

File Conversion Utility for QuarkXPress^{fi} XP8 takes the bite out of Macintosh Typography.

XP8 is a Macintosh file conversion utility that cleans up and makes Quark-ready text files from Macintosh and DOS word processors, spreadsheets and databases.

It might be more accurate to say that XP8 makes those files Quark-eager, since a host of typographic features are built in. Like a great many utilities, XP8 reformats paragraphs. But it also kerns around ones, builds leader tabs, controls bad hyphenation, converts quotes far better than Quark does, makes bullets, dashes and fractions of common word processor simulations, and converts DOS extended characters to their closest Mac equivalents. All labor-free. All fast. All automatically, without having to be told.

XP8 is a QuarkXPress typographer's dream. No accident, since it was dreamed up by a QuarkXPress typographer. XP8 is rich enough in features to handle any typographic situation, including some that are difficult to achieve from within XPress. And XP8 is robust enough to clean up standing Quark text.

XP8's features

- Examines input files to determine if they are Mac-formatted or PC-formatted. If PC-formatted, intelligently assembles text into Mac-formatted paragraphs
- Upon request, converts eight-bit DOS characters to their closest Macintosh equivalent
- Converts three or more midline spaces into a tab and makes all double-spaces single-spaces
- Converts runs of five or more periods to leader tabs sets with the first tab tracked pleasingly open
- Converts runs of five or more underbars to tabs, which can be styled in XPress to underbar tabs
- Strips leading spaces being used as fake paragraph indents
- Strips trailing spaces and tabs
- Converts and cleans up quotes and apostrophes.
- Recognizes quote formats Quark does not, and correctly handles strings XPress gets wrong

- Converts em dash, en dash and math minus intelligently, and properly handles the long strings of hyphens favored by ecstatic sales professionals (Quark gets this wrong).
- Em and en dashes are kerned opened just a touch, to keep them from crashing with the type, and they have a discretionary return inserted at either side to permit them to break properly

- Slashes followed by four or more alphabetical characters have a discretionary return inserted after them, to permit the line to break at the slash

- Converts commonly used bullet characters to true bullets
- Fixes common punctuation errors

- Automatically converts fractions in the source, cleaning up the garbage people use to flag fractions (e.g., 1-1/2 becomes 1'... 2)

- Automatically kerns before and after all ones, except in tables

- Forbids the last word in a paragraph to hyphenate into a widow

- Forces compound words to break only at the hard-hyphen
- All of this is automatic and free of all labor. Just plug in your files, and walk away with instant results

And if you can take a few minutes to edit your file before running XP8, you can achieve things that are difficult (or even impossible) to do at the Macintosh.

Difficult:

- ¢, £, ¥ these aren't cheap when you live hand to mouse
- ' , fi, to help you stay within the bounds of the law
- , , \$ just as a final note

And XP8 has codes to access one character dingbats from 26 different pi fonts, including Universal News with Commercial Pi.

Impossible:

The text is: sOmE pEOpLE sHOULD bE fOrBiDdEn To TyPe!

Quark can: 1. Print it the way it is. 2. Print it as all caps 3. Print it as artful and incomprehensible small caps

XP8 can: 1. Print it the way it is. 2. Print it as all caps (SOME PEOPLE SHOULD BE FORBIDDEN TO TYPE!). 3. Print it is as all lower case (some people should be forbidden to type!). 4. Print it is as sentence caps (Some people should be forbidden to type!). 5. Print it is as upstyle initial caps (Some People Should Be Forbidden To Type!). 6. Print it is as downstyle initial caps (Some People Should be Forbidden to Type!). And, of course, 3 6 can be styled as small caps

Now, case conversions are rarely this bad, but the extremes make the point. When a word processor operator decides to be helpful by typing all caps, what options do you have from within XPress?

Promises, promises...

It's easy to write lists of features. It's harder to demo a product in such a way that it clearly does what it claims to do. But that's what's happening here. This text was written on a PC-clone and converted by XP8 into Quark-ready form. The style sheets were written in XPress, and the coupon box was drawn with the mouse. Everything else was done by XP8. The proof is on the following pages. First comes the actual raw text, warts and all. Next comes the text as processed by XP8. The final result is before your eyes.

How much would you pay?

The average desktop publishing professional's time is charged at \$25-\$50 per hour. Let's stake a fairly typical job and take the measure of XP8's benefit.

Let's say we have ten double-spaced pages, mostly running matter, but with a few tables. The copy was typed by a reasonably intelligent word processor, so it's not total garbage.

	WITHOUT XP8	WITH XP8
Reformat paragraphs	40 mins	0 mins
Strip out bogus spaces	15	0
Fix leaders in tables	15	0
Convert DOS 8-bit characters	15	0
Find and fix bad Quark-quotes	5	0
Fix bad bullets	5	0
Fix fractions	5	0
Find and kern around all ls.....	15	0
Control hyphenation and breaks	5	0
Fine-tune typography	30	30
TOTALS	150 mins	30 mins

So: how much would you pay? XP8 will give you a better, more consistent typographic product in much less time. How much is that worth?

An XP8 registration costs \$50. In other words, it will pay for itself the first time you use it. Registered users get XP8 and its documentation, plus a suite of support utilities that can save even more time.

So what are you waiting for? Fill out the coupon and get XP8 today!

Sign me up!

I can tell a good deal when I see one. Rush me XP8 without delay!

_____ 1 license at \$50 _____ 2-10 licenses at \$45 each
_____ 11+ licenses at \$40 each

Send to:

@kicker:File Conversion Utility for QuarkXPress<V> [regm]<V>

@head:XP8 takes the bite out of Macintosh Typography.

