

Macintosh® and Windows™

Adobe Photoshop™ 3.0



The world's leading
photo design and
production tool

Adobe Photoshop software
allows you to create original
artwork, correct colour, retouch
and composite scanned images,
and prepare professional-quality
separations and output with more
flexibility than ever before.



Adobe Photoshop™ 3.0



Chuck M. Gescheke
President &
Chief Operating Officer



John E. Warnock
Chairman of the Board &
Chief Executive Officer

Thank you ...

...for considering Adobe™ products. When you become an Adobe customer, you invest not only in a leading software application, but also in the PostScript™ language—the industry-standard, page-description technology invented by Adobe in 1985. With PostScript software, you assure compatibility with the full range of desktop computers and output devices.

Whether you work with printed documents or with motion and sound, there's an Adobe application for you. The Adobe Illustrator™, Adobe Photoshop™ and Adobe Premiere™ programs, for instance, are standards for graphic design, image processing and digital video production. For digital type, the Adobe Type Library offers the world's broadest, highest quality collection of fonts in the Type 1 format. And Adobe Acrobat™ products give you a whole new way to access and manage electronic documents.

When you choose Adobe software, you can count on the support of a more than \$300 million company which serves customers worldwide. And on the ability to express yourself in more ways than you ever dreamed possible.



Sanjay Kothari

A Camera for Your Mind

Imagine the ability to create and produce any image right from your desktop. Because now it's possible with Adobe Photoshop software, the industry-standard program for desktop image design and production.

For *designers*, Adobe Photoshop provides unlimited creative options. Start with a blank screen or scanned image. Then create separate layers—much like transparent “sheets of acetate”—on which you can combine graphic elements, and paint and edit without changing the original background image. Add colour, change it or take it away. Import Adobe Illustrator™ files. Choose from more than 40 filters to generate special effects. And export all or part of an image to a page layout program.

For *photographers*, Adobe Photoshop offers flexibility and control for processing and enhancing images. With a complete set of tools for colour correction, retouching, dodging and burning, saturating and desaturating colour, masking, lighting effects and more, you can quickly composite diverse scenes and create special effects.

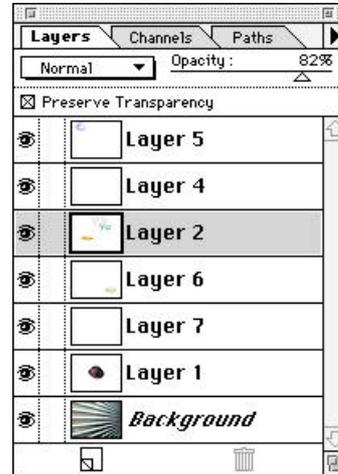
For *service bureaus* and *prepress professionals*, Adobe Photoshop rivals dedicated, high-end prepress systems at a fraction of the cost. Scan, correct and separate continuous tone images. View a CMYK “soft proof” of an image while in RGB mode. Perform on-screen colour editing in CMYK mode. Easily preview out-of-gamut colours. Selectively replace colours and precisely adjust the amount of ink on a given colour plate. And generate high-quality monotones, duotones, tritones and quadtones.

Whether you work in the Macintosh or Windows environment, Adobe Photoshop provides the same professional feature set and file format. So you can freely exchange files between platforms. The program is fully accelerated for Power Macintosh™ and takes full advantage of the latest operating system enhancements for Windows. Adobe Photoshop is available with a Deluxe CD-ROM in addition to a high-density disk set.

Adobe Photoshop. No matter how you look at it, it's a camera for your mind.



The Layers feature allows you to easily and flexibly composite images, graphics and text; you can conveniently view and rearrange them using the Layers palette.



Key Features

Broad Graphics File Support

- The highest quality, broadest support for different file formats, including Encapsulated PostScript™ (EPS, including Adobe Illustrator), Kodak® PhotoCD,™ TIFF, JPEG, Scitex® CT, DCS, PCX, BMP, PIXAR, PixelPaint,™ MacPaint,® Raw, Targa (TGA), CompuServe® GIF and Amiga IFF/LBM
- IPTC standard file captions
- Support for high-dynamic range scans and files
- ◆ Quick Edit feature that allows you to edit a portion of a high-resolution file for fast, localised retouching tasks

Layers

- ◆ Support of multiple layers for easy compositing
- ◆ Layers that can be merged, flattened, flipped, copied and clipped together
- ◆ Filters that can be used on all or part of a layer
- ◆ Layer mask for controlling transparency on a layer without destroying image data
- ◆ Drag and drop support for easily combining selections from different files or different layers

