

## Special Report

# What's the spin on the "digital hub"?

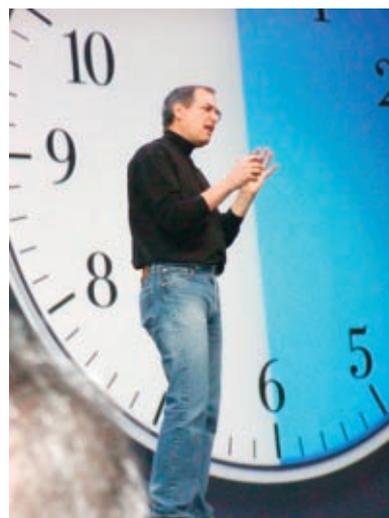
by Dan Brill

To the PC world at large, Macintosh users are a strange cult. Mac users, on the other hand, take comfort in being part of a culture. But Apple sees neither a cult nor a culture; according to Steve Jobs, its products support the new "digital lifestyle".

This was the message delivered in Jobs' keynote address at MacWorld San Francisco in early January: the Mac will be the "digital hub" for managing and storing all our digital diversions, from music to movies to pictures. The Apple iPod, together with *iTunes* software, takes care of our tunes; *iMovie* makes digital video input and editing a simple exercise; *iDVD* allows users to burn any form of digital content to their own discs.

And now Apple has introduced *iPhoto*, another free piece of software for the Mac which imports and catalogues digital photos, and provides easy-to-use cropping, sorting, printing and dispatch controls.

For the moment, the circle of peripheral support appears to be complete—but what about the "hub" itself?



## IT'S APPLE-TIME

The new iMac, shown for the first time at MacWorld, was cool enough to grab the front cover of *TIME* magazine. With its adjustable 15-inch flat LCD screen and compact 10.5" diameter base housing up to 800 MHz of G4 processing power, up to 60GB hard drive, and a SuperDrive for writing DVDs or CDs, this redesigned iMac unquestionably carries on the Apple tradition of combining superlative industrial aesthetics with stunning computing power. The 800MHz iMac, priced at \$2,899, includes 256MB of RAM (expandable to a full gig) and a pair of Apple Pro speakers.

But where does that leave the rest of the Mac product line?

Apple answered that question at the end of January when a new lineup of faster Power Mac G4s was unveiled, led by a dual 1GHz machine loaded with 512MB of RAM, 80GB hard disk and SuperDrive; it also features the new NVIDIA GeForce4 MX graphics card, capable of generating 1.1 billion textured pixels per second. Canadian pricing is \$4,799.

The balance of the Power Mac family is now completed by a 933MHz model (256MB RAM/60GB HD/SuperDrive standard) at \$3,699, which also comes with the NVIDIA graphics card, and the 800MHz G4 (including ATI's Radeon 7500 card) at \$2,549, with 256MB RAM and a 40GB hard drive. All the new Power Macs support dual monitors.

As impressive as these specs may be, Apple watchers never seem to be satisfied. There were jabs from the trade press about not bringing G5 models to market, and comments about the new iMac not delivering enough for the price tag—even at just \$2,049 for the base model.

But buyers didn't seem to care. As of early February, iMacs were reported to be moving briskly, and Apple's share price was on the rise.

## OS X—WHAT'S THE HOLDUP?

Apple feels confident enough in the current version of OS X (10.1.2) that it is making this the default startup system on all its



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new machines. Apple's new operating system has received generally good reviews and appears by all accounts to be as stable and user-friendly as advertised. And because OS X with its symmetric multiprocessing is tailor-made for dual processing, the new 1-gigabyte Power Macs should simply smoke in native mode. Meanwhile, online Mac sites have been reporting that a major v10.2 upgrade is not far off.

There are now close to 3000 applications available for OS X. Apple itself has at last delivered *Final Cut Pro 3* for OS X (see our review in this issue), and it's a clear winner for digital video producers. With only Apple's *DVD Studio Pro* left to Carbonize, and heavyweight developers like Adobe, Corel, Macromedia and Microsoft on board with native applications, the upgrade path looks like clear sailing.

