

**Additional Reference Materials  
relating to the  
Digital Audio/Visual Presentation  
Workstation Proposal**

**(Articles on the Mac II, peripherals and Desktop Presentations)**

# Developers foresee boom in desktop presentations

BY TONY REVAUX

**D**esktop presentations—the array of computerized techniques, products and services for making presentation visuals—is the latest addition to the burgeoning field of Macintosh desktop applications. Some analysts predict that the market potential for desktop presentations is so vast that it could quickly eclipse that of desktop publishing.

The total desktop presentations market is expected to reach \$1 billion by 1991 according to a March 1987 market overview by Trailblazer Consultants of Saratoga, California. Based on projections, the number of computer-generated overheads will increase eightfold and slide production reach three times the current level.

"People have been using the IBM PC platform to do presentations for years," said William L. Coggeshall, president of Desktop Presentations of Mountain View, California, and publisher of *The Desktop Presentations Report*. "They are ahead of the Macintosh in that area because they were doing it—albeit crudely—before the Mac was introduced. However, the Mac is an ideal platform for creating presentations because of its graphics orientation, at least as much as it is for desktop publishing."

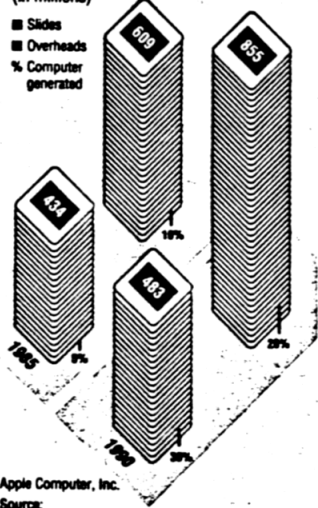
"This market is large by any standard," according to analyst R. Darrel Boyle, president of Trailblazer Consultants. "There are from 10 to 15 million presenters—people who need to show-and-tell visually—and they spent \$6 billion in 1985, churning out one billion slides," said Boyle, citing a study by market research company Hope Reports Inc. of Rochester, New York.

"Less than 10 percent of those slides are made with any computer, and only 5 percent of overhead transparencies are graced by computerization," said Boyle. "Most have been 'hand-made,' from type-ball, transfer letters, stencils,

felt-tips and other traditional media. The challenge is to switch users from current solutions to what is available now on the desktop. We can expand the number of users by educating them about these new capabilities. Apple can certainly educate the marketplace, as it proved it could with desktop publishing."

Several companies are planning to take advantage of this expanding market. Apple is expected to release a positioning statement on desktop presentations at the Seybold Conference on Desktop Productivity in August. "Developing products in the desktop presentations arena is part of

## Computer Generated Presentations (in millions)



Apple Computer, Inc.  
Source:

Microsoft's overall long-term strategy," according to Jeff Raikes, director of applications for Microsoft Corp. Microsoft recently purchased Forethought, publisher of the Power Point presentation program. And Eastman Kodak is also moving into what it calls "professional imaging products," bringing advances in available hardware to the market.

Just as the desktop publishing stampede has caused thousands of walk-in service centers to bloom, services for desktop presentation production are beginning to appear, offering scanners and film recorders as well as expanded slide-making capabilities.

According to Boyle, these shops will play a crucial role in the first wave of desktop presentations because "desktop slide-making is not quite here now. Instant film isn't yet of high enough quality, and doesn't meet the high-end artistic demands of many corporate applications."

# NEWS

## MacWEEK

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## Firms leap into desktop presentations

### Flurry of new product announcements at Seybold

BY CLAIR WHITMER  
MacWEEK Staff

**SANTA CLARA, Calif.** — Riding the coattails of Apple's strong positioning efforts in the desktop presentation market, nine companies made announcements about desktop-presentation products within the first two days of the Seybold Desktop Publishing Conference, held here last week.

Three companies, including Cricket Software of Malvern, Pa., announced new products. Cricket officially introduced its new desktop presentation and graphics application, Cricket Presents.

