

Leo Announces A New Generation...



The first generation of LaserMaster™ controllers has been delivering performance printing solutions since 1985. This has made thousands of desktop publishing professionals around the world very happy. Why? Because it has allowed them to become more productive and more creative with their favorite desktop publishing applications, like Ventura Publisher, Aldus PC PageMaker, Z Soft Publishers Paintbrush, Micrografx Designer, and GEM Artline.

The LC2 controller (which was once upon a time known as the CAPCard) was LaserMaster's first brainchild. It made a pretty big splash when it first came on the market, and continues to create waves in the desktop publishing industry. That's because it transforms an ordinary HP LaserJet Series II printer (along with other Brother, Canon, Ricoh and Xerox models) into a superfast, super-flexible dream printer. The LaserMaster LC2 controller installs in any PC/XT/AT or '386 computer, hooks up to your printer, and prints full-page bit-mapped graphics in just 15 seconds! It can scale all Bitstream Fontware outline fonts on-the-fly up to 1200 points, and provides a host of special type effects that you can use within your drawing or layout application.

Now a new generation of LaserMaster controllers has arrived. Designed for use with all GEM, Windows, and Presentation Manager applications, LaserMaster's two new "babies" form a family of controller products that can be used with any PC/XT/AT or '386 computer. Using LaserMaster's proprietary Font Channel Architecture™, these new controllers combine to form a common imaging model for your printer *and* your screen — a PC desktop publishing first!

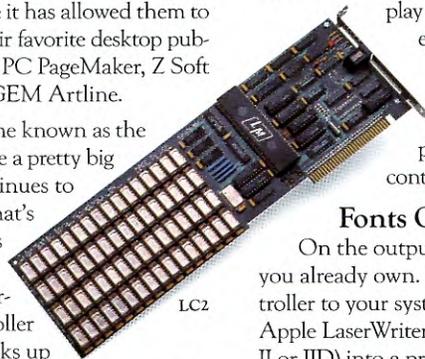
The First True WYSIWYG Display

The all new DPS1 display controller lets you finally see, *on screen*, a true representation of what your printed output will be. Unlike traditional display controllers that use clunky bitmapped fonts, the new generation of GEM and Windows/PM controllers from LaserMaster scales actual font outlines on-the-fly and then maps them precisely, pixel for pixel, to the screen. The new DPS1 display controller actually provides perfect compatibility with PostScript® or LaserMaster controlled printers. It's a desktop typesetter's dream come true.

Fonts On-The-Fly — 600 DPI!

On the output side, you can now have 600 dpi from the laser printer you already own. By adding a LaserMaster LX6 Professional printer controller to your system, you can turn any Canon CX-based printer (like the Apple LaserWriter) or Canon SX-based printer (like the HP LaserJet Series II or IID) into a professional publishing printer, capable of producing near-typeset quality on plain paper — at incredible speeds! That means the LX6 Professional gives you 600 x 300 dpi output of all text and graphics *without* changing your existing 300 x 300 dpi printer. And the LX6 Professional's proven compatibility with GEM and Windows/PM applications assures you that you can use the controller to produce superb printed output at super-fast speeds from all of your favorite applications. Imagine printing full-page text and graphics directly from your application in as little as six seconds.

A new generation is born.



LC2



Introducing Offspring for Perform

Welcome to the DPSI display controller, LaserMaster's revolutionary new breakthrough in display technology.

The chances are that if you are using Ventura, PC PageMaker or other GEM and Windows/PM applications for desktop publishing, you are not just kidding around. You have real work to do with real deadlines that matter. You may have been the first on your block to purchase a PostScript® printer, to gain the advantage of 35 fonts in a wide range of point sizes. Or maybe you already purchased a LaserMaster printer controller to get extra speed, extra fonts, special effects, and great output quality from your printer.

But your display performance doesn't match the capabilities of your printer. Your screen shows "expanded bit mapped" fonts, which are not representative of your PostScript printer or your LaserMaster controller output. You may be printing more production proofs than you want to, just to see how your pages really look. And, unless you have already spent a good sum on an oversize display, you can't even see an entire page on your screen without using a teeny, tiny viewing mode. Which, of course, doesn't help much when you're refining text, or adjusting kerning or line spacing.

In a production mode, you need to *see* what you're doing on screen, as you do it. You need to be able to move quickly around the entire page. You need professional tools at affordable prices. You need a DPSI controller board.

True Fonts

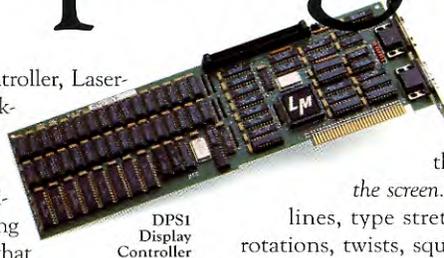
The DPSI scales screen fonts on-the-fly from the same outline data that LaserMaster printer controllers use. Which means super-accurate display in all sizes from 6 to 1200 point. The DPSI comes with 13 standard fonts or an optional 35 font outlines bundled to match those that come with PostScript printers. So when you select Avant Garde, you get Avant Garde on the screen. With Bitstream Fontware support for over 200 additional faces, you can also see true representation of many other faces *on your screen*. Like Cooper Black. Or Goudy. (Just as you see on the actual screen photos shown here.)