So what's holding back the graphics community?

The answer to that is pretty straightforward. Neither of the two most important applications in the industry—*Adobe Photoshop* and *QuarkXPress*—have been upgraded to run native under OS X. And users are (justifiably) leery of running either of them in Classic mode.

But that's about to change for at least





(top) Just prior to MacWorld, the German Mac website SpyMac had Apple fans all in a tizzy over these pictures of what was said to be Apple's next big product launch—a portable tablet computer labelled the iWalk. Unfortunately it turned out to be another hoax.



(bottom) One of the imaginative Mac designs to be found on the Web—this one by a design company called Acorn Creative.

Now that's an item that would grab a headline or two.

But we'd settle for a processor that could actually perform high res rendering in real-time. Or a decent font manager that was built into the system. Or how about—dare we say it?—totally carefree color management.

**BACK TO THE SURREAL WORLD**

One thing Apple can say that most other computer sellers can't is that it's making money.

In its first fiscal 2002 quarter ending December 29, 2001, Apple produced a profit of \$38 million (all figures in US dollars), which, although not spectacular, represents an improvement over the loss of \$195 million in Q1 2001. Likewise, sales of \$1.38 billion showed a very healthy 37% gain over the previous year's quarter, which also bucks the industry trend. And its 30.7% gross margins were far above the norm for companies in its field.

Padding this performance was revenue from the 125,000 iPods sold in just the final seven weeks of the period. Apple moved a total of 746,000 Macintosh units during the quarter, with some of that helped

along by Apple's 27 retail stores.

With its positive sales results and CFO Fred Anderson crowing about the company's cash reserves of \$4.4 billion, Apple has succeeded in maintaining a stable financial footing at a time when other computer manufacturers are suffering from declining revenues and warning about employee layoffs. Whether it's Jobs' skilled salesmanship, or superior product engineering, or great marketing and brand awareness, or just plain old good business management, something certainly seems to be working.

Or more likely, all of the above.

What Apple has going for it is what it always had: integrated hardware and software. This is what distinguishes it from the entire Wintel world, and this is what Steve Jobs will probably continue to leverage to Apple's advantage. Capitalizing on market whims and manufacturing good products becomes a lot faster and easier when you have control over the inside and the outside of your products. The iPod/iTunes combination is a classic example of that.

Speaking of tunes, this year's Grammy Awards recognize Apple's contribution to the music industry. A 2002 Technical Grammy Award—a special prize created in 1994—is being presented to Apple Computer (as well as another to sound pioneer Robert Moog) for its innovative technologies over the past two decades. This award carries extra prestige since it is determined by the votes of 5,000 audio professionals who are members in the Recording Academy's Producers & Engineers Wing.

So despite backward glances at a year that carried signs of a recession and the dark shadow of terrorism, Steve Jobs is probably looking ahead at 2002 with a sense of optimism. MacWorld San Francisco attracted close to 90,000 attendees, so Jobs has every right to expect that this summer's MacWorld in New York will be another successful showcase for the next leap forward in Apple technology.

Isn't it amazing what a guy can do for a buck a year? 🍏

**InDesign 2.0 now available, native support for OS X and XP**



Adobe Systems is now shipping *InDesign* 2.0, its professional layout and design program.

The new version introduces editable transparency effects such as drop shadows, table creation, long document support, extensible markup language (XML) import/export support and an enhanced printing interface.

This upgrade supports Adobe's XMP (Extensible Metadata Platform) technology, an XML-based framework for embedding, tracking and exchanging metadata so that content can be deployed more efficiently across different media.

Adobe says that performance enhancements have made *InDesign* 2.0 significantly faster. In addition, version 2.0 provides native support for Mac OS X and Microsoft Windows XP and tighter integration with other Adobe products.

