IN THE UNITED STATES PATENT & TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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COMMAND WEB OFFSET COMPANY, INC.; WORZALLA PUBLISHING
COMPANY; SANDY ALEXANDER, INC.; PUBLICATION PRINTERS CORP.;
SPECIALTY PROMOTIONS, INC.;
AND TREND OFFSET PRINTING SERVICES INC.,

Petitioners,

v.

CTP INNOVATIONS, LLC,

Patent Owner.

_____

Case IPR2016-_____ (U.S. Patent 6,611,349)

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DECLARATION OF JAMIE MARKS

Pursuant to 28 U.S.C. § 1746 and 37 C.F.R. § 1.68 I, Jamie Marks, the undersigned, hereby declare as follows:

(1.)     My name is Jamie Marks.  I am over 21 years of age and otherwise competent to make this declaration.  I am being compensated for my time in preparing this declaration at an hourly rate of $250.00/hr.  My compensation is in no way contingent on the results of these or any other proceeding relating to the outcome of the concurrently filed petition for *inter partes* review ("IPR") against U.S. Patent No. 6,611,349 ("the '349 patent"), or any related litigation or administrative proceeding.  All statements herein made of my own knowledge are true, and all statements herein made based on information and belief are believed to be true.

(2.)     I am currently retired and have been since February 14, 2013.

(3.)     Prior to my retirement, I had worked at Xinet, Inc. ("Xinet") since 1994, and briefly for North Plains, which acquired Xinet in 2012.  During that time I held numerous positions but retired as Sr. Director of Publications.  As Sr. Director of Publications my primary responsibilities included overseeing the writing and production of Xinet technical documentation. I also worked closely with the Marketing Department, teaching new members about Xinet technology and the publishing tools they would need in presenting information to the public.

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(4.)     From 1994–1999, I served as Marketing and Education Manager at Xinet.  From 1999–2005, I was the Creative Director of Marketing and Education at Xinet.  In both roles I focused on the company's public face, how we presented the company through advertising, promotional literature, public relations, tradeshows, conferences, technical literature (e.g., software manuals), the Xinet Web site, product names, and product packaging.  When Xinet introduced FullPress and OPI technology in 1995, we took the opportunity to rebrand the company, working closely with Earl Gee of Gee + Chung Design on the logo, letterhead, business cards, and some direct-mail pieces.  In 1997, we continued this work with a 16-page corporate brochure for FullPress and 2-page fliers in multiple languages.  By 1998, we had introduced WebNative and produced fliers in twelve languages for it.

(5.)     Prior to joining Xinet I worked for MT XINU from 1989–1994 as the Marketing and Technical Publications Manager.  During that time, Xinet was a division of MT XINU, and eventually spun off as its own company under the direction of Scott Seebass, Bob Kridle, and Dick Wren.  Initially, the Xinet division produced software for Macintosh computers to use a Unix server to share files and printers over a network.  I produced technical documentation for these products, which were to become the foundations for FullPress and WebNative.

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(6.)     I graduated from the University of Oxford in 1978 with a degree in English literature, concentrating on medieval literature and Old Norse.  Prior to that, I graduated from Dartmouth College in 1976 with a B.A. in English literature.

(7.)     I have been asked by Counsel for Command Web Offset Company, Inc.; Worzalla Publishing Company; Sandy Alexander, Inc.; Publication Printers Corp.; Specialty Promotions, Inc., d/b/a Specialty Print Communications; and Trend Offset Printing Services Inc. to corroborate the public accessibility of the *Xinet FullPress® Brochure* and the *Xinet WebNative*$^{TM}$ flier, attached hereto as Attachments A and B, respectively.  I understand that these two documents correspond directly to Exhibits 1020 and 1021 filed in a petition for IPR filed by the above companies.  I am not an attorney, but generally understand that an IPR challenges patentability of a given patent based upon technology known prior to the time of the patent.  I will refer to these documents throughout my declaration as the "FullPress Brochure" (Exhibit 1020) and the "WebNative Flier" (Exhibit 1021), respectively.

(8.)     As an initial matter, I recognize both the FullPress Brochure and the WebNative Flier as prominent marketing literature produced and publicly disseminated by Xinet.  I recognize these documents because I, along with support personnel beneath me, drafted both the FullPress Brochure and the WebNative Flier.  I will discuss each document in turn; however, I can confirm that the

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FullPress Brochure was publicly disseminated (at the latest) by April 1997 at the Seybold New York '97 trade show. The WebNative Flier was publicly disseminated (at the latest) by September 1998 at the Seybold San Francisco '98 trade show.

**FullPress Brochure**

(9.)　　As described above, it was my responsibility both as Marketing and Education Manager at Xinet and as Creative Director of Marketing and Education to promote and market Xinet's flagship FullPress product; produce product brochures, fliers, quick reference guides, etc.; and ensure that this literature got into the hands of Xinet customers, potential customers, and members of the printing and publishing community.

(10.)　　I did this in a variety of different ways, but two methods were most prominent in the late 1990s. First, we handed out thousands of brochures such as the FullPress Brochure at conferences and trade shows—Seybold being the largest and most prominent conference and trade show at the time in this field. Second, and typically following the displaying of a product at a trade show/conference, I would send hundreds if not thousands of copies of the relevant brochures or fliers to what we at Xinet called "Xinet Authorized Integrators."

(11.)　　Integrators provided Xinet with a worldwide sales force, selling Xinet products as well as the servers upon which the products were installed. The

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Integrators may have also sold third-party RIPs and archiving solutions that worked with Xinet products. By 1997, Xinet had over thirty Integrators worldwide who would have been quite familiar with the FullPress Brochure and the WebNative Flier. Some of the Integrators I recall include NAPC, here in the United States; ditCo exclusively in Japan; Turning Point in the U.K.; System Milano in Italy; Folio in France (one of our top sellers); Stein Raanes in Norway; schwarzaufweiss in Switzerland; and CT and Diseno in Mexico. At least once a year Xinet would bring these Integrators together to review new features and the literature about the products. At these conferences and throughout the year Integrators were encouraged to request copies of Xinet promotional literature to use for their distribution purposes when working with customers.

(12.)    Third, we would direct mail our brochures and fliers to customers and potential customers. Lastly, but increasingly important in the late 1990s, we also posted various brochures, fliers, and workflows to Xinet's website, xinet.com.

(13.)    As I noted above, I recognize the FullPress Brochure (Ex. 1020) because I wrote it. Exhibit 1020 is a true and correct copy of the FullPress Brochure that I wrote at Xinet and that was disseminated to customers, potential customers, etc. while I worked at Xinet. At the time, the brochure was a technically challenging piece of literature to print, so I remember it well. The artwork in the brochure was produced by Gee + Chung Design in San Francisco.

*See* Attachment A at p. 16. I remember selecting Earl Gee a few years earlier to rebrand Xinet when Xinet introduced FullPress. I had seen an impressive package for computer software that Earl had produced for another company. His work was graphically bold and he consistently made use of challenging printing techniques that Xinet hoped customers would notice. Having won numerous awards for his work for Xinet in 1995 and 1996, Xinet was eager to continue working with him on the FullPress brochure and the WebNative flier.

(14.)     I also remember selecting A. R. Lithographers to print the brochure. *See* Attachment A at p. 16. A.R. Lithographers was selected because they were users of Xinet technology and technically capable of printing the complex gold with black pinstripe design you see on the edge of each page of the document. In order to do this, A.R. had to print the metallic gold color and then over print the black line, which was difficult to do without the lines breaking up or smearing. The crispness you see in the hard copy FullPress Brochure is hard to achieve.

(15.)     This overprint gold/black pinstripe design was highly distinctive to FullPress and WebNative literature at the time. In fact, in order to increase brand recognition, and starting in 1998, we even modeled our trade show booths with this slanted edge and gold/black pinstripe design.

(16.)     The introduction of FullPress to the Xinet line of products kick-started global recognition of Xinet. The previous Xinet products, K-Talk, KA-Share, and

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K-Spool were sold primarily among educational institutions with occasional corporate clients here in the United States and Japan. FullPress, however, made it possible to enter the market worldwide and, within two years, Xinet had tripled income with the product. In 1998, WebNative opened up other vertical markets beyond prepress and printing to include industries such as advertising and large retailers, and further increased Xinet's profitability.

(17.) I created the FullPress Brochure for our FullPress product demonstration at the Seybold New York '97 trade show and to be handed out and disseminated during that trade show. Through thefreelibrary.com, I was able to locate the following press release, which confirms my recollection that we presented FullPress at this trade show between April 23-25, 1997. http://www.thefreelibrary.com/Xinet+Releases+FullPress+Version+8.11%3B+Includes+support+for+the+SGI...-a019177342 (Attachment C hereto, which is a true and correct copy of the press release printed from thefreelibrary.com). This same information is also confirmed from screenshots of Xinet's website from the Wayback Machine. *See* https://web.archive.org/web/19970630075052/http://www.xinet.com/press/fp.811.release.html (Attachment D hereto, which is a true and correct copy of a page on Xinet's website from June 30, 1997 as that page is maintained on the Wayback Machine); and

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https://web.archive.org/web/19970414155902/http://xinet.com/new.html

(Attachment E hereto, which is a true and correct copy of a page on Xinet's website from April 14, 1997 as that page is maintained on the Wayback Machine).

(18.)     I was not a presenter at the trade show booth during these three days; however, I worked exhaustively on the materials the presenters used and gave away during the trade show (including the FullPress Brochure), and produced the environmental graphics that were used in the booth, using the center-spread, illustration and others within the FullPress Brochure resized as posters.  I also recall packing and personally sending hundreds of copies of the FullPress Brochure to the tradeshow, which were ultimately distributed to conference attendees.  My role at Xinet at this time was to ensure that this educational/sales material was disseminated, particularly at tradeshows such as Seybold New York '97, so that the FullPress product would sell.

(19.)     Thus, at the end of this conference, hundreds of copies were handed to members of the printing and publishing community.  Immediately following the Seybold New York '97 trade show, I also sent hundreds (if not thousands) of copies of this brochure to my FullPress Integrators to market FullPress and to be technical liaisons for the product.  The FullPress Brochure would have also been disseminated at Seybold San Francisco '97, and during other conferences

throughout 1997, such as two-week-long Print 97 graphic communications

exhibition at McCormick Place in Chicago later in September 1997.

(20.) Not only was FullPress described extensively in printed material such

as the FullPress Brochure, but it was independently described during this time on

the Internet on xinet.com. The Internet Archive's Wayback Machine refreshes my

recollection about our marketing activities in 1997, as well as the state of the

FullPress product when it was demonstrated during the April 1997 Seybold New

York conference.

(21.) For example, we provided a detailed overview of FullPress here

(https://web.archive.org/web/19970414155914/http://xinet.com/fp/index.html)

(Attachment F hereto, which is a true and correct copy of a page on Xinet's

website from April 14, 1997 as that page is maintained on the Wayback Machine);

and here

(https://web.archive.org/web/19970630074152/http://www.xinet.com/fp/reliability.

html) (Attachment G hereto, which is a true and correct copy of a page on Xinet's

website from June 30, 1997 as that page is maintained on the Wayback Machine).

We also included the same basic FullPress workflow diagram as to what is shown

on pages 8 and 9 of the FullPress Brochure here

(https://web.archive.org/web/19970630074118/http://www.xinet.com/fp/fp.workf.

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html) (Attachment H hereto, which is a true and correct copy of a page on Xinet's website from June 30, 1997 as that page is maintained on the Wayback Machine).

**WebNative Flier**

(22.)    I also drafted and created the WebNative Flier.  Exhibit 1021 is a true and correct copy of the WebNative Flier that I wrote at Xinet and that was disseminated to customers, potential customers, etc. while I worked at Xinet.  The WebNative companion tool to FullPress was announced in January 1998 and released in March 1998.  *See*

https://web.archive.org/web/19980210085916/http://www.xinet.com/press/web.native.release2.html (Attachment I hereto, which is a true and correct copy of a page on Xinet's website from February 10, 1998 as that page is maintained on the Wayback Machine).  The release of WebNative coincided with the Seybold New York '98 trade show, which Xinet attended between March 17-19, 1998 and publicly displayed WebNative for the first time.  *See*

*https://web.archive.org/web/19980218030536/http://xinet.com/new.html* (Attachment J hereto, which is a true and correct copy of a page on Xinet's website from February 18, 1998 as that page is maintained on the Wayback Machine).

(23.)    I was not a presenter at the Seybold New York '98 trade show; however, as with every tradeshow, I worked exhaustively on the materials the presenters used and gave away during the trade show.  Again, I was responsible for

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making sure that our trade show booth at Seybold New York '98 was stocked with literature, which would have included the WebNative Flier.  I also produced the environmental graphics that were used in the booth using the center-fold illustration within the FullPress Brochure and the workflow diagram within the WebNative Flier resized as posters.

(24.)	Xinet also attended the Seybold San Francisco '98 trade show later that year.  I specifically recall the distribution of the WebNative Flier at the Seybold San Francisco '98 trade show.  Through thefreelibrary.com, I was able to locate the following press release, which confirms my recollection that we presented the WebNative product at this tradeshow during the first week of September, 1998.

http://www.thefreelibrary.com/WebNative+version+1.03+Upgrades+Digital+Archiving+Features%3B+Release...-a050276007 (Attachment K hereto, which is a true and correct copy of the press release printed from thefreelibrary.com).  The following also confirms and refreshes my recollection that the Seybold San Francisco '98 trade show occurred between August 31, 1998 to September 4, 1998 (with the expo running from September 1-3, 1998).

https://web.archive.org/web/19971212095342/http://www.seyboldseminars.com/Events/calendar.html (Attachment L hereto, which is a true and correct copy of a

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page on seyboldseminars.com from December 12, 1997 as that page is maintained on the Wayback Machine).

(25.) Although I was not a presenter in Xinet's booth during the Seybold San Francisco '98 trade show, I traveled to the conference to set the booth up for the presenters. I recall this booth vividly as it was the debut of our tradeshow booth that incorporated a tall tower to match the gold/black pinstriped and slanted design of Xinet's promotional literature, including the FullPress Brochure and WebNative Flier. The wallpaper inside the booth also echoed the bold checks inside the covers of the FullPress Brochure. I also recall traveling to Seybold San Francisco '98 with hundreds of copies of the WebNative Flier and personally setting the booth up with these copies, which were freely available to conference attendees. In addition, I worked in the booth about two hours each day so that engineers and sales people could have a lunch break. Anyone that stopped by during this time would have received a FullPress Brochure or WebNative Flier from me.

