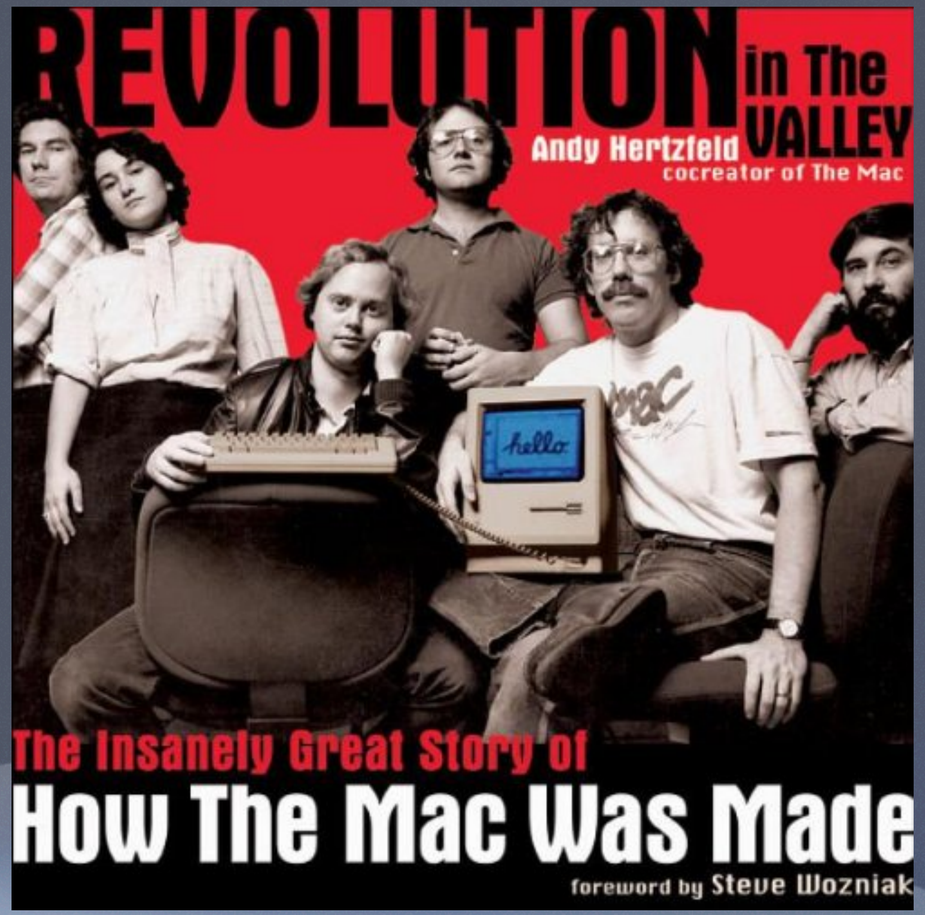
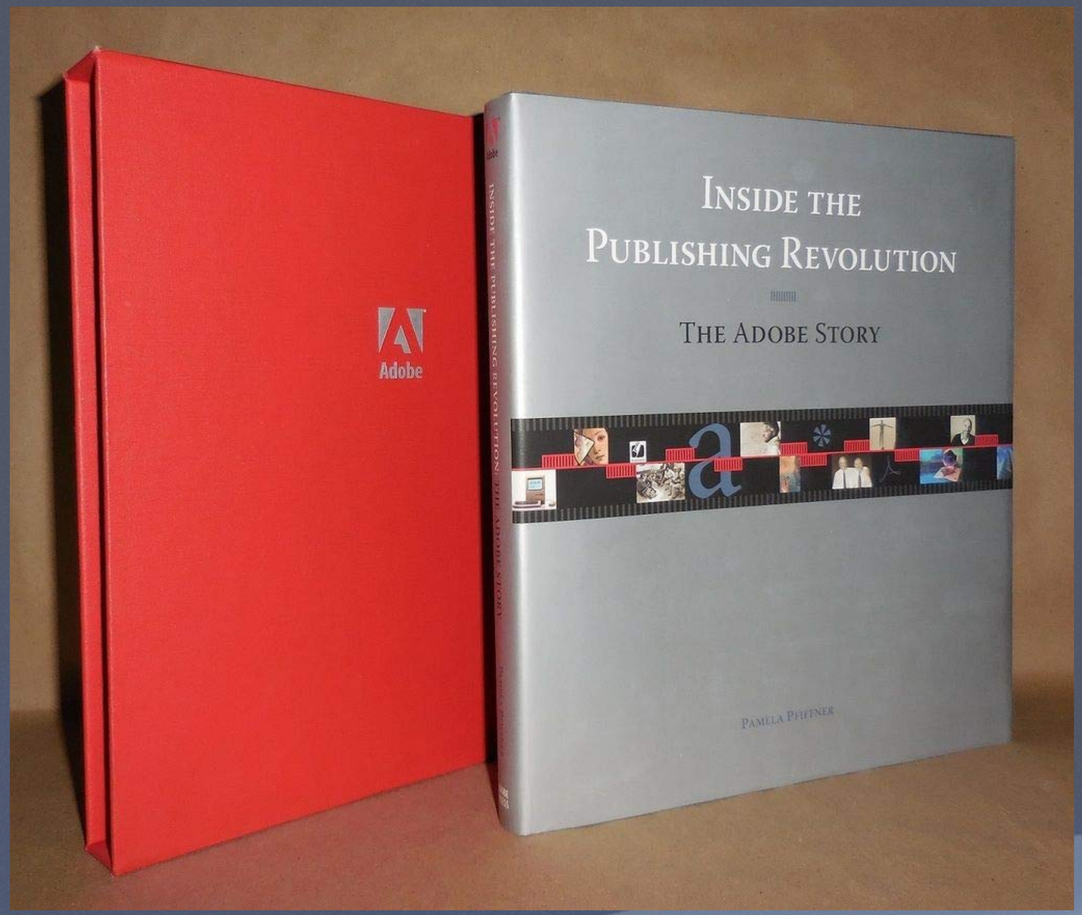
Four Key Technologies that Enabled the

Desktop Publishing Revolution


REVOLUTION in The VALLEY
Andy Hertzfeld
cocreator of The Mac
hello
The Insanely Great Story of
How The Mac Was Made
foreword by Steve Wozniak


Adobe
INSIDE THE PUBLISHING REVOLUTION
THE ADOBE STORY
PAMELA PFIFFNER

Esc
Del
Reset
Ctrl
Usa i tasti SHIFT e CAPS LOCK per
rispondere A-OK! alla seguente domanda.
Che cosa dicono gli astronauti?
La risposta esatta è A-OK!
Torna indietro e prova ancora.
DRIVE 1
DRIVE 2
disk II
disk II
apple

ImageWriter II

EVAPORATING WATER WITH
DIFFERENT INGREDIENTS
QUESTION
HYPOTHESIS
EXPERIMENT
RESULTS
GRAPH

DIFFERENT ING

QUESTION

HYPOTHESIS

EVAPO
DIFFER

Macintosh SE

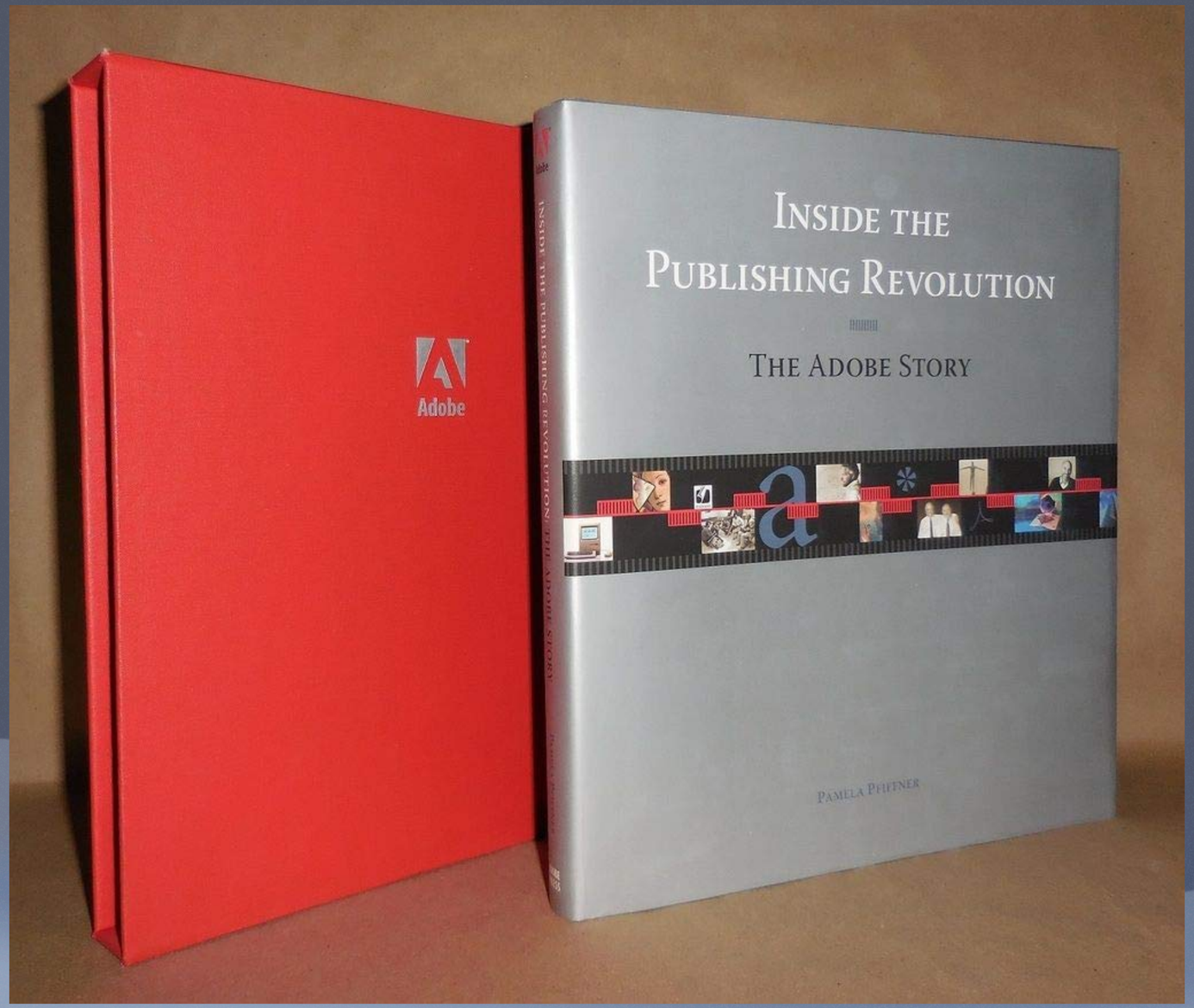
What do we do on this floor? Read Tool Talk
Tool Talk
Tool Talk
Tool Talk
Tool Talk
Tool Talk
Tool Talk

