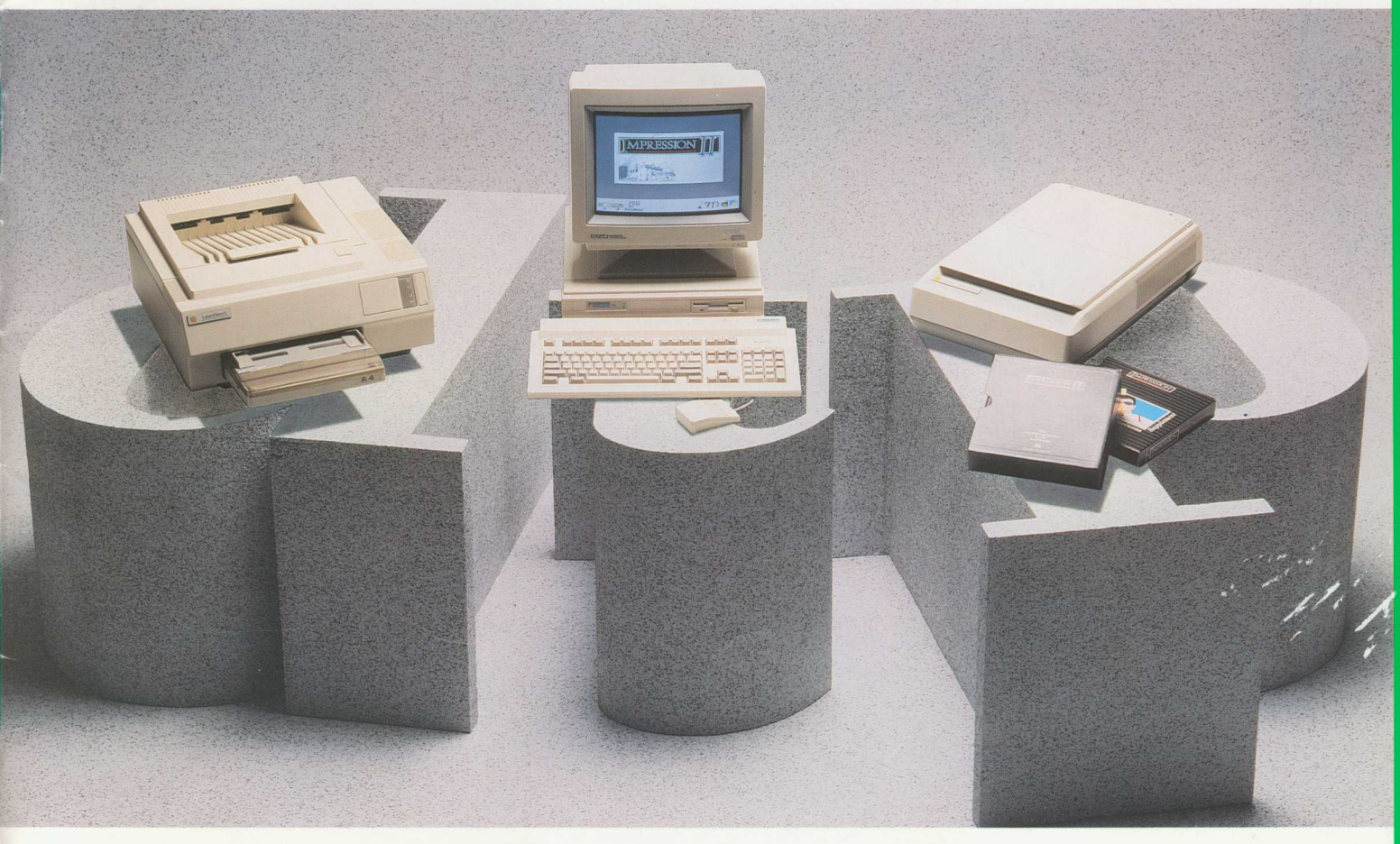
Acorn Publishing System

Product Directory



Acorn

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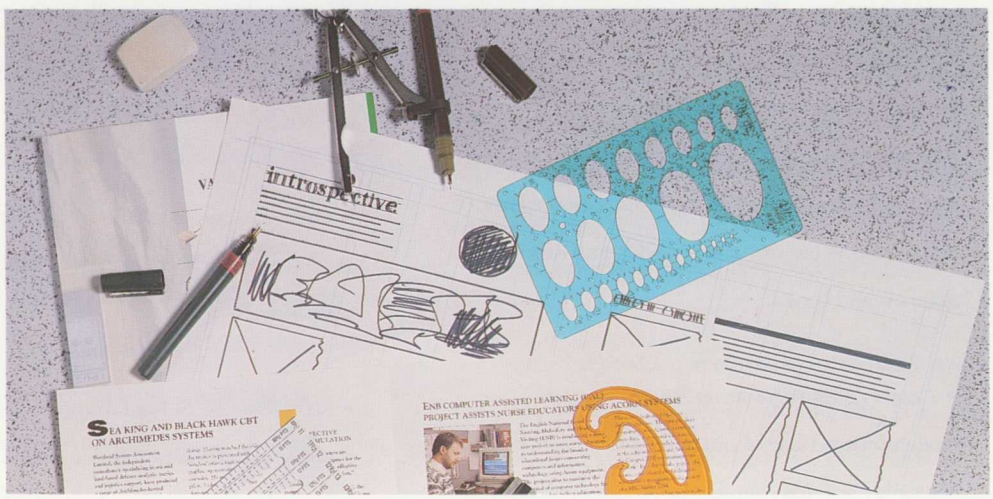
Acorn