(26.) Thus, at the end of this conference, hundreds of copies of the WebNative Flier were handed to members of the printing and publishing community. Immediately following the product demonstration of WebNative at Seybold, I sent hundreds (if not thousands) of copies of the WebNative Flier to Integrators to market WebNative and to be technical liaisons for the product. In

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fact, I recall distributing the WebNative Flier to Integrators worldwide. Because of

this, I recall having to maintain the document not only in the English language but

in French, German, Italian, Spanish, Swedish, and Japanese to name a few.

(27.) Once again, not only was WebNative described extensively in printed

material such as the WebNative Flier, but it was independently described during

this time on the Internet on xinet.com. The Internet Archive's Wayback Machine

refreshes my recollection about our marketing activities in 1998, and also confirms

and refreshes my recollection about the state of the WebNative product when it

was demonstrated during the September 1998 Seybold conference.

(28.) For example, we provided a detailed overview of WebNative here

(https://web.archive.org/web/19980210085116/http://www.xinet.com/fp/web.nativ

e.html) (Attachment M hereto, which is a true and correct copy of a page on

Xinet's website from February 10, 1998 as that page is maintained on the Wayback

Machine); and even included the same basic WebNative workflow diagram as to

what is shown on page 1 of the WebNative Flier here

(https://web.archive.org/web/19990129011207/http:/xinet.com/webnative/wn.work

flow.html) (Attachment N hereto, which is a true and correct copy of a page on

Xinet's website from January 29, 1999 as that page is maintained on the Wayback Machine).[1]

(29.)    In summary, hundreds of copies of the FullPress Brochure would have been distributed to members of the printing and publishing community, Xinet customers, etc. (at the latest) by the Seybold trade show held April 23-25, 1997 in New York, and hundreds of copies of the WebNative Flier would have been distributed to members of the printing and publishing community, Xinet customers, etc. (at the latest) by the Seybold '98 trade show held September 1-3, 1998 in San Francisco.

(30.)    In signing this declaration, I understand that the declaration will be filed as evidence in a review proceeding before the Patent Trial and Appeal Board of the U.S. Patent and Trademark Office.  I acknowledge that I may be subject to cross-examination in the case and that cross-examination will take place within the United States.  If cross-examination is required of me, I will appear for cross-examination within the United States during the time allotted for cross-examination.

(31.)    These statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both,

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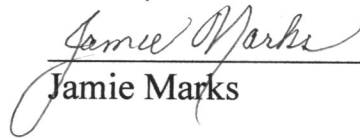
[1] I note that the workflow diagram from the Wayback Machine was not archived; however, the ten steps listed in Attachment N correspond directly to the ten workflow steps depicted in the WebNative Flier.

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under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the results of these proceedings.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Executed on this 30 day of September 2015.

*Jamie Marks*
Jamie Marks

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Petitioners' Exhibit 1027

Attachment A

XINET

**Prepress Networking for:**

♦ **High-performance file service**

♦ **Flexible print spooling**

♦ **Efficient image management**

Xinet

FullPress

FullPress!

FullPress® is the time and money saving solution for the prepress industry. Xinet's integrated prepress server increases productivity any time Macintoshes work together to produce complex publications. FullPress is an Open Prepress Interface (OPI) server completely integrated with a set of network applications that provide the software you need for managing digital publishing networks. FullPress includes:

- **File server software** for seamless, fast file sharing among multiple Macintosh users
- **Print server software** which allows Macintosh users to choose any printer or imaging device on the network
- **OPI server software** for efficient sharing and management of large images from the moment they are created or scanned into the system until they are output in their final form
- **Client-side software** which allows the central server to mount files from any networked Macintosh

FullPress runs on today's most powerful servers, providing the speed and efficiency necessary to compete in an "I need it yesterday" market. And, best of all, FullPress helps any prepress department become more cost-effective, without demanding that every user become a network guru.

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## OVERVIEW

Turn to the centerfold on page 8 for an overview of how FullPress might be integrated into your workflow. We will discuss the three most important components below, then in following pages explain the advantages you will experience from input to ouput.

### High-performance file service

FullPress allows printing and prepress specialists to share files over their network quickly—without leaving their familiar Macintosh environment. Shared files stored on the file server appear on Macintosh desktops just like files on local disks.

A set of Xinet AppleTalk protocols on the central server make it possible to use the UNIX host as an AppleShare file server which takes full advantage of the server's RISC-processing speed and architecture. The result? Faster file sharing than dedicated Apple file servers can provide.

Because the file-sharing software fully complies with Apple's network conventions, there's no additional software to install on your Mac. Just one simple installation on the UNIX server and every Macintosh on the network is ready to go!

Although Mac users take advantage of the server's power, they remain in their native environment, using icons on the Mac desktop to manipulate files stored on



*Mac users can select any imaging device on the network from the familiar Chooser.*

the server. They can open, read, copy, move, drag to the Trash, and launch files on the shared volume just as if the files were local files.

FullPress even synchronizes all of the clocks on networked Macintoshes. This helps avoid potential confusion about the latest file version when multiple users are accessing the same files stored on the server.

### Flexible print serving

FullPress allows users to queue print jobs from any Macintosh on the network to any networked PostScript imaging device. Mac users can choose the most appropriate device for their print jobs— for example, low-resolution printers for proofing; high-resolution imagesetters for color separations.

Once Mac users send jobs to the spooler, they can continue using their Macintoshes for other work. The UNIX server takes care of job queue management in the background, eliminating costly waiting time.



*Using FullPress is completely intuitive. Users drag or scan original images into a FullPress shared volume, such as "Jamie's Work Area" or "Jamie's Work FPO" above. FullPress immediately creates "For Placement Only" (low-resolution) corollaries for use in page layout. Other users can also access the images (either the high-resolution original or the "For Placement Only" version) from their own Macs.*

FullPress allows users to view a single file in two ways:
*either as a low-resolution FPO or as the high-resolution original. The
FPO view is shown on the left; the original view on the right.*
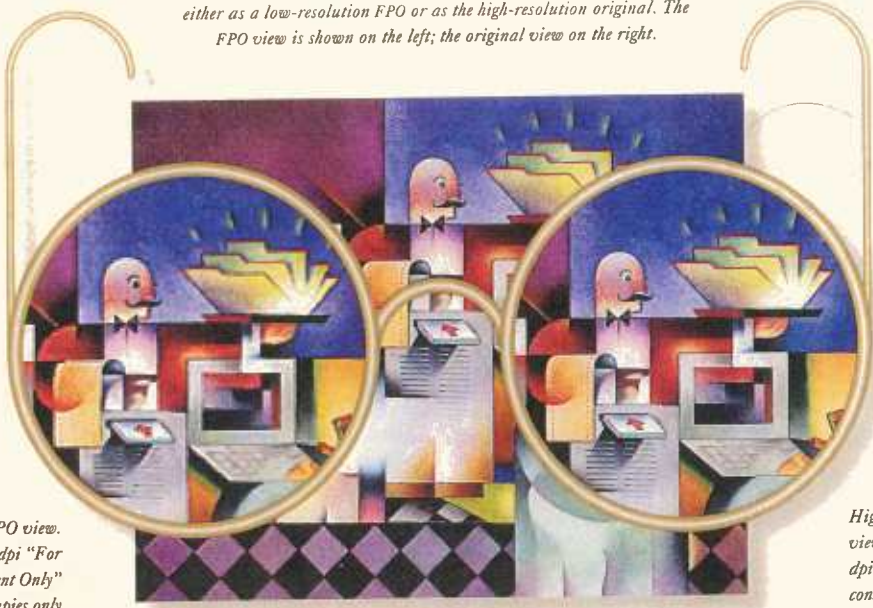
*FPO view. This 72 dpi "For Placement Only" view occupies only 1723 K disk space.*

*High-resolution view. This 304.8 dpi original file consumes 33.2 MB disk space.*

## Image management

FullPress's OPI server reduces network traffic by providing low-resolution "For Placement Only" (FPO) views of high-resolution images for use during production and proofing. High-resolution originals can come from any source—scanner, Scitex workstation, or Macintosh. FPO views are created automatically as soon as the images are placed on the server.

Because the FPOs are much smaller than their high-res sources, they travel over the network and appear on Macintosh screens more quickly. Since most Mac monitors display at a maximum resolution of 72 dpi, no apparent resolution is lost. The FPOs' smaller sizes also make them quicker to manipulate within page layout applications. FullPress also creates even smaller PICT previews and custom icons (similar to Photoshop's) for images placed in a FullPress volume. These "thumbnail" previews make selecting the right image for placement much easier.

Xinet uses the term "dynamic binding" to explain the unique relationship of FullPress FPOs to their high-res image sources. Because each FPO is actually another view of the high-res image, any changes made to a high-resolution image become immediately apparent in its FPO. Any time a user looks at a document, its FPOs will always be up-to-date.

When users import an FPO image into their documents using the built-in facilities of page layout applications (QuarkXPress, PageMaker, FreeHand, etc.), they create references within the document file to the low-res FPO view. When final output is desired, users send their document files from their Macs to the OPI print-spooler. There, FullPress interprets these image references and locates the high-resolution original images which correspond to each FPO. FullPress then replaces FPO views with their high-resolution source files, merging the high-res images into the PostScript stream which is being sent to the RIP and imaging device.

How does this happen? FullPress interprets a special set of PostScript-language comments which allow it to automatically insert the high-resolution originals. These PostScript comments, defined by the Aldus Open Prepress Interface (OPI) specifications, are commonly generated by most popular desktop prepress software programs. FullPress also interprets attributes that users have set for FPOs within their working document—such as changes in size, cropping, skewing, or tinting—and correctly modifies the appearance of the images within the high-resolution final printout. All changes made to the FPO from within page layout applications will be reflected, at print-time, on the high-res image.

This dynamic process of "communication" between the high-res image file and its FPO representation gives users the flexibility and benefits of the OPI workflow. And, with FullPress, users can be confident that image replacement will occur without a hitch, as if they had been working with original image files all along.

**Dynamically bound FPOs are always up-to-date**

**PICT previews and custom icons make it easy to find images**

## EASE OF USE FOR MACINTOSH USERS

Xinet's years of advanced AppleTalk technology expertise, combined with extensive OPI research, have resulted in a "second generation" OPI design offering superior ease of use.

*Box angle 45 degrees.*

*Tinted grayscale.*

*Scaled 225% & cropped.*

*FullPress supports cropping, grayscale tinting, rotating, and skewing of FPOs.*

### Creating FPOs

FullPress automatically creates FPOs whenever a user creates an image on or moves an image (or folder full of images) to a FullPress volume. Upon generating the FPO, FullPress organizes the images so that the high-resolution view appears in the high-resolution volume and its FPO view appears in the low-resolution volume. Each FPO has the same file name as its original image source, so the "dynamically bound" FPO remains easy to identify. Besides this straight-forward naming convention, FullPress also automatically creates thumbnail previews of each image for quick FPO identification.  By double-clicking on an FPO icon, users can call up information about the FPO, including its type, location, size, the name of its high-resolution corollary image, and compatible printers and spoolers. And, because the FPO views are locked, users can't mistakenly edit a low-resolution image.

### FPO management

FullPress allows fast-paced prepress shops to work at maximum efficiency. At the same time that artists are retouching photos or revising original images in the high-resolution volume, designers can use the corresponding FPO images in document layout. FPOs may also be used effectively for trapping and imposition. In any situation, FullPress ensures that the FPO being used is the latest version of the high-resolution image.

*Image scaled 130% & skewed 30 degrees.*

Unlike some OPI products, FullPress doesn't update its FPOs through a background polling system which can slow down the network. Nor do FullPress users have to update FPOs manually. Instead, FullPress updates FPOs immediately after any change is made to the high-resolution image. Applications such as QuarkXPress will notify Mac users when FPOs have been modified and allow them to "update" images.

### Incorporating FPOs

FullPress and advanced OPI technology are making "For Placement Only" a misnomer. Macintosh users working with today's latest layout programs are able to do more to FPOs than ever before. Scaling, skewing, resizing, tinting, and rotating are all possible with FullPress FPOs, even with images that have clipping paths. In fact, any transformation you can apply to standard EPS or TIFF files can be handled by FullPress.

Mac users incorporate FPOs exactly as they would any other image. The only difference they notice is how much faster FPOs will travel across the network!
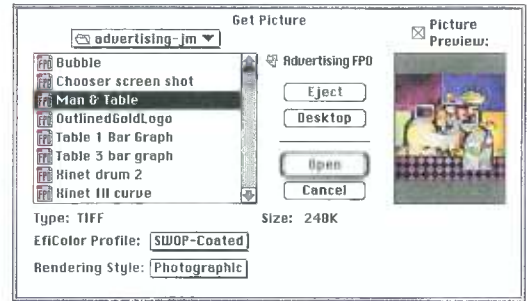
*This QuarkXPress dialog box shows how easy it is to incorporate FPO images in documents. Using FullPress doesn't change page layout program operation. To make selecting the proper image easier, FullPress automatically creates picture previews (like the one you see above), and custom icons.*

## Easier and enhanced page layout

FullPress users will find that image editing and page layout can be accomplished with blazing speed through a combination of much faster network performance and the advantages of FullPress OPI technology. This technology allows a prepress workflow to become more flexible and efficient. FullPress removes constraints about using proprietary image formats within Macintosh layout programs, allowing Macintoshes to run side-by-side with Dalim, Scitex, Crosfield, and Contex systems. Also, with FullPress, users can manipulate FPOs directly inside documents to achieve artistic effects which otherwise would have to be done in a much more time-consuming fashion through photoretouching.

