



# NEWS RELEASE

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## DESKTOP PUBLISHING BACKGROUNDER

### ATARI® COMPUTER OFFERS DESKTOP PUBLISHING SYSTEMS THAT OUTPERFORM THE HIGH-PRICED SYSTEMS

LAS VEGAS, NV (November, 1989) -- Desktop publishing (DTP) is destined to be the wave of the future in the personal computer industry. With revenues for the billion-dollar industry expected to increase by nearly 50 percent during the next three years, desktop publishing will be ranked as one of the largest segments in the personal computer market for the next decade.

Atari Computer is committed to capturing its share of the booming DTP industry and has reinforced that commitment by providing systems with the features users want, at prices they can afford.

In fact, the company offers a complete PostScript®-compatible desktop publishing system that includes the powerful MEGA 4™ personal computer, a Megafile 30™ hard drive and the SLM804 PCV™ laser printer for under \$4,400.00. That is less than the cost of Apple®'s LaserWriter II NT™ laser printer alone.

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## ATARI'S DTP OUTPERFORMS HIGH-PRICED SYSTEMS (cont.)

### Filling the Gap

Atari Computer is focusing the majority of its marketing efforts on the growing small business and home office markets. It is filling the gap left by the Big Three small system producers (Apple, IBM® and Compaq®), who have all but abandoned the true personal computer user.

One-third of the American labor force (35 million workers) are either working at home, self-employed or working out of their homes temporarily. IDC has found that the small business (less than 100 employees), small office (less than 5 employees) and the home office markets will represent a \$20-billion market this year--and that figure is expected increase steadily during the next five years.

Atari Computer has taken the same qualities that enabled other small system manufacturers to be successful in the early days of desktop publishing (power, ease-of-use and graphics capabilities) and improved upon them. In doing so, they are providing the home office and the small business user with the ability to create the same quality materials that larger organizations (with larger budgets) produce.

For example, the MEGA 4 personal computer, one of Atari Computer's leading DTP systems, uses the same processor and offers the same hard disk and mouse ports as the Macintosh SE®. However, the system has a faster clock speed, is compatible with both high-resolution monochrome and RGB color monitors and includes the keyboard and mouse.

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In addition, the MEGA 4 has 4 MB of memory, compared to the Mac's 1 MB. It also includes a graphics accelerator chip, as well as an array of standard ports. Yet, the MEGA costs about half as much as the Macintosh.

The MEGA 4 is only the beginning. Atari Computer has compared their entire line of DTP products head to head with Apple and other DTP systems and in every case, the Atari Computer solution offers superior price/performance.

### **Full Range of DTP Hardware and Peripherals**

Atari Computer's entire product line, including their personal computers, hard drives, modems, and printers are designed for a range of applications that include DTP. However, because Atari Computer focuses on providing total desktop publishing and office solutions, specific products are recommended for professional applications.

**The MEGAs** -- With 2 MB or 4 MB of standard memory, the MEGA personal computers provide the speed and memory that DTP users require, using the 68000 microprocessor with an 8-MHz system clock. The systems include a 3.5-inch disk drive, mouse and keyboard as standard. A hard drive is optional. Both MEGAs include a custom chip for greater speed in graphics applications. The systems can be configured with a 12-inch monochrome monitor with 640 x 400 resolution or an RGB monitor with 640 x 200 resolution and a 512-color palette. The system also includes serial, parallel, mouse and MIDI ports. The MEGA 2 is available for \$1,499.95. The MEGA 4 retails for \$2,199.95.

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## **ATARI'S DTP OUTPERFORMS HIGH-PRICED SYSTEMS (cont.)**

**TT™** -- The Atari TT is a true 32-bit processor that maximizes the speed and power of the 68030 microprocessor running at 16 MHz. The system includes 2 MB RAM as standard (expandable to 8 MB) and is compatible with Atari's ST product line.

Emulators are available which allow the system to run today's most popular desktop publishing and graphics packages in other operating environments. The TT offers six graphics modes and a floating point option. SCSI, serial and parallel ports are standard. The system provides users with the fast processing speeds and the power they require for today's sophisticated DTP applications. The TT is one of Atari Computer's newest systems and will be available in the first quarter of 1990.

**The PostScript-Compatible SLM804 PCV Laser Printer** -- Atari Computer's Postscript-compatible laser printer offers superior price/performance. The SLM804 PCV has a printing speed of eight pages per minute at a resolution of 300 dots-per-inch. The printer package includes 15 fonts and a write-white laser engine for better toner coverage in black areas. Additional fonts are available. The printer has direct access to the computer's memory through the systems' DMA channels. This speeds data transfer and optimizes utilities. The SLM804 PCV laser printer retails for \$ 1,495.00.

**Megafile Hard Disks** -- Atari Computer offers two hard disks for their ST™ and MEGA lines: the Megafile 30 and the Megafile 60™. Sophisticated desktop publishing packages and volume DTP users often require these expanded storage capacities. The drives are available for \$699.95 for 30-MB and \$999.95 for 60-MB.

