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<th>Paperless publishing in the 90's.</th>
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<td>Author(s)</td>
<td>Claxton, William.</td>
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Paperless Publishing In The 90's

By

William Claxton
Paperless Publishing in the 90's

William Claxton,
Managing Director,
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Emerging Trends in Desktop Publishing

- Transformation of DTP driven by its inherent strengths:
  - Much lower cost than alternatives (eg- typesetting)
  - Creative control brought inhouse
  - Documents include images and rich typography
  - Publications customized for specific markets
  - Frequency can increase to daily or 'on-demand'

- Trend towards narrowly targetted publications
  - Audiences are increasingly fragmented
  - Advertising is highly targetted
  - Ultimate extension of DTP is 'information on demand'
Emerging Trends in Desktop Publishing

- Major players in the 80's DTP revolution are still active, but face severe challenges:
  - Apple created the laser printer
  - Adobe created Postscript fonts
  - Aldus created PageMaker

- Consolidation of Tools Publishers, such as Adobe and Macromedia, due to:
  - high cost of marketing
  - importance of brand
  - need for better functional integration in the tools

Emerging Trends in Desktop Publishing

- Adobe is emerging as a powerhouse of DTP:
  - bought Aldus, publishes PageMaker
  - bought Frame Corp., publishes FrameMaker
  - publishes PhotoShop
  - publishes Illustrator
  - publishes Premiere, most popular video editing software
  - publishes Acrobat, portable document technology

- Major competitor is Quark
  - Quark Express preferred over PageMaker
  - essentially a one-product company
Emerging Trends in Desktop Publishing

* Two major technology trends are expanding the boundaries of DTP, beyond paper and into electronic publishing:
  * Portable document technology is helping to apply DTP to problems of paperless publishing.
  * Multimedia is enhancing the impact of DTP, so that documents with the depth of print can also offer the impact of video.

* Portable document technology is represented by products such as Acrobat.
  * A portable document is paperless, it can be distributed on a LAN, or over Internet.
  * These products liberate the document from the original application and its fonts.
  * In fact, Adobe's big push now is to promote Acrobat as a solution for Internet publishing.
  * Netscape (the preferred browser for Internet Web sites) will be able to read Acrobat directly.
  * This will address one of the major shortcomings of the Net, the ability of the publisher to utilize typography to establish a graphical style.
Emerging Trends in Desktop Publishing

- Today's document is not a single file, but a 'book of pointers'.
  - As publishers prepare content for online services, they must incorporate multimedia elements.
  - A paperless publication includes embedded audio and video objects, plus links to other parts of the same document, and perhaps links to other documents.

Emerging Trends in Desktop Publishing

- The desire of DTP professionals to exploit the creative opportunities inherent in online publishing has lead to the need for new tools:
  - Multimedia publishing has been constrained by the need for programming skills to do anything interesting.
  - What is needed is software that builds upon the typographic strengths of DTP packages like PageMaker, but which can add multimedia to the page layouts.
  - Quark has announced a product called 'Orion', which is targetted to this requirement.
Merging of DTP and Multimedia

Multimedia Authoring (200k users)

Desktop Publishing (2m users)

Portable Document Technology
Merging of DTP and Multimedia

- DTP for the 90's will result in the integration of three key technologies:
  - portable documents
  - automatic indexing
  - multimedia

- Enhanced-DTP publications will be fully-indexed hypermedia documents, suitable for distribution either on CD-ROM or via Internet.
Merging of DTP and Multimedia

Publication Process

Editorial → Layout → Replication

Media Production

Enhanced DTP: portable document multimedia elements automatic indexing
Merging of DTP and Multimedia

Publication Process

Layout → Replication

Enhanced DTP:
- portable document
- multimedia elements
- automatic indexing

Publishing in the Digital Domain

- infoShip authoring tool
- Adds multimedia to page layouts
- Uses industry-standard portable document technology
- Provides automatic indexing
This is a demonstration of infoShip...

Publishing in the Digital Domain

- Putting portable documents online:
  - Netscape will directly support Acrobat
  - Most users don't have the bandwidth to support full multimedia access, yet.
  - Eventually, full multimedia-rich publications, such as those created with infoShip, will be able to be delivered via Internet.
Publishing in the Digital Domain

• The future is in dynamic (even personalized) content
  • Publishers are exploring content which combines CD-ROM for multimedia, with online updates
  • Java technology is being introduced, providing ability to display dynamic data, and download applications
  • More and more websites are connected to relational database systems for dynamic updating
  • Dynamic Acrobat technology can create almost instant forms based on calculated data

• In the meanwhile...
  • Focus on information design, especially on the information hierarchy and navigational metaphor (Recommended reading is 'Designing for Interactivity,' on Adobe Press).
  • Begin to utilize portable document technology, even for simple tasks such as digital proofing, putting newsletters onto a Local Area Network (LAN).
  • Experiment with Acrobat for its ability to deliver typographically-rich documents on the net.