Estimated street price for *InDesign* 2.0 is US\$699. For more details on features, see [www.adobe.com/products/indesign](http://www.adobe.com/products/indesign).

**2001 U.S. magazine advertising revenues take deep plunge**

A bad year for U.S. magazines finished dismally, as December 2001 ad pages dropped by 19.4% from a year earlier.

Overall, 2001 advertising sales as reported by the Publishers Information Bureau (PIB) showed a decrease of 4.9% from one year earlier, closing at US\$16.2 billion; total ad pages were down 11.7%. Especially hard hit were magazines in the Technology sector, with a drop of 29% in revenue and over 34% in ad pages; Media and Advertising, down 16% in sales and 24% in pages; and Financial, Insurance and Real Estate mags, down 17% and 23%.

Analysts blamed the decline on a combination of the effects of the dot.com fallout, recession worries, and of course the events of September 11th.

# what's on at gxo



## **BOMB CHIANTI**

See what Bob Connolly describes in this issue's feature article "DVD Kills the Video Star"—QuickTimes and bonus material from the band's groundbreaking DVD-Video.



## **FREE JOB POSTS**

New in 2002—Graphic Exchange will be offering a page for employers searching for help in graphic design, prepress, video, or art production, or for anybody looking for work in the graphics industry.



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## ATI releases faster Radeon 8500 graphics board for Macintosh

ATI Technologies has just introduced the Radeon 8500 Mac Edition graphics board, based on its Radeon 8500 GPU (graphics processing unit).



The Radeon 8500 retail graphics board for Mac features a core clock speed of 250 MHz and a

memory clock speed of 275 MHz, as well as 64 MB of DDR memory; it has a suggested retail price of US\$299.

The AGP card, compatible with both Mac OS 9 and Mac OS X, can replace older, factory-installed graphics cards in Power Mac computers. It also features multiple display capability, supporting a variety of combinations of output through DVI-I, VGA and TV-out connectors.

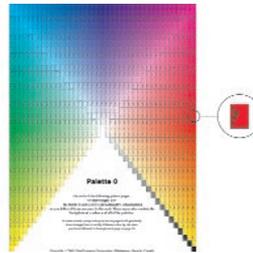
A full description of the 8500 board can be found at [www.ati.com](http://www.ati.com).

## Printer's Palettes provides visual match for Pantone colors

Toronto-based ColorExposure Corporation has just introduced a new swatch set system specifically designed to let designers and printers match and convert Pantone and other custom colors to CMYK values using any make or model of printer.

*The Printer's Palettes* contains a total of 76,880 color samples which the user prints out; each color sample is labeled with the CMYK value that a specific printer needs to print that same identical color. According to ColorExposure, the accuracy of *The Printer's Palettes* surpasses standard Pantone to Process color matching guide.

*The Printer's Palettes* are available on CD for \$179.98. Contact ColorExposure at (905) 282-0053 to learn more.



## Creo to join creatives together through Six Degrees software

At MacWorld San Francisco, Creo Products Inc. announced *Six Degrees* software, a new product for the creative desktop. Creo says "*Six Degrees* is a new type of application: rather than replace existing tools, it looks at the relationship between files, messages and people and creates connections. It presents the user with all the information about a project, regardless of where the project files or messages are stored."



According to Creo, *Six Degrees* will operate cross-media and cross-platform (Mac OS X and Windows) and will interact with all desktop applications. It will be released at Macworld New York in July 2002 for North American users at US\$249.

Visit [www.creo.com](http://www.creo.com) for updated information on *Six Degrees* software.

# Roll over Bodoni

UNIQUE among monoline slab serif types, BODONI EGYPTIAN has simple, neo-classical form and proportion, and strict detailing that is antique, not machine-age. Stroke weight is the same for capitals and lower case.