True Viewing Modes

The DPSI controller provides true representation with scaled fonts in all viewing modes. Whether in reduced, normal, or enlarged views, fonts are scaled on-the-fly for precision layout on the display.

True Typographic Control

The DPSI controller also gives you true typographic control on your display for perfect compatibility with either your PostScript printer or LaserMaster controller. It lets you actually see leading, pair kerning, inter-word spacing, ligatures, and other typographic refinements right on the screen. No more typesetting blind while

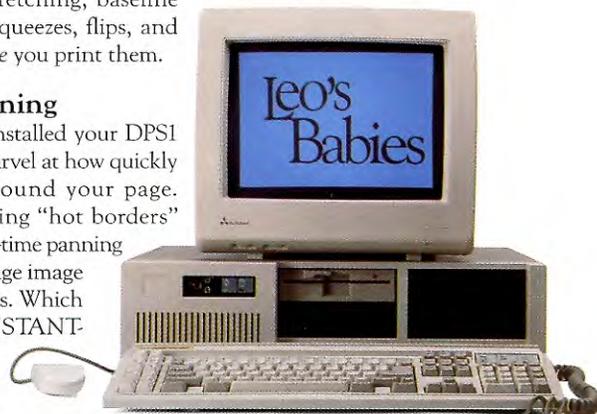


DPSI
Display
Controller

waiting for your proof page to come out of the printer. And if you already use a LaserMaster printer controller, you'll be pleased to know that the DPSI shows all LaserMaster special type effects on the screen. So you can see your special fill patterns, type outlines, type stretching, baseline rotations, twists, squeezes, flips, and mirror images *before* you print them.

Truly Fast Panning

Once you've installed your DPSI controller, you'll marvel at how quickly you can move around your page. Because the amazing "hot borders" feature provides real-time panning around a virtual page image of 1024 x 1024 pixels. Which means you can INSTANTLY move to any point on the virtual page just by scooting your mouse around. (No more dragging on scroll bars just to check out the far corner of your page.) This over-size page image is four times larger than that shown on your EGA or Multisync monitor. It provides a viewing mode as useful as a 19-inch monitor, at a fraction of the cost.



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Truly Advanced Performance

At LaserMaster, we believe that the DPSI goes Beyond Display PostScript™ to provide truly advanced screen performance for all GEM, Windows, and Presentation Manager applications. Unlike the Adobe PostScript solution, which requires expensive hardware and SLOW ASCII translations of PostScript language commands, the DPSI uses LaserMaster's proprietary Font Channel Architecture™ to get the job done. Font Channel Architecture actually intercepts low-level function calls as they are generated by the graphical windowing environment. This allows the DPSI to bypass the translation and memory management required by the "Display PostScript" scenario, and provides a common imaging model for LaserMaster's screen and printer controllers.

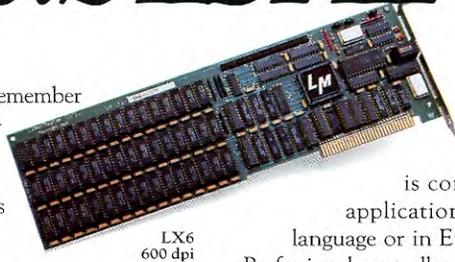
Truly Wonderful Solution

The DPSI controller works with your existing EGA or Multisync monitor. It is easy to install, and is very cost effective. So don't let your monitor play hooky on performance. Install a new generation LaserMaster DPSI display controller today!



Two New Performance Publishing.

LX6 Professional. That's the name to remember for the discriminating desktop publisher. The new name in printer controllers, that is. The all new LX6 Professional includes the features of the ever popular LC2 plus many performance extras.



LX6
600 dpi

Double Your Resolution

Add an LX6 Professional to your HP LaserJet Series II (or to any other Canon-based printer) for 600 x 300 dots per inch resolution. Compatible with GEM and Windows/PM applications, the LX6 delivers enhanced graphic clarity and font sharpness so clean you'll think you are looking at typeset output on plain paper. You'll get print quality so good, you may even stop using that service bureau that's just a couple of courier packs and a few revisions away.

Double Your Speed

When in draft mode at 300 dpi, print "double-buffered" for that long-run job you used to print while you were off to lunch or dinner. Most complex pages of text and graphics require only 6 to 10 seconds per page. This baby's so fast, you may trade in your midnight oil for a night on the town.

Double Sided Printing

The LX6 Professional offers optional double-buffered duplexing software for the HP Series IID or Canon IIR duplexing printers. HP told us it couldn't be done. What a thing to say to our engineers!