## Picture Wrangler

Picture Wrangler,™ an XTension for QuarkXPress, provides a complete replacement for Quark's "Picture Usage" dialog box, optimized for use with an OPI server. It automatically finds and relinks images that have been moved off-site for layout, proofing, or other purposes. Picture Wrangler allows users to update or relink images in one-button "batch mode" instead of updating each image individually, and will do so over multiple volumes. In addition, users can resize the Picture Wrangler dialog box so that the entire pathname to images can be seen, when needed.
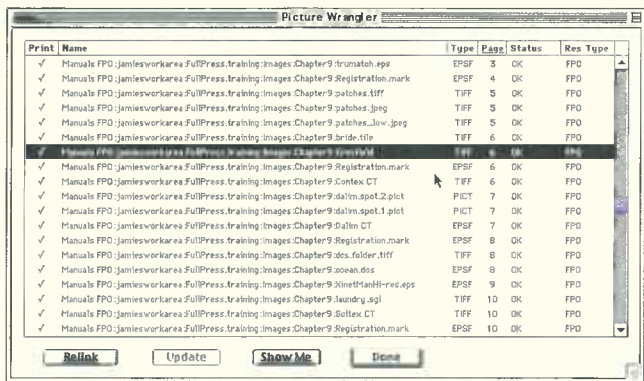
## FullPress XT

FullPress XT,™ a second XTension for QuarkXPress from Xinet, allows designers to successfully manipulate images within QuarkXPress in ways that otherwise would not be possible. FullPress XT allows users to omit TIFF *and* EPS files when printing, even for printing color separations with spot colors, and still produce correct output. It also works when users rely on QuarkXPress to convert spot colors to CMYK for separations. This is a big time saver for proofing and final production. FullPress XT also allows users to tint grayscale FPOs, both foreground *and* background, to ghost back FPOs using the QuarkXPress "Other Contrast" feature, and to use knockouts, masking, and clipping paths with FullPress FPOs. In addition, it allows QuarkXPress users to import proprietary image formats without conversion, such as those from Alias, Contex, Crosfield, Dalim, Scitex, and SGI. Finally, FullPress XT provides the added convenience of making it possible to launch high-res image editing applications from within QuarkXPress by selecting the image box where an FPO has been placed, and then selecting "Edit Hi-Res Image" under the "Edit" pull-down menu.

*FullPress XT supports tinting foreground & background of grayscale images.*

*FullPress XT supports "ghosting" through Quark's "Other Contrast" feature.*

*FullPress XT supports masks.*



| Print | Name | Type | Page | Status | Res Type |
|---|---|---|---|---|---|
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:trumatch.eps | EPSF | 3 | OK | FPO |
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:Registration.mark | EPSF | 4 | OK | FPO |
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:patches.tiff | TIFF | 5 | OK | FPO |
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:patches.jpeg | TIFF | 5 | OK | FPO |
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:patches_low.jpeg | TIFF | 5 | OK | FPO |
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:bride.tile | TIFF | 6 | OK | FPO |
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:Crosfield | TIFF | 6 | OK | FPO |
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:Registration.mark | EPSF | 6 | OK | FPO |
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:Contex CT | TIFF | 6 | OK | FPO |
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:dalim.spot.2.pict | PICT | 7 | OK | FPO |
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:dalim.spot.1.pict | PICT | 7 | OK | FPO |
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:Dalim CT | EPSF | 7 | OK | FPO |
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:Registration.mark | EPSF | 8 | OK | FPO |
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:dcs.folder.tiff | TIFF | 8 | OK | FPO |
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:ocean.dcs | EPSF | 8 | OK | FPO |
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:XinetManHi-res.eps | EPSF | 9 | OK | FPO |
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:laundry.sgi | TIFF | 10 | OK | FPO |
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:Scitex CT | TIFF | 10 | OK | FPO |
| √ | Manuals FPO:jamiesworkarea:FullPress.training:Images:Chapter9:Registration.mark | EPSF | 10 | OK | FPO |

[ Relink ]   [ Update ]   [ Show Me ]   [ Done ]

*Picture Wrangler allows you to automatically relink and update all images in a document. The window is resizeable so you can display complete pathnames for images, making image management much less confusing.*

*FullPress XT supports clipping paths. The Xinet Man holds the original unclipped image on his tray.*

**Add functionality to QuarkXPress with Xinet XTensions**
◆ **Picture Wrangler**
◆ **FullPress XT**

5

## FullPress speed improves more than page layout

Incorporating a fast central file server in your workflow provides more advantages for Macintosh users than just increased efficiency in page layout. The speed of FullPress file service is the key. Recent developments in networking software have created a much faster way to exchange data than was previously available. Now, by mounting high-resolution images from their central server, users can actually save, read, and write files faster than if they were working with the files on their own local disks! In "real-world" benchmark tests conducted at the time this brochure was printed, Xinet has measured Photoshop Save speeds of up to 5.5 megabytes/second and Finder Copy speeds of 3.4 megabytes/second.

What figures like this show is that Mac users can photoretouch an image faster when it resides on the central server than if they were to do the work with a copy of the image on a local disk. The same is true for scanning images. They can be scanned directly onto the server faster than onto a Macintosh disk. Faster file transfer rates are particularly beneficial when large files are involved. That's where users notice the most dramatic difference.

Xinet conducts benchmark testing regularly, to stay current with advances in technology and equipment. To see our most recent results, visit the "Benchmarks" section of the Xinet website, *www.xinet.com*.

Macintosh users will also appreciate the following advantages:

◆ As all data resides on the central server, no one wastes time copying it back and forth from one workstation to the next.

◆ Shuttle drives are no longer necessary, since file-transfer rates between the server and individual workstations will be faster than the time it takes to move shuttle drives between machines.

◆ Since jobs and files are stored in one location, the server also removes some of the hassles of image tracking—there's no proliferation of multiple versions of files, and no confusion about monitoring which jobs are stored where.

◆ Backing up jobs becomes a much easier process, since files do not reside locally on individual workstations.

◆ Image editing and page layout using the same images can be done at the same time without confusion. FullPress keeps the views of images used in page layout up-to-date automatically.

**Users can get the benefits of file-sharing over a network and faster image editing at the same time**

**"Faster than your local disk!"™**



*A 30 megabyte Scitex CT version of this image was used for testing.*

| Photoshop 4.0 Save file to Origin 200 vs. Power Macintosh 9600/23 local disk using Scitex CT images | | | |
|---|---|---|---|
| **Method for saving** | **File Size (MB)** | **Average time (sec)** | **Average speed (MB/sec)** |
| *FullPress* | 30 | 5.5 | 5.42 |
| *Local disk* | 30 | 7.3 | 4.1 |

*This figure shows a slower local disk save of a Photoshop file. The test was conducted with a Power Macintosh 9600/23, running AppleShare Client version 3.7 with an Asanté 10/100bT PCI card, networked to the server with 100bT. The SGI Origin 200 contained two 180/Mhz MIPS R10000 processors, 128 MB of RAM, two Ultra SCSI Drives, two PCI fast Ethernet NICs, with SGI IRIX 6.4 running FullPress version 8.12.*
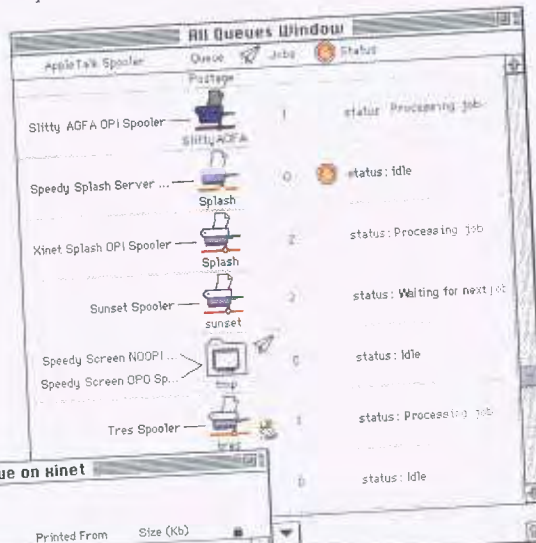
## Managing printer queues

Queue Master,® a FullPress Macintosh application, lets users manage print jobs from their workstations. They may monitor print queues, reorder jobs in the queues, move their own jobs between queues, or delete their jobs. And, if the system administrator gives Mac users administrative privileges, they may also move jobs in front of other users' jobs, reorder all print requests, and start or stop any print queue.

Queue Master supports a variety of printer queues, which are set up by the system administrator, and can be viewed by Mac users in the Chooser. Possibilities for these queues include:

♦ Queues for an AppleTalk printer on the network: most imaging devices on the network identify themselves as AppleTalk printers.

♦ Hold queues: when jobs are directed to a hold queue, they will be held there for a period of time specified by the system administrator. After the specified period of time has elapsed, the job will be automatically removed. Jobs may be moved from hold queues to other queues for further processing.

♦ Success queues: print requests which have been processed without PostScript errors will wait in these queues. These queues are used in combination with hold and print-to-file or screen queues.

♦ Failure queues: print requests which have PostScript errors in them will wait in these queues. These queues are used in combination with hold and print-to-file or screen queues, and are useful when users want to review PostScript errors.

♦ Preview spoolers: these queues direct processed files to a screen previewer rather than a physical imaging device. Jobs can be proofed on screen before being committed to output.

♦ Print-to-file queues: the output of these queues is written to a file. Users may move files on the server to other queues for further processing.

♦ Queues where the output goes both to a screen for previewing and to a file.

♦ Remote print queues: in these queues the FullPress server sends the request to another workstation for *lp*(1) or *lpr*(1) spooling.

♦ Printer class queues: when imaging devices are placed together in a class, FullPress sends the job to the first of the devices that is available. This automatically helps to balance the load for devices.

♦ Queues for imaging devices which are serially connected to the UNIX server.

*Queue Master shows Macintosh users what's happening with print requests on the FullPress server. It displays all configured print spoolers on the network and shows the status of each. Mac users may reorder their print requests, stop queues, or move jobs between queues by simply clicking and dragging. Double-clicking on any queue in the list provides more detail about what's there.*



*Users can determine which jobs are ahead of theirs in any queue, as well as the size of those jobs. Users may want to redirect jobs if they discover the wait will be too long. Details are also provided about file names, job "owners," and which Mac applications and printer drivers are involved.*

*Queue Master also warns Mac users when imaging devices need attention.*

**Seamless
file-sharing**

**+**

**print serving**

**+**

**reduced
network traffic**

**=**

**smoother,
more efficient
workflow**



# F U L L P R E S S  W O R K F L O W  O V E R V I E W

Photoretouchers make changes to the high-resolution images. This can take place at the same time as page layout.

Macintosh

FullPress inserts the latest high-resolution images at print time.

Scanner

Central Server

FullPress automatically creates low-resolution versions of the images.

Page layout uses more efficient low-resolution images. FullPress automatically keeps them up-to-date. Documents which use low-resolution images spool to the print server more quickly, and free up the Mac for other use.

Macintosh

## MORE EFFICIENT AND FLEXIBLE PUBLISHING

**Efficiency.** With FullPress, only a single copy of a large high-resolution image needs to be stored on the central server. Images no longer need to be copied, or shuttled back and forth from workstation to workstation, and separate copies of images do not need to be stored with every file that uses them.

Page layout designers work on Macintoshes, using low-res placement views. These FPO views provide better network and individual Mac performance, as designers spend much less time waiting for screens to refresh and for files to spool.

FullPress allows many people to work on a single job, simultaneously. While FPO views of images are being placed within documents during page layout, image-editors and photoretouchers can work on the high-resolution originals. FullPress tracks all changes made to original images and automatically updates their low-res equivalents. OPI image replacement occurs without a hitch when it's time for final output.

**Flexibility.** FullPress fits into many different types of prepress workflow. In smaller, Macintosh-based shops, FullPress saves time at almost every step —through page layout, image-editing, imposition, trapping, proofing, RIPing, and final output.

FullPress also brings a significant advantage to larger prepress sites. Because FullPress supports "non-Macintosh-native" formats such as Crosfield, Scitex CT and LW, Dalim, and Contex, these previously-closed proprietary systems can now take advantage of leading prepress software packages like QuarkXPress.

In addition, FullPress has been optimized to help you better integrate your workflow with the off-site layout and proofing needs of your customers. FullPress offers features that allow you to share FPOs with clients— your customers can take FPOs off-site for page layout, and you can easily re-unite these FPOs with their source files when it's time for final output. FullPress also offers several ways for you to quickly provide your customers with proofs, even when customers are located at remote sites.

*Stage 4*

**Color Proofer**

**Imagesetter**

**On-Line/Remote Proofer**
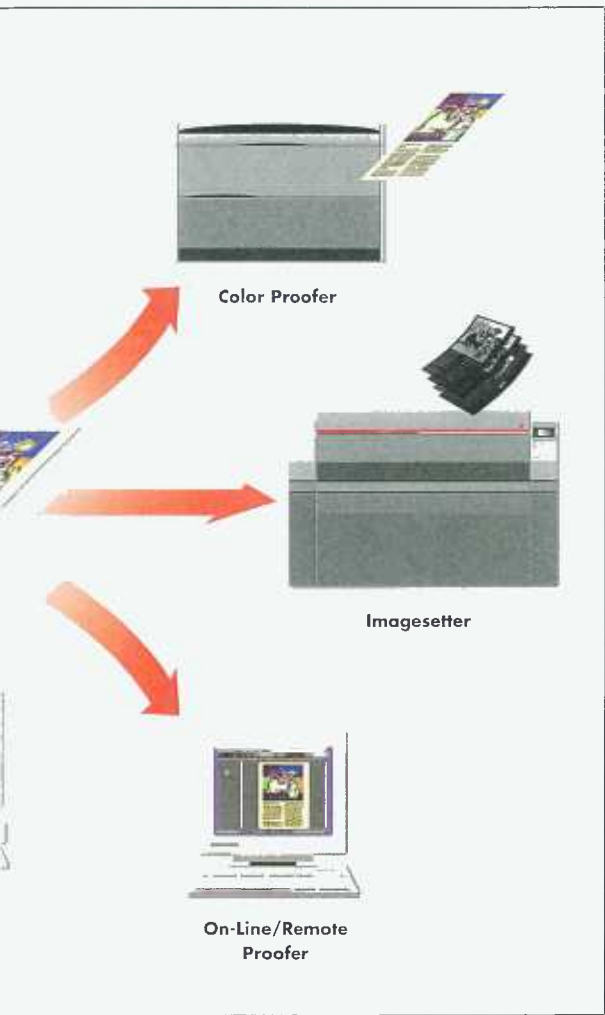
*FullPress automatically produces low-resolution views which are used for most document setup activities. Original images are only substituted when final output is desired. This substitution, seamlessly integrated with file sharing, PostScript printer sharing, print file spooling and print queue management, improves workflow in any situation where large graphic files are being manipulated and printed.*

## FULLPRESS ADVANTAGES

FullPress gives you all the benefits of a smoother, more efficient prepress workflow:

◆ Saves time during page composition.
FullPress can create FPOs from more file formats than any other OPI server, so you can integrate existing proprietary or "legacy" equipment into your OPI workflow without the disadvantages of file-conversion.