Cricket also announced an agreement with Autographix, a supplier of presentation-graphics systems and services based in Waltham, Mass. Cricket's Autographix Device Driver allows users to transmit images via modem to Autographix Imaging Centers in Boston, New York, Chicago, Los Angeles, Australia and Western Europe for reproduction on 35mm slides, overhead transparencies and color prints.

Business & Professional Software of Cambridge, Mass., was also openly trying to capi-

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Business & Professional Software plans to port its PC-based 35mm Express desktop-presentation software to the Macintosh.

The company announced plans to port its PC-based 35mm Express to the Macintosh, although no release date was specified.

The PC version of the software sells for \$695 and includes eight chart formats, a clip

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COURTESY BUSINESS & PROFESSIONAL SOFTWARE INC.

## SEYBOLD

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art library and the ability to read directly from Lotus 1-2-3 and Symphony worksheets or graph records. The application provides output support for many printers, the Polaroid Palette and PalettePlus Computer Image Recorders, and the Bell & Howell Color Digital Imager IV.

ColorLab, from Language Systems Corp. of Herndon, Va., is slated to ship this fall. Designed for both novices and business professionals, the \$495 program provides text, drawing and coloring tools for text and graphics. When used with the Mac II, the program allows 256 colors to be displayed on the screen.

Other features include the show-through option, which allows objects to appear to be transparent, and the ability to use the mouse as a remote controller during presentations. Black-and-white paper output and transparencies can be printed on a LaserWriter printer, and color presentations can be made by photographing a color screen or by using a film recorder.

Several companies saw the Seybold conference as a chance to announce updates or shipping dates of previously introduced products. Management Graphics Inc. of Minneapolis, Minn., is now shipping Easy Slider, a software package that links Mac PICT files with high-resolution digital-imaging equipment. Easy Slider, \$149.95, can be used to color and position graphics created in MacDraw, Cricket Draw and Cricket Graph in film recorder format.

Easy Slider includes Slider Talk, a communications utility that allows completed files to be transmitted to an imaging center.

Thought Leaders of Stamford, Conn., and 20/20 Data Systems Inc. of Austin, Texas, announced updated versions of their desktop-presentation products.

Thought Leaders' Visual Presentations System 2.2, a more specialized product than other offerings, runs on the Mac Plus and SE. The \$6,250 program is used for high-volume report production in professional service firms. Also referred to as ViP, the program primarily pro-

vides design libraries of charts and diagrams.

20/20 Data Systems' product, the Carousel Color Slide Software 2.0, is a more mainstream application that allows users to select and match colors against MacDraw's fill and pen patterns. Once the design is completed, files are translated into the correct file format for transmission via modem to service bureaus with Management Graphics workstations and Matrix professional film recorders. Available only for the color Macintosh II, Carousel 2.0

will be available this fall for \$395.

Matrix Corp. of Orangeburg, N.Y., also exhibited its SlideWriter digital film recorder. SlideWriter, \$11,795, makes color slides from MacDraw-compatible documents, like Cricket Graph and Microsoft Excel, as well as from PICT format files and bit-mapped graphics.

SlideWriter also allows users to add scanned images, MacPaint documents and an unlimited number of fonts and colors.

MacroMind of Chicago, a developer of animation software, also made a play for the attention of desktop presenters by highlighting

a new feature for its VideoWorks II program. Exhibited within both the Apple and SuperMac Technology booths, VideoWorks was used to create black-and-white and color animated "slide shows."

The OverView feature allows slide artwork created in MacPaint, PICT, Glue or VideoWorks to be combined with timers, sound clip animation and up to 24 transitions, including wipes, dissolves and fades.

MacroMind said it wants to convince users that animation is the best way to attract the attention of the audience. ■

Cricket Presents... from Cricket Software lets users create everything needed for a presentation, including notes, color overheads, 35mm slides and audience handouts.

## Cricket Presents... show-and-tell software

BY JIRI WEISS

MacWEEK Staff

SANTA CLARA, Calif. — Apple's push into the desktop-presentation market will gain momentum with the introduction this week of Cricket Presents..., a program that allows users to prepare whole presentations, including

notes, color overheads, 35mm slides and audience handouts.