@body_no_indent:XP8 is a Macintosh file conversion utility that cleans up and makes Quark-ready text files from Macintosh and DOS word processors, spreadsheets and databases.

@body:It might be more accurate to say that XP8 makes those files Quark-<I>eager,<I> since a host of typographic features are built in. Like a great many utilities, XP8 reformats paragraphs. But it also kerns around ones, builds leader tabs, controls bad hyphenation, converts quotes far better than Quark does, makes bullets, dashes and fractions of common word processor simulations, and converts DOS extended characters to their closest Mac equivalents. All labor-free. All fast. All automatically, without having to be told.

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@sub:XP8's features

@body_no_indent:* <I>Examines input files to determine if they are Mac-formatted or PC-formatted. If PC-formatted, intelligently assembles text into Mac-formatted paragraphs

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* <I>Converts em dash, en dash and math minus intelligently, and properly handles the long strings of hyphens favored by ecstatic sales professionals (Quark gets this wrong). Em and en dashes are kerned opened just a touch, to keep them from crashing with the type, and they have a discretionary return inserted at either side to permit them to break properly

* <I>Slashes followed by four or more alphabetical characters have a discretionary return inserted after them, to permit the line to break at the slash

* <I>Converts commonly used bullet characters to true bullets

* <I>Fixes common punctuation errors

* <I>Automatically converts fractions in the source, cleaning up the garbage people use to flag fractions (e.g., 1-1<4>2 becomes 1[fra/1/2])

* <I>Automatically kerns before and after all ones, <I>except in tables<I>

* <I>Forbids the last word in a paragraph to hyphenate into a widow

* <I>Forces compound words to break <I>only<I> at the hard-hyphen

@body:All of this is automatic and free of all labor. Just plug in your files, and walk away with instant results

And if you can take a few minutes to edit your file before running XP8, you can achieve things that are difficult (or even impossible) to do at the Macintosh.

@sub:Difficult:

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* <I>[qprt], [regm], [tm]--to help you stay within the bounds of the law

* <I>[sdgr], [dgr], [seank]--just as a final note

And XP8 has codes to access one character dingbats from 26 different pi fonts, including Universal News with Commercial Pi.

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XP8 can: 1. Print it the way it is. 2. Print it as all caps ([caps/sOmE pEOpLE sHOULD bE fOrBiDdEn To TyPe!]). 3. Print it as all lower case ([lowr/sOmE pEOpLE sHOULD bE fOrBiDdEn To TyPe!]). 4. Print it as sentence caps ([sent/sOmE pEOpLE sHOULD bE fOrBiDdEn To TyPe!]). 5. Print it as upstyle initial caps ([upst/sOmE pEOpLE sHOULD bE fOrBiDdEn To TyPe!]). 6. Print it as downstyle initial caps ([dnst/sOmE pEOpLE sHOULD bE fOrBiDdEn To TyPe!]). And, of course, 3[ndsh]6 can be styled as small caps

Now, case conversions are rarely this bad, but the extremes make the point. When a word processor operator decides to be "helpful" by typing all caps, what options do you have from within XPress?

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@table_no_leader_rule_under:	XP8	XP8
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Strip out bogus spaces.....	15	0
Fix leaders in tables.....	15	0
Convert DOS 8-bit characters.....	15	0
Find and fix bad Quark-quotes.....	<\P>5	0
Fix bad bullets.....	<\P>5	0
Fix fractions.....	<\P>5	0
Find and kern around all 1s.....	15	0
Control hyphenation and breaks.....	<\P>5	0
@table_rule_under:Fine-tune typography.....	30	30
@table_no_leader:TOTALS	150 mins	30 mins

@body:So: how much would you pay? XP8 will give you a better, more consistent typographic product in <D>much<D> less time. How much is that worth?

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So what are you waiting for? Fill out the coupon and get XP8 today!

@sub_plus_lead:[checkbox] Sign me up!

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@body:____ 1 license at \$50<9> ____ 2 [ndsh] 10 licenses at \$45 each

____ 11+ licenses at \$40 each

@body_no_indent:Send to:

@body_rule_above:Name (please print)

Street Address

City<9><9>State Zip

@body_no_indent:My check payable to Greg Swann is enclosed.

Mail to: <i>Greg Swann<\n>P.O. Box 1724<\n>Andover, MA<\n>01810

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@table_no_leader:<BH>	W ithout	W ith<BH>		
@table_no_leader_rule_under:	XP8	XP8		
@table:Reformat paragraphs<t41>	<t\$>	40 mins	0	</h>mins
Strip out bogus spaces<t41>	<t\$>	15	0	
Fix leaders in tables<t41>	<t\$>	15	0	
Convert DOS 8</h>-</h>bit characters<t41>	<t\$>	15	0	
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@table_rule_under:Fine</h>-</h>tune typography<t41>	<t\$>	30	30	

@table_no_leader:TO TALS 150 mins 30 mins
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So what are you waiting for? Fill out the coupon and get XP8 </h>today!
@sub_plus_lead:<f"zapf dingbats"O>n<f\$O> Sign me </h>up!
@body_no_indent:I can tell a good deal when I see one. <I>Rush</I> me XP8 without </h>delay!
@body:____<k-11> 1<k0> license at \$50 ____ 2<k-11> 1<k0> licenses at \$45 </h>each
____<k-11> 1<k0><k-11>1<k0>+ licenses at \$40 </h>each
@body_no_indent:Send </h>to:
@body_rule_above:Name (please </h>print)
Street </h>Address
City State Zip
@body_no_indent:My check payable to Greg Swann is </h>enclosed.
Mail to: </i>Greg Swann</n>P.O. Box<k-11> 1<k0>724</n>Andover, MA</n>0<k-11>1<k0><k-11>81<k0>0