Apple Computer, Inc.
1-6 Infinite Loop
INFINITE LOOP

Four Key Technologies That Enabled the

Desktop Publishing Revolution

- **The Macintosh** (1984)
- **Adobe PostScript** (1982)
- **Apple LaserWriter** (1985)
- **Aldus PageMaker** (1985)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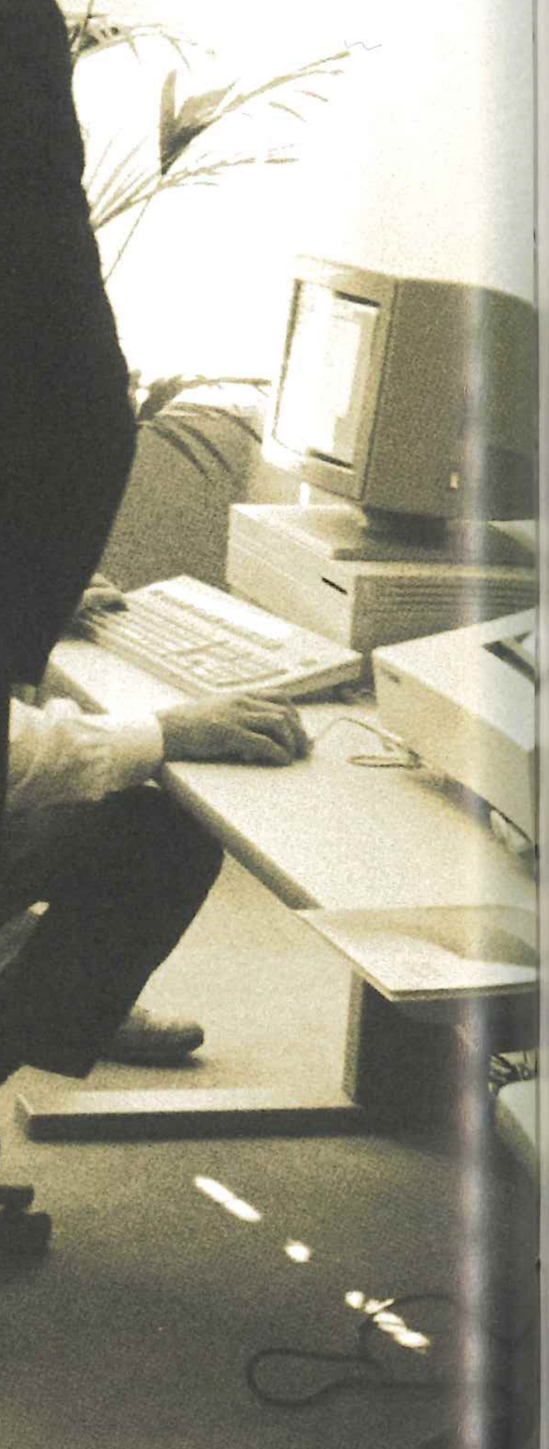
"All these technologies were converging. Had we been able to plan this, something would be wrong with the cosmos."

— John Warnock

Sparking the Revolution

When three upstart companies—Adobe Systems, Aldus Corporation, and Apple Computer—joined forces to create desktop publishing in 1985, shockwaves rumbled through the publishing world. Thanks to the combination of the Apple Macintosh, Aldus PageMaker, and the Adobe PostScript-equipped LaserWriter, publishing was liberated from the confines of proprietary typesetting and printing systems. Committed to advancing PostScript as an open standard, Adobe licensed PostScript to a broad spectrum of printer manufacturers in North America and abroad, particularly in Japan. The company also developed a robust digital font business that in turn inspired a typographic renaissance. But by the end of the decade, the backlash that had been brewing against Adobe boiled over, testing the company's mettle and ultimately forging another era of innovation for Adobe and the publishing business.



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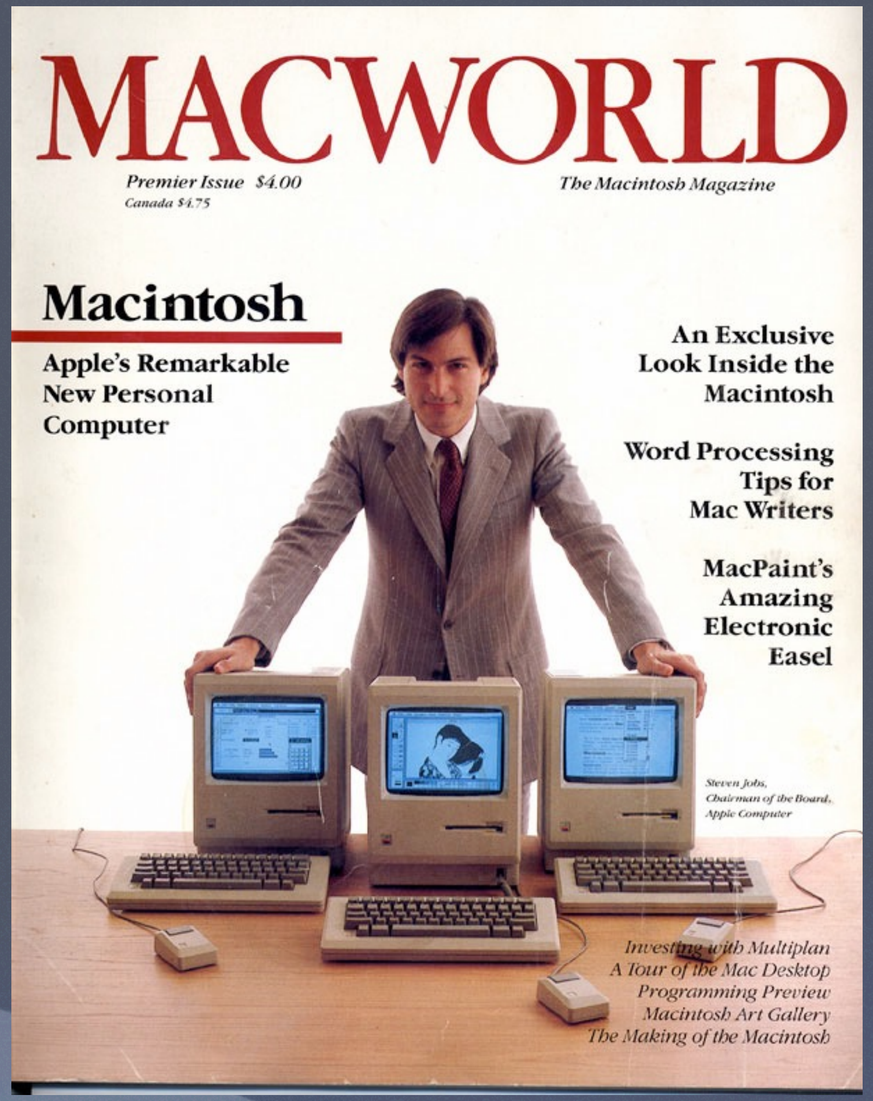
The Macintosh

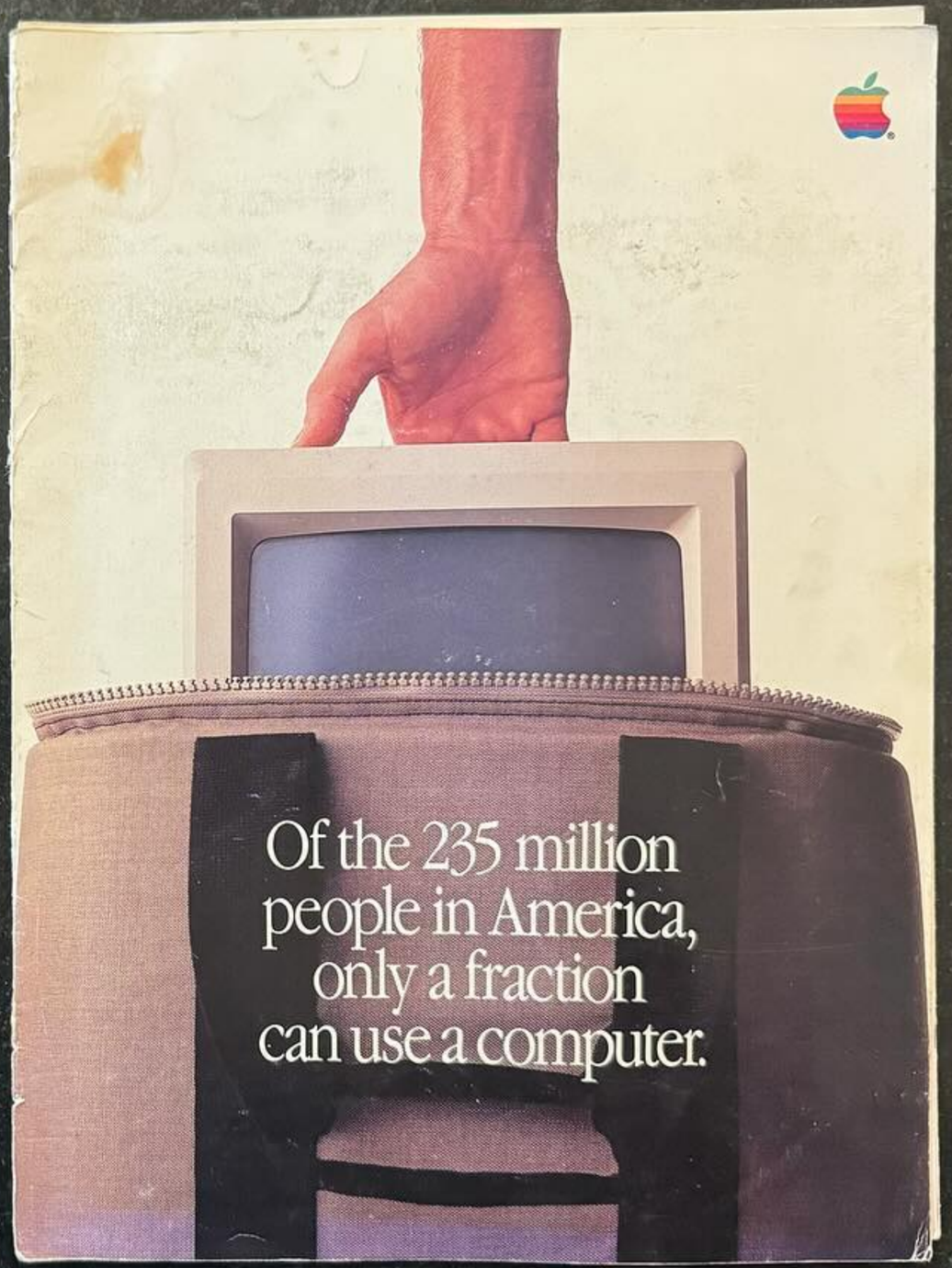


First Edition of MacWorld

Macintosh Intro Event

Watch the video »

Apple’s 1984 Commercial


Of the 235 million
people in America,
only a fraction
can use a computer.

Introducing Macintosh.
For the rest of us.

In the olden days, before 1984, not very many people used computers, for a very good reason.

Not very many people knew how.

And not very many people wanted to learn.

After all, in those days, it meant listening to your stomach growl through computer seminars. Falling asleep over computer manuals. And staying awake nights to memorize commands so complicated you'd have to be a computer to understand them.

Then, on a particularly bright day in Cupertino, California, some particularly bright engineers had a particularly bright idea: since computers are so smart, wouldn't it make more sense to teach computers about people, instead of teaching people about computers?

So it was that those very engineers worked long days and nights, and a few legal holidays, teaching tiny silicon chips all about people. How they make mistakes and change their minds. How they refer to file folders and save old phone numbers. How they labor for their livelihoods, and doodle in their spare time.

For the first time in recorded computer history, hardware engineers actually talked to software engineers in moderate tones of voice, and both were united by a common goal: to build the most powerful, most transportable, most flexible, most versatile computer not-very-much-money could buy.

And when the engineers were finally finished, they introduced us to a personal computer so personable it can practically shake hands.

And so easy to use most people already know how.

They didn't call it the QZ190, or the Zipchip 5000.

They called it Macintosh.™

And now we'd like to introduce it to you.

If you can point, you can use a Macintosh.

You do it at baseball games. At the counter in grocery stores. And every time you let your fingers do the walking.

By now, you should be pretty good at pointing.

And having mastered the oldest known method of making yourself understood, you've also mastered using the most sophisticated personal computer yet developed.

Macintosh. Designed on the simple premise that a computer is a lot more useful if it's easy to use.

So, first of all, we made the screen layout resemble a desktop, displaying pictures of objects you'll have no trouble recognizing. File folders. Clipboards. Even a trash can.

