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PhotoFlash: Description (10/93)

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TOPIC -----

This article describes the PhotoFlash software.

DISCUSSION -----

PhotoFlash is a photo-publishing product that focuses on the process of working with photos in documents. It provides tools for:

- Image management (a browser)
- Acquisition (support for many file formats and acquire plug-ins)
- Adjustment (basic image prep and tone control), and
- Placement into documents (automatic scripts).

As it is a companion to document creation, PhotoFlash is also very compact and fast, occupying around 3MB of RAM and providing responsive editing and adjustment tools. This allows a modest computer (8 to 12MB RAM) to run page layout software and PhotoFlash at the same time to speed the process of photo-publishing.

PhotoFlash is delivered on 2 floppy disks, along with a disk full of sample images. The PhotoFlash package also includes AppleScript 1.0 and QuickTime 1.6.1, which are part of the one-button installation process. PhotoFlash is fully scriptable and recordable and can be linked with many AppleScript applications for enhanced productivity.

Features

- High-performance
Very quick response and processing speed
Acceleration via SuperMac Thunder/DayStar Charger cards
- Memory-efficient
Virtual memory minimizes memory requirements
Accelerated JPEG provides for smaller files
- Fast Photo CD
Industry's fastest reading of Photo CDs
- Image compression
Accelerated JPEG saves time, space, transmission time
- Easy Picture Access
Integrated browser for visual image location

- Simple User Interface
Simple human interface and terminology
Direct placement into Quark, PageMaker documents
- Automatic Tools
Automatic brightness and contrast adjustment
Automatic scratch and dust removal; Quick sharpen, blur, resize, crop
- Picture Previews
Real-time previews of different effects
- Scripting
Full AppleScript support; record and playback any actions
10 useful scripts included along with more advanced scripting tools
Automates repeated work across applications
- Tight Integration
Direct linkage between PhotoFlash and XPress or PageMaker
allows direct placement into Quark and PageMaker documents.
- Compatibility
Supports PICT, TIFF, JPEG, Photoshop, Photo CD, EPS, DCS files
Other file support can be added via plug-ins.
- Expandability
Accepts third-party Photoshop compatible plug-ins and filters
Direct access to peripherals through plug-in support
- Scriptable
Fully scriptable/configurable to work with other applications
Can be customized for specific tasks
- File conversion
File formats can be converted in single or batch modes.

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