Painting

- Dodge and Burn tools for selectively correcting exposure
- ◆ Sponge tool for selectively saturating and desaturating colour
- Pencil, Brush, Airbrush, Clone, Text and Line tools
- User-definable soft-edged brushes with preview of brush size
- Pressure-sensitive tablet support
- Option to paint with textures or patterns
- Retouch options that include Smudge, Sharpen and Blur, and a Rubber Stamp for cloning part of an image
- Anti-aliased text at any size or resolution

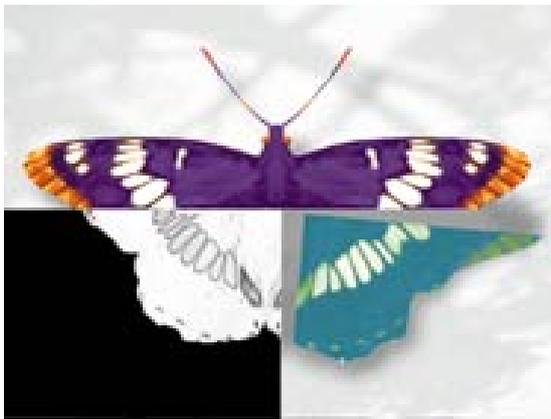
Selection Tools

- ◆ Colour Range for maximum control in building anti-aliased masks based on selected colours in an image
- Quick Mask feature for creating, viewing and editing masks directly on the image
- Rectangular and elliptical polygons for regional selection
- Lasso and Bézier-based Pen tool for drawing precise and complex paths
- Magic Wand for automatic colour range selection

- Feather-edge selections for blending backgrounds and combining foreground and background images
- Up to 24 alpha channels for saving multiple selections in one document

Colour Adjustments

- Variations feature that allows you to easily adjust image colour and brightness by previewing and choosing from a range of colour images simultaneously
- Adjustments for brightness, contrast and midtones (gamma)
- Controls for selectively adjusting hue, saturation and brightness
- Adjustable tonal curves and control points on curves
- ◆ Replace Colour for correcting the colour of a selected area by adjusting its hue, saturation and brightness values
- ◆ Selective Colour Correction for adjusting the ink values of individual colour channels or plates by entering absolute or relative values
- Independent colour balance adjustment for shadows, highlights and midtones



With the Replace Colour tool, you can adjust the hue, saturation and brightness values of a selected range of colours.

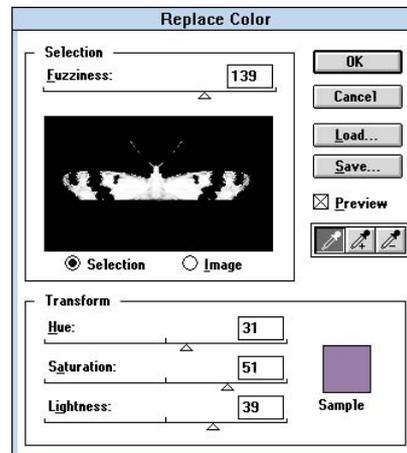


Image Transformation

- Rotate, Stretch, Skew and Distort options
- Intelligent resampling to alter image resolution for output

Filter Collection

- Over 40 standard filters, including multiple choices for image sharpening, softening, stylising, distortion, video and removal of noise plus dust and scratches. Support for the program's plug-in interface by custom or third-party filters
- ◆ Lighting effects for applying multiple light sources to an image and choosing from a range of colours, intensities and angles
- ◆ Proxies in filter dialogue boxes to show the effect of a filter at low resolution before it is applied to the image

Professional Colour Separations

- Ability to adjust printed output for paper stock and printing device
- Advanced calibration features
- Automatic trapping

- Professional control of undercolour removal (UCR), grey component replacement (GCR), undercolour addition and ink densities
- Moiré elimination on Adobe™ PostScript Level 2 devices
- Information window with densitometer readings

On-Screen CMYK Editing

- Editing of four-colour process images in CMYK mode without splitting channels
- Acquisition of CMYK images directly from high-end scanners
- ◆ Gamut Warning that highlights any areas out of CMYK gamut

Colour Support

- Unequalled flexibility in converting between editing modes, including Bitmap, Grayscale, Duotone, Indexed Colour, RGB and CMYK
- ◆ CMYK Preview feature for quick view of "soft proof" of an image while still in RGB mode

- Broad range of index colour modes, colour tables and user-definable colour palettes
- Ability to create high-quality duotones, tritones and quadtones with PANTONE®* or process inks
- Support for device-independent colour with the CIE LAB colour mode and support for PANTONE, FOCOLTONE, TOYO, DIC and TRUMATCH colour systems

