



Soft drop shadows
With InDesign 2.0, you can create editable drop shadows, feathering, and transparent effects.

How to choose the right Adobe® page layout software

Adobe has a publishing solution that meets your customers' publishing goals—whether they produce professional-looking business materials, cutting-edge page designs, or long technical manuals 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® 7.0 for XML authoring and publishing. So how do you help customers decide which solution is right for them? The first step is to ask them 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 their needs—and turn customer requests for information into successful sales!

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 Adobe PageMaker 7.0 offers: Adobe 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 document creation, including 4,700 clip-art 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® software. Plus, it offers powerful design features, such as layers and master pages, that give customers 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 designers have always wanted. It integrates with other Adobe applications better than any other professional design tool, so they can get to work quickly. It even helps the transition to its powerful page layout tools by opening QuarkXPress® and PageMaker files directly. InDesign is packed with intuitive features that free designers 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, designers can capture their inspiration and publish it anywhere—in print, in Adobe PDF (Portable Document Format) files, as eBooks, on the Web, and more.

Adobe FrameMaker 7.0

XML smart, enterprise ready

Who it's for: Fortune 500 corporate-knowledge workers, technical writers, and commercial publishers who deliver volumes of information across multiple channels—Web, print, CD-ROM, and PDA.

What they create: Content-rich corporate documents in a wide variety of formats, including HTML, XML (well-formed or valid/structured), SGML, and Adobe PDF.

What Adobe FrameMaker 7.0 offers: Adobe FrameMaker 7.0 software delivers an enterprise-class authoring and publishing solution that combines the simplicity of word processing with the power of XML. Enjoy WYSIWYG authoring in either a familiar word processing, style-tagging mode or a fully structured environment optimized for the editing and production of valid XML. Take advantage of long document support that includes book management features, sophisticated templates, and rich formatting options. Experience built-in support for high-quality printing, the latest Adobe PDF standards, and integration of SVG (Scalable Vector Graphics).



Tools for the New Work.™



Who Uses It	<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 Corporate knowledge workers Training managers Information architects IT professionals
What You Can Create for Print, Web, eBooks, and More	<ul style="list-style-type: none"> Yearbooks 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 Proposal/Research reports Online Help Policies and procedures Catalogs and directories Content-rich eBooks, such as textbooks and tradebooks
Related Adobe Products	<ul style="list-style-type: none"> Adobe Illustrator Adobe Photoshop Adobe Acrobat Adobe Photoshop Elements 	<ul style="list-style-type: none"> Adobe Illustrator Adobe Photoshop Adobe Acrobat™ Adobe GoLive® Adobe InCopy™ OpenType® Fonts from Adobe 	<ul style="list-style-type: none"> Adobe Illustrator Adobe Photoshop Adobe Acrobat Adobe GoLive Adobe Content Server FrameMaker Server 7.0
Platforms	<ul style="list-style-type: none"> Apple System Software version 8.6 (with Apple Software Font Manager Update version 1.0), 9.1, and Mac OS X (Classic) Microsoft® Windows® 98, Windows NT™ 4.0 with Service Pack 5 or 6, Windows 2000, or Windows Millennium Edition 	<ul style="list-style-type: none"> Mac OS 9.1, 9.2x, and Mac OS X, v. 10.1 Windows 98 Second Edition, Windows Millennium Edition, Windows NT 4.0 Workstation with Service Pack 6, Windows 2000 with Service Pack 2, or Windows XP 	<ul style="list-style-type: none"> Mac OS 9.0, 9.1, or 9.2, or Mac OS X v. 10.1 (Classic mode) Microsoft Windows 98, Windows Millennium Edition, Windows 2000, Windows NT™ 4.0, or Windows XP UNIX®: Solaris™ 2.6, 2.7, or 2.8 HP-UX 10.2, 11.0, or 11i, IBM® AIX® 4.3.3 or AIX 5L version 5.1 X Window System™ X11R5 or X11R6
Export File Types	<ul style="list-style-type: none"> Adobe PDF, HTML, and prepress files 	<ul style="list-style-type: none"> Adobe PDF, XML, SVG, HTML, EPS, and prepress files 	<ul style="list-style-type: none"> Adobe PDF, HTML, XML (well formed and valid), SGML, MIF, and RTF files
For More Information	www.adobe.com/products/pagemaker	www.adobe.com/products/indesign	www.adobe.com/products/frameaker

All materials for this kit were created with Adobe InDesign 2.0



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