

Lotus 1-2-3

## Take a look at what you can do

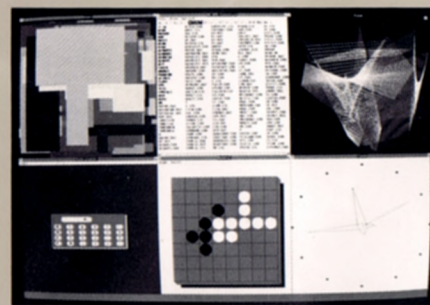
The power of desktop publishing has barely been tapped.

Because powerful software for this revolutionary new business communications method is only now beginning to surface. Applications for design, drawing, page layout, three-dimensional modeling and more.

So to get your imagination started, we'd like to show you just some of the things you can do today. In fact, about a half a dozen things.



AutoCAD



Windows

## To get the most out of our hardware, start with something soft

New desktop publishing and graphics software for the PC market is continually being introduced and improved.

Much of today's PC application software is written to take advantage of the newer graphic environments and operating systems—such as Microsoft® Windows™ and Digital Research's GEM™

The LaserView display system can support them all.

And help make your business look better in the process.

## Give your documentation a little more dazzle

Perhaps one of the most mundane pieces of printed material a company produces is its technical documentation. Typically a dictionary-length manual that gives people more reason to close it up and put it away than to actually read it.

With the LaserView display system and appropriate software, you have the tools at your disposal to create "atypical" product documentation.

Materials that actually incite the reader to continue past the table of contents. And to even enjoy reading what follows.

## Keep the routine out of your correspondence

Routine interoffice correspondence never has to be that.

A little imagination can turn even the simplest memo into something that nearly leaps out of the recipient's "in box."

In fact, it's remarkably easy to make your memos more memorable.

Because using a LaserView display system, you can get a better picture of what it is you're trying to say. And then use the right graphic elements to help you say it in the most effective way.

## Create reports that people actually want to read

In business, the word "report" carries a lot of weight. More than just figuratively. In a nutshell, it's the stereotypical vehicle used to either summarize or propose a project or its results.

But the problem with most business reports today is that they are filled with page after page of typewriter-generated copy, simple pie charts and bar graphs, and about as much creativity as an encyclopaedia index.

The LaserView display system can give your sales reports showcase results. A document that not only provides the necessary information, but also the incentive to read it.

## How to give your output extraordinary impact

Virtually every company has some sort of internal communications medium for getting corporate information out to its employees.

The trusty company newsletter.

They all look pretty much the same.

And although they are only intended for internal use, they often don't reflect the external image a company wants to portray.

With the LaserView display system, you can be creating a newsletter in no time that makes your company look "big time."

## Set your designs on the LaserView display system

One of the most important fields to be moved to the PC environment has been computer-aided design. Or CAD. Which is why our LaserView display system can double as a Professional CAD system.

Desktop CAD design has given engineers a cost-effective option to dedicated engineering workstations that can cost ten times as much as a PC. And with a LaserView display system, you'll have nearly the equivalent power and capability.

You'll even be able to run AutoCAD applications. Right at your desk.

## Now your manuals don't have to be so labored

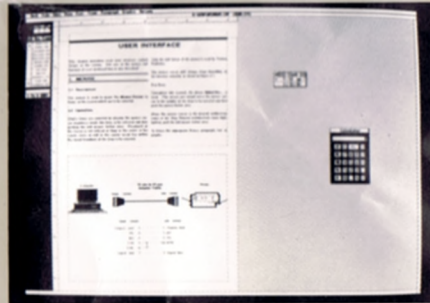
Product documentation typically requires two things. Time and money. And lots of both.

Because creating documentation for the product you're selling can involve an entire production staff—with everything from typesetters to board artists to designers.

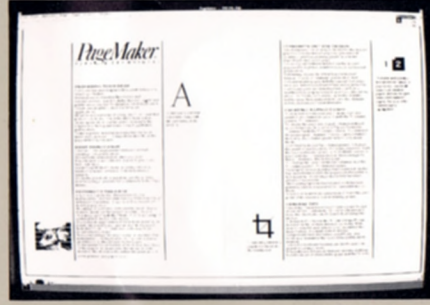
Now these three people can be one person. Using one LaserView display system and personal computer system.

Which means you'll not only be able to turn out high quality manuals and publications, but you'll actually be able to save time *and* money doing it.

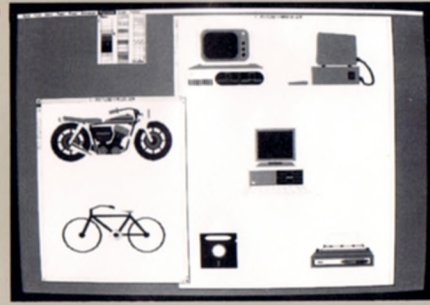
Ventura Publisher



PageMaker



GEM Desktop



## Now take a closer look

There's a familiar truism in business that says a picture is worth a thousand words. The picture you see is about all the proof you need.

