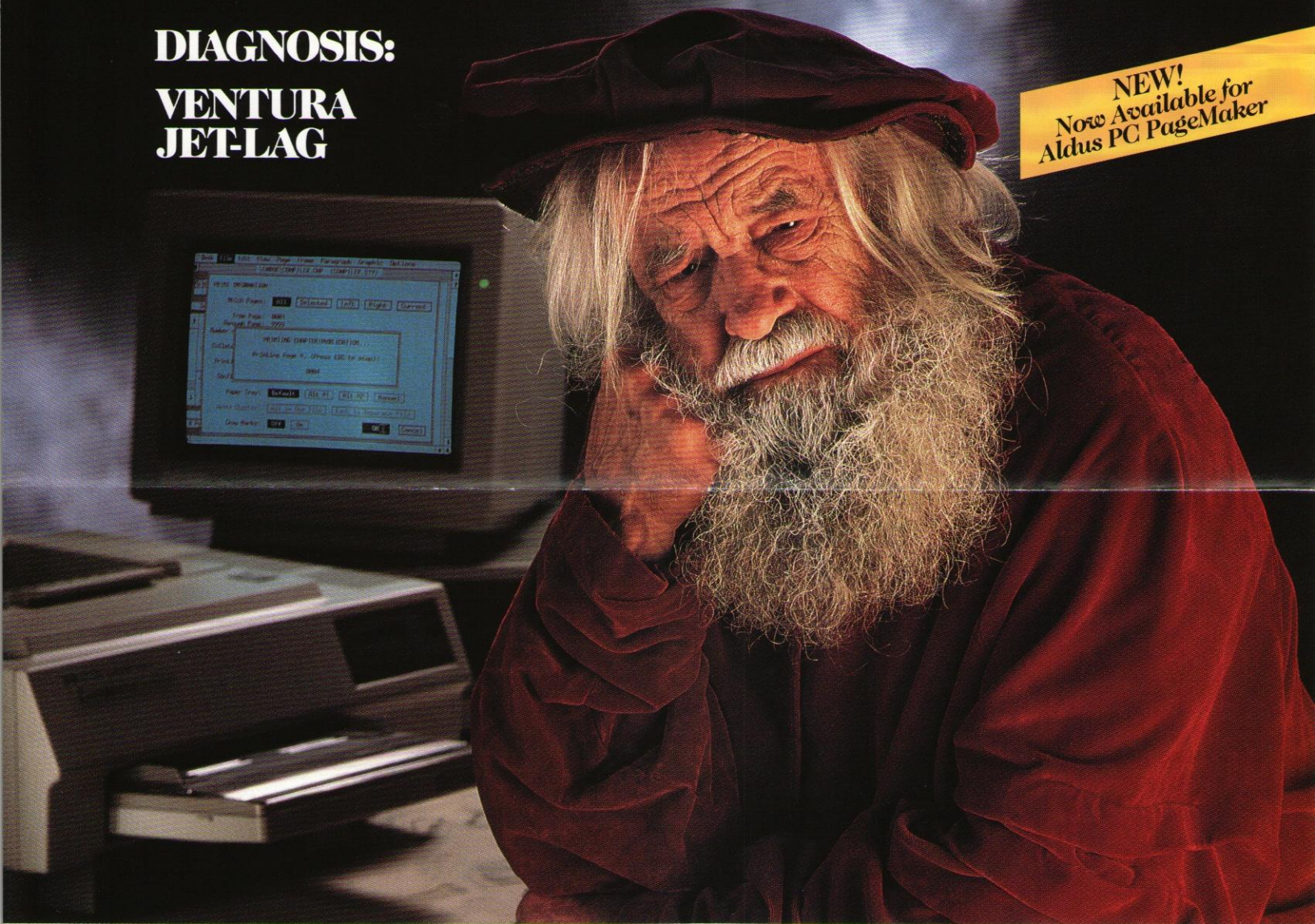


# DIAGNOSIS: VENTURA JET-LAG

**NEW!**  
Now Available for  
Aldus PC PageMaker



Rx for those of you tired of waiting for your laser printer.