Welcome to the Acorn Publishing System: a complete publishing solution. Whether it's quality brochure work, internal memos or training documents, newspaper or magazine layouts, you now have the capacity to produce them to the highest professional standards.

It is a fully integrated system which includes a quality scanner for incorporating graphics into page layouts, and a high speed laser printer which will print at 600 dots per inch. The system will output PostScript files for professional imagesetting and also comes equipped with a selection of popular outline fonts.



The Impression II software package is a proven desktop publishing program which can also be used for word processing. You will find it easy to become familiar with and, in no time at all, will be producing documents and publications to a high professional standard.

Acorn has created the system for businesses and individuals who expect ease of use from a desktop publishing system as well as quality performance and high speed output. However, it also has the flexibility to satisfy your other business and computing requirements.

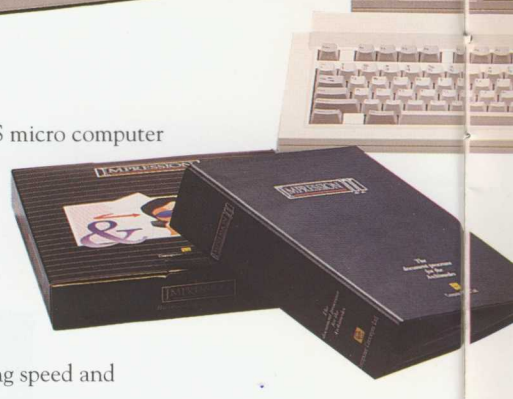
The Acorn Publishing System

The Acorn Publishing System is a highly sophisticated system which has incorporated the many lessons which have emerged in desktop publishing over the last decade. It comprises:

• Impression II, the desktop publishing software package which is also a fully fledged word processor. It can produce documents from memos and single page leaflets up to complex newspaper and magazine layouts, and long documents such as manuals and books.

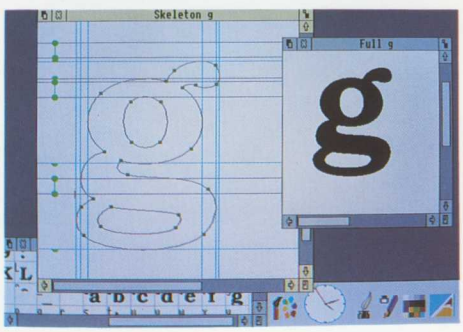
• Acorn's RISC Operating System offers a straightforward way of controlling computer tasks. Multiple "windows" make the Acorn Publishing System visually friendly and easy to use.

• RISC-based, 32 bit, 13.5 MIPS micro computer with 4 Mbytes of RAM which can be increased to 16 Mbytes, allowing several memory intensive applications to run simultaneously without sacrificing speed and efficiency.



• Multiscan colour monitor with Super VGA capability (Eizo 9060 as shown in illustrations or equivalent).

• 120 Mbyte SCSI hard disc gives fast access and rapid data transfer. You will be able to store and maintain a vast bank of data and keep a whole library of software.



• Selection of popular outline fonts with many additional fonts available. Acorn's unique font system means characters are shown smoothly and accurately on screen without jagged edges.

The right choice

From the moment you switch on your Acorn Publishing System, you will be struck by its ease of use. Impression II from Computer Concepts excels at both fundamental and creative tasks. It is practical yet innovative. The thoughtful use of multiple windows, icons and a mouse, help the user quickly to become familiar with the system, making it intuitive and simple to understand.

Whether incorporating graphics, and text or transferring illustrations from the Draw package, operating your Acorn Publishing System will rapidly become second nature.

Your confidence and appreciation of the system will build quickly, so optimum work levels will rapidly be achieved. This brings added benefits when training new people on the system and bringing them up to full production capacity.

Speed of production as well as speed of use is also vitally important in any environment. The Acorn Publishing System is one of the fastest systems in its price category. You will be able to make changes to documents almost instantly without having to wait for the system to think them through. Scanned pictures and graphics can be saved and transferred on to the page directly, while your laser printer will run out pages at an incredibly fast rate, enabling you to check hard copies of work almost instantly.