The \$495 package from Cricket Software of Malvern, Pa., combines a color draw-program similar to MacDraw, a MacWrite-like word processor and a simplified version of Cricket's

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FOR THE RECORD

## Seybold's hot ticket: desktop presentations

BY ELINOR CRAIG

MacWEEK Staff

SANTA CLARA, Calif. — Apple will use this week's Seybold Desktop Publishing Conference here to launch a major marketing campaign in desktop presentations.

In doing so, Apple hopes to repeat the remarkable success it achieved in identifying and capturing the market for desktop publishing.

"We think we can do for presentation what we have been able to do for desktop publishing. We think that presentation may be as big a market as publishing, and it could even be larger. So it's going to be a very important priority for us," said John Sculley, Apple president, chairman and CEO, to a group of financial analysts in July.

The emphasis on desktop presentation will differentiate Apple from other Seybold

exhibitors, including IBM, which has recently narrowed Apple's lead in desktop publishing.

The conference has quadrupled in size from last year, according to Jonathan Seybold, publisher of The Seybold Report on Desktop Publishing.

"The increase is from new circles of users in the marketplace, not just computer and publishing people," he said.

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The conference, a crossover of the computing and publishing fields, is also a comparison of Mac, PC and UNIX products side by side.

Apple estimates that by 1990, 35 million professional people will need presentation technology, according to Amanda North, Apple desktop-presentation evangelist.

Apple said its investigations show the average manager spends 75 percent of his time communicating information, and 90 percent of slide production is done manually.

This year's highlights, according to Seybold, are desktop presentation, the flood of PostScript clones, products merging the high-end and the low-end of publishing and the interest in color.

Besides the barrage of presentation products (See related stories, pages 6,12.), the show's expected 10,000 attendees can look for:

- A new Apple 300-dpi scanner, filling a gap in the company's desktop presentation offerings.
- A Mac II version of Interleaf's Technical Publishing System. The electronic publishing software, which was available only for technical workstations running under UNIX, will cost about \$2,000.
- Cricket Presents..., a comprehensive environment for the conception, creation, and production of 35mm slides, overheads and flip charts from Cricket Software. (See related story, Page 1.)
- A wave of PostScript clones from

Control-C, Compugraphic and Printware Inc., among others. Other companies will show output devices using the clones. (See related story, Page 1.)

• Color printers, such as the Xerox 4020 and the Hewlett-Packard PaintJet, that can handle transparencies and multi-color, both priced at less than \$1,500.

The exhibition, which includes more than 160 vendors, is held in conjunction with seminars exploring the key issues in the field.

The presentations by leading industry figures and pioneering users are followed by question-and-answer sessions by Seybold representatives and members of the audience. ■

## Performance video boards due for Mac II

By ABIGAIL CHRISTOPHER

MacWEEK Staff

ANAHEIM, Calif. — A new generation of sophisticated graphics hardware is coming to the Macintosh as video developers rush to complete high-performance graphics, Genlock and frame-buffer boards for the Mac II.

When the technology begins to arrive in force later this year, the Mac II will become a serious competitor to much more expensive computers for applications such as animation and video production.

The excitement over that potential resulted in unprecedented crowds packing the Apple booth at the annual SIGGRAPH conference held here last week. Overall, 30,000 graphics professionals from all over the world attended the computer graphics show, breaking previous years' records by about 5,000, according to conference officials.

Typical of those checking out Apple's video potential was Kirk Thatcher, associate producer of the movie "Star Trek IV."

"The combination of its open architecture and low price makes the Mac II attractive to me for animation," he said. "But we need more graphics software and video support like Genlock."

Genlock (sync generator-locking) boards improve the quality of video images that can be transferred between computers such as the Mac II and video sources such as BetaCams and digitizing cameras. By keeping video signals synchronized to adhere to the RS-170 standard regardless of the source, such boards prevent fluctuations in horizontal and vertical scan rates that can degrade image quality and produce on-screen image distortions.