◆ Saves time locating online images.
FullPress custom icons and PICT previews make finding the right image fast and easy!

◆ Eliminates complications in job-tracking and back-up. With central file storage, files no longer reside locally on individual workstations, shuttle drives, or Macintoshes.

◆ Saves disk space.
File-sharing ends the proliferation of multiple copies of files, and the confusion caused by multiple file-versions!

◆ Saves time when setting up client artwork for printing.
High-resolution images travel from the file-server faster than from a local disk!

◆ Saves time when setting up page signatures.
FPOs load into documents and travel over the network much more quickly than multimegabyte high-resolution image files.

◆ Saves time when FPOs are used, reliably, for off-site layout

◆ Saves time printing proofs.
FullPress allows users to choose the most appropriate imaging device for the job from any Mac, and to monitor print queues.

◆ Eliminates costly idle-time caused by print job processing.
Designers don't have to wait for output devices to become free—jobs spool to the server, which handles processing in the background.

◆ Generates smaller, more efficient PostScript.
Optimized PostScript results in dramatically shorter RIP times, faster printing, and higher throughput to your output devices!

◆ Installs easily on a UNIX server.
FullPress administration is easy, through a convenient GUI.

◆ No additional software is required for your Macs!

FPOs are always up-to-date

No confusion about where high-resolution originals reside

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### Final output

At print time, FullPress replaces the low-resolution files with the high-resolution originals stored on the server (unless the user chooses to print in proofing mode, which uses the low-resolution images, or the administrator sets the spooler to print at some other resolution). Any cropping, scaling, rotation, skewing, or tinting established for the low-resolution images will be applied automatically to the high-resolution versions when they are placed in the publication at printing time. Users may choose any PostScript device on the network for printing. Once users send print jobs to the server for queuing, they are immediately free to use their Macs for other tasks.

FullPress supports both ASCII and binary image substitution; the binary option provides a distinct advantage in making smaller print jobs.

Table 1 illustrates the savings FullPress provides at print time over conventional methods.



*Image used for timings and measurements in Tables 1 and 2. (304.8 dpi, 9.7" x 8.75")*

### FullPress produces smaller, faster PostScript files

Every imaging device has a maximum speed for processing PostScript, so the smaller the file, the faster it prints. A complex document may incorporate images and graphics from many different applications. In addition, a designer may use a wide range of techniques to enhance the imported graphics after placement, such as scaling, cropping, rotating, tinting, or warping. At print-time, the resulting PostScript may be very large, especially for documents containing images. FullPress uses several methods to reduce PostScript size without altering final output in any other way:

♦ Source cropping of images
 FullPress understands cropping comments and clipping paths embedded in the PostScript and doesn't send parts of the image which won't actually appear in the printed piece.

♦ Preseparating composite images*
 When producing color separations from EPS, most applications include the entire file with each separation. FullPress preseparates the images, sending only the bits appropriate for each plate. For example, on the yellow plate, only the yellow channel will be sent. This results in separations that are ¼ of the size that they would be if FullPress were not involved. FullPress preseparates all bitmapped image files, including pixel-based EPS.

*Some people turn to DCS rather than EPS files to avoid producing redundant PostScript. That isn't necessary with FullPress. FullPress pre-separates EPS raster files such as those from Photoshop and Alias Eclipse. It does not, however, include a RIP for preseparating EPS vector files.

| TABLE 1: SPEED COMPARISON Placing and printing images using FullPress vs. conventional method. | | | |
|---|---|---|---|
| Page layout program used | Image used | Time elapsed placing Photoshop image | Time elapsed until print job clears Mac |
| **QuarkXPress** | *FullPress FPO* | I 2 sec | I 5 sec |
|  | *High-res original* | ■ 21 sec | ▬▬▬▬▬▬▬▬▬▬ 5 min 36 sec |
| **PageMaker** | *FullPress FPO* | i 1 sec | I 7 sec |
|  | *High-res original* | ■ 16 sec | ▬▬▬▬▬▬▬▬▬▬▬▬ 6 min 21 sec |
| **FreeHand** | *FullPress FPO* | I 3 sec | I 5 sec |
|  | *High-res original* | I 5 sec | ▬▬▬▬▬▬▬▬▬ 5 min 45 sec |
| **Illustrator** | *FullPress FPO* | I 1 sec | I 6 sec |
|  | *High-res original* | ▬▬ 57 sec | ▬▬▬▬▬▬▬▬▬▬▬▬▬ 7 min 11 sec |

*Measurements were taken on a Power Macintosh 9600/23 connected to the server via 100BT. The FullPress server was an Origin 200 running IRIX 6.4. All jobs were directed to an HP Deskjet 2500 CT color proofer, connected to the network with 10BT. The original Photoshop TIFF file (304.8 dpi) occupied 33.2 MB; its FullPress FPO was constrained to 200 K.*

◆ Producing grayscale images from color images when they are being sent to grayscale printers.

◆ Output scaling

If you are printing to a low-resolution device, you can instruct FullPress to scale down the resolution of your images before sending them over the network. This proves to be a huge time saver when going to proofers, most of which have much lower resolution than final output devices. Scaling at the server saves both network transfer time and speeds up RIPing.

There are many ways to generate PostScript to produce the same page, and some Macintosh applications do it more efficiently than others. It is very important that your OPI replacement doesn't undo any of the savings the best applications have to offer. While some OPI products also help jobs clear the Mac rapidly, they may slow down RIP time due to larger PostScript. Because FullPress ensures that you send the most efficient PostScript files possible, your work goes faster. You get to the finish line sooner. And, because there are several phases before you get to the final printout—each PostScript file must clear the spooler, traverse the network to the RIP, be processed in the RIP, and finally, clear the imagesetter—smaller PostScript has cumulative advantages, particularly if you think about color separations for a page using a cropped EPS image. Table 3 shows statistics about FullPress optimized PostScript size.



*This 38.2 MB 8.7" x 5.7" CMYK EPS binary image was used in the timings and file size comparisons shown on this page. It was cropped to 5.2" x 3.4."*

### Case study: smaller files save time

We timed separations of the cropped image above both with and without FullPress.‡ Without FullPress, it took *17 min, 30 sec* to clear the RIP. With FullPress it cleared the RIP in just *4 min, 3 sec*—that's ¼ of the time!

‡ The server in both timings was an SGI Challenge L, and the RIP a Crosfield Magna on a Sun SPARCstation 20. In the test without FullPress, the image was sent from the Mac across Ethernet, directly to the RIP. In the test with FullPress, the Mac was connected to the server by Ethernet and the RIP to the server by ATM.

**TABLE 3: POSTSCRIPT FILE SIZE COMPARISON** (using cropped 38.2 MB EPS, CMYK binary image)

| | Printing composite to color printer 400 dpi | Printing composite to grayscale printer 600 dpi | Printing color separations to imaging device 2540 dpi |
|---|---|---|---|
| **QuarkXPress** | | | |
| *FullPress output after replacement* | 11.2 MB | 2.8 MB | 11.2 MB |
| *QuarkXPress 3.32 output* | 38.2 MB | 7.6 MB | 30.6 MB |
| *QuarkXPress 3.31 output* | 38.3 MB | 38.3 MB | 153.1 MB |
| **PageMaker** | | | |
| *FullPress output after replacement* | 30.6 MB | 7.7 MB | 30.6 MB |
| *PageMaker 6.0 output* | 38.2 MB | 38.2 MB | 152.9 MB |
| **FreeHand** | | | |
| *FullPress output after replacement* | 30.6 MB | 7.7 MB | 30.6 MB |
| *FreeHand 5.5 output* | 38.2 MB | 38.3 MB | 152.9 MB |
| **Illustrator** | | | |
| *FullPress output after replacement* | 30.6 MB | 7.7 MB | 30.7 MB |
| *Illustrator 5.5 output* | 38.2 MB | 38.2 MB | 152.8 MB |

*Measurements were taken using a LaserWriter 8 driver and the following PPDs: Splash Majestic 3.1 (400 dpi color), LaserWriter Pro 630 v 2010.130 (600 dpi grayscale), and Linotronic 330 v 52.3 (2540 dpi). Note that QuarkXPress 3.32 is the only application tested which passes on OPI comments about cropping for EPS. QuarkXPress supports TIFF source cropping, but by itself, does not do EPS source cropping. Version 3.32 also supports pre-separation of color plates and grayscale rendering of color images.*

## FullPress makes proofing easy and more efficient

FullPress offers a number of options which make on-site proofing and remote proofing easier.

**On-site proofing.** When setting up FullPress, the administrator creates spoolers for each imaging device in the workflow. Administrators may also set up more than one print queue for a device, so that jobs can be sent to the device with different parameters. An advantage of this print queue flexibility is that it allows output to be directed through programs as well as to imaging devices. Some sites first process the PostScript with a program such as *xpsview*, so it may be displayed on a screen. Other sites take advantage of FullPress print queue options by setting up proofing queues where

*Proofs may be directed to a screen display or printed at any resolution.*

*Proofs may be sent over the Internet with JPEG-compressed images.*

output is directed to a proofing device. The resolution of the proof can be scaled to the resolution of the proofing device, or, in cases when speedy output is very important, to an even lower resolution for faster printing.

**Remote proofing.** FullPress provides two options which make it easy for prepress sites to send proofs to customers' sites for approval:

*JPEG-compressed image substitution for proofing.* FullPress provides a print-queue option which allows the server to replace FPO images with JPEG-encoded images. The administrator may specify the degree of JPEG compression for each queue. With JPEG-encoded images, the final PostScript output will be much smaller—small enough, in fact, to be sent to customers via long-distance data lines or over the Internet.

Because JPEG compression is lossy compression, and the decompressed image may not look exactly the same as the original, Xinet doesn't recommend using JPEG-compressed print queues for final production. But the results are certainly very acceptable for proofing. JPEG-encoded images will greatly decrease turn-around times for printers waiting for approval from their clients.

*Acrobat PDF files for proofing.* Adobe Acrobat files have become another very popular way to have clients review prepress work. FullPress also provides an option whereby the server may send the final PostScript to an Acrobat distiller to produce a PDF file. Current versions of Acrobat contain optimizations for on-line Internet delivery so that remote proofing can take place even more quickly.

*Proofs may be viewed as Adobe Acrobat files.*

## Color Vérité: device-to-device accuracy in color

Ensuring color fidelity in printed images is a complex issue, as different prepress systems represent or encode color in different ways. Each device or software program involved in the many steps between the initial scanning of images and final output has the potential for influencing an image's color representation.

Color-calibration of each piece of equipment within the workflow is an important step toward achieving color fidelity, but it doesn't address the problem of *inter-device dependability* of color representation. Transformations will still occur as images move from device to device within the workflow, since the individual devices are handling color-processing in distinctly different ways. As a result, until recently, print-shops had to spend valuable press time trying to alter colors to compensate for the shifting which had occured throughout the workflow. Now, with ICC color management and the FullPress Color Vérité™ color correction engine, there's a better way.

### Xinet engineered its own ICC engine

The International Color Consortium (ICC) has published a set of specifications which, when adhered to, ensure that colors will be adjusted according to the characteristics of the devices used to process them. Part of the magic of ICC color fidelity depends on good ICC "profiles" which describe input and output devices. Each digital image can be encoded with a description of the color characteristics of its parent device. Before final output, a color correction engine maps these encoded characteristics to those shown in the ICC profile of the output device, making all necessary adjustments to ensure color fidelity.

Although there are several ICC color correction engines currently available to software developers, Xinet engineered its own to ensure that FullPress customers would never have to wait for third-party developers to bring software up-to-date every time new server operating systems or hardware enhancements appear. Color Vérité provides a complete implementation of the ICC specifications, without shortcuts, ensuring the same results as any other full-scale implementations.

### Why use Color Vérité?

Color Vérité takes advantage of new technology in a superior fashion. Although newer Macintosh operating systems ship with correction software called ColorSync™ built in, the Macintosh-based technology lacks two advantages FullPress provides:

*Processing speed.* When performing its color adjustments, an ICC engine has to interpret very detailed color profiles and make many calculations. When these calculations are performed on a Macintosh, they proceed slowly. Offsetting these calculations to the more powerful server saves time and lets the Macintosh get back to the desktop prepress tasks it does best.

*OPI technology optimization.* Xinet has designed Color Vérité to work seamlessly with FullPress. While FullPress ensures that FPO versions of images will be faster to use, Color Vérité ensures that they will look right upon final output. When FPOs are replaced with high-resolution images, image colors will be adjusted according to the ICC profiles of the devices you are using in your workflow.

### How easy is it to use?

Many vendors now automatically provide ICC profiles along with their devices. Third party vendors also supply reliable libraries of ICC profiles. Color Vérité works with all of them.

The Color Vérité option can be enabled, queue-by-queue, for any queue where it is desired. When a user places an image into a Color Vérité enabled volume, the FPO which FullPress makes from that image will contain the ICC information and display its color characteristics appropriately. To set up an output queue which can process ICC color correction information, the administrator simply assigns the appropriate device-specific ICC profile to the queue. For Mac users, ICC color correction is transparent— they'll get better color results automatically without having to do anything different.