Hardware Acceleration

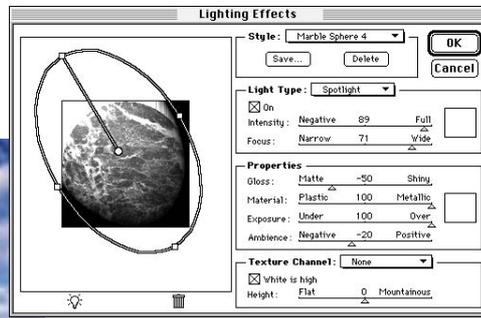
- Acceleration of calculation-intensive functions in hardware using compatible products bearing the Adobe Charged logo



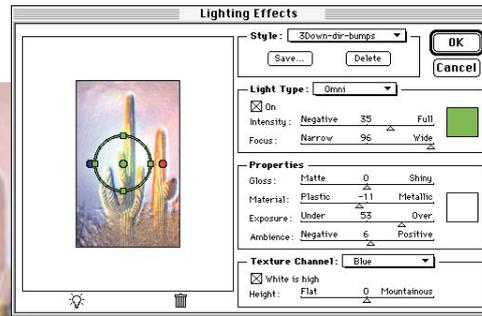
- Support for symmetric multiprocessing under Windows NT™

User Interface Enhancements

- Fast Preview option for instant view of adjustments to high-resolution images
- ◆ New palette design for grouping and separating floating palettes in any order
- ◆ Commands palette for quick access to frequently used commands and palettes



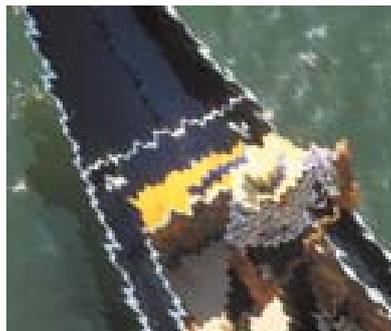
The Lighting Effects filter allows you to add a variety of dramatic lighting effects to any image.



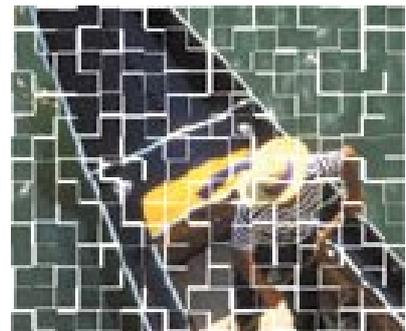
Choose from spotlights or directional lights, and add textures to your image.



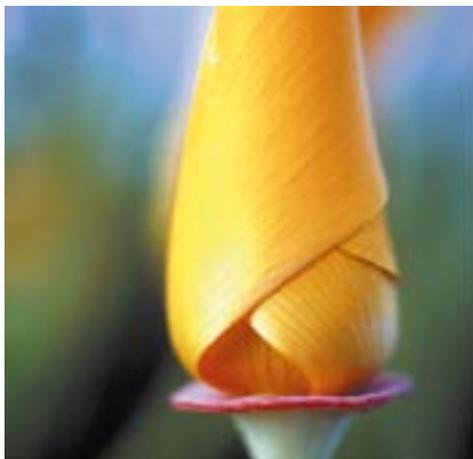
The Pointillize filter allows you to create soft spots of colour that evoke impressionist painting.



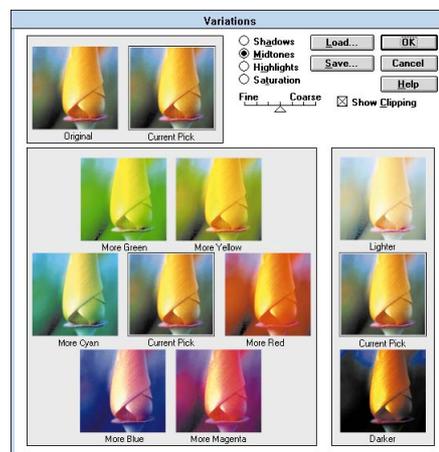
Use the Ripple filter to produce an undulating pattern on a selection, much like the ripples on the surface of a pond.



With the Tiles filter, you can divide your image into tiles of varying size and randomness.



With the Variations feature, you can adjust the colour and brightness of an image by choosing from a range of colour options.





With the Dodge tool, you can selectively lighten a portion of an image with a soft-edged brush.



With the Burn tool, you can selectively darken a portion of an image with a soft-edged brush.



The Sponge tool lets you increase or decrease colour saturation in a portion of an image.