- Access to DOS directories and files. In addition, the optional PC Emulator provides access to DOS 3.3 and will run standard packages such as Lotus 1-2-3, Symphony, MS Word, WordPerfect, Wordstar and dBase 1V.

- Flatbed scanner, for incorporating diagrams or half-tone photographs, which is fast and easy to use. The scanner software includes image enhancement facilities to ensure the best quality reproduction.

- The ability to produce standard PostScript which is compatible with professional imagesetting systems and can be taken to almost any DTP bureau in the country for output to bromide or film. The system can be used to produce colour separations for those with full colour requirements.

- A direct drive Canon laser printer providing a print rate of up to eight pages per minute and 600 dots per inch resolution. It can handle heavy paper and light card and is designed for frequent use.

The Acorn Publishing System can also run a number of applications simultaneously. Desktop publishing, drawing, painting and word processing can all be called up at the same time, with information easily interchanged from one application to the next. This makes it easier to build documents, and speeds up the publishing process.

Once you're familiar with your Acorn Publishing System, you will probably want to take advantage of the wide range of add-ons and peripherals available. The expansion options for the Acorn Publishing System are extensive. These will enable you to shape your publishing system still further to meet your specific needs.

Acorn: the leading edge

Acorn has brought its breadth of experience and leading edge technology to the desktop publishing sector. Internationally recognised as an innovative market leader, Acorn has always worked at the forefront of computing technology.

Acorn's corporate philosophy - unparalleled performance at a cost-effective price - fulfils a need long overdue in the field of desktop publishing. Working in partnership with value added resellers and dealers, Acorn can offer the very best in terms of technical advice, product information and marketing support: providing unrivalled back-up for the day-to-day requirements of the desktop publishing sector.

As an integral part of the Olivetti group, Acorn can call on vast resources and expertise in the development of its computer systems. Acorn's systems are also used across a broad sweep of industries, including government, defence and health service sectors, and more than 80% of UK schools are using Acorn computers, primarily because of their versatility and reliability.

No other UK company has a greater involvement with desktop computers. The development of the Acorn Publishing System marks the start of a new era in desktop publishing.

A system for all seasons

Whether it's sales promotional material that's needed, a training manual, an internal company memo, or a simple letter, David Rose, Training and Marketing Executive with electronics giant, Casio, simply switches on his Acorn Publishing System and produces it.

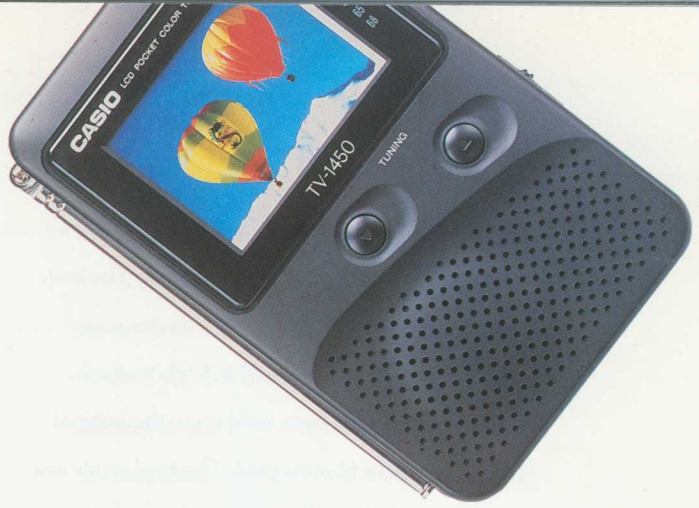
Two years along the road from his first acquaintance with the Acorn system he is now a seasoned publishing professional.

"We decided to produce it on Impression II. Two days later it was printed."

"The most valuable benefit it's brought me, is time", he says. "Let me give you an example. Recently, one of my directors wanted to produce a questionnaire. It was a complicated document with a lot of sections, graphics, response boxes, etc."

"From experience, we estimated that it would previously have taken us about 12 days, from start to finish, to complete. This was partly because we had been going back continually to the typesetter with changes."

"We decided to produce it on Impression II. Two days later it was printed. It took just over 12 hours to create the document and then less than an hour to make the copy and design changes."

