Introducing the magic behind desktop publishing.

Meet POSTSCRIPT.®

You can't see it. Touch it. Or hear it. But the most powerful desktop publishing systems are all built around POSTSCRIPT.

It's never been easier, or more economical, to design, typeset, and print a whole page. Or a whole book. All you need is a POSTSCRIPT-equipped laser printer.

What is POSTSCRIPT? Simple. To print a page on a laser printer, your computer tells the printer what the page should look like, using a "page description language."

POSTSCRIPT is a page description language.

You use POSTSCRIPT every time you use software like *PageMaker*™ from Aldus Corporation or Microsoft® *Word*, to produce everything from newsletters, to brochures, to CAD/CAM diagrams.

You need POSTSCRIPT to combine line art, text, and digitized photographs on the same page. In fact, as far as we can tell, anything you can dream up can be done.

Beware—laser printers that don't have POSTSCRIPT may not be able to do even basic desktop publishing functions. Those that can, still sacrifice some of the quality of a POSTSCRIPT-printed page.

And with POSTSCRIPT, you can pick and choose the best computer, software, and printer for your needs and budget, without making a once-and-for-all commitment to a single vendor.

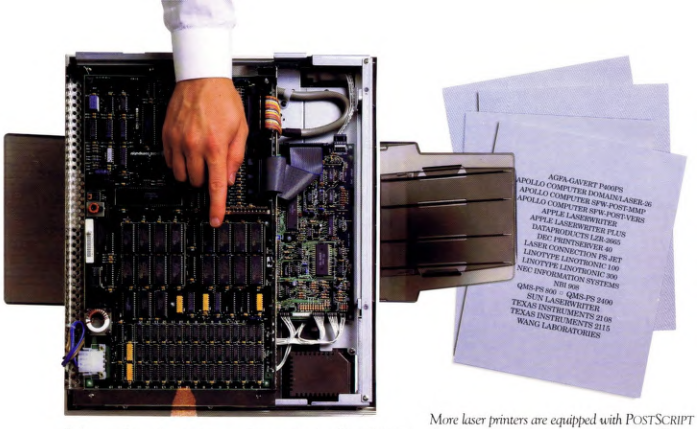
For most applications, you'll want to use your own laser printer to typeset and print your document. POSTSCRIPT is perfect for all desktop publishing purposes.

But the beauty of it is, commercial typesetters and printers now have POSTSCRIPT systems, too. So you can compose a page on your computer, then let the professionals typeset and print it. In less time and for less money than conventional layout and typesetting usually takes.

So depending on what you need, with POSTSCRIPT, you have a choice.

That's why hundreds of software companies have already published POSTSCRIPT application programs.

In fact, the brave new world of desktop publishing wouldn't be where it is today, if it wasn't for POSTSCRIPT. One thing we know for sure, this is only the beginning.



Before you buy a laser printer, make sure there's a POSTSCRIPT *controller board inside. Without this powerful board, you can't use* POSTSCRIPT. *And without* POSTSCRIPT, *you aren't taking full advantage of desktop publishing.*

More laser printers are equipped with POSTSCRIPT *than any other page description language. This means you can choose the vendor you want, the printer resolution that best suits your needs, and still stay within your budget.*

Only POSTSCRIPT *printers can use the Adobe Type Library. So you can select fonts from our wide selection of high quality typefaces and see your desktop publishing capabilities grow.*

Typographer by Ansys Corp.
Cricket Graph by Cricket Software
VersaCAD by T & W Systems Inc.
MagnaType by Magna Computer Systems
Cadvance by Calcomp Personal Systems Unit
JustText by Knowledge Engineering
MacTEX by FTL Systems, Inc.
Ingres/Graphics by Relational Technology Inc.
PageMaker by Aldus Corporation
Ready-Set-Go by Manhattan Graphics
ScenicWriter by Scenicsoft Inc.
PS Compose by PS Publishing
LaserScript/Plus by Tangent Technologies Ltd.
Fullpaint by Ann Arbor Softworks
The Financial Advisor by Palladian Software
Microsoft Chart by Microsoft Corporation
Microsoft Multiplan by Microsoft Corporation
Quantum Graphics by Threshhold Software
Waterloo Script by University of Waterloo
EZ-Draft by Bridgeport Machines
MacDraft by Innovative Data Design, Inc.
MacSpace by Abvent
Mac3D by Challenger Software
Metaform by Intran
MiniCad by Diehl Graphsoft Inc.
PrintManager by DICOMED Corp.
Microsoft File by Microsoft Corporation
Omnis 3 by Blyth Software, Inc.
Jazz by Lotus Development Corp.
Microsoft Excel by Microsoft Corporation
Instructor by Corp-Com Ltd.
Integrated WorkStation (IWS) by NBI Inc.
devps by Pipeline Associates, Inc.
Scribe by Unilogic
SoftType by SoftTest Inc.
TEX by Textset
TranScript by Adobe Systems, Inc.
Alis by APPLIX Inc.
GKS GRAL by Template
Visual GKS by Visual Engineering
InterCAD 2040 by InterCAD Corp.
Render by Multiware Inc.
LaserWorks by EDO Communications
Context Series by Context Corporation
IDOCS by IT-Igloo A/S
Live Image Publishing System by Texet Corp.
Computer Aided Publishing System by ViewTech
Final Word II by Mark of the Unicorn
GEM Write by Digital Research, Inc.
Hockney's Egg by Peregrine Falcon
XyWrite III by XyQuest, Inc.
DO-IT by Studio Software
FrontPage by Studio Software
MECCA III by Amgraf, Inc.
PAGEWORK by West End Film
PageWriter by The Puter Group
Superpage by Bestinfo, Inc.
PC TEX by Personal TeX, Inc.
SQtroff by SoftQuad, Inc.
CTextSetter II by CText, Inc.
CyberType by CyberResearch, Inc.
DeskSet by G.O. Graphics
PCtype by Modtek, Inc.
IDEA Series by Mentor Graphics Corp.
GEM by Digital Research
Windows by Microsoft Corporation
ARTWORK by West End Film
Molecular CAD Tools by Molecular Design Ltd.
Visual ProChart by Visual Engineering
ChemBase by Molecular Design Ltd.
GEM Draw by Digital Research
Presenter PC by DICOMED Corporation
Windows Draw by Micrografx, Inc.
35mm Express by BPS
In-a-Vision by Micrografx, Inc.
Javelin by Javelin Software Corp.
LaserMaker by LaserMaker Inc.
Windows Filer by Palantir Software

The first desktop publishing system using POSTSCRIPT is introduced.

1985

1986

In one short year, leading software companies have recognized the virtues of POSTSCRIPT *and have introduced hundreds of software programs. This gives you an unbelievable selection of applications. Just take a look at this partial listing.*

It's nearly impossible to show everything POSTSCRIPT *can do. That's because, as far as we can tell, anything you dream up can be done. So whether it's a business report, bar graph, newsletter, or technical illustrations, it's up to you.* POSTSCRIPT *can handle it.*

When we developed POSTSCRIPT, *our theory was to give people a tool with unlimited flexibility. Here is an example of how you can make an ordinary photograph unique by using* POSTSCRIPT.

POSTSCRIPT.
All you need to know about desktop publishing.

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