*The original photograph on the far left was scanned twice on a flat bed scanner; once using an ICC profile and once without.*

*We printed both scans on the same color proofer, then rescanned the printouts and incorporated them in this brochure. At the far right, we used Color Vérité and an ICC profile supplied by the manufacturer. The middle proof is uncorrected.*

*While in this case, an exact match is not possible due to limitations of the scanner, the proofer, and the profiles, the corrected version gives a much more reasonable reproduction of the original. Not scanning twice and using customized ICC profiles, will give even better results.*

**CASE STUDY**



Ad composed using FullPress
FPOs



Page layout (including ad)
using FullPress FPOs

## TABLE 4: TIME COMPARISON FOR PRINTING AD

| Method of printing color separations | Time until Mac is free for further use |
|---|---|
| *Print original file directly to printer* | 16 min 40 sec |
| *Print FullPress FPO version of file* | 5 sec |

*These tests were performed using a Power Macintosh 9600/233 running QuarkXPress 3.32 (PowerMac), and a Sun Ultra 200E running Solaris 2.5.1 as a FullPress server networked via 100BaseT. All jobs were directed with a LaserWriter 8.4.3 print driver to an HP LaserJet 5Si.*

We used FullPress while composing the ad shown on the top left of this page. The following details about the ad and the process we used to include it here in this brochure illustrate how quickly and easily page layout proceeds when using FullPress.

The print job generated from the QuarkXPress file for the ad incorporates six placed TIFF and EPS images, comprising a total of 77.6 MB in its original, high-resolution version. The FullPress FPO version, on the other hand, *is only 11% of the size of the original.* This reduced size increases the speed with which a Macintosh can handle the ad files. Table 4 shows a comparison of printing speeds from the original file and from a FullPress FPO version of the file.

Using FullPress allowed us to *send color separations to the printer in 0.5% of the time* it took to send them using the high-resolution original directly from a Macintosh. And, the printed results are *exactly the same.*

To place a copy of the ad in this brochure, we created an Encapsulated PostScript (EPS) version of the ad and used QuarkXPress's "Get Picture" option. Creating the EPS file inside a FullPress FPO volume was also much faster than working with the high-resolution original Quark ad, as Table 5 shows:

## TABLE 5: SAVING EPS PAGE: TIME COMPARISON

| Method for saving | File size | Time to save (avg.) |
|---|---|---|
| *Created from high-resolution original* | 73.4 M | 5 min 40 sec |
| *Created using FullPress FPO images* | 648 K | 3 sec |

Using FullPress allowed us to *save the EPS pages in less than 1% of the time* it took without using FullPress, and at print time, we produced exactly the same results! Quark's "Save Page as EPS" actually embeds PostScript OPI comments in the EPS file so when using FullPress, the correct, high-resolution versions of all the images will be automatically included in the printout.

*Modification time reflects last changes to the high-resolution originals. Any changes made to the originals will automatically appear in the FPOs.*

**High-resolution Volume for Ad**

We composed the ad using QuarkXPress



*"For Placement Only" files are much smaller than the high-resolution originals. They are locked; changes (other than sizing, placement, etc.) to them must be made on the high-resolution originals. The Quark file, on the other hand, can be edited.*

**For Placement Only Volume for Ad**

## EASY SYSTEM ADMINISTRATION

The FullPress GUI provides a powerful tool for system administrators. Its point-and-click interface is an efficient way for administrators to set up and configure all subsystems quickly, including network configuration for AppleTalk, file sharing, print spooling, "For Placement Only" image generation, and OPI resolution options. The GUI reduces the complex operations traditionally carried out by administrators to a single, well-organized system with intelligently-set default selections.

### Adding printers

The *Add Printers* GUI allows the system administrator to add printers easily to the FullPress server. When the administrator selects the AppleTalk zone, FullPress scans the network and lists the printers which are connected to the network. Administrators may add printers which communicate over AppleTalk or serial connections, or pseudo printers which send print requests to a computer screen, file, or hold queues. Hold queues are useful when users want to test a job on a proofing printer first, and if it is successful, send the job on to a imagesetter without having to submit it again. You may also use hold queues to look at failed print jobs. By examining the PostScript errors, you may be able to discover the reason why a job is not printing. In either case, to avoid using up too much disk space, FullPress automatically removes jobs from hold queues after a time limit that you specify when you set up the queue.

### Configuring AppleTalk spoolers for the Chooser

The FullPress *Add Printers* GUI also makes it easy to set up the spoolers which appear in Macintosh Choosers. You simply name the printer, choose a zone,
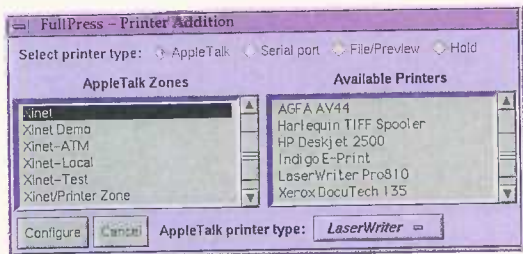
set options for optimal RIP performance, select an appropriate PPD (FullPress supplies the most commonly used PPDs, but allows you to add new ones to its list), and establish OPI replacement parameters for the queue. The configuration is so easy that you can quickly establish queues for many purposes—for example, proofing queues where FPOs will be printed, or queues which rely on particular special-purpose PPDs.

### Establishing volumes for OPI

Xinet engineered the FullPress GUI so that setting up and configuring AppleShare volumes would be easy enough that administrators could create special volumes for special purposes. In the simplest case, the administrator only needs to name the high-resolution volume and the FPO corollary, then accept the FullPress default settings for FPO generation. Administrators may also customize shared volumes and placement image generation. The *FPO Options* GUI allows administrators to adapt FPO generation for special needs. For example, the administrator might want to accommodate users who want to work with and print FPOs offsite by establishing a volume where all FPOs will be uncopy-protected EPS files. When files which incorporate these FPOs are moved back to the network, FullPress will correctly identify and replace FPOs with the high-resolution images at print time. Administrators may also need to accommodate devices which cannot handle binary PostScript files, or to constrain FPO resolution or data size because of file system loads. These and other options can be established quickly enough to allow administrators to respond to the special needs of any operation.



*Sophisticated spooler configuration for the Macintosh Chooser makes it easy to take care of special printing needs.*
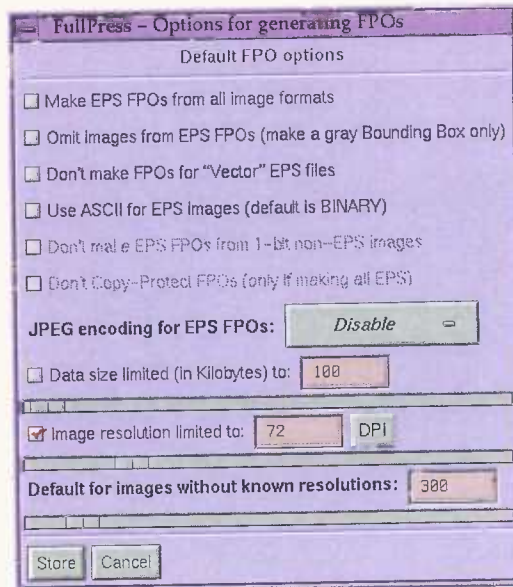


*The FPO Options GUI makes it easy to adapt FPO generation for special needs.*

Straight-forward and intuitive administration

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## Why FullPress?

### Cost Analysis

When your prepress workflow isn't as flexible and efficient as it could be, you're losing money. Wasted time during any of the steps to final output means lost profits — if you're not using your equipment to its full capacity, you're not processing as many jobs as your prepress system should be able to produce.

When you're wondering how much your prepress site would benefit from a FullPress server, here are some questions to consider:

◆ How much do my output devices cost, and am I running jobs through them at maximum capacity? If I could keep them all busy most of the time, how much additional revenue would I generate?
◆ Are my page-layout workers and designers forced to wait as files open up, or as files are copied? How much time must they spend waiting to print jobs, and how much does this idle-time cost?
◆ Do I accrue penalties for not finishing jobs on time? Do I lose jobs because I cannot promise speedy turnaround? If I *could* process more jobs, would I have more jobs to produce?
◆ If my competitors can decrease their costs and provide quicker turnaround, will they take my customers? Or, if I can provide inexpensive, fast turnaround, will I acquire business from my competition?

In every instance above, FullPress can help you increase the throughput of your current workflow, your production capacity, and your profits.

### Scalability

When you're looking at server-based solutions for removing the bottlenecks in your prepress workflow, keep in mind that when you consider the types of server software available, you should evaluate each one's performance and reliability, as well as your site's future plans for growth. To evaluate how essential speed and throughput are to your specific site, it's important to gauge the number of gigabytes of files that you're usually processing daily, and the time constraints that your designers and image-editors must face as they manipulate these files. Here are some questions you might want to consider:

◆ How many Macintosh workgroups do you have? How many Mac clients will need to read and write files to your server, concurrently?
◆ How many gigabytes of image files are you going to be processing, daily?
◆ How many output devices do you have? Are they all usually in operation at the same time?

It's important to determine, up-front, the workload that you're going to be placing on your server, so that you can choose server software that can handle your current load *and* grow with you as your business grows. FullPress scales well without compromising performance. It is being successfully used in production at small shops as well as at large operations with multiple sites and hundreds of users. To see our latest performance tests and benchmarks, and review them based on the speed and throughput needs of your own prepress environment, go to the "Benchmarks" section of the Xinet website, *www.xinet.com*.

### Try FullPress in your own workflow

We encourage you to try out FullPress with your most difficult prepress jobs, and see how it works with your existing equipment. For an evaluation copy of FullPress, please contact us. Or, if you have questions about the OPI workflow and how FullPress might fit into your specific network and prepress system, call us — we'll be happy to answer your questions and put you in touch with the authorized FullPress reseller in your area. For the most current information about pricing, Xinet's "trade-in" offers for competitive OPI products, and complete technical details about FullPress, visit the Xinet website *www.xinet.com*. Or, call *510 845-0555*.

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### Features, Protocols & Standards

- Includes AppleTalk routing with support for multiple Ethernet interfaces
- Supports all AFP (AppleTalk Filing Protocol) 2.2 features
- Includes Queue Master™ – for print queue management from every Mac
- Fully compliant with Apple PNOT and QuickTime Standard Preview (as used by Photoshop, Canto Cumulus®, Fetch, Kudo Image Browser, etc.)
- Supports PostScript imaging devices anywhere on the network
- Creates custom icons, for quick recognition of images
- Creates PICTs, for easy image previews & placement within documents
- Works with any Macintosh (although Queue Master, FPO information and FPO exporting features require System 7 or later)
- Fully compliant with Aldus OPI 1.3 specifications (with all Quark extensions)
- Supports OPI color conventions including tinting, color separations, and spot colors
- Supports image transformations including skewing, cropping, and rotating
- Supports PostScript Level 1 and 2, both ASCII and binary
- Blends DCS separations back into one high-res composite print job for color proofing
- Includes Xinet's Quark XTension FullPress XT, allowing users to:
    - Tint foregrounds and backgrounds of grayscale images
    - Adjust contrast of images
    - Easily open image-editing programs, to edit high-res versions of images
    - Omit all images when printing
- Comes with Macintosh applications localized for English, French, and German

### Supported Image Sources

- Alias PIX
- Contex Eclipse™ TILE
- Contex CT
- EPS/EPSF (including JPEG encoded)
- JFIF (JPEG)

### HIGHLIGHTS

- *"Faster than your local disk"* ™

  Xinet software now supports AppleShare over TCP/IP. Macs can now access files from the server with speeds up to 5.5 MByte/sec.

- *Photoshop native file support*

  FullPress users can leave Photoshop images in native format, even those with clipping paths, masks, layers and extra channels.

- *New color correction engine — Color Vérité* ™

  Xinet has developed its own ICC conforming color correction engine for start to finish color fidelity.

- *Xinet's new XTension for QuarkXPress — Picture Wrangler* ™

  Picture Wrangler allows

## FULLPRESS® TECHNICAL DETAILS

### HIGHLIGHTS

♦ *"Faster than your local disk"* ™

Xinet software now supports AppleShare over TCP/IP. Macs can now access files from the server with speeds up to 5.5 MByte/sec.

♦ *Photoshop native file support*

FullPress users can leave Photoshop images in native format, even those with clipping paths, masks, layers and extra channels.

♦ *New color correction engine — Color Vérité* ™

Xinet has developed its own ICC conforming color correction engine for start to finish color fidelity.

♦ *Xinet's new XTension for QuarkXPress — Picture Wrangler* ™

Picture Wrangler allows users to automatically find and re-link images that have been moved off-site for layout. Modified images can also be updated all in one operation instead of individually.

♦ *PostScript file size Optimized*

FullPress optimizes PostScript file size by cropping and scaling images on output, preseparating EPS composite images when producing color separations, and producing grayscale images from color images when they are being sent to grayscale printers.

♦ *Remote proofing feature*

FullPress can now scale and JPEG compress images in a PostScript stream, generating dramaticly smaller output files that are ideal for proofing over wide area networks.