Take a look at the detail in the type.

The way the screen photo looks as if it were taken with a camera.

The shading and complexity of the graphics.

The accuracy of the lines and patterns that gives the document the "needs to be read" urgency.

And, perhaps most importantly, the fact that the two facing pages you see are being displayed—side by side.

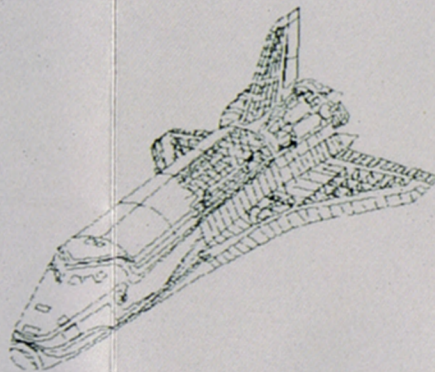
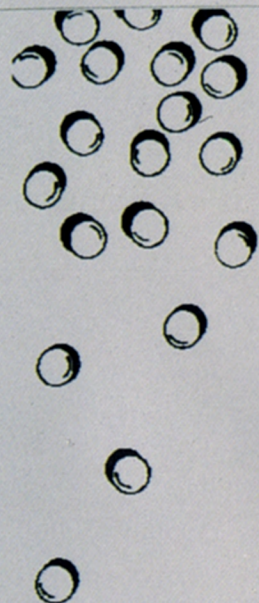
Something other PC monitors simply cannot do without "greeking" your text beyond recognition.

There's really not much else we can say that would make this picture look any better.

Even if we did use the other 863 words we have left to describe it.

PageMaker - LASRVIEW.PUB

File Edit Options Page Type Lines Shades



similar applications. We call it the LaserView™ display system. The LaserView™ display system is a large-screen monitor and interface

card — available in your choice of 15 and 19-inch models. And even though it's the first member of our new family of Hi-Res Display Systems, our ex-

now improving the look of *all* their business communications.

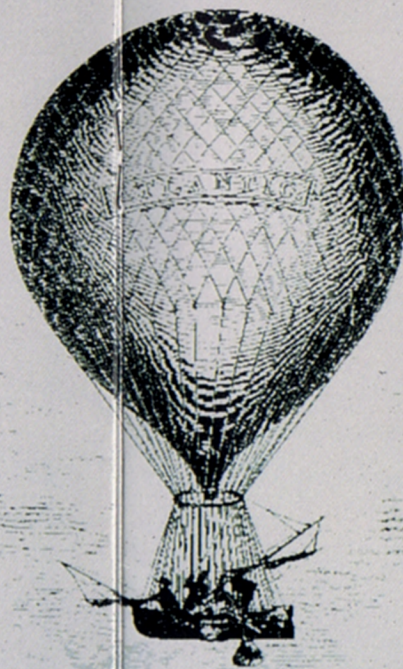
### Desktop Publishing

The emergence of Desktop Publishing in the business world has given new meaning to the concept of business communications. Because companies are



Inside and out. In everything from company newsletters to corporate letterhead. Sales reports to new business presentations. And just about everything in between. But it seems the software for desktop publishing has outpaced the hardware. Because the typical resolution and size of today's personal computer monitors have not given desktop publishers "the big picture."

Literally. That's why we at Sigma Designs have introduced a display system for IBM PCs and PC compatibles designed specifically for desktop publishing and



# 1.

### Hi-Resolution CAD/CAM

perience in high-quality graphics goes back almost to the birth of the PC. We've been developing and marketing display cards and adapters longer than just about anyone in our business. And we anticipated where the graphics market was heading—straight toward desktop publishing. Our experience told us right away what was missing.



And we knew just what to do.

What You See Is What You Get.

WYSIWYG. It's an acronym that describes the optimal mix between screen resolution and print quality. Or the ability to see images and text on screen in roughly the same resolution as you would see them on paper. So you won't have to continually print page after page, re-aligning and repositioning type and images.

Laser Printers today can deliver near typeset-quality output at 300 dots per inch. However today's personal computer monitors—which were designed primarily for text processing—simply cannot meet the demands of professional desktop publishing.

What You See Is What You Get (WYSIWYG)

Demands like displaying high-resolution graphics and half-tone photos. Or a variety of type fonts, styles and sizes. Or combining the two on screen at the same time.



# LASERVIEW



### Laser Probers Active

Researchers at the University of California, San Diego, have developed a new laser probe that can detect and measure the concentration of a specific chemical in a sample. The probe is based on a laser diode that emits light at a wavelength that is absorbed by the chemical. The amount of light absorbed is proportional to the concentration of the chemical. The researchers have demonstrated the probe's ability to detect and measure the concentration of a specific chemical in a sample.



Bar chart showing data points.

Figure 1: Bar chart showing data points.