

# **Professional Publishing Power Comes to the PC**

**Xerox Desktop Publishing Series:** Ventura Publisher Edition

Sales Proposal Product Catalog

Product Catalog

Sales Proposa

Sales Proposa

Sales Proposal Technical Manue

inical Manual

#### Desktop Publishing Terms

At the heart of the personal computer of Any meanment is a set of shift atmotions in anyone cuttled in the presenting tratage is an are pleasing manmet. The typegrapher's lang

Dispness and clarity a the invasules of good you graphy. These two element are a function of image resolution, point size and typeface. The sys is very sensitive to the spacing of letters and the placement of words on the same

## Measurements

Free and point are two important words, They are the fundamental units of typographic measurement. A pica equals .156050, or about one such, inch. The pica is in turn divided into



12 points. Using these typesetting terms will ease your communication with the professional graphic ans industry.

A standard measure for open space is the em, named for the width of the Mi, which is usually he widest letter in a typeface's character.

> the size of an em is always equal to the current point size. When you're setting a line in 12 point type, an em is 12 points wide.

Related to the em is the en, which is equal to half the width of an em or the width of the letter N. The thin space, is a user-definable unit. disual by half an em. Typographers adjust the space between letters to improve readability. The process, called **kerning** is determined by the schemer

elections publishing through the subjacent leners. In posed by embedding codes within unformatted text. A hypenation and justification program then interprets the codes and makes the line-environ.

#### Because the letter blan

out of lead allow, the vertical space between lines of type on a page is called leading. The minimum leads of the type value deading. The minisue in Gutenberg's day, the blocks that composed a line of type were set tluth against the lines above and belowere lines with against the space between lines values destined, the typographer could add tead in the form of this metal sines packed between the lines of type.

# Computer Publishing

of thoogaph, the terminology remains the lead of Since typographers ho longer manipulate in dividual blocks of lead, leading is measured.

XEROX



# **Xerox Desktop Publishing Series:** Ventura Publisher Edition

# Page and document composition software for **IBM PC/XT/AT and compatibles**

You no longer have to cut and paste, or send your catalogs, publications and manuals to outside production houses. Xerox Desktop Publisher lets you produce documents much faster and easier than conventional labor-intensive methods, with quality that rivals outside print shops. The software quickly and easily integrates text and graphics, including scanned images, to produce finished, typeset-quality publications from standard word processing, spreadsheet and graphics programs. If you don't have typographic and layout skills, a wide selection of predesigned layouts help you automatically format typical business and technical documents. If you're a skilled user, you can create layouts with the system's extensive format specification facilities. The system includes a built-in text editing function. Finished documents can be printed on standard dot-matrix, laser and color ink-jet printers, or they can be output to phototypesetters.

#### Input

□ Accepts text from and stores text (and formatting information) back to standard word processors:

Microsoft Word	Wordperfect	Windows Write
Multimate	Wordstar	Xerox Writer
Any word processor	or other program that gen	nerates a standard
ASCII file		

□ Files from different word processors can be mixed in same document

□ Accepts graphics generated by:	
Autocad	PC Paintbrush, GEM Paint
GEM Draw, GEM Graph	CAD DXF files
Lotus 1-2-3, Symphony	Microtek, Dest image scanners
Mentor Graphics CAD	

#### **Document Format**

- □ Single or multiple columns (up to eight per frame/page)
- □ Automatic text flow across pages
- Columns can be unequal width
- Left and right pages can be formatted separately
- □ Vertical rules between columns, plus two vertical rules per frame
- Portrait or landscape format
- □ Ruling lines (up to three) of different widths above, below or around each frame
- □ Eight colors available for text and ruling lines
- Document content:
  - Multiple, non-contiguous articles or chapters per document
  - Up to 150K bytes of text per article or chapter in a 640K system; 40 bytes of text in a 512K system
  - Up to 64 articles or chapters can be chained together when printing

#### **Format Control**

□ Style sheets provided control document format. They can be modified or new ones created. Style sheets control:

