02 Urban Perspectives - 100 images - \$249
- SS03 **NEW** Signature Series 03 Children of the World - 100 images - \$249
- SS04 **NEW** Signature Series 04 The Painted Table - 100 images - \$249

Object Series

- OS01 **NEW** Fruits and Vegetables - 100 images - \$159
- OS02 **NEW** Faces and Hands by Nick Koudis - 100 images - \$159
- OS03 **NEW** Architectural Elements - 100 images - \$159
- OS04 **NEW** Retro Relics by Glenn Mitsui - 100 images - \$159
- OS05 **Visual Symbols Sampler by CMCD** - 100+ images from Clement Mok - \$99 until 8/1/95
- OS06 **Everyday Objects 1 by CMCD** - 100+ images - \$99 until 8/1/95
- OS07 **Everyday Objects 2 by CMCD** - 100+ images - \$99 until 8/1/95
- OS08 **Everyday Objects 1 by CMCD** - 100+ images - \$99 until 8/1/95
- OS09 **Metaphorically Speaking by CMCD** - 100+ images - \$99 until 8/1/95
- OS10 **Just Tools by CMCD** - 100+ images - \$99 until 8/1/95
- OS11 **Just Hands by CMCD** - 100+ images - \$99 until 8/1/95
- OS12 **Just Documents by CMCD** - 100+ images - \$99 until 8/1/95

PhotoDisc Volumes

- 1 **Business and Industry** - 408 images - \$299
- 2 **People and Lifestyles** - 409 images - \$299
- 3 **Backgrounds and Textures** - 111 images - \$199
- 4 **Science, Technology and Medicine** - 227 images - \$299
- 5 **World Commerce and Travel** - 352 images - \$299
- 6 **Nature, Wildlife and the Environment** - 336 images - \$299
- 7 **Business and Occupations** - 336 images - \$299
- 8 **Backgrounds and Objects** - 336 images - \$299
- 9 **Holidays and Celebrations** - 336 images - \$299
- 10 **Sports and Recreation** - 336 images - \$299
- 11 **Retro Americana** - 336 images - \$299
- 12 **Food and Dining** - 336 images - \$299
- 13 **Italian Fine Art, Prints and Photographs** - 236 images - \$299
- 14 **Business and Transportation** - 336 images - \$299
- 15 **NEW** Family and Lifestyles - 336 images - \$299
- 16 **NEW** US Landmarks and Travel - 336 images - \$299
- 17 **NEW** European People, Business and Lifestyles - 336 images - \$299
- 18 **NEW** Health and Medicine - 336 images - \$299
- 19 **NEW** Agriculture - 336 images - \$299
- 20 **NEW** Food Essentials - 336 images - \$299

Additional Products from PhotoDisc

PhotoDisc Starter Kit Special Price \$29 regularly \$49



ClipPix 500 Images for Presentations \$79 regularly \$149



Order From PhotoDisc Today!

To order: print this order form (2 pages), fill it out, then mail or fax it to PhotoDisc.

Customer Information

Ship to:						
Name			Company			
Shipping address			Phone			
Fax			E-mail			
Master Card		Discover	Visa	Amex	Check or money order	
Credit card number			Exp. date		Signature	

Product Description

Volume Number	Volume Title Check the box of your choice	Single Volume	Two Volume Price only when purchased together	Three+ Volume Price only when purchased together	Preferred Customer Price	Price
	Preferred Customer Plan (see reverse side for details)	79				
	PhotoDisc Starter Kit for browsing and comps only	29				
	ClipPix – 500 images for desktop printing and presentations	79				
OS01	NEW Object Series – Fruits and Vegetables – 100 images	149	Introductory Special!			
OS02	NEW Object Series – Faces and Hands – 100 images	149	Introductory Special!			
OS03	NEW Object Series – Architectural Elements – 100 images	149	Introductory Special!			
OS04	NEW Object Series – Retro Relics – 100 images	149	Introductory Special!			
OS05	Visual Symbols Sampler by CMCD – 100+ images from Clement Mok	99	99	99	99	
OS06	Everyday Objects 1 by CMCD – 100+ images	99	99	99	99	
OS07	Everyday Objects 2 by CMCD – 100+ images	99	99	99	99	
OS08	Everyday Objects 3 by CMCD – 100+ images	99	99	99	99	
OS09	Metaphorically Speaking by CMCD – 100+ images	99	99	99	99	
OS10	Just Tools by CMCD – 100+ images	99	99	99	99	

Page Total



Order form continues to next page...

Product Description continued

OS11	Just Hands by CMCD – 100+ images	99	99	99	99
OS12	Just Documents by CMCD – 100+ images	99	99	99	99
	CMCD 7 disc set – save \$404	499	499	499	499
SS01	Signature Series – Colors – 100 images	249	199	199	199
SS02	Signature Series – Urban Perspectives – 100 images	249	199	199	199
SS03	Signature Series – Children of the World – 100 images	249	199	199	199
SS04	Signature Series – The Painted Table – 100 images	249	199	199	199
SS05	NEW Signature Series – Wild West – 100 images	249	199	199	199
SS06	NEW Signature Series – Floral Impressions – 100 images	249	199	199	199
SS07	NEW Signature Series – Action Sports – 100 images	249	199	199	199
SS08	NEW Signature Series – Study of Form and Color – 100 images	249	199	199	199
1	Business and Industry – 408 images	299	289	279	269
2	People and Lifestyles – 409 images	299	289	279	269
3	Backgrounds and Textures – 111 images	199	189	179	169
4	Science, Technology and Medicine – 227 images	299	289	279	269
5	World Commerce and Travel – 352 images	299	289	279	269
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12	Food and Dining – 336 images	299	289	279	269
13	Italian Fine Art, Prints and Photographs – 336 images	299	289	279	269
14	Business and Transportation – 336 images	299	289	279	269
15	Family and Lifestyles – 336 images	299	289	279	269
16	US Landmarks and Travel – 336 images	299	289	279	269
17	European People, Business and Lifestyles – 336 images	299	289	279	269
18	Health and Medicine – 336 images	299	289	279	269
19	Agriculture – 336 images	299	289	279	269
20	Food Essentials – 336 images	299	289	279	269
	Volumes 1–20 set – save \$1031	4849	4849	4849	4849

Shipping Method

<i>We ship everything Federal Express. Shipping prices are for continental US only.</i>		
Fed Ex Economy	Fed Ex Standard	Fed Ex Priority
\$7.50 – Two days	\$13.00 – 3:00 pm next day	\$15.00 – 10:30 am next day

Three Easy Ways To Order

1 Phone 1 800 528 3472	2 Fax completed order form to 206 441 9379	3 Mail completed form with check or money order to PhotoDisc
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Subtotal
WA orders add 8.2% sales tax
Shipping
Total



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Seattle, Washington 98121

Call toll free Monday to Friday,
6am–6pm PST:
1 800 528 3472