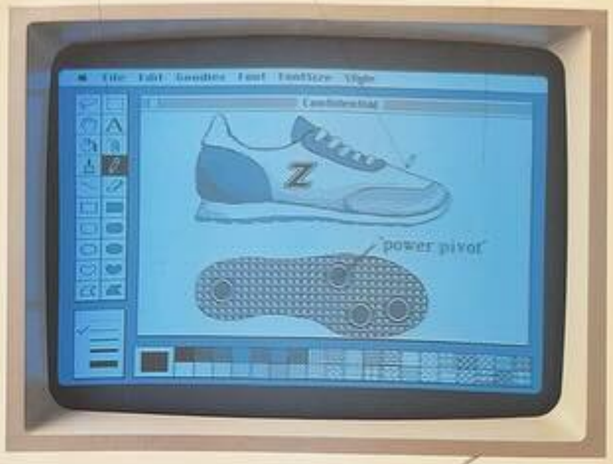
Then, we developed a natural way for you to pick up, hold and move these objects around.

We put a pointer on the screen, and attached the pointer to a small, rolling box called a "mouse." The mouse fits in your hand, and as you move the mouse around on your desktop, you move the pointer on the screen.

To tell a Macintosh personal computer what you want to do, you simply move the mouse until you're pointing to the object or function you want. Then click the button on top of the mouse, and you instantly begin working with that object. Open a file folder. Review the papers inside. Read a memo. Use a calculator. And so on.

And whether you're working with numbers, words or even pictures, Macintosh works the same basic way. In other words, once you've learned to use one Macintosh program, you've learned to use them all.

If Macintosh seems extraordinarily simple, it's probably because conventional computers are extraordinarily complicated.



Point.Click.

To tell Macintosh what you want to do, all you have to do is point and click.

You move the pointer on the screen by moving the mouse on your desktop. When you get to the item you want to use, click once, and you've selected that item to work with.

In this case, the pointer appears as the pencil you've selected to put some finishing touches on an illustration you'd like to include in a memo.

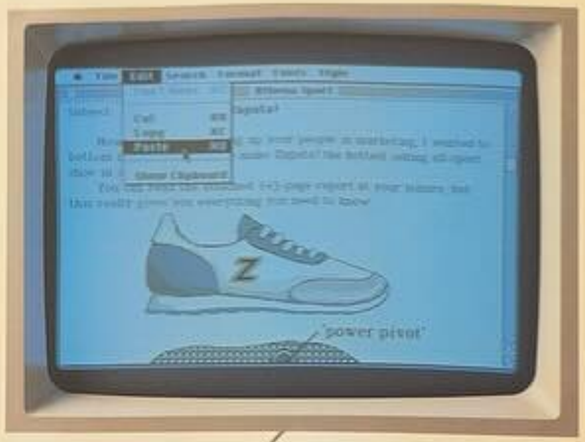
Cut.

Once you've completed your illustration, you need to cut it out of the document you created it in, so that you can put it into the word processing program you need to write your memo.

To do this, you simply use the mouse to draw a rectangle around the illustration, which tells Macintosh what you want to cut.

Then you move the pointer to the top of the screen where it says "Edit." Hold the mouse button down and you will see a list, or "pull-down menu," of the editing commands available. Then pull the pointer down this menu and point to the command "Cut," highlighted by a black bar.

Release the mouse button and, zap, it's done.



Paste.

And now, to finish your memo. Bring up MacWrite,® Macintosh's word processing program. Just pick a place for your illustration.

In the meantime, your illustration has been conveniently stored in another part of Macintosh's memory.

To paste the illustration into your memo, move the mouse pointer once again to the Edit menu at the top of the screen and hold the mouse button down.

This time, you pull the pointer down until "Paste" is highlighted. Release the mouse button and, once again, zap.

And Print.

You tell a Macintosh personal computer to print the same way you tell it to do everything else. And, provided you have a printer, you'll immediately see your work in print.

All your work. Nothing but your work. Because with Macintosh's companion printer, ImageWriter, you can print out everything you can put on a Macintosh's screen.

An ordinary personal computer makes Macintosh even easier to understand.

Every few years computers are introduced that establish new standards for the industry. In 1977 we had the Apple II. In 1981 the IBM PC.

Over the past three years the technology has advanced so rapidly that the distance between Macintosh and current generation personal computers is dramatic. See for yourself.

We're going to compare five of the most typical functions a computer performs, screen-to-screen, to show you the difference between doing them on an IBM PC and doing them on a Macintosh.

Take word processing, for example.

Any computer worth its weight in silicon does an adequate job of shuffling words. Provided, of course, you've memorized the "control QA" command to make it happen. And the IBM PC is no exception.

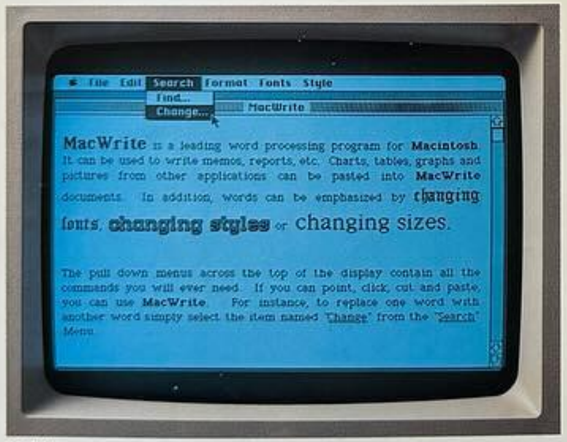
Macintosh, on the other hand, is quite an exception.

Using Macintosh's word processing program, MacWrite, anything and everything you might want to do with words can be done with a point-and-click of the mouse.

MacWrite not only shuffles words, it can shuffle them in several different type styles and sizes (not to mention boldface, italics and underlining). So you can create documents that look like they came from a typesetter, not a computer. For your foreign correspondence or scientific documents, the Macintosh keyboard gives you 217 characters, including accented letters and mathematical symbols.

But what really separates Macintosh from the blue suits is its extraordinary ability to mix text with graphics. You can actually illustrate your words, memos and letters with tables, charts, and free hand illustrations composed on other graphics programs. All by cutting and pasting with the mouse.

Word processing before Macintosh.



MacWrite.

Product comparisons were made using a standard configuration Macintosh and a standard configuration IBM-PC (5150 2 drive unit with 256K Bytes RAM, 5151 Monochrome Display). November 5, 1983.

That capability alone makes Macintosh its very own form of communication. A new medium that allows you to supplement the power of the written word with the clarity of illustrations. In other words, if you can't make your point with a Macintosh, you may not have a point to make.

Actually, the difference between Macintosh and the IBM PC becomes obvious the minute you turn both of them on.

The two screens below show you how each of them greets you.

File listings before Macintosh.

Macintosh's Finder.

Notice the IBM presents you with a laundry list of files available for accessing. And multiple steps are required to "get at" the particular file you choose to work with.

Macintosh, on the other hand, shows you pictures of everything you've saved (charts, graphs, illustrations and documents), pretty much the same way you'd see them arranged on your desktop.

Even comparing a program as commonplace as the electronic spreadsheet clearly shows you that Macintosh is anything but commonplace.

Spreadsheets before Macintosh.

Microsoft's Multiplan for Macintosh.

Microsoft's Multiplan™ for Macintosh, designed to take full advantage of Macintosh's built-in Lisa Technology, replaces clumsy cursor keys with the point-and-click of the mouse.

Let's say you want to change the width of a column in your spreadsheet. With the IBM PC, that's a 4-key command sequence. On Macintosh, you simply use the pointer to widen the column, and click.

Naturally, Multiplan also allows you access to all of Macintosh's built-in desk accessories. So should you need to make a few quick computations before entering new spreadsheet figures, you can use the built-in desk calculator, for example.

Business graphics before Macintosh.

Microsoft's Chart for Macintosh.

When it comes to business graphics, in all fairness, IBM has pie and bar charts to spare. Provided you can spare the additional cost to add a special card and separate color monitor required to make use of them.

When you compare the actual unit you purchase initially with our Macintosh, the IBM PC not only comes up short a few pie charts, it draws a complete blank.

Macintosh uses this business graphics program, Microsoft™ Chart, to turn numbers nobody understands into charts and graphs that everybody understands.

Terminal emulation before Macintosh.

MacTerminal.

With it, you can "cut" numbers you want charted from another Macintosh program and "paste" them directly into Chart. Just choose the style of chart you want from a pull-down "gallery" of pie and bar charts, line and scatter graphs.

Again, it all happens with a click of the mouse. So you can change your chart as quickly as you can change your mind. Maybe faster.

There is one thing that the IBM PC manages to do as well as Macintosh: IBM 3278 terminal emulation — so you can communicate with heftier IBM's.

What makes Macintosh tick. And, someday, talk.

Macintosh has a lot in common with that most uncommon computer, the Lisa™ personal office system.

Its brain is the same blindingly fast 32-bit MC68000 microprocessor — far more powerful than the 16-bit 8008 found in current generation computers.

16-bit 8088 microprocessor.

Macintosh's 32-bit microprocessor.

Small footprint.

Macintosh is one third the size and volume of the IBM PC.

Its heart is the same Lisa Technology of windows, icons, pull-down menus, software integration and mouse commands.

And, thanks to its size, if you can't bring the problem to a Macintosh, you can always bring a Macintosh to the problem. (Macintosh actually weighs 9 pounds less than the most popular "portable.")

Another miracle of miniaturization is Macintosh's built-in 3½" disk drive.

Standard 5¼" floppy disk.

Its 3½" disks (400K) store more than conventional 5¼" floppies. So while they're big enough to hold a desk-full of work, they're small enough to fit in a shirt pocket.

Macintosh's 400K 3½" disk.

And speaking of talking, Macintosh has a built-in polyphonic sound generator capable of producing high-quality human speech or music.

On the back of the machine, you'll find built-in high-speed RS-232 and RS-422 AppleBus/serial communications ports. Which means you can connect printers, modems and other peripherals without adding $150 cards.

It also means that Macintosh is ready to hook in to a local area network. (With AppleBus, you can interconnect up to 16 different Apple computers and peripherals.)

Should you wish to double Macintosh's storage with an external disk drive, you can do so without paying extra for a disk controller card — that connector's built-in, too.

And, of course, there's a built-in connector for Macintosh's mouse, a feature that costs up to $300 on computers that can't even run mouse-controlled software.

But the real genius of Macintosh isn't its serial ports or its polyphonic sound generator.

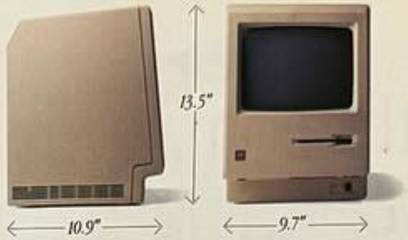
The real genius is that you don't have to be a genius to use a Macintosh.

You just have to be smart enough to buy one.

The Mouse itself. Replaced typed-in computer commands with a form of communication you already understand — pointing.

Some mice have two buttons. Macintosh has one. So it's extremely difficult to push the wrong button.

The inside story — a rotating ball and optical sensors translate movements of the mouse to Macintosh's screen pointer with pin-point accuracy.



Mouse connector. *External disk drive connector.* *Polyphonic sound port.*

RS232, RS422, AppleBus serial communications ports for printers, modems and other peripherals.