These features distinguish it from the definitive monoline Egyptian, Weiss' *Memphis* of 1928, which was devoutly industrial in its effect and set the tone for those that followed, right through *Lubalin Graph*, and from the more recent *TheSerif* and *Silica* which are humanist, with smooth, complex, asymmetric curved strokes.

The Thin and Light weights of Bodoni Egyptian are delicate fonts that work well at very large sizes. The Bold is the "fill" for the shadow font.

Originally designed by Nick Shinn as four roman weights in 1999, the newly enlarged Bodoni Egyptian family is now available exclusively from FontShop Canada, 1-888-443-6687.

[www.shinntype.com](http://www.shinntype.com)

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## LaCie 32x10x40x CD-RW drive burns disc in 2 1/2 minutes, rewrites CD-RWs at 1.5 megs per second

LaCie announced at MacWorld San Francisco the release of its new 32x10x40x CD-RW drive, which it says can burn a full 700MB CD in about 2-1/2 minutes. It can also be used to rewrite CD-RW discs at 1.5 MB/s (10x). The 40x read performance speeds

retrieval of large files and helps save time with any disc-intensive application.

The drive includes LaCie's "U&I" (FireWire and USB 2.0) dual support—400 Mbps FireWire and 480 Mbps USB 2.0 interfaces

that allow users to connect, remove or swap the drive without having to restart the computer. As well, the LaCie 32x CD-RW drive incorporates BURN-Proof (Buffer Under RuN) technology that not only ensures error-free recording at 32x speeds (even with lower-performance personal computers) but also allows users to burn CDs in the background while working on other applications.

This drive can be used with most CD-R and CD-RW media, including LaCie 700MB/80-minute CD-R discs. When a 16x, 24x or 32x CD-R media is used, the quality is checked by the drive so that the media can be burned at the maximum speed when possible. If media is not high speed-capable, the drive will automatically downshift to a lower recording speed.

The LaCie U&I 32x10x40x CD-RW is available at a street price of US\$269. Visit [www.lacie.com](http://www.lacie.com) to learn more.



## New high end HP workstation features Intel Xeon processors, supports up to 4 gigs of RAM

Hewlett-Packard has announced that it is introducing a more powerful version of its high-end technical computing workstation, the HP Workstation x4000.

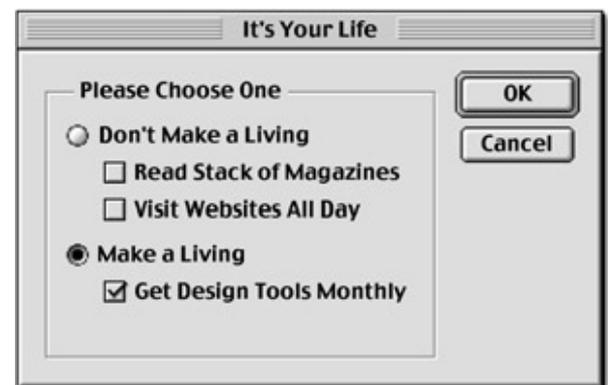
The new x4000 features dual Intel Xeon processors (2.20GHz/512KB), which doubles the RAM expandability, and offers a choice of 2D and 3D graphics solutions. The large memory supports up to 4GB RDRAM. There is a RAID option for disk mirroring or disk striping and a disk expansion kit is available that supports up to four hard drives.

A wide variety of factory-integrated graphics card options are available for the HP Workstation x4000. New additions to the line-up are NVIDIA's Quadro2 EX graphics card for entry-level 3D and the ATI FIRE GL 8800 mid-range 3D graphics card.

Pricing for the HP Workstation x4000 starts at \$4,020. The base configuration consists of a 1.8 GHz Xeon processor, 256 MB memory, 18GB SCSI disk, a Matrox G450 graphics card and a CD-ROM drive.

Check [www.hp.com/workstations](http://www.hp.com/workstations) for additional details.