## SYMPTOMS:

Nervous pacing while waiting for fonts to download or printing from Ventura Publisher or Aldus PC PageMaker. Strange inability to print full-page graphics and 300 dots per inch at the same time.

“J-depression” caused by incompatibility-prone memory cards with *Tall* stories about publishing performance, but a short list of supported hardware and software.

### “Four P Syndrome” (Painful Postscript Printer Paralysis)

An advanced stage, characterized by compulsive finger-tapping or clock-watching after the first five minutes of waiting for a page to emerge from the printer. Followed by a feeling of emptiness in the pit of the wallet and progressive delusions of acquiring a high-speed, universal device interface “Real Soon Now.”

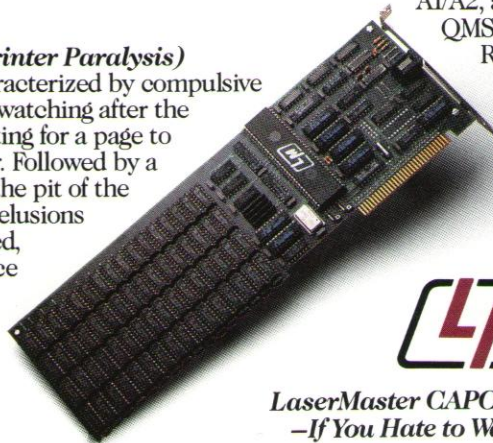
## PRESCRIPTION: Take One CAPCard™ from LaserMaster

Effects: Prints full-page text and graphics with Ventura Publisher at 300 dpi in 20 seconds—*up to 15 times faster than PostScript*. Provides the fastest output from Aldus PC PageMaker available anywhere. Scales Bitstream Fontwear Outlines on-the-fly for unlimited point size capability. Downloads bitmap fonts in one second.

Proven compatibility with PC/XT/AT and *all* clones at *all* clock speeds. Supports all Canon-based laser printers (Hewlett-Packard LaserJet Series II, Canon LBP-8-II, AI/A2, and LBP-CX, Apple LaserWriter, Cordata, QMS Kiss, and HP LaserJet/LaserJet Plus) and many Ricoh-based printers.

Dosage: Includes 1.5 megabytes of dedicated printer memory plus unique graphics processing power, high speed native made applications drivers and PCL (HP LaserJet emulation). Bitstream fonts, .5 MByte memory upgrade kit and CADD drivers optional.

*So end publisher's paralysis, and take one CAPCard for your laser printer for an unmatched boost in Ventura or PageMaker Performance.*



LaserMaster CAPCard™  
—If You Hate to Wait!

# LASERMASTER™

LASERMASTER CORPORATION  
7156 Shady Oak Rd.  
Eden Prairie, MN 55344  
612/944-6069 Marketing  
1-800-LMC-PLOT Orders

Postscript is a registered trademark of Adobe Systems, Inc.



# The "Un-PostScript" Challenge

An open letter to John Warnock  
President, Adobe Systems Inc.

Dear John:

In a recent PC Week article, you were quoted as saying, "Users have a need for scalable fonts. If you can scale fonts, all the rest [of PostScript's® graphic capabilities] are free." Well, we couldn't agree more. Users do need scalable fonts. But do they need PostScript's turtle-paced creation of fonts, bitmapped images, and other "free" graphics that slow PostScript to an unacceptable crawl? Unfortunately, PostScript brings power to users at the expense of a precious commodity: Time. Why?

Let's compare methods.