### Features, Protocols & Standards

♦ Includes AppleTalk routing with support for multiple Ethernet interfaces
♦ Supports all AFP (AppleTalk Filing Protocol) 2.2 features
♦ Includes Queue Master™ – for print queue management from every Mac
♦ Fully compliant with Apple PNOT and QuickTime Standard Preview (as used by Photoshop, Canto Cumulus®, Fetch, Kudo Image Browser, etc.)
♦ Supports PostScript imaging devices anywhere on the network
♦ Creates custom icons, for quick recognition of images
♦ Creates PICTs, for easy image previews & placement within documents
♦ Works with any Macintosh (although Queue Master, FPO information and FPO exporting features require System 7 or later)
♦ Fully compliant with Aldus OPI 1.3 specifications (with all Quark extensions)
♦ Supports OPI color conventions including tinting, color separations, and spot colors
♦ Supports image transformations including skewing, cropping, and rotating
♦ Supports PostScript Level 1 and 2, both ASCII and binary
♦ Blends DCS separations back into one high-res composite print job for color proofing
♦ Includes Xinet's Quark XTension FullPress XT, allowing users to:
   ♦ Tint foregrounds and backgrounds of grayscale images
   ♦ Adjust contrast of images
   ♦ Easily open image-editing programs, to edit high-res versions of images
   ♦ Omit all images when printing
♦ Comes with Macintosh applications localized for English, French, and German

### Supported Image Sources

♦ Alias PIX
♦ Contex Eclipse™ TILE
♦ Contex CT
♦ Crosfield Studio 9000
♦ Dalim CT (with support for masks)
♦ Dalim LW
♦ DCS 1.0 and 2.0 (including EskoScan)
♦ EPS/EPSF (including JPEG encoded)
♦ JFIF (JPEG)
♦ Photoshop ™ native
♦ Scitex CT (also MaskCutter)
♦ Scitex LW
♦ SGI RGB (SGI Image Library)
♦ Sun Raster File
♦ TIFF specification version 6.0 — all TIFFs are supported, including masked TIFFs, TIFFs with spot colors, and TIFFs with clipping paths.
♦ X Window Dump File

### Supported FPO Formats

♦ TIFF (with PICT & PNOT previews)
♦ EPS (with PICT & PNOT previews)

### Supported RIPs

Compatible with all PostScript RIPs, including:

♦ Adobe CPSI
♦ Impressario
♦ NeWSprint
♦ Harlequin
♦ Jaws (5D Solutions)

### Supported Layout Programs

♦ QuarkXPress
♦ PageMaker
♦ MultiAd Creator
♦ FreeHand
♦ Programs without OPI support but able to import EPS files on Macintosh

### Server Requirements

♦ Silicon Graphics IRIX 5.x, 6.x; Sun SPARCstation Solaris 2.x

Petitioners' Exhibit 1027

Attachment B
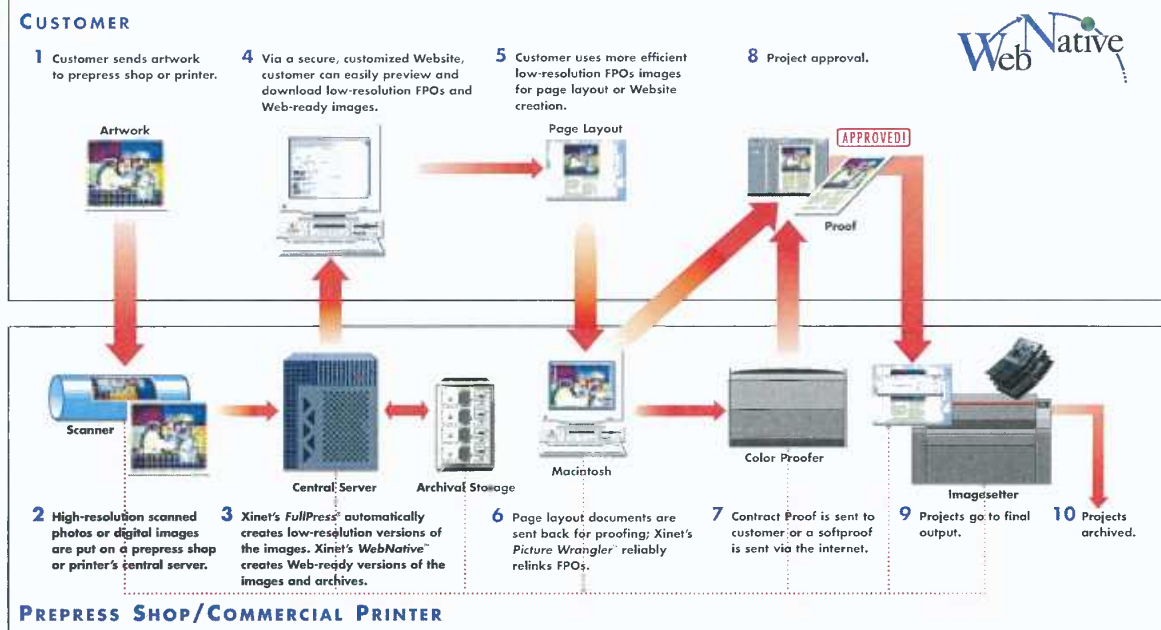
# XiNET

# Web Native™
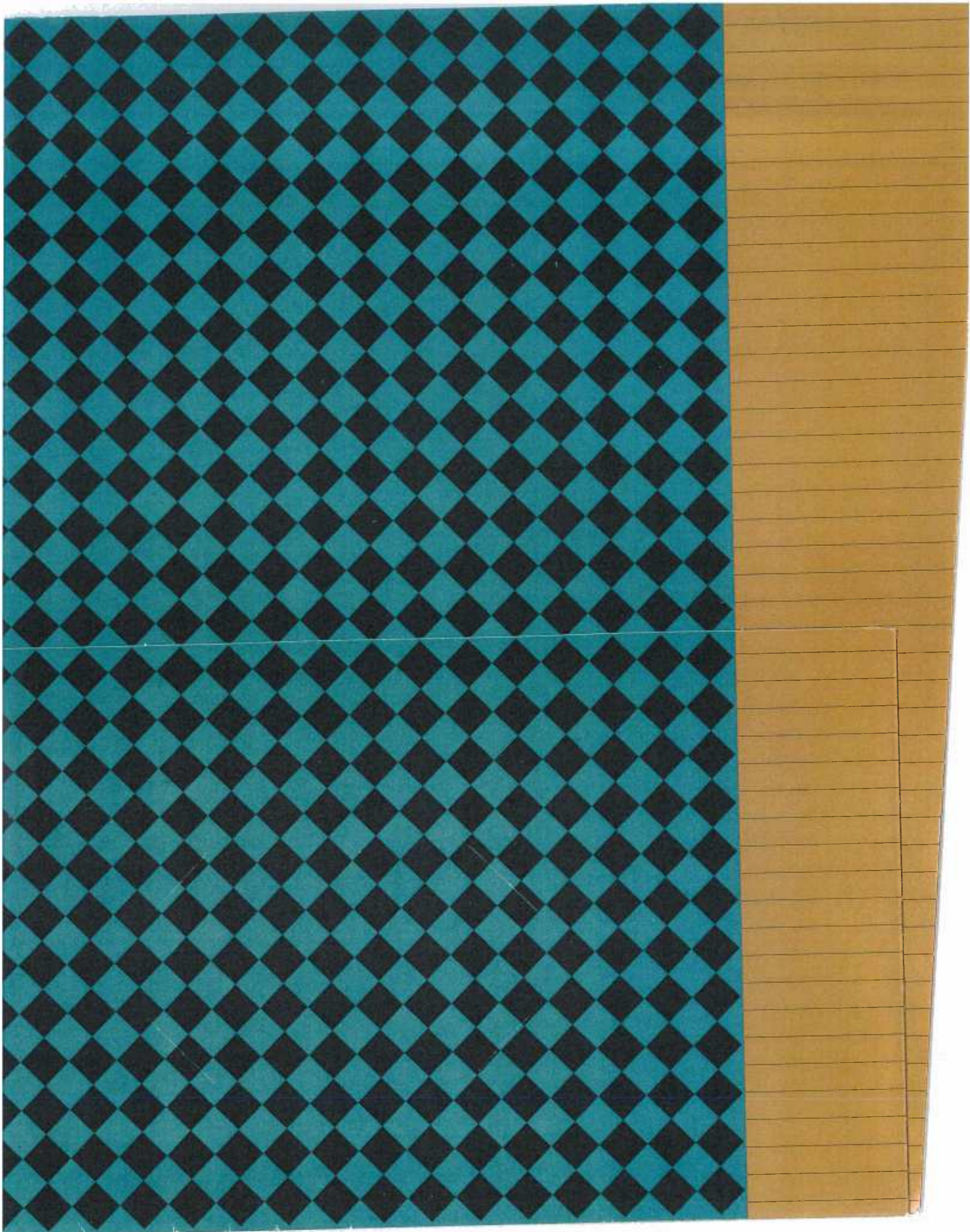
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Fax: 510.644.2680
E-Mail: sales@xinet.com
Web: http://www.xinet.com

## WEB FILE SHARING AND DIGITAL ARCHIVE RETRIEVAL

### XINET'S WEBNATIVE WORKFLOW DIAGRAM



**CUSTOMER**

**1** Customer sends artwork to prepress shop or printer.

**4** Via a secure, customized Website, customer can easily preview and download low-resolution FPOs and Web-ready images.

**5** Customer uses more efficient low-resolution FPOs images for page layout or Website creation.

**8** Project approval.

Artwork / Page Layout / APPROVED! / Proof

Scanner / Central Server / Archival Storage / Macintosh / Color Proofer / Imagesetter

**2** High-resolution scanned photos or digital images are put on a prepress shop or printer's central server.

**3** Xinet's *FullPress®* automatically creates low-resolution versions of the images. Xinet's *WebNative™* creates Web-ready versions of the images and archives.

**6** Page layout documents are sent back for proofing; Xinet's *Picture Wrangler™* reliably relinks FPOs.

**7** Contract Proof is sent to customer or a softproof is sent via the internet.

**9** Projects go to final output.

**10** Projects archived.

**PREPRESS SHOP/COMMERCIAL PRINTER**

---

WebNative,™ a companion to FullPress,® Xinet's prepress OPI server, enables commercial printers and prepress shops to extend the services they provide and strengthen relationships with their customers. WebNative gives commercial printers and prepress shops the ability to distribute low-resolution "For Placement Only" images (FPOs), high-resolution digital art, and other files to their clients over the World Wide Web via a standard Web browser. WebNative gives customers access to images stored on-, near-, or off-line in digital libraries maintained at the service provider's site.

Customers can review all of their documents and images, including FPOs, and use them either for document layout or quick proofing. Once customers upload documents back to the service provider via WebNative, Xinet's FPO relinking Quark XTension, Picture Wrangler,™ relinks all FPOs to their high-resolution versions on the FullPress server so correct substitution takes place at print time.

WebNative's instant image access eliminates express mail costs, and means that the distance between service providers and customers is no longer an issue. Built-in security insures that proprietary data remains safe; each customer's Web volume is protected by a password. And, WebNative requires no HTML coding. It is so easy to configure and administer that you can set up customers' Web volumes in minutes.

\* For a live tour of WebNative, please visit our Website at www.xinet.com.

### Extending Service

♦ Your customers have instant access to FPOs over the Web. As soon as you have scanned or copied their images onto your FullPress server, FPOs are available through a secure Website —24 hours a day.

♦ With instant image access and remote proofing capabilities, the distance between you and your customer is no longer an issue.

♦ Your customers have another reason to come back — digital asset management. They'll come to you for scanning, image distribution, and printing. And they'll return, because their files can be easily accessed for future projects — even after they've been archived.

♦ WebNative offers built-in image accounting mechanisms, keeping an access log, which enables tracking of who has accessed each site. You can see who views each volume and what has been downloaded — useful if you want to charge on a per-image use basis.

**WebNative** + **FullPress** + **Picture Wrangler** = smoother, more efficient workflow

**Built-in security** allows you to assign passwords for each customer.
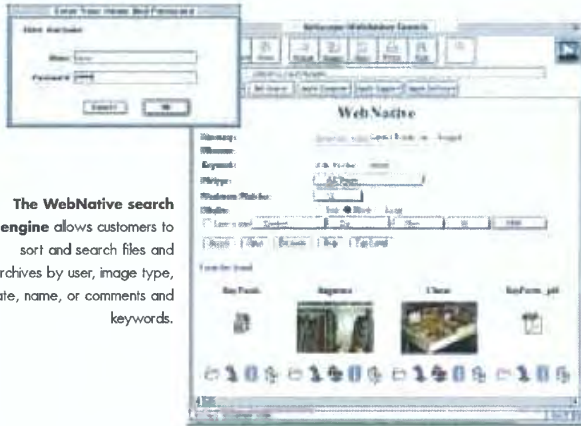


_WebNative_

**The WebNative search engine** allows customers to sort and search files and archives by user, image type, date, name, or comments and keywords.

**Shopping baskets allow users** to perform operations on collections of files more quickly.



**Customers browse through images like flipping through a catalog.** "Condensed browsing" options allow users to see more images on each screen for quicker viewing.

**WebNative can also browse or search archive indexes.** Customers can then also request that archived files be restored.

## FEATURES/TECHNICAL DETAILS

♦ Easy to administer and configure — it's automatic! You can set up a customer volume in minutes using WebNative. Just scan or copy images into any file structure on the server. WebNative automatically configures each customer database according to the structure you use.

♦ No HTML coding necessary. WebNative automatically generates all the HTML you need for each customer.

♦ No client software required. All your customers will need is a Web browser such as Netscape.

♦ Built-in security for your customer's images. You assign passwords to each customer, deciding how much access is required. For example, you can allow individuals to access only certain subdirectories or you can restrict individuals from downloading hi-res images, giving them access to FPOs only.

♦ Compresses FPOs, high-resolution images, and other files automatically, so they can be shipped over the Web quickly. When a customer downloads a file, it will be decoded automatically as soon as it's received. This process preserves all image features, such as custom icons and previews.

**Server Requirements**
Requires previous FullPress installation. Runs on all Silicon Graphics and Sun machines.

♦ Provides Web-ready images for over 20 file formats, including proprietary formats such as Scitex, Contex DALiM, BARCO and Photoshop Native. Makes either JPEGs or GIFs for Web use, depending on type of original image. Automatically scales images and converts them to a Web-optimal colorspace.

**Superior technical support. Xinet's highly responsive support staff offers thorough resolution of technical issues.**

**Options for setting up customer volumes**

♦ Give every customer volume a unique name and customize its appearance.

♦ Built-in help for administration and end-use.

♦ Allows easy optimization of customer volumes; for example, you can determine whether the customer can download just FPOs or also high-resolution images, request archive restoration, request files on physical media, upload files to the server, and change keywords associated with images.

♦ Provides framework for you to write and add your own customized APIs.

**Easy for customers to use**

♦ Customers may sort and search images and archives by user, image type, date, name, or the comments and keywords assigned to each image. Or, they may browse through images, like flipping through a catalog. (They're organized by file name.)

♦ A "comments field" associates searchable information with each file. You or your customers might include job or ticket numbers, information about scanning optimizations, embedded ICC color profiles, production information such as size or line-screening, or administrative information, such as copyrights or usage fee schedules.

## XiNET®

♦ For greater convenience, WebNative allows customers to upload completed layout files and images to the prepress service provider.

♦ WebNative also provides a mechanism for in-line proofing of PDF files.

**WebNative: Advanced prepress networking via the Internet**

Petitioners' Exhibit 1027

Attachment C

**THEFREELIBRARY**
**BY FARLEX**
25,743,510 articles and books

◉ **Periodicals**      ○ **Literature**

[                          ]  [ Search ]

◉ Keyword   ○ Title   ○ Author   ○ Topic

# Xinet Releases FullPress Version 8.11; Includes support for the SGI Origin and Octane.

Link/Page Citation          G+1   0

BERKELEY, Calif.–(BUSINESS WIRE)–March 4, 1997–Xinet, Inc. today announced shipment of FullPress Version 8.11.

