

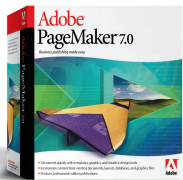
How to Choose the Right Adobe® Page Layout Software

Adobe has a publishing solution that meets your publishing goals—whether you produce professional-looking business materials, cutting-edge page designs, or long technical manuals with detailed indexes and tables of contents for print, Web, eBooks, and other mediums. These solutions include Adobe PageMaker® 7.0 for business publishing, Adobe InDesign® 2.0 for high-end design, and Adobe FrameMaker® and FrameMaker+SGML 6.0 for multi-channel technical publishing. So how do you decide which solution is right for you? First answer these simple questions:

- What kind of work do you do?
- What kinds of documents do you want to create?
- How do you plan to repurpose content?
- What other Adobe applications do you use?

Then use the following information to match the right Adobe page layout solution to your needs—and start creating high-quality designs for print, Web, eBooks, and more!

Adobe PageMaker 7.0 *Business publishing made easy*

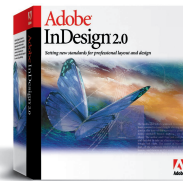


Who it's for: Business, small-office/home-office, and education users

What they create: Professional-quality documents such as newsletters, brochures, stationery, yearbooks, posters, and flyers

What PageMaker 7.0 offers: PageMaker 7.0 software is designed for business people and educators with little or no design experience who want to create professional-quality documents for print and electronic distribution. It provides a rich selection of content to jumpstart your documents, including 4,700 stock illustrations in Adobe Illustrator® and JPEG format, 300 high-resolution stock photographs, more than 150 high-quality Adobe Type 1 fonts, and hundreds of professionally designed templates for newsletters, brochures, flyers, and more. It integrates tightly with other Adobe products, including Adobe Photoshop®, Illustrator, and Acrobat®. Plus, it offers powerful design features, such as layers and master pages, that give you added design control.

Adobe InDesign 2.0 *Setting new standards for professional layout and design*

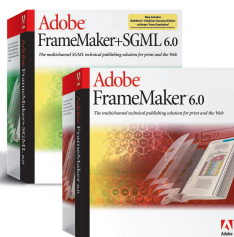


Who it's for: Leading-edge graphic designers, production artists, and prepress professionals

What they create: Graphically rich layouts for magazines, newspapers, brochures, packaging, catalogs, advertisements, and books

What Adobe InDesign 2.0 offers: Adobe InDesign software sets new standards for professional layout and design, and delivers the creative tools you've always wanted. It integrates with other Adobe applications better than any other professional design tool, so you can get to work quickly. It even helps you make a smooth transition to its powerful page layout tools by opening QuarkXPress® and PageMaker files directly. InDesign is packed with intuitive features that free you to be more creative: Undo and redo multiple steps; apply editable drop shadows and feathering; produce elegant type automatically; design sophisticated tables; and prepare long or short documents with ease. With InDesign, you can capture your inspiration and publish it anywhere—in print, in Adobe PDF files, as eBooks, on the Web, and more.

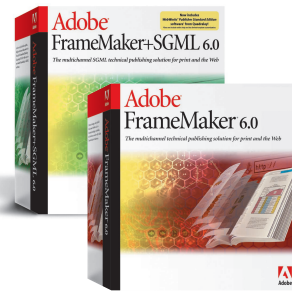
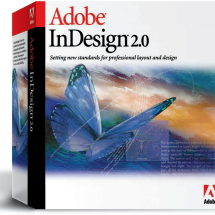
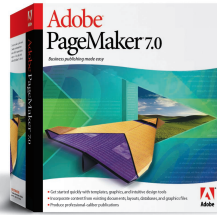
Adobe FrameMaker and FrameMaker+SGML 6.0 *The multichannel technical publishing solution for print and Web*



Who it's for: Fortune 500 corporate publishers, technical writers, and documentation specialists who deliver volumes of information across multiple channels—Web, print, CD-ROM, and wireless devices