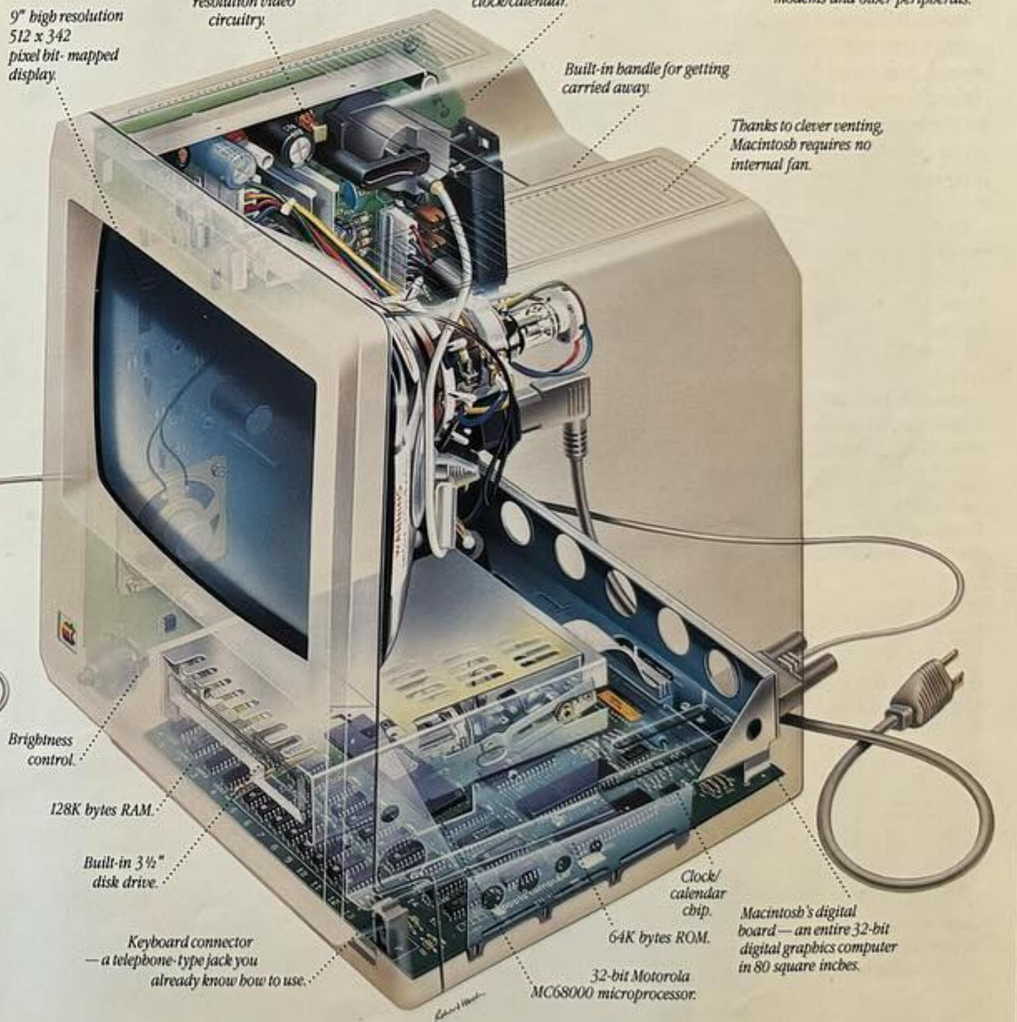
Ultra compact, switching-type power supply and high resolution video circuitry.

Battery for Macintosh's built-in clock/calendar.

9" high resolution 512 x 342 pixel bit-mapped display.

Built-in handle for getting carried away.

Thanks to clever venting, Macintosh requires no internal fan.



Brightness control.

128K bytes RAM.

Built-in 3½" disk drive.

Keyboard connector — a telephone-type jack you already know how to use.

32-bit Motorola MC68000 microprocessor.

64K bytes ROM.

Clock/calendar chip.

Macintosh's digital board — an entire 32-bit digital graphics computer in 80 square inches.

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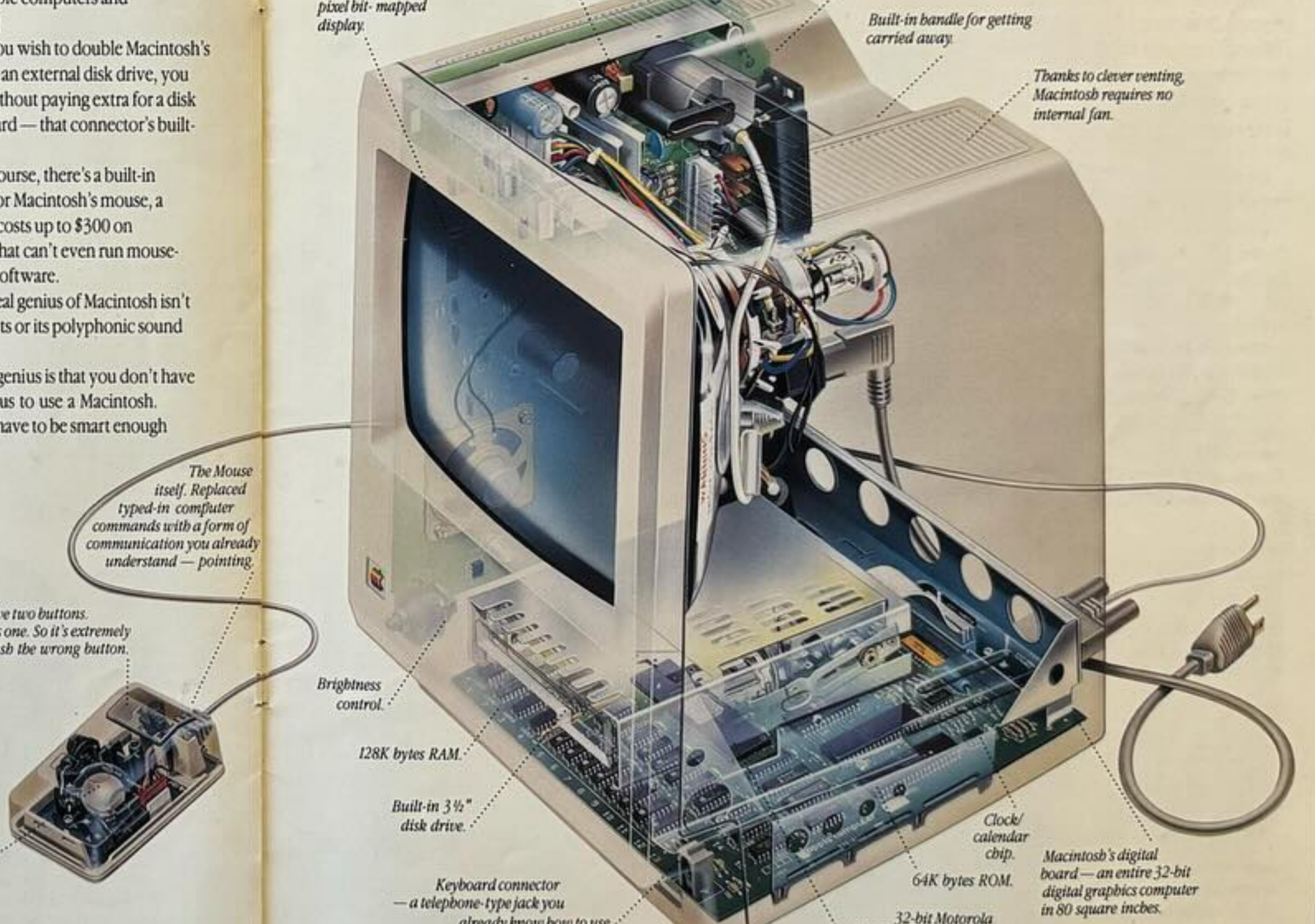


And here's where ordinary personal computers draw a blank.

You've just seen some of the logic, the technology, the engineering genius and the software wizardry that separates Macintosh from conventional computers.

Now, we'd like to show you some of the magic.

First, there's MacPaint. A program that transforms Macintosh into a combination architect's drafting table, artist's easel and illustrator's sketch pad.

With MacPaint, for the first time in computer history, a personal computer can produce virtually any image the human hand can create. Because the mouse *allows* the human hand to create it.

MacPaint gives you total freedom to doodle. To cross-hatch. To spray paint. To fill in. To erase.

And even if you're not a terrific artist, MacPaint includes tools for designing everything from office forms to technical illustrations. Plus type styles to create captions, labels and headlines.

So you can have custom-designed graphics without hiring a design studio. Make your presentations more presentable by enlarging MacPaint illustrations or making transparencies for overhead projection. Or clarify a memo or report by "cutting out" your illustration and "pasting" it into your text.

What MacPaint does for helping you visualize your wildest imaginings, MacProject does for helping you visualize the unforeseen.

MacPaint produces virtually any image the human hand can create.

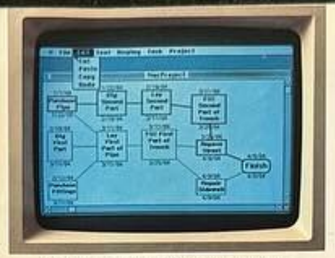
You simply enter all the tasks and resources involved in a project — whether it's opening a new office or producing a brochure — and MacProject will chart the "critical path" to completion, calculating dates and deadlines. If there's a single change in any phase of the project, it will automatically recalculate every phase.

So with MacProject, you can generate business plans and status reports that reflect the realities of the job, not the limitations of your computer.

But more important than the practical benefits, programs like MacPaint and MacProject represent the very tangible difference an attitude can make. An attitude that the only thing limiting what a computer can do is the imagination of the people creating it.

Not just the engineers who design it, but software developers like Lotus® Development Corporation, currently developing a Macintosh version of their 1-2-3™ program and Software Publishing Corporation with a new PFS:® filing program as easy to use as the Macintosh it was designed for. And Microsoft, with productivity tools like Multiplan, and Microsoft Chart, File, and Word.

If Macintosh has an extraordinary future ahead of it, it's because of the extraordinary people behind it.



MacProject does for project management what VisiCalc® did for spreadsheets.

With Macintosh's unlimited graphics, there'll be no limit to the games it can play.

If you don't see a typeface you like here, Macintosh lets you design your own.

"Macintosh is much more natural, intuitive and in line with how people think and work...This is going to change the way people think about personal computers. Macintosh sets a whole new standard, and we want our products to take advantage of this."

***Mitch Kapor**, President, & Chairman of the Board, Lotus Development Corporation.*

"To create a new standard takes something that's not just a little bit different. It takes something that's really new, and captures people's imaginations. Macintosh meets that standard."

***Bill Gates**, Chairman of the Board & CEO, Microsoft Corporation.*

"...If you were to put machine X on the table and a Macintosh on the table beside it, and then put PFS: software on both machines...like a taste test...we think Macintosh's benefits would be pretty obvious."