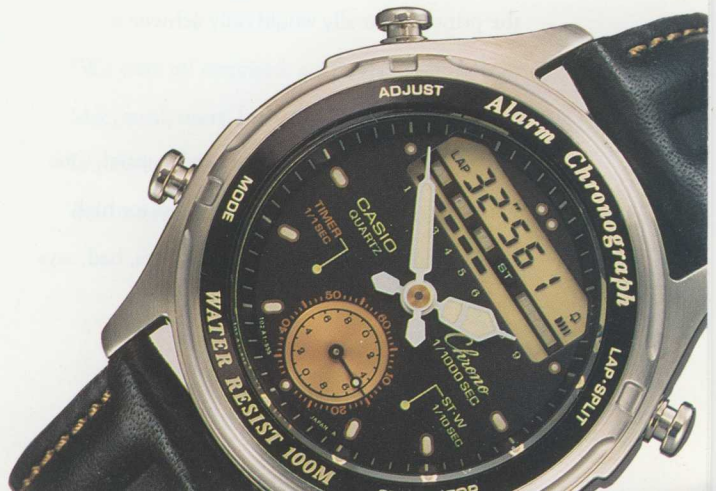


"We just sat down in front of the screen and went through it. As my director could see the effects of his changes instantly, the final document format was reached far quicker than by conventional methods."

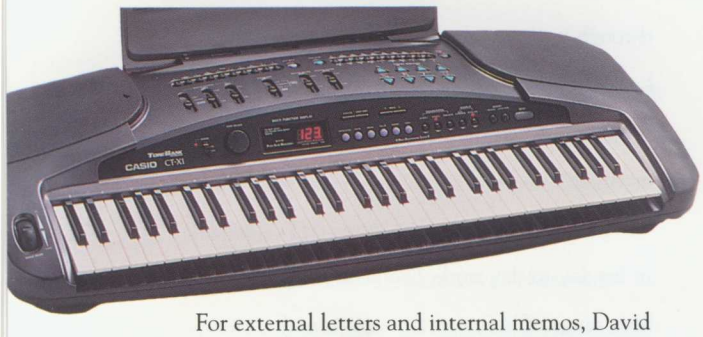
In his day-to-day work, David has to produce a wide range of literature for a variety of applications. As he conducts regular training sessions for staff at major high street stores such as W.H. Smith, Argos, John Lewis, Boots and other major Casio stockists, it is important that he produces high quality documents which support his training programme.

Equally, it is vital that the Casio salesforce receives product support in the form of promotional literature and point-of-sale material.

"When Casio launches a product which we are trying to sell in the UK, at the early launch stage we invariably have no product photographs", says David. "I tend to scan in line drawings of the product from any available leaflets just to give the salesforce some idea of the product's appearance."



"In one job for our keyboard dealers, however, we needed a more glossy presentation pack. The basic shape of each page was set up as a master page with a bordered space for a 7" x 5" photograph. Colour photos were then fixed on to the original pages and colour photocopied. The final result was excellent with the only major cost being the colour photographs."



For external letters and internal memos, David has set up a standard format and he simply calls up the template when the need arises. Work colleagues, who automatically expect desktop publishing to be complicated, are surprised by how easy the Acorn system is to use.
"When I show them the system's capability and how user friendly Impression II is, all their preconceptions disappear", he says. "Obviously, as they become more aware of the system's capability, we are using it more and more."

Aside from the scanner from Computer Concepts, the other integral component of David's production process is the Computer Concepts' direct drive laser printer. Because it is driven directly from the RISC-based Acorn computer it allows him to run out artwork at 600 dpi when the printer normally would only achieve a maximum of 300 dpi.

Artwork cost savings have been substantial. One job alone, producing sheets of stickers for high street window displays of Casio watches, had, says David invariably given him "a lot of grief" and a typesetting bill which was around the £2500 mark.

> *"I read articles about windowing systems and how wonderful they are and think Hold on, I've had that for ages?"*

"This year, for the first time, I did it on my Acorn system. I set up a whole series of linked frames so that, when the director with overall responsibility for the job wanted to make changes, I could do it instantly. I printed out the artwork at 600 dots per inch. The cost saving basically paid for my laser printer and scanner."

As a fully fledged Acorn user, David, after reading computer trade magazines or visiting exhibitions, remains surprised by how slow the rest of the computer world has been to catch up with the Acorn RISC system.

"I read articles about windowing systems and how wonderful they are and think" 'Hold on, I've had that for ages". "They go on about this, that and the other feature which are just standard on my machine."

"One feature I really do appreciate is my machine's ability to do a number of things at the same time - and do them all well. Most computer systems have to hold one job as they switch to another."

David's continuing priority is to upgrade his Acorn system so that he can develop the desktop publishing function still further within Casio.

Magazine publishing: breaking new ground

When Redwood Publishing decided to switch production of its monthly best-selling magazine *BBC Acorn User* from a tried and trusted Apple Macintosh system to an Acorn desktop publishing system, it was a leap in the dark.

BBC Acorn User was to be the first news-stand magazine produced using a system that was unproven in a professional publishing environment.

"We started out using conventional "lick and stick" typesetting, with galley proofs and paste-up by hand. Then in January 1990 we moved to a Macintosh system - because at the time there was little else around," says Graham Bell, Redwood's systems manager. "But once the Acorn systems came on to the market, we decided that we wanted to take a second look at the options."