One reason advanced video hardware has

## High-resolution color halftones with Mac II

By JIRI WEISS

MacWEEK Staff

BERKELEY, Calif. — Starting in January, anyone with a Mac II that has at least 4.5 Mbytes of memory will be able to take color images from 35mm slides and produce high-resolution halftones, said Barneyscan Corp.

Barneyscan's product can scan images at 1,000 lines per inch with 256 gray levels, according to the company. The images can have resolutions from 512 by 760 pixels to 2,048 by 3,040 pixels.

The resolution is good enough to get a magazine-quality picture up to 4 inches by 6 inches in size, said Stan Loll, the company's director of market development. With larger images,

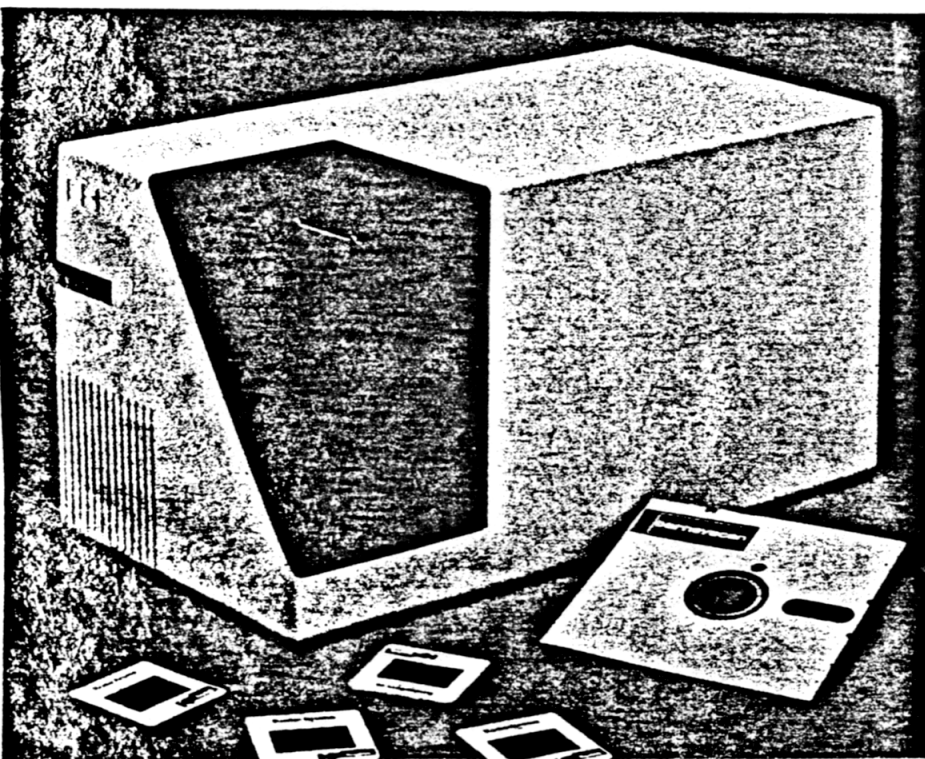
the quality begins to deteriorate.

The scanned image can be cropped with software included with the scanner; editing will require other software packages, Loll said. Barneyscan takes 53 seconds to scan a slide. Color output takes three passes. Images are stored as TIFF format files; other formats also will be supported, depending on what future color page-layout programs require, Loll said.

Users cannot see the scanned image in full color, which makes it difficult to do any color correction, according to Loll, but this problem will be solved with the 24-bit color video boards now under development.

Barneyscan Corp. is located at 1198 10th St., Berkeley, Calif. 94710; (415) 524-6648. ■

Barneyscan's scanner will allow users of Mac IIs with 4.5 Mbytes to produce high-resolution color halftones.



# Textronix printer supports Mac II's color

BY CLIFF LEHMAN

MacWEEK Staff

SANTA CLARA, Calif. — Tektronix Inc. of Wilsonville, Ore., got an early start in the desktop-presentation market last week, showing off what the company says is the first printer to support the Macintosh II's full color palette.