***Fred Gibbons**, President, Software Publishing Corporation.*

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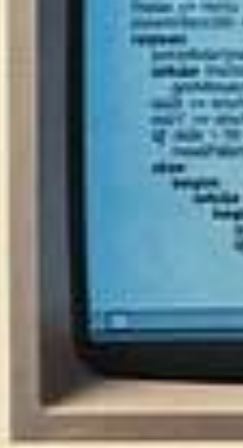

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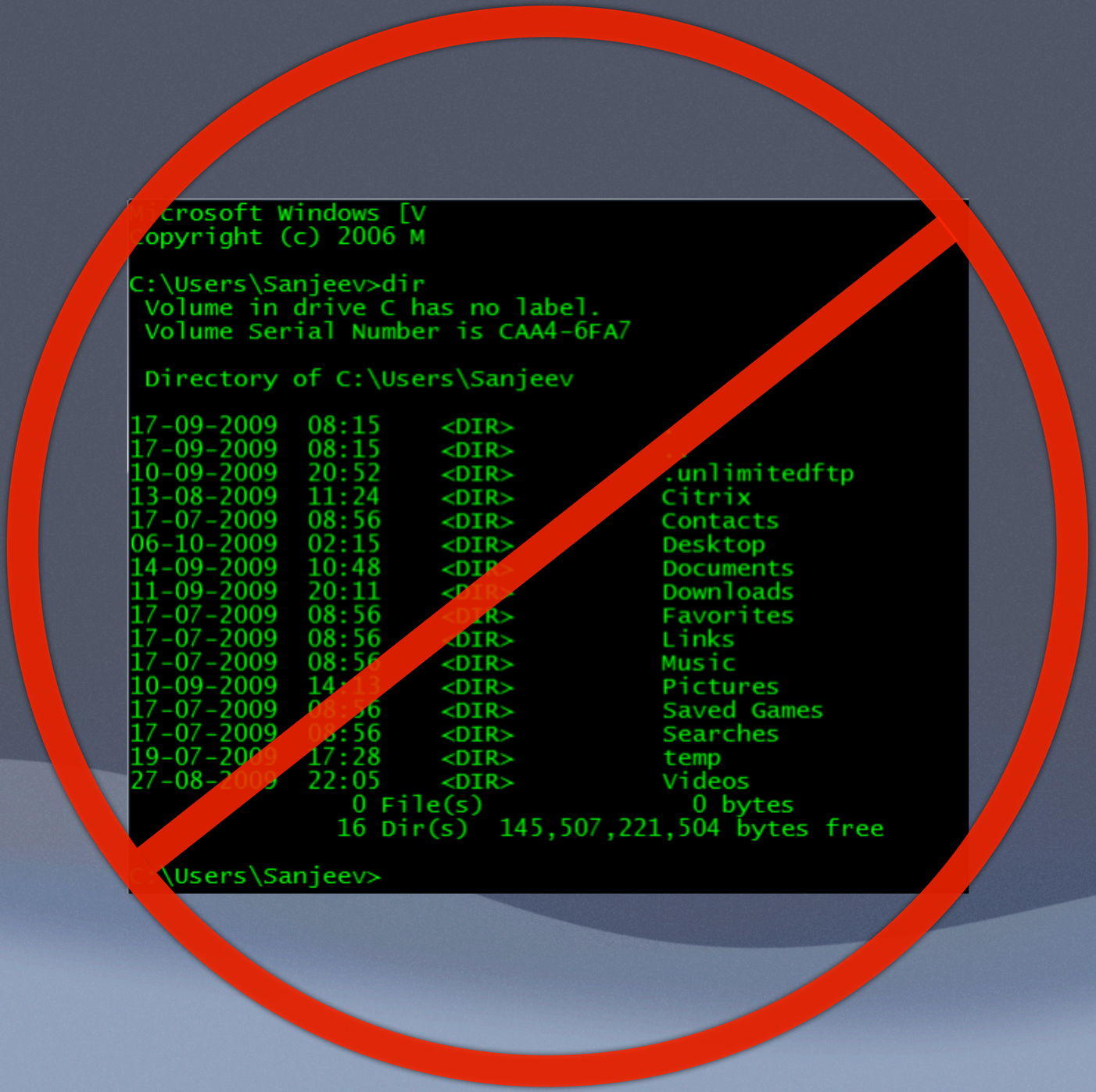
GUI

Graphic User Interface


Microsoft Windows [V
Copyright (c) 2006 M
C:\Users\Sanjeev>dir
Volume in drive C has no label.
Volume Serial Number is CAA4-6FA7
Directory of C:\Users\Sanjeev
17-09-2009 08:15 <DIR> .
17-09-2009 08:15 <DIR> ..
10-09-2009 20:52 <DIR> .unlimitedftp
13-08-2009 11:24 <DIR> Citrix
17-07-2009 08:56 <DIR> Contacts
06-10-2009 02:15 <DIR> Desktop
14-09-2009 10:48 <DIR> Documents
11-09-2009 20:11 <DIR> Downloads
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19-07-2009 17:28 <DIR> temp
27-08-2009 22:05 <DIR> Videos
0 File(s) 0 bytes
16 Dir(s) 145,507,221,504 bytes free
C:\Users\Sanjeev>