"During 1990, I produced two supplements for the magazine using the Acorn Publishing System, to see whether it was up to the task. Both supplements, one about DTP itself and one on business software, were very successful, and when the newer hardware became available, we knew it would be even better because of the increased speed it offered."

Before a magazine chooses a particular desktop route, a number of factors such as cost, time saving, design and production quality have to be weighed up. Redwood has a stable of about 20 magazines, and what might be the best system for one magazine might not be the best for another. "The verdict was that, in terms of value for money, the Acorn system offered the best solution," says Graham Bell. "It has many positive features, but apart from price/performance and the obvious speed of the system, the one that was most appealing was its ease of use."

"The Acorn Publishing system was considered suitable not only for *BBC Acorn User* but also for another Redwood publication, *Educational Computing and Technology*. And we're looking at converting other titles too."

Redwood's confidence in the Acorn system was vindicated right from the very beginning. Even though the majority of editorial staff were new and had little knowledge of the Acorn machines, because it is such an easy system to become familiar with, they were soon up to speed.

"We more or less sailed straight through," explains Barry Monk *BBC Acorn User* Editor.

"We sat down with RISC OS and the Impression II software and got to grips with it after one brief training session."

"We were all surprised, even previous Apple Macintosh users, by how simple to use the Impression software is, and how straightforward it was to switch from one to the other.

The desktop is also far superior. The WIMP operating system and the three-button mouse make a lot of sense. It runs more than one application at once, but no matter where you are, the menus are always available to help you get to where you want to be. And it really is fast!"

"Speed is important - never more so than in publishing, when you're up against deadlines. There is nothing more infuriating than waiting minutes for your computer to make a minor change to a page layout!"

Articles on the *BBC Acorn User* newsdesk are arriving invariably on disc or via electronic mail. They are edited on screen, and then each article's graphic or picture content is discussed. Page layouts are then designed using templates that give the basic column structure of the magazine. Within these layouts, text is easily moved around or put in tint boxes; the picture boxes and headlines can be added, and so on.

Pages can be scaled up to see greater detail or scaled down to get an overview of double-page spreads or articles which run over more than one page.

By using the Acorn Publishing System, deadlines on *BBC Acorn User* have become far tighter - and so it can incorporate late-breaking news stories that would otherwise have been missed. Pages can be re-made easily, and new film dispatched for print in a matter of hours. It gives the editorial team total control of the whole operation.

> *"Acorn's RISC OS is excellent, and markedly more secure than the equivalent multi-tasking desktop software on the Macintosh."*

While *BBC Acorn User* was taking its leap in the dark and switching to Acorn hardware, another Redwood title, *BBC Gardeners' World* was being launched, using desktop publishing on Macintosh equipment from day one. Graham Bell was responsible for overseeing both operations.

"The Acorn Publishing System represents a significant saving and, in assessing performance against price, it offers first class value," he believes.

"Acorn's RISC OS is excellent, and markedly more secure than the equivalent multi-tasking desktop software on the Macintosh. Compared with the Apple computers, we have had fewer problems on the Acorn, and Impression II is slick and easier to train people on."

"The Acorn machines are great, and Impression II is quality software. And one of the benefits of RISC OS is that several simple programs can work together to achieve results which are technically complex. This year we published another "test" magazine, again using Impression, but this time in full colour -we'll be developing more in this direction next year."

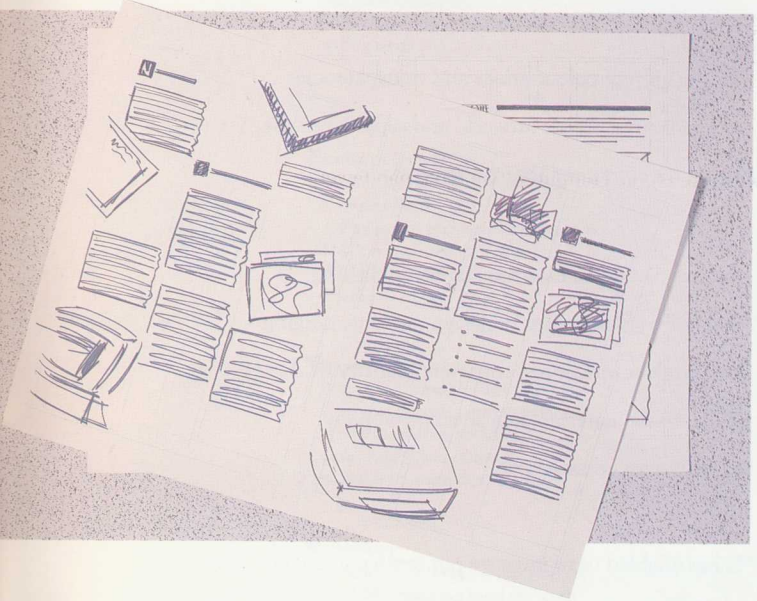
"After a year of publishing magazines in this way, we've certainly proved that Acorn computers plus Impression II software make a first-class publishing system."