An integrated Open Prepress Interface (OPI) server, FullPress 8.11 includes new features designed to further increase the efficiency of prepress network connectivity. FullPress 8.11, already the most versatile OPI server solution available, now also offers support for the SGI Origin and Octane.

Top prepress facilities are choosing FullPress because of its intuitive interface, reliability, and versatility. The many exclusive features of FullPress make it a clean, efficient workflow software solution that consistently produces the correct film at output. These features include: fully-integrated file sharing and print spooling, support for twenty-two image formats including proprietary formats such as Contex, Dalim, and Scitex, support for clipping paths and masking, tinting of foreground and background in grayscale, and sophisticated algorithms that eliminate unnecessary data that can slow down the network and printing.

New features for FullPress version 8.11 include: the option to force quit print jobs if they contain RGB images, support for JPEG encoded EPS files, PostScript slugs support and a multilingual GUI with optional German and French.

Xinet will be demonstrating FullPress 8.11 at the Seybold New York '97 trade show, April 23-25, in booth 2834.

For more information about FullPress 8.11, contact Xinet at 510.845.0555, or via email at sales@xinet.com. Or visit their web site at www.xinet.com . -0-

NOTE TO EDITORS: Xinet and FullPress are registered trademarks of Xinet, Inc. All other trademarks and registered trademarks are properties of their respective owners.

CONTACT: Xinet, Inc.

Karen Mason, 510/845-0555

karen@xinet.com

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G+1 ⟨ 0

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**Reader Opinion**

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Comment:

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# Article Details

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Date: Mar 4, 1997

Words: 269

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Product information
Printer support software
Software industry
Product information

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Army high-performance computing center powered by SGI servers critical in assessing Missile Defense Systems.

Sikorsky Aircraft selects SGI Technology for advanced concept projects.

The Free Library > Business and Industry > Business > Business Wire > March 4, 1997

The Free Library > Business and Industry > Business, international > Business Wire > March 4, 1997
The Free Library > Date > 1997 > March > 4 > Business Wire

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Petitioners' Exhibit 1027

Attachment D

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**Includes support for the SGI Origin and Octane**

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###

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Site Index   What's New   FullPress   AppleShare Server   Print Spooler   AppleShare Client   Support Info   Xinet Resellers   Download Demo

Petitioners' Exhibit 1027

Attachment E

# NEW AT XINET!

**Site Index**

**What's New**

**FullPress**

**Connectivity Products**

  AppleShare Server

  Print Spooler

  AppleShare Client

**Benchmarks**

**Prices**

**Support**

**Resellers**

**Download Demo**

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## Tradeshows

### Seybold Seminars New York
Xinet will be showing FullPress® in the Big Apple!
Booth #2834
April 23-25, 1997 - Javits Center, New York, NY

### Imprinta
Besuchen Sie uns in Deutschland! (Come see us in Germany!)
Düsseldorf, Germany - June 4-10, 1997

### Seybold Seminars San Francisco
See us on our home turf!
October 1-3,1997 - Moscone Center, San Francisco, CA

## Recent Announcements

### Xinet ships FREE support for NetDoubler!
Xinet and Asanté offer fast, reliable Unix/Mac connectivity solution

### Xinet AppleTalk Software to Ship on SGI's O2 Machine
AppleTalk solution offers O2 users seamless connectivity to Macintosh networks

## Recent Press Releases

3/4/97
### Xinet Releases FullPress Version 8.11
Includes support for the SGI Origin and Octane

1/7/96
### Xinet, Inc. to Offer Free Support for AppleShare IP 5.0
Support Enables Faster File Transfer Rates

12/2/96
### Xinet Ships Free Support for Asanté's NetDoubler
Xinet and Asanté Offer Performance Boost for Unix/Macintosh Networks

10/7/96
### Xinet AppleTalk Software to Ship on SGI's O2 Machine
AppleTalk solution offers O2 users seamless connectivity to Macintosh networks

9/10/96
Xinet Releases FullPress Version 8.10
Enhanced release offers support for Dalim CT and LW file formats

9/10/96
Xinet Offers Free Support for NetDoubler
Xinet and Asante' offer fast, reliable Unix/Mac connectivity solution

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# Recent Articles

MacWEEK - Users reduce resource drain, increase work flow with OPI

Xinet and SGI Help Make LTC Shine

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Petitioners' Exhibit 1027

Attachment F

# FULLPRESS® SERVER SOFTWARE

**FullPress** is a powerful prepress server that combines transparent file serving and print spooling with an advanced Open Prepress Interface (OPI) engine. The result is a fast, flexible and easy to use prepress tool. To find out more about the features of FullPress, including performance, supported image formats, and technical background, please follow the links below:

## SPEED
Time savings/speed comparisons...

## VERSATILITY
Supported platforms...

## RELIABILITY
Technical details...

**FullPress Workflow Diagram** (File size is 47k).

## Overview

FullPress is an integrated prepress management system for file sharing, OPI, and print spooling. This overview gives you details about how our product can save you time and money.

Xinet's integrated prepress server increases productivity in operations where Macintoshes work together to produce complex publications. FullPress is an Open Prepress Interface (OPI) server completely integrated with a set of network applications that provide everything you need for managing digital publishing network operations.

FullPress enables Macintosh users to tap the strength of Xinet's transparent Macintosh/UNIX file sharing, powerful printer queuing, and OPI image substitution to compose and produce complex documents. FullPress runs on today's most powerful workstations, providing exceptional speed and efficiency. Best of all, Mac users take advantage of the UNIX server's power, acquiring images and print spooling faster than ever before, without leaving their familiar Mac environment.

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# How Does FullPress Work?

FullPress reduces network traffic by automatically providing low-resolution "for placement only" (FPO) versions of high-resolution images for use in working documents. These FPO images can be manipulated much more quickly than their high-resolution corollaries. High-resolution originals can come from any source -- scanner, UNIX workstation, or Macintosh. Unlike other OPI products, FullPress does NOT require the high- and low-resolution files to have special extensions or locations for proper identification.

# Dynamically Bound Images!

Other OPI products currently on the market have no long-term link between original high-resolution image source files and their corresponding FPO placement images. This connection between the FPO and its high-res image source must be maintained throughout all prepress activities, for correct OPI image replacement to occur at print-time, and for the FPOs to remain to be accurate representations of the original image files. If FPOs are treated as separate files from their source image files, they can easily become "unlinked" from their source files if either the FPO or the source image is renamed or moved. Replacement of the low-res image by the high-res image is therefore not always dependable.

With FullPress, however, FPOs are not separate image files. The FPOs are extracted from the high-resolution files, and represent another view into the original image. Though FullPress stores FPOs with the high-res images they are generated from, FullPress users access them through the separate FPO volume. Each FPO keeps the same file name as the high-res image it was generated from, so the FPOs remain easy to identify.

We use the term "dynamic binding" to explain the unique relationship of our FPOs to their high-resolution image sources. Because each FPO is actually another view of the high-resolution image, any changes made to a high-resolution image become immediately apparent in its FPO. This "dynamic" change means that any time a user looks at a document, its FPOs will always be up-to-date. And, if a user drags a high-res image file to the trash, or moves it to another FullPress high-resolution image volume, FullPress automatically cleans up the FPO volume: the FPO for the "trashed" high-res file will disappear, and the FPO for the relocated file will be regenerated, inside the FPO volume that corresponds to the volume where the high-res image has been relocated.

# FullPress Cuts Print Time Drastically

At print time FullPress automatically replaces the FPO files with the high-resolution originals stored on the UNIX server (unless the user chooses to print in proofing mode, which uses the low-resolution images). Any cropping, scaling, rotation, or tinting set for the FPO images will automatically be applied to the high-resolution image at printing time. Users may choose any PostScript device on the network for printing, then send their jobs to the UNIX server for queueing, immediately freeing their

Macintoshes for more tasks.

FullPress can turn your "work and wait" shop into a smoother running, highly efficient network of Macintoshes. We understand the importance of getting projects in and out the door as fast as possible without sacrificing the quality of work you're known for. By using FullPress's seamless image substitution capabilities, your shop can cut down network traffic significantly and improve the performance of every workstation on your network.

## Straight-Forward, Intuitive Administration

The FullPress Graphical User Interface **(GUI)** provides a powerful tool for system administrators. Its point-and-click interface provides an efficient way for administrators to set up and configure all subsystems quickly, including network configuration for AppleTalk, file sharing, print spooling, FPO image generation, and OPI resolution options. The FullPress GUI reduces the complex operations traditionally carried out by UNIX system administrators to a single, well-organized system with intelligently-set default selections.

## FullPress Integration

FullPress is sold exclusivly through qualified resellers. These resellers have been trained by Xinet, and can supply FullPress, the server hardware, and the technical expertise to integrate it into your exisiting workflow.

## Highlights and Advantages

- Xinet proprietary AppleTalk protocols for UNIX
- File-server software which allows seamless UNIX/Macintosh file sharing
- Print spooling software which allows Macs and UNIX systems to share PostScript printers and imaging devices anywhere on the network
- Print queue management software which allows users to choose which output device they want to use. (This software also keeps track of page-printing information for accounting.)
- **Queue Master** which allows all Macintosh users to manage print jobs from their Macintosh environment.
- Mac clock synchronization to help avoid "last version" confusion
- **FullPress Trade-In Program** - If you already have an OPI product, and you are interested in switching to FullPress, you may qualify for our FullPress trade-in program.

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# XINET RELIABILITY

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Xinet has been developing AppleTalk solutions since 1985! We were there when the idea of true cross-platform technology came to life. Our experience shows in our products. We believe that Xinet AppleTalk solutions are the most reliable on the market. And it shows!

For instance, see the recent announcement that Xinet technology has been choosen as the AppleTalk solution for SGI's new, affordable O2 workstation.

FullPress has been designed to be the most reliable OPI server available. One way we do this is to "dynamically bind" the high- and low-resolution images. Here's what we mean...

## Dynamic binding of FPOs to their high-resolution image sources

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Besides automatically generating these low-resolution FPO image views,

FullPress also creates even smaller image views, which are used as PICT previews and custom icons (similar to Photoshop's) for most images placed inside a FullPress volume. As Photoshop users can attest, these previews, which show a little "thumbnail" picture of the image, make selecting the right image for placement much, much easier.

When multiple users "import," "link," or "get" an FPO image to place it in their documents, using the built-in facilities of page layout applications (QuarkXPress, PageMaker, FreeHand, etc.), they create references within the document file to the low-resolution FPO view. When final output is desired, users send their document files from their Macs to the OPI print-spooler. There, FullPress interprets these image references and locates the high-resolution original images which correspond to each specified FPO. Then, FullPress replaces the FPO view with its high-resolution source file --merging the high-res image into the PostScript stream which is being sent to the RIP and imaging device.

How does this happen? When producing Þnal output, FullPress interprets a special set of PostScript-language comments which allow it to automatically insert the high-resolution original. These PostScript comments, deÞned by the Aldus Open Prepress Interface SpeciÞcations, are commonly generated by most popular desktop prepress software programs. Because FullPress utilizes the multitasking capabilities of a UNIX server, it interprets these OPI comments much quicker than native Macintosh applications can. Understanding the OPI comments allows FullPress to correctly substitute a high-resolution image for its low-resolution FPO.

FullPress can also interpret the attributes that users have set for the FPOs within their working document --such as changes in size, cropping, skewing, or tinting -- and correctly modify the appearance of the images within the high-resolution final printout. All changes made to the FPO, from within page layout applications, will be reflected, at print-time, on the high-res image.

This dynamic, transparent process of "communication" between the high-res image file and its FPO representation gives users the flexibility and benefits of the OPI workflow, and allows users to be confident that image replacement will occur without a hitch, as if they had been working with original image files all along.

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# FULLPRESS®
# WORKFLOW DIAGRAM

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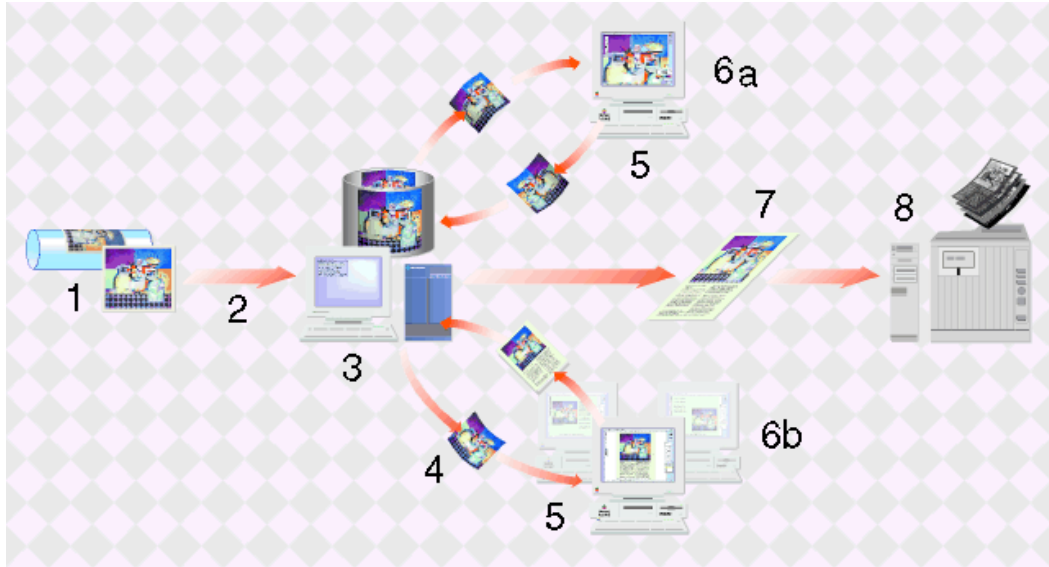
1)   Scanner/Input Device

2)   Images placed on UNIX server.

3)   UNIX server

4)   FullPress automatically creates low-resolution views of original images.
    Low-resolution images are dynamically bound to high-resolution originals.

5)   Macintosh

6a) Changes to high-resolution images can take place at the same time as
    page layout.

6b) Page layout uses more efficient low-resolution images. FullPress keeps
    them up-to-date automatically on a low-overhead, as needed basis.

