

QuarkXPress 3.2

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New Color Capabilities and Faster Performance Highlight New Version of QuarkXPress 3.2 to Include EfiColor

September 22, 1992 SAN FRANCISCO As the recognized leader in professional publishing, Quark, Inc. has responded to a growing demand for increased color capabilities and greater overall performance with the announcement of QuarkXPress (R) 3.2. The new version of the program has a variety of new color-related features, most notably the EfiColor (TM) XTension, developed in conjunction with Electronics for Imaging, Inc. In addition, version 3.2 runs substantially faster than version 3.1 and offers users more than 20 new features. The new version of QuarkXPress for Macintosh is expected to ship in 1993 and will be able to open QuarkXPress 3.1 for Windows (R) documents. Development is currently underway, both at Quark and EFI, for a QuarkXPress for Windows version update incorporating the EfiColor XTension.

The EfiColor XTension provides the ability to separate imported continuous-tone color images from within QuarkXPress. It also assures consistent color matching across a wide array of display and output devices, including offset presses, by using device-specific profiles. The EfiColor profiles contain characterization of a device's color space as well as information about the capabilities and limitations of each device. The XTension will alert the user if a color cannot be displayed or printed by a device. QuarkXPress 3.2 will ship with a set of core profiles for various monitors, printers, and offset presses. Additional profiles in the EfiColor Profile Library will be available from EFI and resellers of EFI software.

Using the EfiColor XTension, QuarkXPress 3.2 users will be able to use low end color printers as proofing devices with greater predictability. The XTension ensures that colors displayed on monitors will better match final output and determines whether a particular output device can print a particular color. In addition, EfiColor supports Metric Color Tags (TM) (MCT) to read color information from TIFF and PostScript files.

Quark's founder and senior vice president of research and development, Tim Gill, feels that integrating EFI technology will benefit a larger number of QuarkXPress users than might be expected. "Color on the desktop has made incredible strides in the past couple of years. As the cost of color printing devices comes down, and with promising cost-effective technology such as direct-to-plate separations, more and more people will want to take advantage of four-color output. We are very fortunate to be able to work with EFI in adapting their technology for our users. EFI has taken a lot of the guesswork out of color publishing."

The potential increased use of color at publishing and corporate sites is referred to by Quark's president, Fred Ebrahimi, as the "democratization" of color. "Version 3.2 makes full color more accessible, from the standpoint of both cost and ease of use. We think this is a great opportunity for both Quark and EFI. What QuarkXPress did for typography, version 3.2 will do for color!"

Efi Arazi, founder of EFI and Scitex Corporation, also feels that color publishing will soon be

within the reach of more and more people. "We are delighted that Quark has adopted EfiColor technology for QuarkXPress. Quark has emerged as the leader in page layout software for color desktop publishing."

Some other QuarkXPress 3.2 features include:

Performance UpgradeThe code for QuarkXPress 3.2 has been optimized to assure that all tasks performed in the new version will be accomplished with greater speed in some cases as much as five times faster.

Save for Service BureauThis new feature will save a document and all imported graphic files in a user-specified folder for transport to a service bureau along with a data file containing information about the document.

Auto-backupWhen Auto-backup is enabled, QuarkXPress automatically writes a complete copy of a file to the hard drive before deleting an older version. It allows the user to set the number of revisions to be kept.

Save Page As EPSFirst available in version 3.0, this feature has been enhanced with the addition of a pop-up menu offering the following formats: PC Color, PC B&W, PC DCS, PC DCS 2.0, Mac Color, Mac B&W, Mac DCS, Mac DCS 2.0

Next StyleTo facilitate text formatting, this feature allows users to link style sheets. Entering a paragraph return automatically selects the next style.

Window TilingThis feature allows the user to display multiple documents simultaneously by arranging or "tiling" documents so that they are all displayed at once even across multiple monitors.

Color Swatch DragText and picture box backgrounds, frames, and lines, can now have color applied to them interactively by dragging a swatch from the Colors palette and applying it to the selected item.

New Pantone Color SetsVersion 3.2 adds three new color pantone(R) models. pantone ProSim uses pantone four color process colors to simulate the pantone matching system colors; pantone Uncoated configures the pantone matching system specifically for uncoated paper, and pantone Process provides a color model with 3,000 color builds using pantone process colors.

Font CreatorIncluded for users who want to take advantage of Adobe(R) Multiple Master(TM) fonts this feature allows the creation of a wide range of stylistic font variations from within QuarkXPress. It also checks for instances of Multiple Master fonts in imported EPS files and has ATM create them if they are not already installed in the user's system.

Box SkewTo create unusual effects, QuarkXPress 3.2 provides the ability to slant text and picture boxes. Boxes can be skewed from -75° to 75° in .001° increments

Vertical Character ScaleIn addition to being able to scale characters horizontally, users can now

scale characters vertically from 25% to 400% of normal height.

Events Scripting Users can now write AppleEvents scripts to automate repetitive tasks, such as opening a document. Version 3.2 users can use Userland's Frontier scripting language and or any new generation of scripting language including those forthcoming from Apple Computer.

Cool Blends To increase options for two-color blend patterns, Quark will include an XTension that adds five new patterns to the Color Blend pop-up menu in the Colors palette: Mid-Linear, Rectangular, Diamond, Circular, and Full Circular.

Electronics for Imaging, Inc. (EFI) was founded in 1989 by Efi Arazi, the founder and former CEO of Scitex Corporation, Ltd. The business of EFI is to develop software and hardware which will enable individuals, business, and professional publishers to author, design, and print photographic-quality color documents. These products are designed to lower the cost and skill level required to produce professional-quality color print materials, thus enabling the widespread use of color by desktop publishing users.

Based in Denver, Colorado, Quark, Inc. develops and distributes software products for commercial publishing and graphic arts professionals around the world. Founded in 1981, Quark is privately held.

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