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YOU THINK
WE CAN PRINT?**

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GRAPHIC EXCHANGE
25 ELM AVENUE
TORONTO ONTARIO
CANADA
M4W 1M9**

software. I don't think I am alone in finding the whole ColorSync profile/color space jargon a completely baffling subject. When will someone invent the software for it all to be done in background!?

Thanks for a great magazine.

**PAUL FREEMAN
FREEMAN DESIGN LTD
TSAWASSEN BC**

[Editor's reply: Ron Giddings' report in this issue on binuscan's PhotoRetouch Pro offers one potential software solution, Paul.]

PD150 IS SWISS FAVORITE

I read [Peter Dudar's] article in GRAPHIC EXCHANGE (*Modularity + pixel shift vs versatility + hi-res*) and agree with it 200%. We have sold over 140 PD150s and have had only delighted customers.

**TONY SCHWEIZER
CEO, SCHWEIZER LTD.
HOELSTEIN, SWITZERLAND**

PRESS MISIDENTIFIED

A very impressive issue last time, especially the cover and Shane Steinman's article *How Many Colors Are Enough?* However in the piece entitled *1-to-Me, 1-to-You* there is a mistake in the name of the press used at Astley-Gilbert Reproductions. It was identified as a Quickmaster 74 DI but it is actually a Speedmaster 74 DI. Thought your readers (especially those familiar with the DI line) would want to know.

**BRIAN ELLIS, MGR MKT RESEARCH @ PROMO
HEIDELBERG CANADA
MISSISSAUGA ON**

TRUE "COVER ART"?

Re: Gary Smith's letter "Covers Degrade Content" in your last issue, I have to disagree—I consider [GX covers] more true to the idea of "cover art." How curious that in his office

the magazine is apparently judged primarily by its cover even though its contents are considered valuable.

I wonder how much attention GX would get if it had covers like the cookie cutter with changing backgrounds that is the look of DYNAMIC GRAPHICS MAGAZINE or the very serious (and therefore 'professional?') covers of HOW, magazines that probably go into some pile for somebody to read sometime. How many magazines does his office look forward to seeing for whatever reason?

I'm cutting back on subscriptions that get quickly flipped through and then shelved and HOW is definitely going; I need to look through some recent DYNAMIC GRAPHICS to see if that magazine is worth continuing. GRAPHIC EXCHANGE is still a definite keeper, both for its covers and its articles.

**STEPHEN LONG
GRAPHIC DESIGNER, UBS REALTY
WEST HARTFORD CT**

RON GIDDINGS FAN

I was so impressed with the artwork I saw in your archives of GRAPHIC EXCHANGE that I decided to have Ron Giddings do the art on my upcoming CD. These covers are nothing short of just plain fantastic. Ron's artwork is nothing like I had imagined. He is such a talented artist, and after meeting him in person and visiting his website, I am very pleased that I chose Ron to do this artwork. Thanks so much for turning me on to him, and just keep those covers coming.

**PATRICK KENNEDY
P.K.P. MUSIC PUBLISHING
NEWCASTLE ON**

VENTURA ALSO DOES IT ALL

I know that most of the graphics world uses Macintoshes but there's a lot of us who don't. Some of us even use a program from Corel called Ventura—and love it.

I don't know why Corel has made Ventura such a big secret but I was reminded of its strengths by the article *Can you really do it all in InDesign?* Apparently so, but Ventura 8 could do it four years ago. I looked through the list and I'm pretty sure that every one of those is in Ventura in one form or another. Mac users like to belittle PCs and Corel but the fact is that the same functionality that Ventura has out of the box would cost \$10,000 in XTensions for Quark. I can't vouch for high end magazine printing, but I have personally produced a tabloid newspaper with full colour pages in full pagination for five years. Pages were sent to the printer as PDF files with very few problems.

And now Corel is finally launching a new version. I sure hope that GRAPHIC EXCHANGE gives it the coverage

it is due—but I have to admit that it will be awfully hard to find a reviewer who doesn't have an ingrained bias.

**DOUG ANDERSON, FORMER PUBLISHER
DURHAM BUSINESS NEWS
WHITBY ON**

TIMELY OS X ARTICLE

Great article by Bob Connolly (GX May/June *Multitasking 24/7 in OS X*). I haven't used a Mac for years and I learned a lot about the various operating systems pros/cons. Bob made it informative and timely. I just referred others with questions about platform stability to the URL you provided so soon after publication. Over the last year I have come to look forward to receiving GRAPHIC EXCHANGE as a booster shot of news and creativity.

**CHARLES ROSS
BLACK RIVER MEDIA
SUTTON ON**

MORE ON COLORSYNC?

Your publication is the only one I make time to read in full. It covers such relevant subjects...Could you revisit the whole subject of desktop color, calibration etc. and perhaps how to set up a system using the most commonly used