File Edit View Label Special 1:58 AM

About This Macintosh

Macintosh

System Software 7.5.5

© Apple Computer, Inc. 1983-1995

Total Memory : 4,096K Largest Unused Block : 2,581K

04K

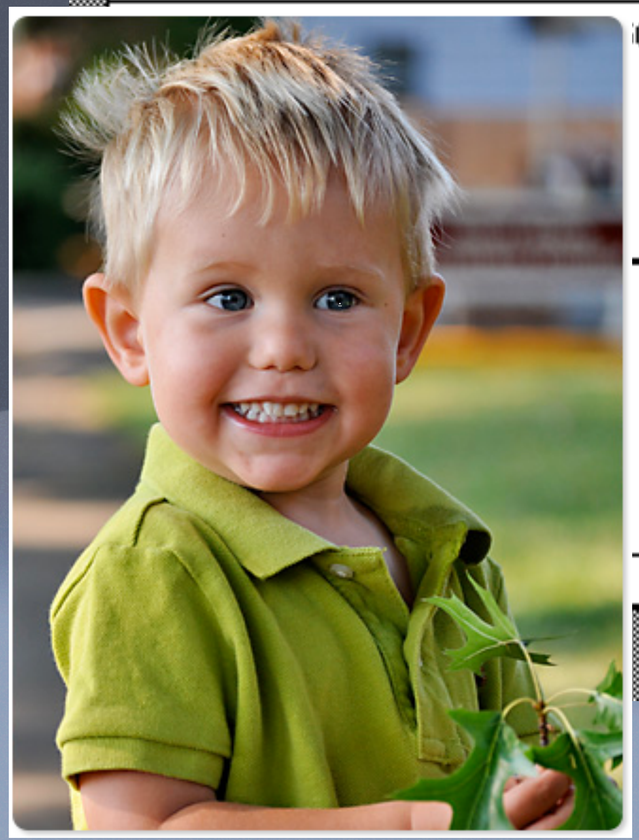
untitled

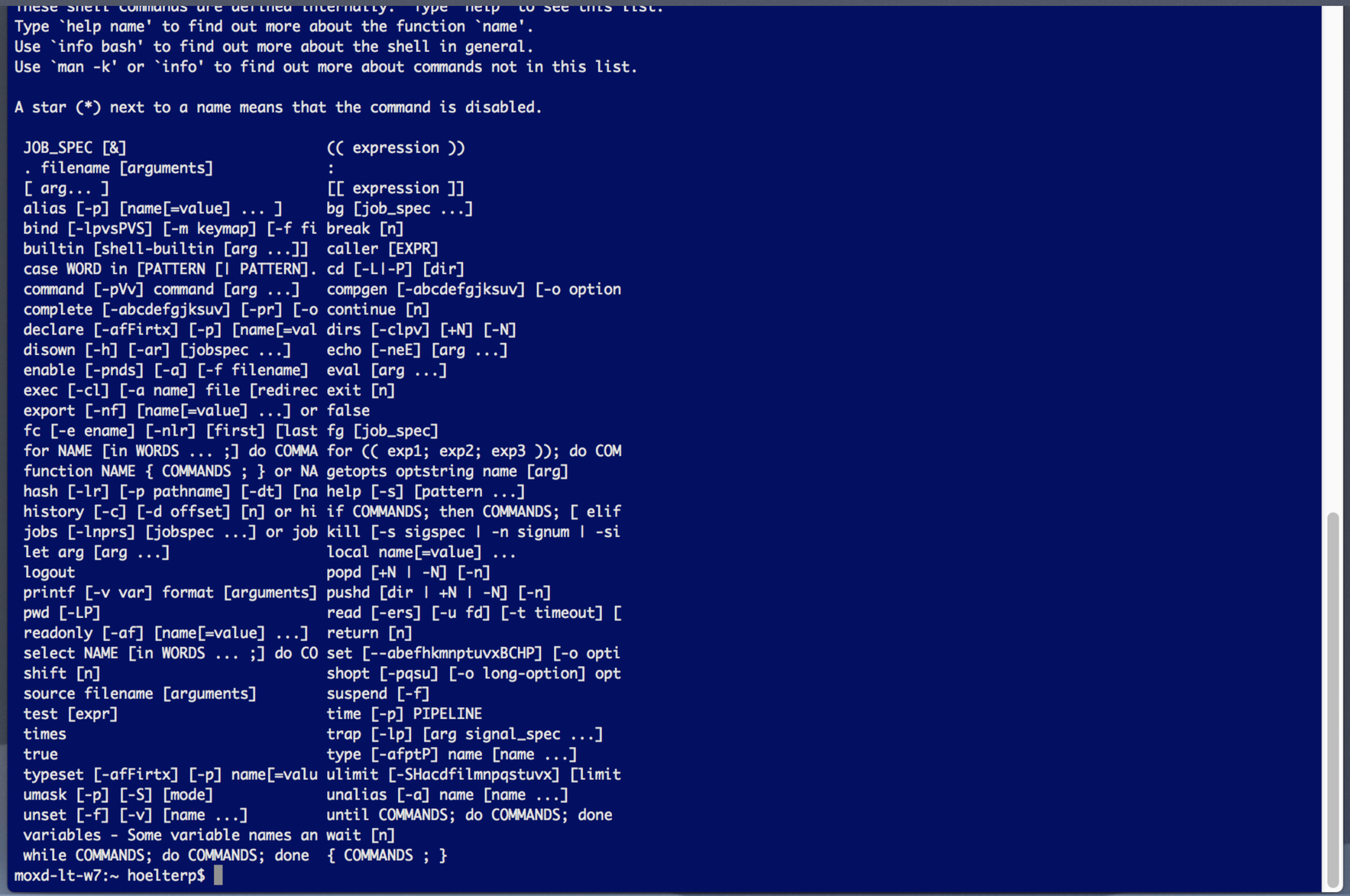
available

Apple Extras SimpleText

System Folder System Update Information

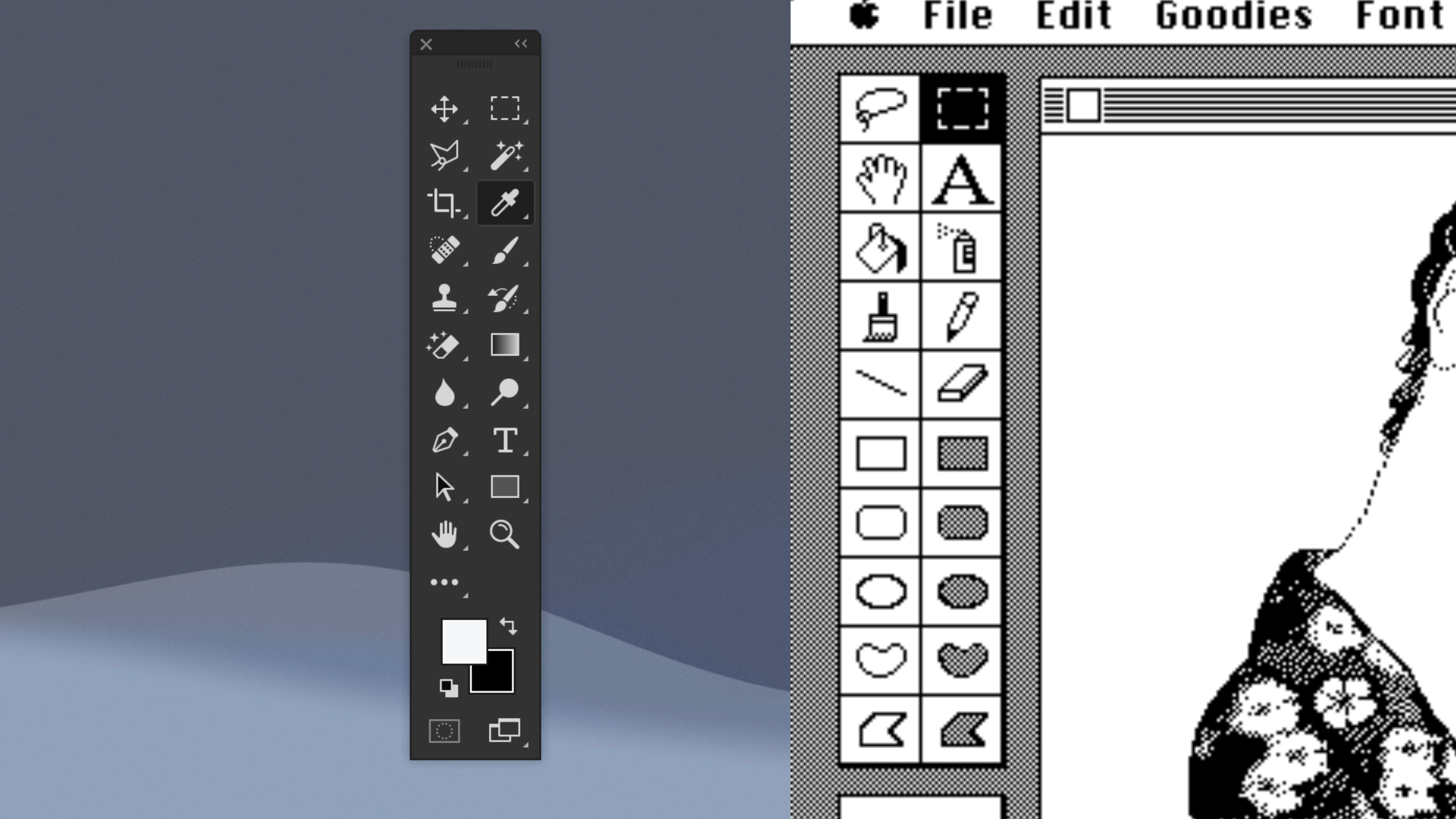
Trash





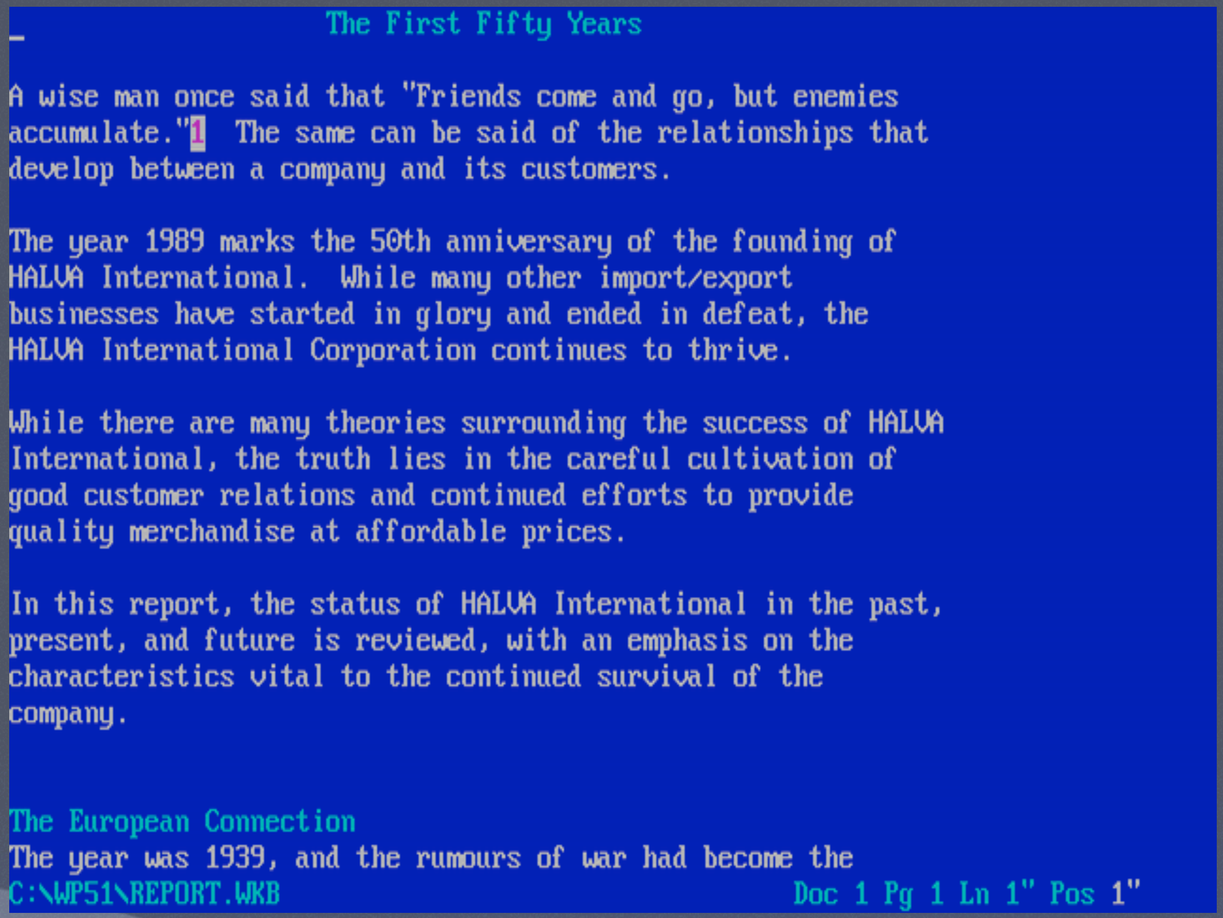
macOS is based on UNIX

MacPaint

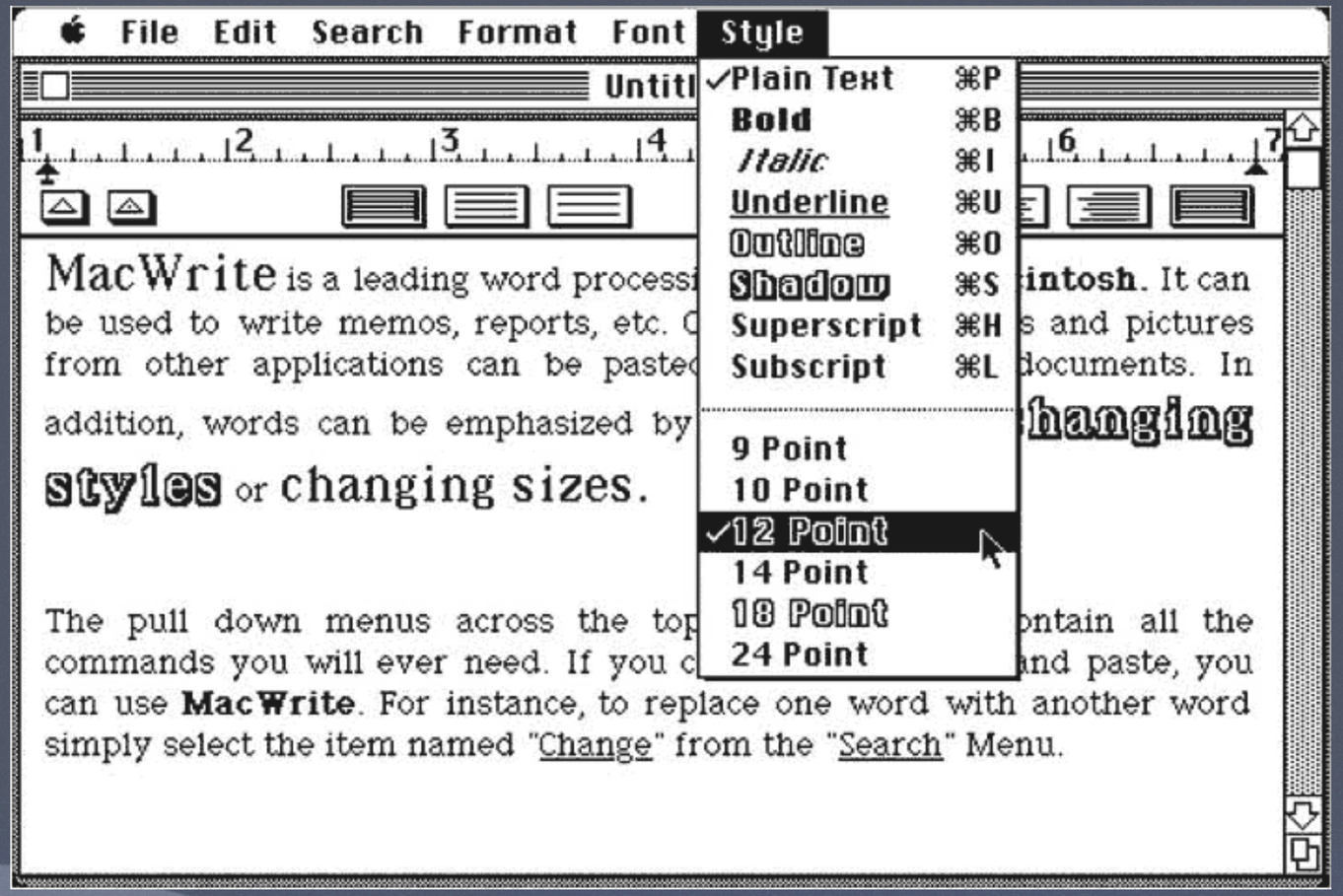

File
Edit
Goodies
Font

WYSIWYG

What You See Is What You Get



MacWrite vs. WordPerfect



MacWrite vs. WordPerfect

Macintosh II — Color!

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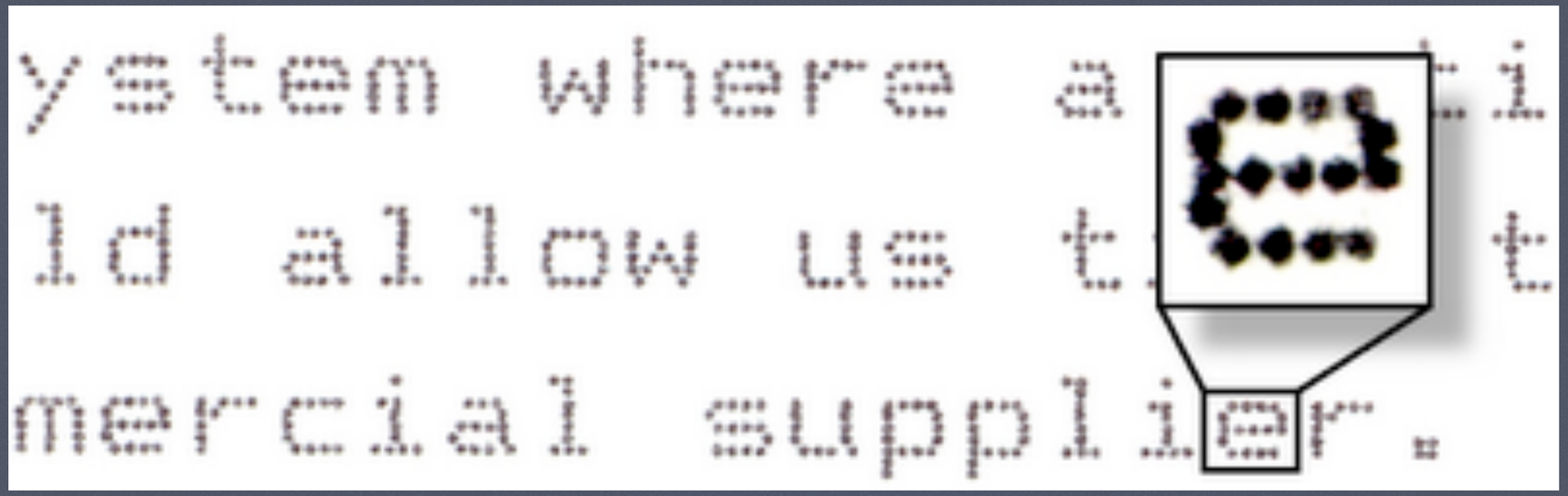
“1985 to 1989: Desktop publishing era”

Wikipedia.org

Apple LaserWriter

The PostScript-equipped Apple LaserWriter was the keystone of the Macintosh office, in which office workers were liberated from "dumb" terminals and output devices.