7)   At print time, FullPress replaces the low-resolution files with the
    high-resolution originals stored on the UNIX server, clearing the
    project off the Mac quickly.

8)   PostScript Output device.

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Attachment I

# Xinet To Release WebNative

**Application Brings Digital Archiving and Web Distribution Capabilities to FullPress Users**

FOR IMMEDIATE RELEASE

Berkeley, CA, January 12, 1998 - Xinet, Inc. announced today that it will release WebNative(tm), an image management tool, on March 1, 1998. WebNative, a companion to Xinet's FullPress OPI server, gives commercial printers and prepress shops the ability to distribute low-resolution For Placement Only images (FPOs) to their clients over the World Wide Web using a standard web browser. In addition, the product allows printers to maintain easily accessible digital libraries for their clients.

"We've developed WebNative in response to customer demand for more efficient image distribution," says Scott Seebass, CEO of Xinet. "Commercial printers needed a way to distribute low-resolution images to their customers and, at the same time, help their customers manage digital assets. The few existing products just weren't doing the job. So we developed WebNative as a FullPress add-on, enabling printers to extend the services they provide and strengthen their relationships with their customers."

Alex D'Agostino, prepress manager of Chicago-area Tukaiz Communications, one of the country's largest prepress shops, is a committed FullPress user. "We've seen the value of offering digital archiving to our customers for a while now," says D'Agostino. "WebNative gives us another way to do it. In addition to supplying archived images to our customers on a SyQuest or CD-ROM, we'll be able to use a secure and customized website to distribute FPOs from the image databases we maintain for our customers."

WebNative allows commercial printers and prepress shops using FullPress to distribute FPOs to their customers over secure Web sites. Using a standard Web browser, WebNative's search engine allows customers to review all their images resident on the vendor's server, downloading the smaller, more efficient FPOs of selected images. Placement images can then be used for document layout - customers send the document back to the vendor via the Internet or removable media, and Xinet's FPO relinking tool, Picture Wrangler(tm), relinks all the FPOs to their high-resolution version at the vendor's site.

Key WebNative features include:

- Efficient distribution of images over the Web
- Digital asset management through searchable and easily accessed image library
- Preservation of all image characteristics during Web down- or upload
- Automatic creation of web-appropriate images from over 20 different image formats for upload to customer websites
- Automation of otherwise time-consuming image preparation tasks including scaling, color space and format conversion

WebNative(tm) can be purchased for $7,500 by users of FullPress, a prepress server combining file serving, print spooling, and Open Prepress Interface software. FullPress 9.0 includes Xinet's ICC-compatible color management solution, Color Vérité(tm), and Picture Wrangler, an exclusive QuarkXTension that provides automatic relinking of FPO images.

Xinet has been developing and marketing connectivity and server solutions since 1985. For additional information about WebNative or FullPress, contact Xinet at (510) 845-0555, or via email at sales@xinet.com. Their web site is www.xinet.com.

# # #

Back to press room.

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Xinet

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## Recent Announcements

WN logo

Live Tour
### Introducing WebNative
The fastest way to get FPO files to clients! Allows clients to download placement images from a secure web site. Automatically converts all supported image types to GIF or JPEG for web-ready use. Take the live tour today!

CV logo

ICC-compatible color correction engine to provide end-to-end color fidelity!

PW logo

Quark XTension offers automatic off-site FPO relinking and batch picture updating!

### FullPress now supports AppleShare over TCP/IP!
Version 8.12 now available

### K-AShare Version 9 released!
Support for AppleShare over TCP/IP

### Xinet offers support for AppleShare over TCP/IP!
First server software that supports the AppleShare Workstation client version 3.7

## Recent Articles

**New!** **FullPress server nears Rhapsody** - Xinet tunes its prepress suite to new Apple OS

**New!** **Rhapsody: A prepress natural** - Mathew Rothenberg Opinion article

**MacWEEK On-Line** - Xinet readies new version of OPI server.

**MacWEEK** - Jobs touts Mac at Seybold SF. Xinet mentioned in this Seybold 97 SF wrap-up article.

**MacWEEK** - Users reduce resource drain, increase work flow with OPI

**Xinet and SGI Help Make LTC Shine**

## Tradeshows


Seybold NY logo

[Seybold Seminars New York: Publishing 98](#)

Booth 2135

Jacob K. Javits Convention Center

March 17-19, 1998

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# WebNative version 1.03 Upgrades Digital Archiving Features; Release Adds E-commerce Capabilities and Archiving Integration.

## 2015 Gartner CMS Report

Just Released! Get a Free Copy from Sitecore a 5x Magic Quadrant Leader

○   ○

Link/Page Citation

BERKELEY, Calif.--(BUSINESS WIRE)--Aug. 31, 1998--Xinet Inc. announces the release WebNative(TM) 1.03, an upgrade to the image management, distribution and archiving tool.

The new version adds beefed-up digital archiving integration and a shopping cart feature for easy ordering of selected images, offering prepress companies and commercial printers an efficient and robust image management, distribution, and archival solution.

WebNative 1.03 will be demonstrated at Xinet's booth No. 3877 during the 1998 Seybold Publishing Convention held in San Francisco this week.

"Content creators are demanding access to images for repurposing," says Scott Seebass, CEO of Xinet. "So our customers-the graphic arts service providers-need a seamless, fast, and reliable way of storing images and getting those images to their customers. They also need a way to make digital asset management part of the revenue stream. That's what we're providing with this release."

WebNative 1.03 also supports integration with FlashNet, Software Generation Ltd.'s backup and archiving software. When used together, FlashNet and WebNative speed turnaround and meet increasing customer demand by quickly and securely giving customers access to images stored on-, near-, or off-line. Users can search these images and view thumbnail previews through WebNative's simple, browser-based interface, then employ WebNative's shopping cart feature to order desired images, distributing them over the Web for use at customer sites.

Dave Gaudet, system administrator with The Creative Production Co. Inc., of Woburn, Mass., says that WebNative has been particularly helpful with long-time customer, Charrette, also based in Woburn. Charrette is a primary source of

supplies and reprographic services for design professionals throughout the Northeast.

The Creative Production Co. handles the prepress work for Charrette's quarterly catalogs as well as its annual full-line book.

"With WebNative, we can give Charrette's designers immediate Web access to all the images they've used in past catalogs as well as scans of their new products," says Gaudet.

"The really great thing is that Charrette can use those same images for both their print and on-line catalogs. The FullPress/WebNative combination has made the whole process so much faster, cutting out several production steps, eliminating image relinking errors, and reducing delivery time and costs. That's what digital asset management is all about."

WebNative(TM) version 1.03 can be purchased for $7,500 by users of FullPress, a prepress server combining file serving, print spooling, and Open Prepress Interface software. FullPress 9.0.3 includes Xinet's ICC-compatible color management solution, Color Verite(TM), and Picture Wrangler(TM), an exclusive QuarkXTension that provides automatic relinking of FPO images.

Xinet has been developing and marketing connectivity and server solutions since 1985. For additional information about WebNative or FullPress, contact Xinet at 510/845-0555, or via e-mail at sales@xinet.com. Their Web site is www.xinet.com.

Note to Editors: Xinet and FullPress are registered trademarks and WebNative, Color Vrit and Picture Wrangler are trademarks of Xinet Inc. All other trademarks and registered trademarks are properties of their respective owners.

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CONTACT: Xinet Inc.
Susan Ryan, 510/845-0555
susan@xinet.com
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## Article Details

Publication: Business Wire

Article Type: Article

Geographic Code: 1USA

Date: Aug 31, 1998

Words: 502

Previous Article: SurfWatch Software Selected To Be Featured In EarthLink Online Store; Companies Working Together To Promote 'Net Safety.

Next Article: Rainbow Technologies Joins HP's Praesidium Partner Program; CryptoSwift II Hardware Accelerator Supports HP VirtualVault.

Topics: Data warehousing software

## Related Articles

Low-cost process controls for injection, extrusion, blow molding.

Xinet Strengthens Archiving Capabilities of FullPress and WebNative; Integration with FlashNet Allows Seamless Archiving and Recovery.

Database and Network Journal editorial features 2001.

Kaspersky Anti-Virus 4.0. (News and Products).

Princeton Softech's Archive for DB2 release 5.1.

B2B integration. (E-Commerce Viewpoint).

ADIC AMASS for UNIX software extends infinite file life to new media.

Enterprise Vault 3.5 email management system.

Innovations in information management technologies: thanks to sweeping new regulations and an investigatory climate in corporations worldwide, fine...

The Free Library > Business and Industry > Business > Business Wire > August 31, 1998
The Free Library > Business and Industry > Business, international > Business Wire > August 31, 1998
The Free Library > Date > 1998 > August > 31 > Business Wire

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Attachment L

# SEYBOLD SEMINARS ONLINE

*Where publishing, media and technology come*

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## Conferences, Seminars & Expos

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SEYBOLD**SF**
'97 Show
Dailies!

# Conferences and Expositions

Here's where you will find the latest information about upcoming
events. You can also read the followup reports and transcripts from
completed conferences.

## Upcoming Events

SEYBOLD**NY**
PUBLISHING 98

**Seybold Seminars Tokyo**
Makuhari Messe, Tokyo
Event: Dec. 9-12, 1997
Expo: Dec. 10-12, 1997

**Seybold Seminars New York 98**
Javits Convention Center, New York, NY
Event: March 16-20
  Preliminary: Conference Program
  Preliminary: Tutorials & Special Interest
Seminars
  Call For Speakers
Expo: March 17-19

Seybold San Francisco 98
Moscone Center, San Francisco, CA
Event: Aug. 31 - Sept. 4, 1998
Expo: Sept. 1-3, 1998

**Seybold IPEX**
National Exposition Centre, Birmingham,
UK
Sept. 22-30, 1998

## Past Shows

SEYBOLD**SF**
PUBLISHING 97

**Seybold San Francisco 97**
Sept. 29-Oct. 3, 1997, Moscone Center,
San Francisco, CA.
We have posted the transcripts for all the
Main Conference sessions. Selected
Special Interest Session transcripts are
posted here. You will also find all the
speaker presentations and handouts that
we've been able to gather. *Note:* This

material is now available only to conference attendees. You can find the password in your Program Guide (the 200-page book with tab dividers) on page i, below the Table Of Contents. Can't find it? Ask us.

Seybold Seminars New York 97
April 21-25, Javits Convention Center, New York NY.
All readers can access:
  Speaker handouts
  Seybold Editors' analysis
  Session transcripts & speakers' slides

Seybold San Francisco 96
September 9-13, Moscone Convention Center, San Francisco CA.
  Session transcripts & speakers' slides

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![Web Native Logo]

## Digital Archiving and Web Distribution Capabilities to FullPress Users

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## Secure, customized websites for customers

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## Key WebNative features include:

- Efficient distribution of images over the Web
- Digital asset management through searchable and easily accessed image library
- Preservation of all image characteristics during Web down- or upload
- Automatic creation of web-appropriate images (JPEG or GIF) from the over 20 proprietary and standard image file formats supported by FullPress, including, EPS/EPSF, all TIFFs, Photoshop native, Contex Eclipse TILE, Contex CT, Dalim CT (with support for masks), DCS 1.0 and 2.0, Scitex CT (also MaskCutter).

- Automation of otherwise time-consuming image preparation tasks including scaling, color space and format conversion

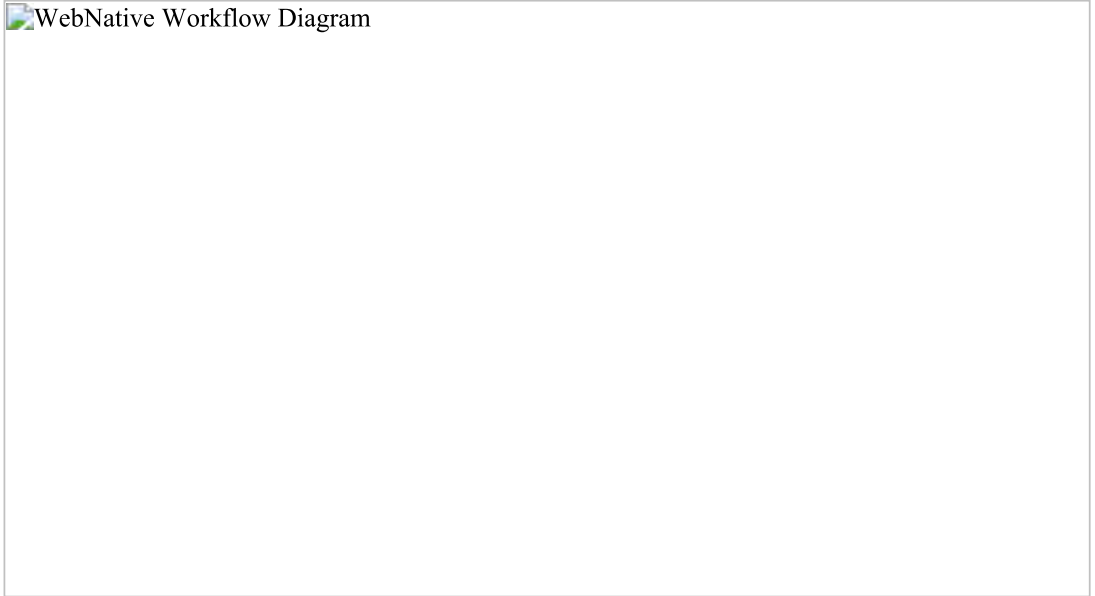Index      What's New      FullPress    Networking    Support      Resellers      Demo

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# WebNative Workflow Diagram


WebNative Workflow Diagram

1. Customer sends artwork to the printer or prepress service provider.

2. High-resolution scanned photos or digital images are put on the prepress shop or printer's central server.

3. FullPress automatically creates low-resolution "FPO" versions of the images, while WebNative creates Web-ready versions. Both versions are accessed through the customer's Web volume.

4. Via a secure, customized Website, customer can easily preview and download low-resolution FPOs and Web-ready images.

5. Customer uses more efficient low-resolution FPO images for page layout or Web site creation.

6. Page layout documents are sent back to the prepress site for proofing; Xinet's Picture Wrangler reliably relinks FPOs.

7. Contract Proof is sent to customer or a softproof is sent via the internet.

8. Project approval.

9. Projects go to final output.

10. Projects get archived.

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