How this directory was produced

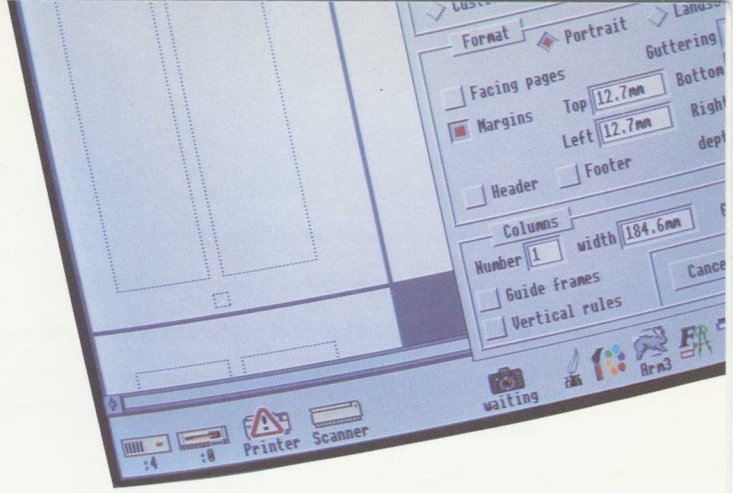
As you would expect, this directory has been produced solely on the Acorn Publishing System - which illustrates that you now have all the hardware and software you need to create quality documents.

Impression II was used as a word processor for writing the majority of the text as well as for all page layouts. Additional text was also written using other word processing systems and subsequently was provided on standard DOS discs for loading into the system.

Initial designs for the directory were planned and visualised using page "mock-ups" prior to master page creation on the system.



"We then used the Acorn Archimedes to produce higher quality visuals and to finalise the directory's design concept for presentation to the client. The visuals featured scanned images, line illustrations, reference graphics and text, all of which gave the client a feel for what the final document would look like."

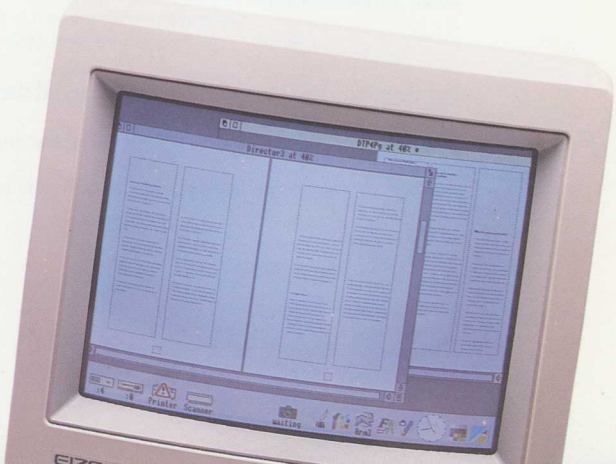


Using the master page option, the pagination of the directory was established along with all the page margins and column grids. Text was then loaded into the Acorn Publishing System for spell checking, and to remove any irregular word spacing.

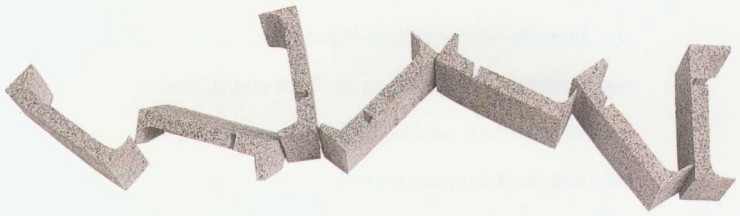
Impression's Style set-up option was used to create uniform font style, type size and line spacing for the headings, sub-headings and body text. By setting the styles in a blank template, they were saved for repetitive use. The font styles used were dictated largely by Acorn's corporate design guidelines.

"As with almost any document there was a certain degree of artistic licence, and this enabled us to be flexible with the overall design," says Barry Clarke. "We wanted to create a sense of space with the document, and we believe we've achieved this largely through using a two-column grid and wide around-the-page margins."

"We also agreed not to flow copy to the top or bottom of columns so there is white space where we feel a natural break in the text should occur."



The icons (scattered letter illustrations), appearing on the front cover and throughout the directory, were drawn individually and scanned on to the pages, along with all photographs and illustrations.



Text content largely dictated the position of images and photographs on the page. As a general rule, photographs were positioned where they endorsed, or helped to explain, a point being made. They were then scaled up or down to fit the required size, and overall design, of page layouts.