Double Your Creativity

Like its predecessor the LC2, the LX6 Professional offers font-based special effects to help you unleash your creative potential. Stretch, squeeze, flip, oblique, rotate, mirror, and twist text, add multiple pattern-fills, outlines, and reverses to create unusual shadow effects or elaborate font-based illusions.

Double Up With Both Babies

LaserMaster's proprietary Font Channel Architecture™ provides screen and printer fidelity even a type snob can appreciate. With the DPS1 display controller teamed up with the LX6 printer controller, you will have the best of both worlds: super-accurate screen representation, super-fast, high-quality printed output, and guaranteed fidelity between screen and printed images. No longer will you have to reprint draft after draft because your printer output is slightly different from the image on your screen.

Double Compatibility to Double Your Value

Of course, the LX6 Professional controller is compatible with both GEM and Windows/PM applications. Plus it can handle files in the PostScript® language or in Encapsulated PostScript format. In short, the LX6 Professional controller provides exceptional value for the quality-conscious publisher. It is far less expensive than comparable 600 dpi plain-paper typesetters like the VariTyper VT600, and it provides a cost-effective alternative for those documents that you are now sending off to PostScript typesetters. (And paying to wait for!)

The LX6 Professional and the DPS1. Two New Babies From LaserMaster's Performance Generation.

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Font Channel Architecture is a new technology and a trademark of LaserMaster Corporation.

Reverse



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Display PostScript Exposed

Dear John,

John, it's been almost a year since your first letter from LaserMaster and still you haven't written! Anyway, how are things going up there on top of the hill? It must be getting tougher and tougher to think clearly at that altitude.

John, about this Display PostScript thing—I know you've been doing a great job talking about it in the trade journals and I wanted to compliment you on that. I guess hanging out with the likes of Steve Jobs will rub off—he sure knows how to party with the press doesn't he! All the while folks like us have to make friends by actually shipping great products that save people time and money. It's more satisfying that way... but I digress...

Once early users discovered that PS stood for Painfully Slow, were they to be fooled a second time when they heard about the *Promised Land* of Display PostScript?

No John, they were not!

Of course, with a *huge* amount of computing power and a *huge* amount of memory, Adobe Display PostScript should achieve at least acceptable performance. But do Today's Users have any intention of changing to a new operating system or of spending thousands of extra dollars on Sun, MicroVax or NeXT monster hardware just so they can get adequate performance from Adobe Display PostScript?

No John, they do not!

In the end, Adobe Display PostScript cannot succeed unless it is supported by hot application software packages running on standardized hardware. In Today's extremely competitive application software marketplace, performance can make the difference between market success and dismal failure. Will Today's Software Developers write applications for a hardware-intensive display system with slug-like response time?

No John, they will not!

The fact is John, Adobe Display PostScript ain't gonna fly in the real work-a-day business world where people use PC's and care about little things like productivity. We're talking about the real business computing world with a larger installed base than the grand total of all other computers and operating systems ever developed. We're talking about PC's, AT's, 386's, DOS, OS/2 and Presentation Manager, not the current heavy-duty hardware environment required for Adobe Display PostScript.

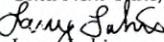
The sides are chosen, John:

We think it's You and Steve, along with the other closed architecture, royalty loving, we-can-hype-anything *Unix Groupies* against the rest of us. The rest of us includes the ranks of Bitstream, Digital Research, MicroSoft and the battalions of '286/'386 software developers. Our arsenal includes the open architecture environments of GEM, Windows and Presentation Manager using optimized device drivers with hardware assist from companies like LaserMaster.

LaserMaster's enhanced command software is called **Direct Display/Printer Interface (DD/PI)** and it's HOT—real HOT. We're talking some serious speed here, John. Ventura Publisher, Aldus PC PageMaker, GEM and Windows users can now have screen and printer fonts that match—really match, refreshed on their screen in real time—with no compromise, high quality, scaled outlined fonts! And in unlimited point sizes, in any rotation, at any obliquing angle, along a user-definable baseline, in a variety of logical modes.

Finally, WYSIWYG isn't just an acronym anymore.

At long last Today's Users have a common imaging model that really works for the display and for the printer. Add an HP LaserJet Series II to a LaserMaster LX6 Professional controller for desktop publishing applications at 600x300 dpi and the fastest laser output on the market. Watch productivity soar! Add a MultiSync monitor to a LaserMaster DPS1 display controller for precise screen images complete with special effects and perfectly formed display fonts in exactly the right size. LaserMaster takes Today's PC users *Beyond* Display PostScript.

Until Next Time,

Larry Lukis
Executive VP, Technology

P.S. We hope you enjoy the 500 lbs. of Slo Poke™ candy treats we sent you. We thought they would make great Adobe party favors at your next press gathering!

Performance Engineering for Desktop Publishing

New Generation GEM & Windows/PM Controllers—If You Hate To Wait!