## WHAT'LL IT BE?



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## Layers and tables lead list of improvements in QuarkXPress 5



In late January, Quark Inc. announced the release of *QuarkXPress 5.0*. This upgrade to the de facto standard for professional page layout comes after a lengthy public test phase with more than 370,000 users. Version 5 has a wide range of new and enhanced features to support print, Web, and PDF workflows; users can import and export dozens of file formats, including HTML, PDF, and XML.

New table creation tools in version 5 allow table cells to contain pictures and text with virtually all typographic and image controls; a new Layers feature allows users to isolate items within documents. Other revisions include a more efficient print user interface, enhanced PDF support, contextual menus, and better color management. *QuarkXPress 5.0* also lets designers create content for multiple media through new tools for converting XPress pages for the Web.

*QuarkXPress 5.0* is available for Mac (but not native OS X) or Windows at a list price of US\$995. Refer to [www.quark.com](http://www.quark.com) for additional information.

## Xerox spins off famous PARC as independent research institution

In late December Xerox announced that it would create an independent company from its famed Palo Alto Research Center (PARC), an initiative which will allow strategic partners to share in the benefits of PARC's innovations while ensuring that Xerox maintains access to the center's research and technology.

Founded in 1970, PARC is one of seven Xerox global research centers which share the company's US\$1-billion research and development budget. The new company now becomes a wholly owned Xerox subsidiary, and PARC employees have transferred from Xerox to the new corporation.

## Synthetik ships version 2.0 of Studio Artist paint software

At MacWorld San Francisco in January, Synthetik Software announced the release of *Studio Artist* version 2.0, which is optimized for Mac OS 8 and 9 as well as OS X. New features include an expanded Paint Synthesizer, keyframable Layer capabilities and additional video processing and animation support.

Synthetik describes *Studio Artist* as "the first commercial program for computer artists that incorporates research results from cognitive neuroscience investigations into the nature of visual perception in the brain. The program uses human visual modeling to construct an internal representation from a source image that is used to direct smart assisted painting and drawing." Users can either paint and draw manually or direct *Studio Artist's* automatic Intelligent-Assisted painting actions.

*Studio Artist* includes over 2000 factory Paint Presets, each with over 300 fully editable parameters that can be individually adjusted to control the look and feel of the paint. It also features a new core image processing drawing engine with configurable toolkit.

*Studio Artist's* suggested retail price is US\$379. Get all the details at [www.synthetik.com](http://www.synthetik.com).

## Macromedia releases updates for Director, Shockwave Player



Macromedia has announced an update to *Macromedia Director 8.5 Shockwave Studio*, the authoring software used to create Shockwave content. The free update adds Windows XP compatibility and anti-aliasing support and can be downloaded from [www.macromedia.com/go/dir851](http://www.macromedia.com/go/dir851). In addition, a native Mac OS X version of *Macromedia Shockwave Player* is now available.

## NEC-Mitsubishi introduces lower cost flat screen LCD monitors

NEC-Mitsubishi Electronics Display of America has just introduced the 17-inch MultiSync LCD1720M and 18-inch MultiSync LCD1850E active matrix liquid crystal flat screen displays.

With a 17-inch viewable image size, the LCD1720M has internal front-firing multimedia speakers built into its thin 3.4-inch deep frame and weighs only 16.1 pounds with stand. The LCD1850E, with an 18.1-inch viewable image area, features No-



Touch Auto Adjust, OSM on-screen controls. It measures 3.1-inches deep and weighs 18.7 pounds.

NEC's XtraView wide-viewing angle technology gives an ultra-wide viewing angle of 160 degrees, horizontally and vertically, with native resolutions of 1280 x 1024.

Estimated street prices for the MultiSync LCD1720M and LCD1850E are \$1,199 and \$1,349 respectively. Look for more details at [www.necmitsubishi.com](http://www.necmitsubishi.com).

## Markzware's Patrick Marchese named PIASC Pioneer of the Year

The Printing Industries Association, Inc. of Southern California (PIASC) has named Patrick Marchese as its Pioneer of the Year. Marchese is the founder of Markzware, which markets preflighting software *FlightCheck*.