Dot Matrix Output

Laser Printer Output

Cast Metal Type

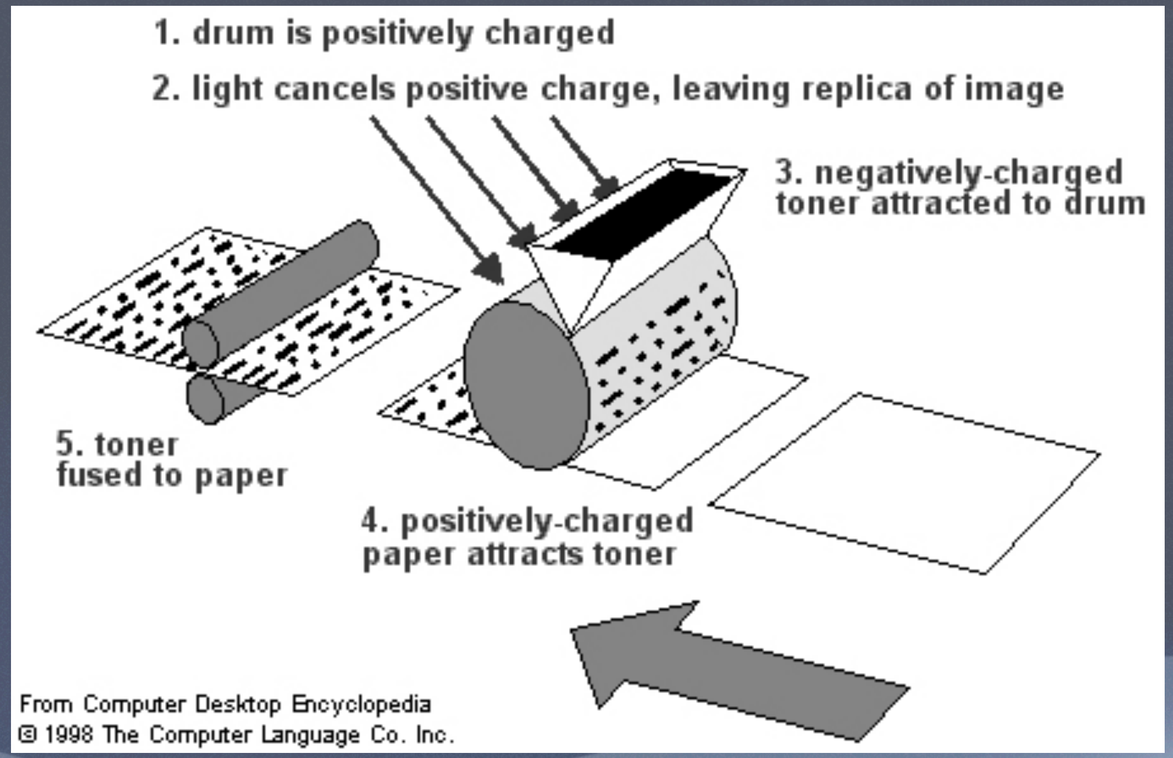
Linotype Phototypesetter

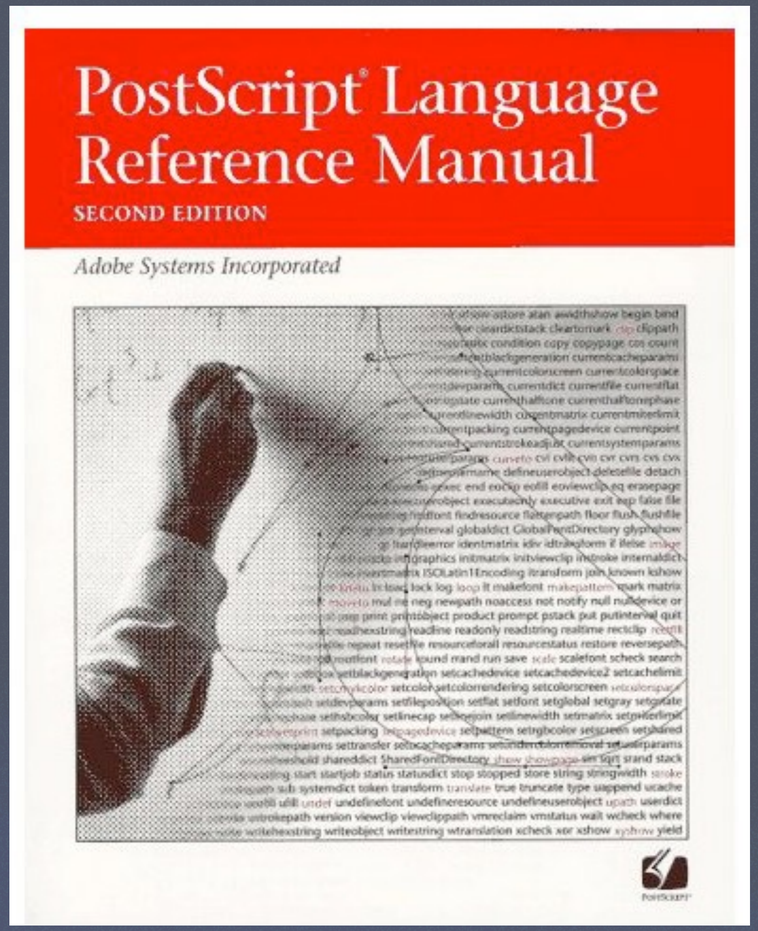
Xerography

Process

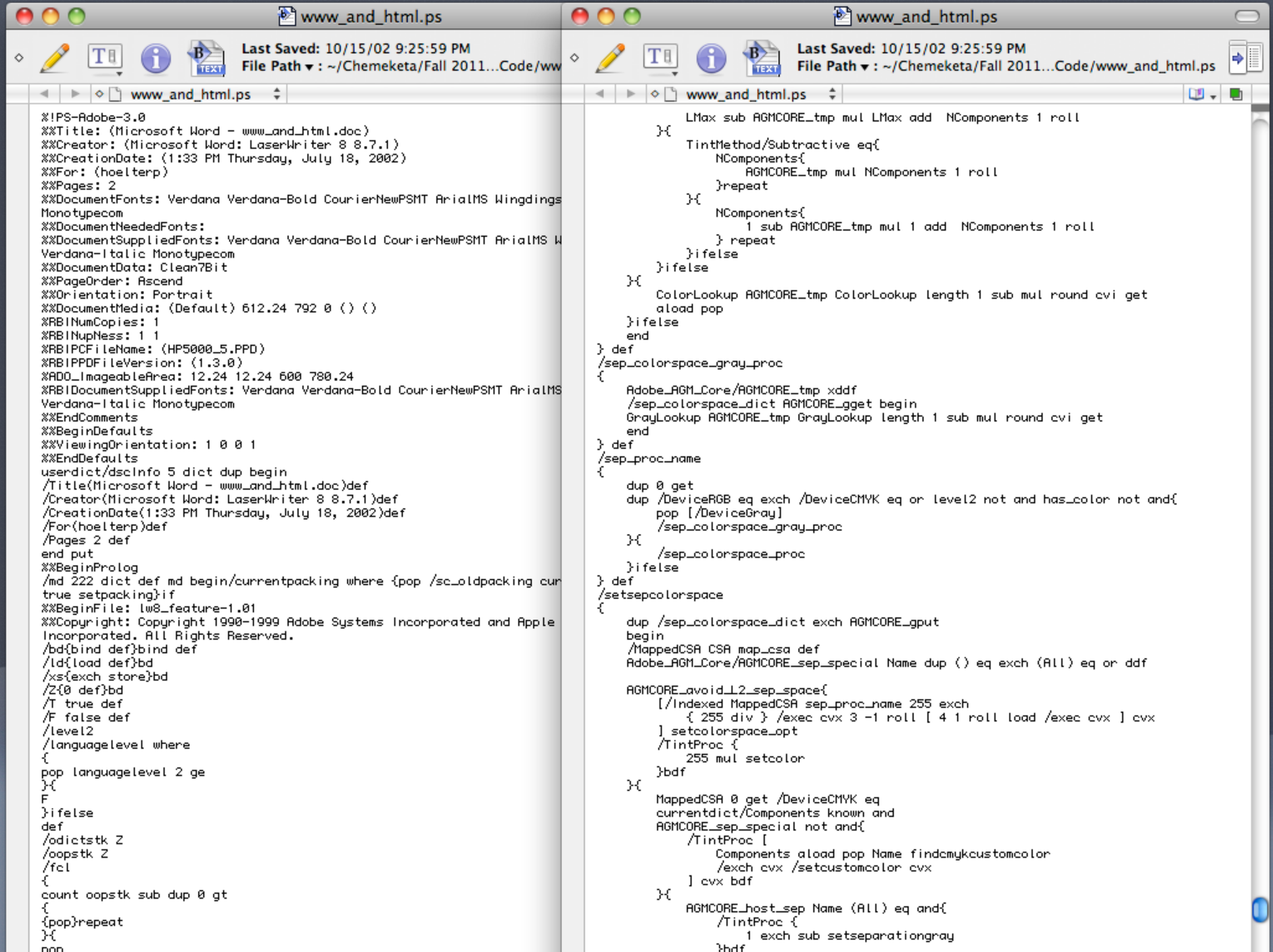
Xerography

- An electrical charge is applied to a conductor drum.
- A laser removes the charge from the non-printing areas of the drum; Toner (charged in opposite of the drum) adheres to the charged areas.
- The toner is transferred to the paper, which also has the same (but more powerful) charge applied to it.
- Toner is bond to the paper using heat and pressure applied by rollers in the fuser.