**First, the slow way:** the PostScript driver converts nice efficient, compact binary function calls from Ventura Publisher or PC PageMaker into verbose, complex ASCII strings. These ASCII strings are transmitted across a communications interface to the PostScript controller in the target printing device. The PostScript interpreter then turns around and looks up each string in a dictionary so that it can be translated, character by character, into a procedure that calls another procedure—which in turn calls another procedure and yet another procedure, etc.—then finally back into binary data. All that takes time—a lot of time.

It's no wonder that the promise of PostScript crumbles in the presence of a full-page, high-resolution bitmapped graphic—since every single pixel must be converted into an ASCII representation. We ask you, John, is this any way to run a desktop? We think not.

**Now the Un-PostScript way:** the LaserMaster™ CAPCard's graphics coprocessor executes function calls directly at high speed (rasterization of vectors is optimized at over 10,000 per second), bypassing the laser-printer's controller and feeding directly into its high-speed video circuits. A full-page 300 dpi bitmapped graphic from applications such as Publisher's Paintbrush can be printed in as little as 5 seconds.

**What's more, for Ventura Publisher and Aldus PC PageMaker users, the CAPCard™ scales Fonts-On-The-Fly,™** in unlimited point sizes, in any rotation, at any obliquing angle, along a user-definable baseline. So fast, in fact, that a CAPCard-enhanced laser printer will be executing a form feed while your PostScript interpreter is still groping for its ASCII tokens! Our benchmark tests prove that a printer with a CAPCard, scaling Bitstream® Fontware™ typefaces on the fly, produces pages over ten times faster than PostScript printers. And at about ½ the cost.

Think of it as the Un-PostScript solution.

**After all, users really want three simple things:** Quality fonts quickly scaled to any point size, fast full-page graphics, and low cost. The LaserMaster CAPCard provides all three—for all Canon-based laser printers (including the HP LaserJet Series II and the Apple LaserWriter), as well as some models from Ricoh, Xerox, Okidata, Brother, Tandy, and others. The CAPCard is shipping now, with full support for Fontware—over 120 high-quality outline typefaces specially tuned for today's desktop publishing applications, such as Ventura Publisher and Aldus PC PageMaker.

**It gets down to this: To PostScript or to Un-PostScript?** Let's be fair. PostScript isn't all bad. It does give desktop publishers access to high-quality typesetting machines, such as the Linotronic 100 and 300. That's why we are now shipping the 35 PostScript-compatible typefaces offered by Bitstream. Typefaces whose font widths precisely match the Adobe typefaces that reside in the much-celebrated Apple LaserWriter. So now, for a fraction of the cost of a PostScript-based system, Ventura Publisher and Aldus PC PageMaker users can install a LaserMaster CAPCard to upgrade the ordinary office HP LaserJet or LaserJet Series II to serve as a perfect, low-cost proofing printer for Linotronic and other high-res PostScript devices. What a concept, John. Thanks for the new market.

Sincerely,



Larry Lukis  
Executive V.P., Technology  
LaserMaster Corporation

*P.S. (no pun intended):* I'll be writing from time to time. Hope to have more good news soon.

Take the Un-PostScript challenge. Contact LaserMaster for our informative free tutorials:  
**Enhancing Your Laser Printer and User's Pocket Guide To DTP Terms.** 612/944-6069