The PIASC award recognizes individuals who originate or take part in the development of innovative business methods in the graphic arts industry. Previous winners include Orville Dutro, Bob Gans, Ernie Lindner, and Jonathan W. Seybold.

## New CD technology from TDK and Calimetrics holds two gigabytes per disc, boosts speed to 36X

Japanese electronics maker TDK has introduced a new recordable compact disc drive which triples a CD's storage capacity by altering the way lasers mark information on the disc.

Based on technology from California-based developer Calimetrics, the TDK MultiLevel drive stores up to two gigabytes of data on special ML-specific write-once CD-R and rewritable discs. Although the new drive can also read current CDs, current drives cannot read ML discs. ML drives carry an additional com-



puter chip with special encoding and decoding instructions, but the primary difference between them and current CDs is how their lasers encode data onto the disc.

Current CD recorders turn their lasers on and off to "burn" marks of different lengths onto the disc, leaving much of the surface unused. According to a Calimetrics spokesman, MultiLevel drives leave their lasers on while writing data, varying the power level to leave an uninterrupted series of marks of different depths on the disc. An additional benefit of the ML approach is faster data transfer rates. All the bits are the same length and packed more closely together, eliminating the need to vary the disc's rotation speed between the inner and outer sections of the disc.

The ML drive's rated speed for CD-R discs is 36X, and for rewritable discs, 24X. It can also encode data the traditional way more quickly on standard discs.

For more on the MultiLevel drive, go to [www.tdk.com](http://www.tdk.com).

## Alias|Wavefront offers free Maya Personal Learning Edition for non-commercial use

Alias|Wavefront is making available at no cost a downloadable version of *Maya*, its powerful 3D graphics software.

The *Maya Personal Learning Edition* provides users of Mac OS X and Microsoft Windows with unlimited, free access to *Maya*. Users will have full access to the toolsets of *Maya Complete*, including NURBS modeling, animation, inverse kinematics, *Maya Artisan*, *Maya Paint Effects*, particles, dynamics and *Maya's* advanced rendering capabilities.



However this version restricts users to non-commercial applications

through the display of a watermark on images as well as through the use of a special non-commercial file format. Moreover, it cannot be used with industry-standard plug-ins.

*Maya Personal Learning Edition* is available for free download at [www.aliaswavefront.com/freemaya](http://www.aliaswavefront.com/freemaya).

## The Shadow Knows



Macromedia has just posted a public beta of its Flash Player 6 and is looking for feedback...and the inaugural Canadian Flash Festival, organized by FlashinTO, will be held March 25-26 at the Design Exchange in Toronto...The latest industry scuttlebutt on Adobe Photoshop 7 is that it may be released as early as March -- Apple is (no surprise) reportedly giving Adobe VIP developer assistance with finishing it...And what do you get when you cross a Mac devotee with a lawyer? If you're Apple, you get a class action lawsuit from Tom Ferlauto of King & Ferlauto in Los Angeles, who thinks he got shafted because OS X doesn't provide full support for his G3...Anyone looking for a slightly used object-based trapping software technology? David King of DK&A put out a note recently that he is interested in unloading IslandTrapper to the highest bidder...Microsoft and IBM are among 94 companies being sued by MIT (Massachusetts Institute of Technology) and EFI (Electronics for Imaging) over the unlicensed use of EFI imaging software...The Woz, aka Steve Wozniak, is stepping out of semi-retirement to lead a new company called Wheels of Zeus (WoZ, get it?) which he says will pursue the potentials of wireless technologies and global positioning software systems with products yet to be named...Canadian photographers, illustrators and designers take note: CAPIC has just released the latest edition of its manual on business practices, and it's by far the best one of its kind yet...And finally, Adobe Systems was just named by Fortune magazine as one of the top 100 American companies to work for (number 27, for those who keep score) -- do you know the way into San Jose?...