The photographs and illustrations were positioned and rotated to the required angle. This facility is an extremely useful one, and it means that by rotating images fractionally by as little as 1° at a time, very fine adjustments can be made.

"Text can be very easily flowed around photographs, illustrations or images," explains Barry Clarke. " It is a very useful facility if you're producing newsletters, specification sheets or point-of-sale material."

For detailed checking and proof reading, all the pages of the directory were run out using the high-quality option on the laser printer at 600 dots per inch.

"Obviously there are always going to be amendments," says Barry Clarke. "But then the beauty of the Acorn Publishing System is that changes can be made quickly and easily."

"Like every system it has its short cuts but I believe the system has a head start over others when it comes to speed."

Once the document was "signed off ", it was converted into a PostScript file, copied to disc and supplied to a typesetting bureau. The pages were then set directly on to bromide (film could have been provided) to produce finished artwork from which the printers made plates.

> *"It has enabled us to improve our service to clients tenfold."*

The position of colour prints and transparencies were indicated on the artwork, and supplied to the printer for colour separations to be made.

Macfarlane Clarke uses the Acorn Publishing System for a wide range of design projects, ranging from product brochures, corporate identity work, point-of-sale material, data sheets, company magazines and newsletters.

"It has enabled us to improve our service to clients tenfold," says Barry Clarke. "We appreciate the simplicity of the system, and never cease to be amazed by the complex documents and brochures we are able to produce."

One such "complex" document you now have before you.

Additional hardware and software products

The Acorn Publishing System is a complete publishing package providing a unique combination of hardware and software for professional publishing on the desktop.

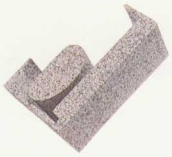
Additional hardware and software products are available, through Acorn's dealer network. The following listing categorises available products alphabetically within hardware or software sections, together with a list of some suppliers.

Hardware

	Supplier
Document Scanners Document scanners allow line drawing, illustrations, photographs, etc to be scanned into the system for use within a document. Acorn computers support a range of monochrome and colour scanners including flatbed, handheld and A4 scanners.	- Computer Concepts Ltd - Irlam Instruments Ltd - RISC Developments Ltd - Technomatic Ltd - Watford Electronics
Digitising and Graphics Tablets Digitising and graphics tablets enable users to produce precision CAD (Computer Aided Design) and freehand drawings for input to the Acorn computer. These products are compatible with a range of CAD applications.	- CTS Recognition Ltd - Technomatic Ltd - Watford Electronics
Emulators (Hardware) PC Emulation software provides access to MS DOS 3.3 and the ability to run packages such as Lotus 1-2-3, Symphony, MS Word, Word Perfect, Wordstar and dBase IV.	- Aleph One Ltd - NEXUS
Memory Upgrades Random Access Memory (RAM) Upgrades provide performance improvements by avoiding unnecessary data transfer to and from main disc storage.	- Acorn Computers Ltd *
Networking A range of networking products are available, enabling users of Acorn computers to expand their systems avoiding the need for costly machine replacement. Included are products to allow the sharing of peripherals, data, and for connection of systems via industry standard networking protocols.	- Acorn Computers Ltd * - Oak Solutions Ltd - SJ Research Ltd

	Supplier
Printers Acorn printer drivers allow users of Acorn computers to take advantage of current and future developments in printer technology. Currently dot-matrix, laser, inkjet and linotype systems are supported in both monochrome and colour. Support for industry standard PostScript is included.	- Acorn Computers Ltd *
Storage and Retrieval CD - ROM is a recent development in storage technology providing access to vast amounts of stored data and graphics, allowing users of Acorn computers to take advantage of the wealth of software produced for this medium.	
Hard Disc Drives A range of internal / external hard disc Winchester drives either fixed or removable are available using the latest SCSI technology providing a planned upgrade path as data storage requirements increase.	
Re-writable Optical Disc Systems Magneto - Optical disc drives are a new range of highly intelligent systems employing ISO standard 5.25" M - O media. Certified for 25 years' data retention, these disc systems are the ideal storage medium for long-term data archiving.	
Tape Streamers Available in various capacities, tape streamers are especially useful for backing up large amounts of data from hard disc drives, networks or, indeed, from any filing system.	- 3SL - Cumana Ltd - Oak Solutions Ltd - RISC Developments Ltd - Technomatic Ltd

* All current Acorn hardware and software is obtainable through Acorn Dealers and distributors.



Software

ClipArt

A collection of drawn and scanned images for incorporating into documents.

Supplier

- Anglia Television
- Argus Specialist Publications
- Computer Concepts Ltd
- Emerald Publishing
- GA Herdman Educational Software
- Micro Studio
- Midnight Graphics

Compression / Decompression

Compression / Decompression software allows users to maximise valuable storage capacity by storing files and directories in a highly compressed form.