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## **ATARI'S DTP OUTPERFORMS HIGH-PRICED SYSTEMS (cont.)**

### **Third-Party Peripherals Expand DTP Options**

In addition to the full-featured systems and peripherals offered by Atari Computer, a number of third-party manufacturers have developed a range of products that increase DTP capabilities.

**Migraph Hand Scanner™** -- The Migraph Hand Scanner provides users with a scanning window over 4-inches wide that has four scanning resolutions. It also offers adjustable contrast, three dither settings for scanning halftones and a special setting for line art.

**Navarone Flatbed Scanner™** -- For higher-end DTP applications, Navarone offers Atari Computer users a flatbed scanner. The system combines the Canon IX Series Image Scanner, with a high-speed interface that plugs into the cartridge port of any Atari ST-compatible system (including the MEGA and TT).

**Seymor-Radix Printer Scanner™** -- Atari Computer users with DTP requirements may also use a printer/scanner from Seymor-Radix. This system allows users to scan images and print dot matrix-quality documents with one unit.

**Imagen UltraScript™** -- This PostScript-compatible interpreter allows output of any PostScript file to the Atari SLM804 laser printer. The system uses the same licensed typefaces found in PostScript.

### **Desktop Publishing Software**

There are hundreds of desktop publishing programs for the MEGA line with prices and capabilities ranging from entry-level packages to those for profes-

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sional publishing companies. Programs include:

**Fleet Street Publisher 3.0™** -- Fleet Street performs full-page composition with text editing and picture editing features in the page makeup mode. The program is GEM-based, easy-to-use and offers WYSIWYG screen display. Priced as an entry-level product, Fleet Street includes six different typefaces and a complete library of ready-to-use graphics images.

**PageStream™** -- PageStream is a high-level DTP package based on the popular Publishing Partner program. It incorporates typographical, word processing, page layout and graphics and offers such unique capabilities as color separation of pictures within documents and color printing. The PostScript-compatible program includes a spell checker as well as search and replace utilities. In addition, automatic kerning can be performed to 1/10,000 of an em and text flow around irregular graphics can be performed with definable stand-off. Ten scalable fonts are included with the program and both text and graphics can be rotated in three directions in one degree increments.

**Calamus™** -- Calamus, an internationally-acclaimed DTP package, provides text and document processing, design tools and page layout capabilities. Calamus uses a full GEM interface with mouse or keyboard commands. The text editor allows direct text input into the layout, word processing capabilities, footnotes, algorithmic hyphenation and a dictionary for text correction and word division.

Calamus offers outline fonts for screen device and output devices, printer preview, automatic kerning, manual kerning and stretching and

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## ATARI'S DTP OUTPERFORMS HIGH-PRICED SYSTEMS (cont.)

simultaneous use of different typefaces.

In addition to a true WYSIWYG display, Calamus has a full array of layout format and design capabilities. The software package provides for output to a Linotronic™ for photo typeset material.

**DeskSet II™** -- Atari's premier desktop publishing product, DeskSet II, is targeted for high-end applications. It contains all of the editing, graphics and page layout capabilities required for desktop publishing. The program uses a GEM interface and offers a combination of mouse-driven, pull-down menus; icon-based commands and hot-key sequences.

DeskSet II uses genuine Compugraphic scalable outline fonts, which can be set in half-point sizes from 5 to 144 points. The font data includes automatic kerning and allows for user-definable kerning pairs. Reverse type and the ability to condense and expand type are also available.

DeskSet II offers many features that have previously only been available to users of professional typesetting systems. In fact, the user may set all measurements, including font sizes and rules. Other features include automatic text flow around irregularly shaped regions or graphics; the ability to form shapes such as ellipses and simple or complex closed polygons, in addition to standard geometric shapes; a complete object-oriented draw package; translation utilities to automatically format text files from popular word processors; importation of graphics in standard GEM or IMG format, as well as from common ST paint programs; and a modifiable hyphenation exception dictionary.

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## ATARI'S DTP OUTPERFORMS HIGH-PRICED SYSTEMS (cont.)

**Touch-Up™** -- Touch-up is a comprehensive image design tool used to produce high-resolution bit-mapped graphics. It combines a range of drawing tools with special effects, outline font technology and screen editing functions, which are accessible for all levels of user expertise. The software contains all of the common drawing tools for basic shapes and a freehand sketch tool for added creativity. Touch-Up can be used to draw flexible and precise complex Bezier, B-spline and cubic curves. It also contains a memory buffer to allow creation and editing of images that are larger than the screen dimensions.

Atari Computer has made a commitment to small business and home office desktop publishing users to provide total solutions at prices they can afford. Atari Computer intends to move into the 1990s and beyond with this growing market by staying on the cutting edge of technology and providing performance without the price.

For more information, contact Mike Mörand, president, Atari Computer, 1196 Borregas Avenue, Sunnyvale, CA 94088, (408) 745-2000.

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