Typeface and font	Page, line or column breaks
Margins and columns	Large first letter of paragraph
Text alignment within column	Automatic bullets
Hyphenation and justification	Tabs (left, center, right, decimal)
First line indent/outdent	Horizontal ruling lines and boxes
Line-to-line spacing	Portrait/landscape, paper size
Paragraph spacing	Widows and orphans
Temporary margins	
Advanced typographic controls:	

Leading	Word spacing	Leadered tabs
Dropped caps	Kerning	Vertical tabs

#### **Page Control**

□ Automatic headers/footers

- Separate headers/footers for left and right pages Left, center, right aligned text in each header, two lines each Automatic page numbering and section headings in header or footer □ Page numbers in Arabic, upper/lower case Roman, upper/lower case
- letters, numbers spelled out
- □ Page counter 1-9999
- □ Automatic footnotes at bottom of page
- Automatic footnote numbering, numbers or symbols
- □ Automatic section numbering up to eight levels
- Automatic column balancing on last page of article or chapter
- Chapter headings forced to same page as first paragraph of chapter
- □ Automatic table of contents generation from paragraph tags
- □ Automatic index generation from index entries

# **Editing Text/Graphics**

- □ Built-in text editing function
- □ Real-time reformatting during editing
- Text insert or delete at any point
- Blocks of text can be deleted, moved or copied (cut, copy, paste) Any letter, word or group of words can be changed to:
- Boldface Subscript All upper case All initial caps Superscript Italic Underline Any available font Small caps Strikethrough All lower case
- Text can be wrapped around irregular graphics
- □ Any graphic (or text file) can be repeated automatically throughout the document or on selected pages
- Graphics can be scaled to fit graphic frame or maintain aspect ration
- Graphics can be enlarged, reduced, cropped
- Captions can be placed anywhere around frame and can be tagged for figure/table numbering
- □ Rules can appear above, below or around each caption

## **Graphic Drawing**

□ Built-in drawing capability for tables, call-outs, forms; includes lines, boxes, circles and caption boxes

#### **User Interface**

- □ Full WYSIWYG display on standard PC screen; document/page views include 100% (normal size), 200% (enlarged view), 50% (reduced view) and facing pages, with or without Greeked text
- Drop-down screen menus
- Mouse selection and moving of graphics and text
- □ Rulers and columns guides on screen
- Control keys provide shortcuts
- □ Hide/show picture

#### Printing

- □ Single- or double-sided printing, left or right page start
- Supports 51/2 x 81/2, 81/2 x 11, 81/2 x 14, 11 x 17, A4 and B5 sheet sizes
- Collating and printing-order control; print all, current or selected pages
- Up to five printers can be installed
- Fonts supplied for each printer supported:
- Xerox 4045 Laser Printer
- Xerox 4020 Color Ink Jet Printer
- Epson MX-80, FX-80
- **IBM** Proprinter
- HP LaserJet
- HP LaserJet Plus

JLaser

Apple Laserwriter (or other Postscript page printer or typesetter) Additional faces/sizes can be accessed using utilities supplied

#### System Requirements

Standard IBM PC/XT/AT or compatible, running PC/MS-DOS version 2.1 or above, 512K memory (minimum)

- Rigid disk 10 Mb (minimum)
- Graphics card (and appropriate display):
- Compaq color card
  - Hercules monochrome graphics card
  - IBM color card

IBM enhanced graphics adapter (can display color)

- Xerox C/GA (600x400 16 color)
- MDS Genius full page display
- Wyse WY-700 display
- Xerox 6065 color display

Xerox 6065/ATT 6300/Olivetti M24 640x400 monochrome display

Xerox full page display

Mouse: Microsoft (bus or serial mouse)

Mouse systems Summagraphics Torrington (Microage) Logitek Xerox

Xerox Corporation 101 Continental Boulevard El Segundo, Californika 90245

Xerox<sup>®</sup> is a trademark of Xerox Corporation. Ventura Publisher<sup>®</sup> is a trademark of Ventura Software, Inc

IBM<sup>®</sup> is a trademark of International Business Machines Corporation. Product appearance and/or specifications subject to change without notice. Printed in U.S.A. 8/86 (200M) 610P50858