- Computer Concepts Ltd
- David Pilling

Emulators (Software)

PC Emulation software provides access to MS DOS 3.3 and the ability to run packages such as Lotus 1-2-3, Symphony, MS Word, Word Perfect, Wordstar and dBase IV.

- Acorn Computers Ltd *

Fonts (Outline)

A broad range of professional - quality PostScript compatible Type 1 fonts.

- Acorn Computers Ltd *
- Computer Concepts Ltd
- The Electronic Font Foundry

Graphic Editors

Bitmap based

Image creation and artistic design packages.

Supplier

- Clares Micro Supplies
- Computer Concepts Ltd
- Longman Logotron
- Minerva Software
- Tap Consortium
- The Fourth Dimension
- Vision Quest Software

Object based

Object-based DTP and design packages for creating graphics for insertion in documents. Text and graphic objects can be grouped, scaled and moved with ease.

- 4mation
- Autodesk Ltd
- Computer Concepts Ltd
- Linear Graphics Ltd
- The Data Store

3D

3D graphic editors for use in a wide range of areas of art and design. Objects can be rotated in real - time, viewed in perspective from any position and show the effects of light placed anywhere in the scene.
Zoom in and out options are included.

- Ace Computing
- Linear Graphics Ltd

* All current Acorn hardware and software is obtainable through Acorn Dealers and distributors.

Supplier listing

3SL Ltd	Brook House, 501-511 Crewe Road, Wheelock, Sandbach, Cheshire CW11 0QX Tel: 0270 761516 Fax: 0270 768200
4mation	14 Castle Park Road, Whaddon Valley, Barnstaple, Devon EX32 8PA Tel: 0271 25353 Fax: 0271 22974

A

Ace Computing	27 Victoria Road, Cambridge CB4 3BW Tel: 0223 322559 Fax: 0223 69180
Acorn Computers Ltd	*All current Acorn hardware and software is obtainable through Acorn Dealers and Distributors.*
Aleph One Ltd	The Old Court House, High Street, Bottisham, Cambridge CB5 9BA Tel: 0223 811679 Fax: 0223 812713
Anglia Television	Education Dept., Anglia House, Norwich NR1 3JG Tel: 0603 615151 x 2445 Fax: 0603 631032
Argus Specialist Publications	Argus House, Boundary Way, Hemel Hempstead, Herts HP2 7ST Tel: 0442 66551 Fax: 0442 66998
Autodesk Ltd	Cross Lane, Guildford, Surrey GU1 1UJ Tel: 0483 300077 Fax: 0483 304556

C

Clares Micro Supplies	98 Middlewich Road, Rudheath, Northwich, Cheshire CW9 7DA Tel: 0606 48511 Fax: 0606 48512
Computer Concepts Ltd	Gaddesden Place, Hemel Hempstead, Herts HP2 6EX Tel: 0442 63933 Fax: 0442 231632
CTS Recognition Ltd	The Carriers, Green End, Sandon, Buntingford, Herts SG9 0RQ Tel: 0763 87258 Fax: 0763 87542
Cumana Ltd	Pines Trading Estate, Broad Street, Guildford, Surrey GU3 3BH Tel: 0483 503121 Fax: 0483 503326

D

David Pilling	PO Box 22, Thornton Cleveleys, Blackpool FY5 1LR Tel: 0253 852806

E

Emerald Publishing	46 Silverwood Close, Cambridge CB1 3HA Tel: 0223 355399 Fax: 0223 35539

G

GA Herdman Educational Software	43 St Johns Drive, Clarborough, Retford, Notts. DN22 9NN Tel: 0777 700918 Fax: 0777 700918

I

Irlam Instruments Ltd	133 London Road, Staines, Middlesex TW18 4NH Tel: 0784 451192 Fax: 0895 811401

L

Linear Graphics Ltd	Unit 39, Mochdre Industrial Estate, Newtown, Powys SY16 4LE Tel: 0686 629292 Fax: 0686 629563
Longman Logotron Ltd	124 Cambridge Science Pk, Milton Road, Cambridge CB4 4ZS Tel: 0223 425558 Fax: 0223 425349

M

Micro Studio	22 Churchgate Street, Soham, Ely, Cambs CB7 5DS Tel: 0353 720433 Fax: 0353 624232
Midnight Graphics	5 Victoria Lane, Whitefield, Manchester M25 6AL Tel: 061 766 8423 Fax: 061 766 8425
Minerva Software	Minerva House, Baring Crescent, Exeter, Devon EX1 1TL Tel: 0392 437756 Fax: 0392 421762

N

Nexus Electronics	39 Springfield Road, Cambridge, CB4 1AD Tel: 0223 316761 Fax: 0223 462242

O

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