The 300 dot-per-inch 4693D Color Image Printer is priced at \$7,995 and prints 16.7 million colors. A built-in image processor provides full-color printing capability, image scaling and image rotation. The printer itself is available now. The separate Macintosh II interface card and software will be shipping in November for an additional \$495.

The printer does not use a page-description language; its color printing capability is based on Tektronix's dithering algorithm, for which a patent is pending.

The color printer uses a four-pass thermal-wax color-printing system that allows greater color saturation and produces true black, according to the company. Two monochrome modes allow users to print in 256 shades of gray or in black and white.

PICT files are printed in one of three print modes: small, medium and large.

The 4693D uses a printer engine from Sharp Electronics Corp. of Mahwah, N.J. Images can be downloaded to the 4693D in six seconds. The first copy rolls out in 90 seconds and subsequent copies take one minute each.

"Tektronix is a leader in high-end elec-

tronic visual technology, but the brick walls that used to define each industry have broken down," said Vincent Hope, president of Hope Reports Inc., a visual and audio market research firm in Rochester, N.Y.

In general, Hope said, the so-called desktop-presentation market will appeal to "casual or occasional presenters who started with computers and then got interested in presentation possibilities."

The machine is aimed at the desktop-presentation market and will be used mainly in presentations at the internal management level, according to Delayne Giardini, speaking for Tektronix.

The printer also will be used by designers, engineers, scientists and other professionals in mapping, medical imaging, image processing, technical data analysis and CAD/CAM, as well as graphic and computer arts, according to Rick Lada, product manager.

The 4693D's image processor is based on the Motorola 68020 coprocessor. A built-in frame buffer with 4 Mbytes to 12 Mbytes of RAM can store up to three images.

Image processing takes place in the specialized printer rather than in the host computer or workstation. The parallel interface can accept an image from the Mac II in 10 seconds, according to the company.

Tektronix IDG Marketing can be reached at P.O. Box 1000 MS 63-447, Wilsonville, Ore. 97070; (800) 225-5434 or in Oregon, (503) 235-7202. ■

# Four firms plan release of LCD panels for the Macintosh

BY JIRI WEISS

MacWEEK Staff

SAN FRANCISCO — LCD panels continue to consolidate the Macintosh's position in the desktop-presentation market.

Two panels shipping this month — the \$1,495 Macnifier from Comtrex Ltd. of El Toro, Calif., and the \$1,799 StretchProjector from Network Specialties of San Francisco — are the first of a number of products slated for release by next spring.

Four companies plan to introduce Macintosh-compatible products: Eastman Kodak Co. of Rochester, N.Y.; Dukane Corp. of St. Charles, Ill.; Chisolm of Campbell, Calif.; and In Focus, a Tualatin, Ore., startup.

The panels are flat, translucent displays designed to function as electronic transparencies on traditional overhead projectors. Images created with presentation-graphics programs running on the Macintosh can then be projected onto a large screen inexpensively.

One reason for the flurry of introductions is an improvement in liquid crystal technology. Another is that the new panels can, with minor modifications, be used with both Macintoshes and PCs.

Most of the liquid crystal panels are now manufactured by a handful of Japanese companies such as Sharp, Hitachi and Seiko.

The liquid crystal technology, however, has not been without problems. When Kodak released its PC product a year ago, the screen had a tendency to turn blue because the company had underestimated the amount of heat generated by overhead projectors. The heat problem for the LCDs has been solved with more resistant crystals, infrared filters and fans.

Other technologies are being introduced. Network Specialties, the only company other than Comtrex that has announced a product, is putting the circuitry directly in the glass.

"It's an untried technology," said Bradley Gleeson, product planner for the motion picture and audiovisual department of Kodak. Kodak had rejected it because no one can produce it in quantity, he said.

Network Specialties, which has said it will ship in quantity this month, however, failed to demonstrate its product last month at the Boston Mac Expo as promised, according to attendees who talked with the company. ■