Adobe PostScript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Incorporated. All Rights Reserved.
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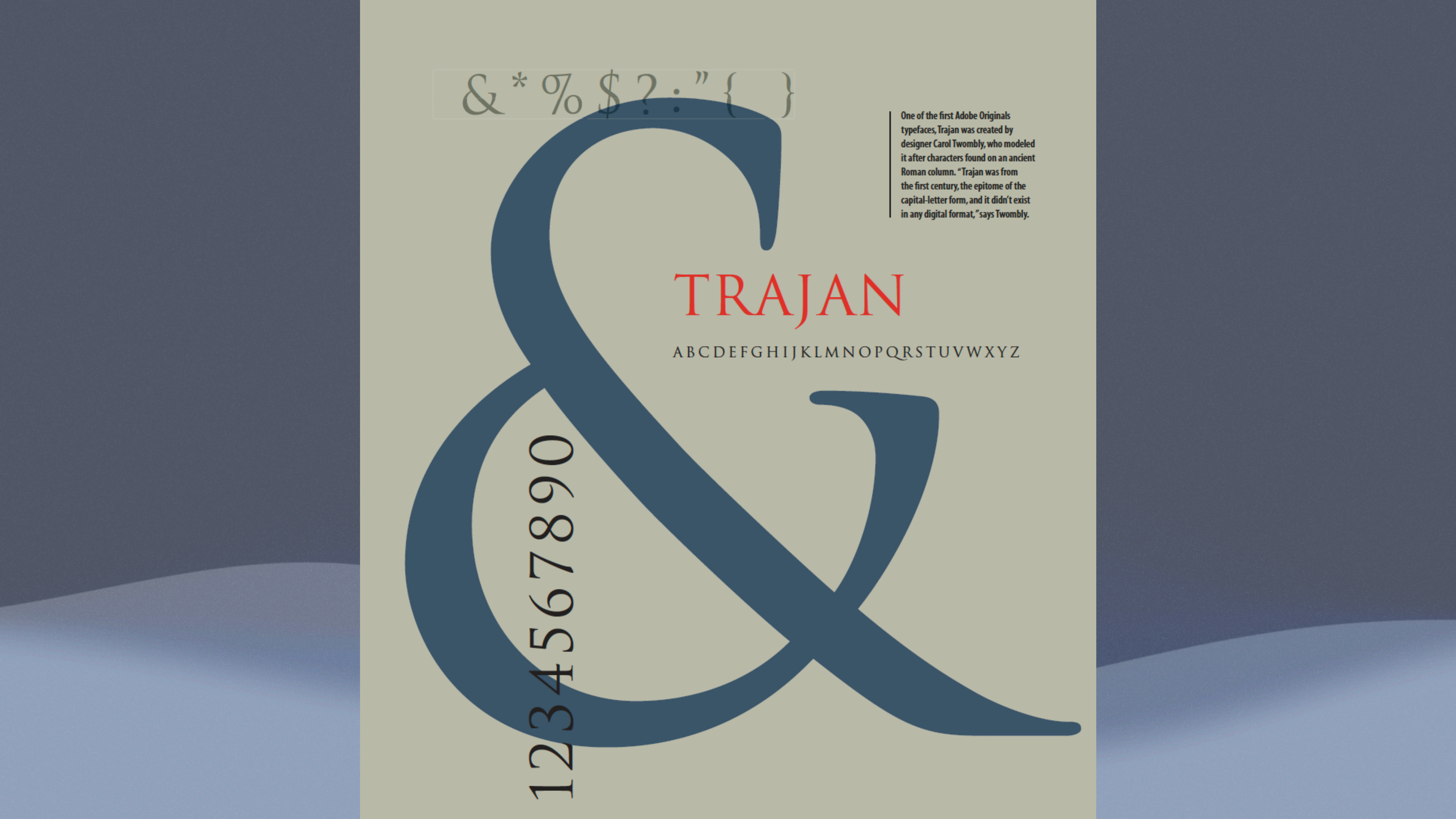
High-Quality, Accessible, Vector Artwork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One of the first Adobe Originals typefaces, Trajan was created by designer Carol Twombly, who modeled it after characters found on an ancient Roman column. "Trajan was from the first century, the epitome of the capital-letter form, and it didn't exist in any digital format," says Twombly.
TRAJAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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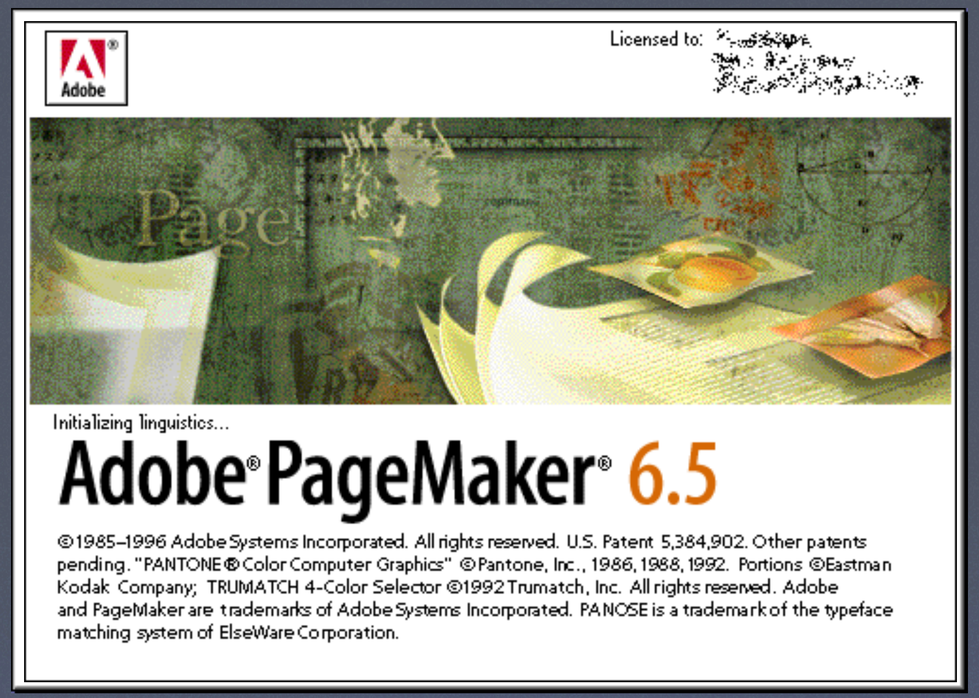
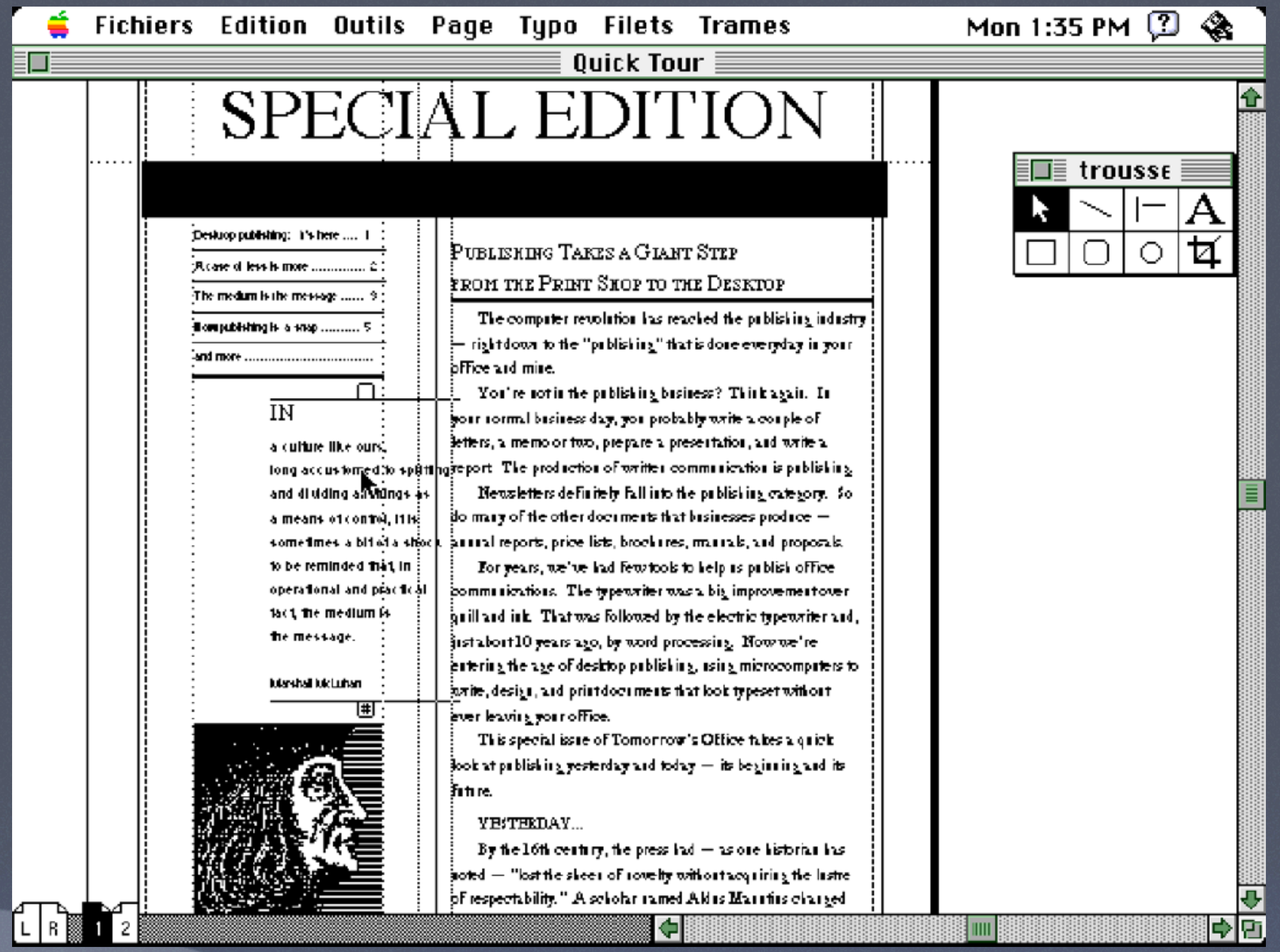
&

25 Years



Aldus PageMaker

Aldus PageMaker



Aldus PageMaker

Apple Survived '80s Thanks To One Piece of Software, Says Guy Kawasaki

By Leander Kahney (6:32 pm, Apr 12)

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Author and former Apple evangelist Guy Kawasaki at Ad:Tech

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Adobe Photoshop™

Macintosh version 1.0.7

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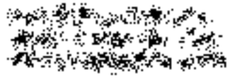

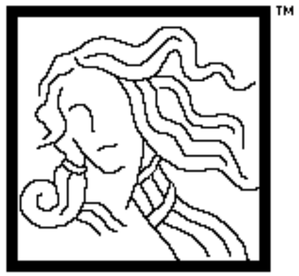

Adobe Illustrator 88™

Mike Schuster, Teri Pettit, John MacMillan, Steve Schiller, John Kunze, Bill Paxton, and John Warnock.

Version 1.6.

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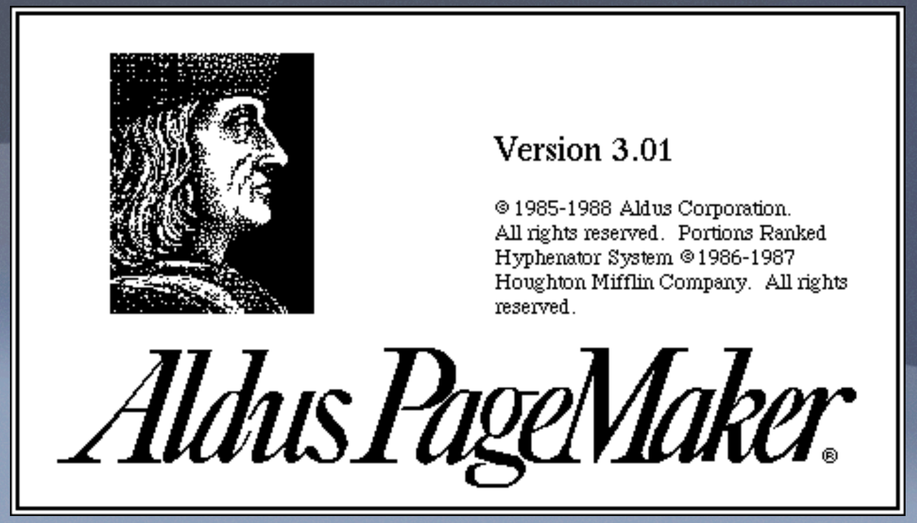
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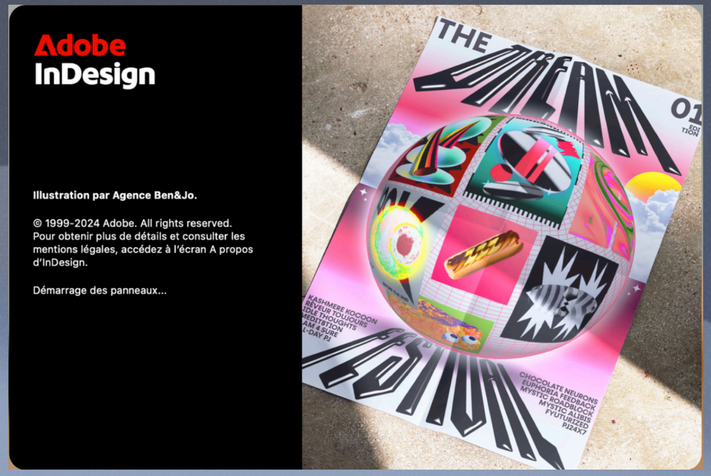

Adobe® PostScript® 3™

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Illustration par Agence Ben&Jo.

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Démarrage des panneaux...