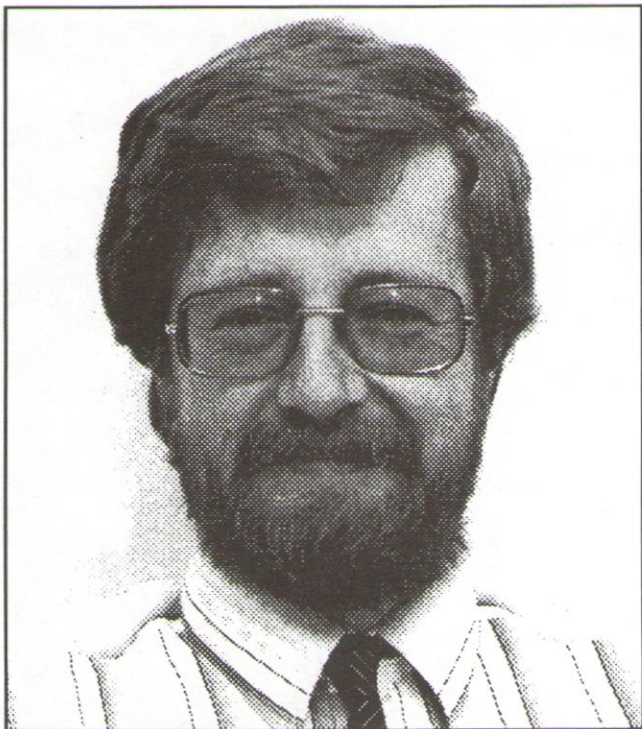


CAPCard and LaserMaster are trademarks of LaserMaster Corporation.  
Bitstream and Fontware are trademarks of Bitstream, Inc.  
PostScript is a registered trademark of Adobe Systems Inc.  
"Un-" is a prefix and is not trademarked, to our knowledge.

**LaserMaster CAPCard™**  
**—If You Hate to Wait!**



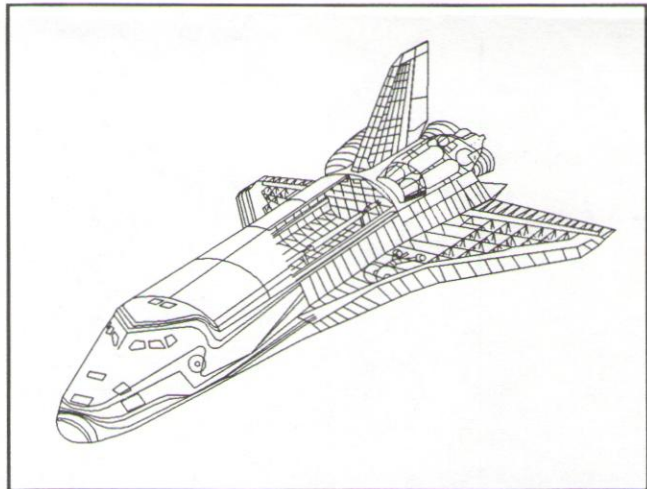
# PageMaker Productivity



## LaserMaster Sets Pace In PageMaker Productivity

The issue is time. Your valuable time to be productive and creative. If you have to wait several minutes each time you print a page like this, you may be losing weeks of productive time per year. When you print, you want it *now*, not after your coffee break.

With the LaserMaster CAPCard, you can print this page in less than a minute on a standard PC-AT - less than 30 seconds on a fast '386 machine. The CAPCard can turn your HP LaserJet (original or Series II) into the fastest, most powerful printer available for Aldus PC PageMaker. Call LaserMaster today for our informative report on "Enhancing your Laser Printer."



## LaserMaster Fonts-On-The-Fly™ Ten Times the Speed - Half the Cost!

The LaserMaster CAPCard brings the power of PostScript's scalable fonts to the HP LaserJet and LaserJet Series II. With the optional Memory/Font Upgrade Kit, you get the same 35 outline fonts standard in the Apple LaserWriter-Plus and other PostScript printers.

The LaserMaster CAPCard scales these fonts on-the-fly to any point size. Since they are width compatible with standard PostScript fonts, you can proof documents on the CAPCard which will ultimately be output on a PostScript printer or typesetter.

What's more, the LaserMaster CAPCard is fully compatible with Bitstream's entire Fontware typeface library. Any Bitstream font may be used, producing identical pages on the CAPCard or on a PostScript typesetter.

### BENCHMARK TIMES

HP Series II - w/ LaserMaster CAPCard™	0:57
HP Series II - w/ QMS PostScript Card	7:07
HP Series II - internal controller only	10:04

Benchmarks for this page on a PC-AT running Aldus PC PageMaker 3.0