What they create: Content-rich long documents in a wide variety of formats, including HTML, XML (well-formed or valid/structured), SGML, and Adobe PDF, across multiple media from print and Web to wireless devices

What Adobe FrameMaker and FrameMaker+SGML 6.0 offer: With Adobe FrameMaker and FrameMaker+SGML software, you can author content once and then publish it to a variety of formats across multiple media for more cost-effective information distribution and document globalization. FrameMaker includes all of the authoring tools and features required for reliable, template-driven content authoring, including WYSIWYG word processing; the ability to specify layout, text styles, and table styles in templates; and robust support for indexes, tables of contents, cross-references, and hyperlinks. In addition, FrameMaker is the ideal choice for creating text-intensive eBooks, such as textbooks and tradebooks, because of its superior book management and multichannel publishing capabilities.



<h3>Who Uses It</h3>	<ul style="list-style-type: none"> Business publishers Non-design professionals Marketing/communications professionals Sales professionals Small-office/home-office users Students (K–12 and college) Educators School administrators 	<ul style="list-style-type: none"> Graphic design professionals Design and advertising agencies Magazine publishers Newspaper publishers Publishing companies Commercial printing and art professionals Production artists Production managers Prepress professionals Service bureaus Graphic design students 	<ul style="list-style-type: none"> Corporate departments and workgroups Engineers and technical writers Book authors Catalog, book, and directory publishers Government agencies Proposal writers Online Help developers Instructional designers
<h3>What You Can Create for Print, Web, eBooks, and More</h3>	<ul style="list-style-type: none"> Newsletters Business stationery Reports/memos Cards Calendars Flyers/Posters Basic brochures eBooks 	<ul style="list-style-type: none"> Graphics-intensive layouts Fine typography Magazines Advertisements Newspapers Brochures Packaging Catalogs Graphically rich eBooks 	<ul style="list-style-type: none"> Content-driven documents and books Documents with long life spans that require frequent updating Books and manuals Product specifications and documentation Proposals/Research reports Online Help Policies and procedures Catalogs and directories Content-rich eBooks, such as textbooks and tradebooks
<h3>Related Adobe Products</h3>	<ul style="list-style-type: none"> Adobe Photoshop Adobe Photoshop Elements Adobe Illustrator Adobe Acrobat® 	<ul style="list-style-type: none"> Adobe Illustrator Adobe Photoshop Adobe Acrobat Adobe GoLive™ Adobe InCopy™ Adobe OpenType® fonts 	<ul style="list-style-type: none"> Adobe Illustrator Adobe Photoshop Adobe Acrobat Adobe GoLive
<h3>Platforms</h3>	<ul style="list-style-type: none"> Apple System Software version 8.6 (with Apple Software Font Manager Update version 1.0), 9.1, and OS X (Classic) Microsoft® Windows® 98, Windows NT 4.0 with Service Pack 5 or 6, Windows 2000, or Windows ME 	<ul style="list-style-type: none"> Mac OS 9.1, 9.2, and Mac OS X, v. 10.1 Windows 98, Windows Millennium Edition, WindowsNT® 4.0, Windows 2000 Professional, or Windows XP 	<ul style="list-style-type: none"> Mac OS 8.5.1, 8.6, or 9.0 Windows 95, Windows 98, Windows 2000, or Windows NT® 4.0 UNIX®: Sun™ Solaris™ 2.5.1, 2.6, 2.7, or 2.8; HP-UX 10.2 or 11.0; IBM® AIX® 4.2.1, 4.3.2 or 4.3.3; X Window System™ X11R5 or X11R6
<h3>Export File Types</h3>	<p>Adobe PDF, HTML, and prepress files</p>	<p>Adobe PDF, XML, SVG, HTML, EPS, and prepress files</p>	<p>Adobe PDF, HTML, XML, SGML, MIF, and RTF files</p>
<h3>For More Information</h3>	<p>www.adobe.com/products/pagemaker</p>	<p>www.adobe.com/products/indesign</p>	<p>www.adobe.com/products/framemaker</p>

This comparison sheet was designed and created with Adobe InDesign.

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