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LaserWriter 10/600 A3 Plus: Press Release -China only- (11/96)

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TOPIC -----

This article contains the LaserWriter 10/300 A3 Plus press release. This LaserWriter printer is only available in China.

DISCUSSION -----

Apple Announces Integrated Solution for China's Entry-Level and Corporate Publishing Market Includes Apple's First A3 Laser Printer with Full Bleed

Beijing—November 8, 1996... Apple Chairman and CEO Dr. Gilbert F. Amelio today underscored Apple's commitment to China's publishing market, announcing a low-cost, integrated publishing solution aimed at entry-level users, small- to medium-sized publishers, and corporate customers.

The Quick Start Publisher Pro solution, the first of its kind created specifically for China, combines the latest technology from Apple with leading third-party software applications and fonts. It also includes the Apple LaserWriter 10/600 A3 Plus printer, Apple's first laser printer supporting full-bleed printing on A3 paper.

"China is a market of great strategic importance to Apple," said Dr. Amelio. "Apple believes its strengths in publishing, education, graphics, design, and multimedia applications are very attractive to this high growth market. With solutions specifically targeted at Chinese customers, Apple will have a unique competitive advantage. We intend to continue working closely with our Chinese partners to be a significant participant in the Chinese information market, over the long term."

Quick Start Publisher Pro is designed to deliver what entry-level publishing customers want, including an affordable price, A3 printing capabilities, and high-quality, bundled software. It comes with everything needed to get started, and will run on any Power Macintosh 7200, 7600, 8500, or 9500.

"Quick Start Publisher Pro offers everything that commercial printers and corporate clients have been asking for: ease of use, power, value, and superior typography," said Vincent Tai, General Manager of Apple China/Hong Kong. "These products offer superior value for the entry-level publishing market—from the world's leading publishing vendor."

"With Quick Start Publisher Pro, we are launching the Apple LaserWriter 10/600 A3 Plus printer, a first-of-its-kind design from Apple," said Maury Austin, Vice President of Apple Imaging Division. "It delivers the features that customers in China need most—fast two-byte printing, PostScript support through QuickDraw GX, and printer sharing."

Fast, Full-Bleed A3 Printing

The Apple LaserWriter 10/600 A3 Plus offers 600 dot-per-inch resolution and full-bleed printing on A3 pages. It comes with PostScript conversion software that allows users to print Encapsulated PostScript (EPS) files while sharing the printer over a network. In addition, by using a separate PCI card as the controller and a video connection, the Apple LaserWriter 10/600 A3 Plus printer provides extremely fast throughput of Chinese text and images—up to 10 pages per minute on A4-size paper and 5 ppm on A3-size paper.

Mac OS: Powerful Graphics, Type, and Color Capabilities

The Mac OS is the system software of choice in the publishing industry, and Quick Start Publisher Pro offers a unique solution for working with colorful graphics and Chinese type.

QuickDraw GX, which is built into the Mac OS, is Apple's color publishing platform for printing documents and drawing graphics and text. It provides a rich set of typography features, a sophisticated graphics system, and a more reliable, more consistent use of color.

Using the QuickDraw GX-based software in Quick Start Publisher Pro, for example, users can combine Chinese characters and Roman text horizontally or vertically, reading left-to-right or right-to-left. Because QuickDraw GX treats characters as graphic elements, users can manipulate text in a number of ways. For example, they can scale, skew, and rotate characters, or alter a font's outline and change its ink density to give it a more hand-drawn look.

With WorldScript, the Mac OS technology which supports multiple languages, users can mix Chinese and English—or any other major language—within a single document.

Once satisfied with a document, users can print exactly the same image they see on the screen—with colors, positioning, and orientation all intact—or they can create Portable Digital Documents that can be viewed without the same fonts or application on other systems, and printed correctly on any printer.

Whether outputting to paper or saving as a digital document, users can get more predictable and accurate color with ColorSync, Apple's system-level color technology for Mac OS. ColorSync automatically matches the color profiles of applications, scanners, digital cameras, displays, and printers that do not share the same color range.

Pre-Installed Software

To provide a complete publishing solution, Quick Start Publisher Pro comes with a variety of page-layout, illustration, font, and clip-art applications. This software bundle includes Ready-Set-Go! GX from Daiwan Software; Lightning Draw GX from Lari Software; GX fonts from DynaLab and Sinotype; and 1,000 clip-art

images from T-Maker.

Publishing Leadership, China Initiatives

Macintosh is the worldwide platform of choice for publishing professionals. In the world's biggest publishing market, the U.S., 80% of all computers used for color publishing jobs in the advertising, graphic design, printing, publishing and prepress industries are Macintosh, according to a 1996 study by Griffin Dix Research Associates.

In China, Apple is committed to sharing its expertise and experience with the publishing industry. In November 1994, for example, Apple opened the Apple Publishing Technology Center, the first of its kind in China. Established in partnership with the China Research Institute of Printing Science and Technology, a research organization under the Press and Publication Administration of China, and with the cooperation of 15 other vendors who provided key publishing hardware and software, the center today offers a wide range of services, including system integration, consulting, training and high-quality output services.

Today's announcement underscores Apple's long-term commitment to the Chinese publishing market, and the company's belief that the Mac OS provides the best available Chinese-language computing solution.

Pricing and Availability

Quick Start Publisher Pro will be available in December from Apple authorized resellers in China for about US\$2,000. It comes standard with the Apple LaserWriter 10/600 A3 Plus with PCI card, Ready-Set-Go! GX, Lightning Draw GX, DynaLab and Sinotype fonts, and T-Maker clip art. Customers can use the solution with any Power Macintosh system.

Apple Computer, Inc., a recognized innovator in the information industry and leader in multimedia technologies, creates powerful solutions based on easy-to-use personal computers, servers, peripherals, software, personal digital assistants and Internet content. Headquartered in Cupertino, California, Apple develops, manufactures, licenses and markets solutions, products, technologies and services for business, education, consumer, entertainment, scientific and engineering and government customers in more than 140 countries.

Apple Asia covers Bangladesh, Brunei, Guam and Micronesia, Hong Kong, India, Indonesia, Korea, Laos, Malaysia, Nepal, Pakistan, the Philippines, the People's Republic of China, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam.

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