Advanced PostScript Language Support

- Program-generated PostScript language for highest quality output
- PostScript language on Clipboard for integrating images with Adobe Illustrator artwork
- PostScript language rendering for integrating line art with true colour photographic images
- CIE LAB colour space for consistent colour output to Adobe PostScript Level 2 devices

Cross-Platform Compatibility

- Identical feature set and binary-compatible file formats for Macintosh and Windows versions

Open Architecture

- Support of TWAIN interface for broad range of image-acquisition devices
- Broad support of the industry standard Adobe Photoshop plug-in interface via third-party developers

Macintosh System Requirements

- Macintosh computer with 68020 or greater processor, including Power Macintosh
- Apple® System Software 7.0 or greater
- 6 MB of application RAM for Macintosh 68020–68040
- 11 MB of application RAM for Power Macintosh
- Hard disk with at least 20 MB of free space for virtual memory

Recommendations

- Macintosh with 68040 or greater processor or Power Macintosh
- Apple® System Software version 7.1.2 or greater
- 16 MB or more of application RAM for Macintosh 68020–68040
- 24 MB of application RAM for Power Macintosh
- Colour monitor with a 24-bit video card
- CD-ROM drive (for Deluxe CD-ROM)
- Acceleration products bearing the Adobe Charged logo

Windows System Requirements

- Intel® i386™, i486™ or Pentium™ processor
- DOS 5.0 or greater
- Microsoft® Windows 3.1 or NT
- 8 MB of application RAM (16 MB for Windows NT)
- Hard disk with at least 20 MB free space
- 256-colour display adapter

Recommendations

- Pentium processor
- DOS 6.0 or greater
- Microsoft Windows 3.1 or NT
- At least 16 MB of application RAM (32 MB for Windows NT)
- 24-bit colour display adapter
- Sound card and CD-ROM drive
- Acceleration products bearing the Adobe Charged logo

Training Workbooks

Prentice Hall Computer Publishing offers *Classroom in a Book: Adobe Photoshop, 2nd Edition* and *Classroom in a Book: Advanced Adobe Photoshop*. For more information contact your local bookstore.

For More Information

Call your local Adobe Distributor.

This brochure was created with Adobe Photoshop and Adobe Illustrator software, and font software from the Adobe Type Library.

Adobe, the Adobe logo, the Adobe Charged logo, Adobe Illustrator, Adobe Photoshop and PostScript are trademarks of Adobe Systems Incorporated which may be registered in certain jurisdictions. Apple and Macintosh are registered trademarks and Power Macintosh is a trademark of Apple Computer, Inc. Microsoft is a registered trademark and Windows and Windows NT are trademarks of Microsoft Corporation. Kodak is a registered trademark and PhotoCD is a trademark of Eastman Kodak Company. Intel is a registered trademark

and i386, i486 and Pentium are trademarks of Intel Corporation. *Pantone, Inc.'s check-standard trademark for color reproduction and color reproduction materials. MacPaint is a registered trademark of Claris Corporation. PixelPaint is a trademark of SuperMac Technology, Inc. CompuServe is a registered trademark of CompuServe Incorporated. Scitex is a registered trademark of Scitex Corporation. All other brand or product names are trademarks or registered trademarks of their respective holders. The Adobe Photoshop package is the protected trade dress of Adobe Systems Incorporated. Some photography ©PhotoDisc Inc. 1994.

© 1994 Adobe Systems Incorporated. All rights reserved. Printed in the Netherlands. Part number 0310 432E 08/94

Adobe Systems Europe B.V., Europlaza, Hoogoorddreef 54a, 1101 BE Amsterdam Z.O., The Netherlands Tel: +31-(0)20-65 11 200 Fax: +31-(0)20 65 11 300

Adobe Systems UK Limited, Waterview House, 1, Roundwood Avenue, Stockley Park, Uxbridge, Middx. UB11 9AE, United Kingdom Tel: +44-(0)81-606 4000 Fax: +44-(0)81-606 4004

Adobe Systems AB, Business Campus, Oxfordhuset, Johanneslundsvägen 2, 19481 Upplands Väsby, Sweden Tel: +46-(0)8-590 800 29 Fax: +46-(0)8-590 802 60

Adobe Systems GmbH, Edisonstr. 8, D-85716 Unterschleißheim, Germany Tel: +49-(0)89-32 18 26-0 Fax: +49-(0)89-32 18 26-26

Adobe Systems France, Le Michel Ange, 17-19, boulevard du Mont d'Est, 93192 Noisy le Grand Cedex, France Tel: +33-(1)-43 04 10 00 Fax: +33-(1)-43 04 10 20

Adobe Systems Italia S.r.l., Via Giovanni da Udine 34, 20156 Milano, Italy Tel: +39-(2)-38093218 Fax: +39-(2)-38093262