

# Adobe® PageMaker®

## New Feature Highlights: PageMaker 7.0 Means Business!

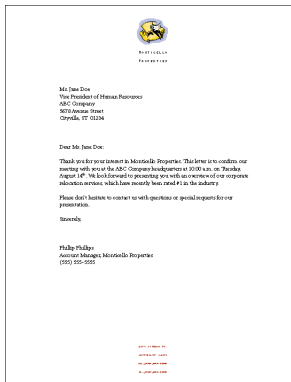
**Business publishing  
made easy**

Adobe PageMaker software is designed for business professionals, small-office/home-office (SOHO) users, and educators who want to create professional-quality documents for print and electronic distribution. For these users, PageMaker delivers a unique combination of benefits:

- **A rich selection of professionally designed content** for producing professional layouts with little or no design experience. This content includes 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.
- **Tight integration with other Adobe products**, including Adobe Photoshop®, Adobe Illustrator, and Adobe Acrobat®
- **Powerful and easy-to-use page layout tools**—including such longtime features as layers, master pages, text and graphics frames, and Adobe PDF creation—which give business users more direct design control than automated, Wizard-oriented business publishing software allows.
- **Widespread support from quick printers and commercial printers** who consider Adobe PageMaker the industry standard for reliable, high-quality output of high-volume business publishing jobs.

Now Adobe is unveiling Adobe PageMaker 7.0, the latest release of its popular business publishing software. This new release addresses many of the top requests of our large community of PageMaker users. It offers better compatibility with the latest Macintosh and Windows operating systems, expanded support for opening Microsoft Publisher and QuarkXPress files and for importing Microsoft Word files, an updated version of Adobe Acrobat Distiller™ for creating more compact Adobe PDF files, and dozens of fixes that enhance users' ability to reliably produce documents. In addition, PageMaker 7.0 introduces a highly requested feature with its new Data Merge capabilities; it adds support for placing native Photoshop files; and it expands support for importing native Illustrator files. PageMaker 7.0 even opens new publishing opportunities for business users with its eBook (tagged PDF) support, which makes business content more portable.

This new release of PageMaker marks Adobe's renewed commitment to providing high-quality publishing tools for the business and education markets. This document outlines all of the new features and enhancements in Adobe PageMaker 7.0 for Mac OS and Windows.



PageMaker 7.0 enables business users and educators with little or no design experience to produce professional-quality materials.



## Quick reference: What's new in Adobe PageMaker 7.0

FEATURES	BENEFITS
Place native Adobe Photoshop 5.0–6.0.x files	<ul style="list-style-type: none"> <li>• Eliminate the time and effort of creating flattened Photoshop (PSD) files for import.</li> <li>• Automatically update placed PSD files after making and saving changes to the file in Photoshop.</li> <li>• Manage and store only one image file for use in multiple documents and applications.</li> </ul>
Expanded support for placing native Illustrator files	<ul style="list-style-type: none"> <li>• Place native Illustrator 9.0.x files as easily as you place native files from earlier versions of Illustrator. Because Illustrator 9.0's native format is Adobe PDF, the Import Adobe PDF dialog box opens when you place 9.0.x files.</li> </ul> <p><b>Note:</b> PageMaker 7.0 does not display or print transparency effects in native Illustrator 9.0 files. However, you can display and print transparency by first saving the Illustrator file as an EPS file.</p>
Place Adobe PDF files created in Photoshop or Illustrator, as well as PDF 1.3 and 1.4 version files created in other applications*	<ul style="list-style-type: none"> <li>• Don't worry about locating the original files for information that's stored and distributed in Adobe PDF format: Just place the Adobe PDF files instead.</li> </ul>
* PageMaker also continues to place PDF 1.2 files.	
Updated EPS filter	<ul style="list-style-type: none"> <li>• Place EPS files saved as Adobe PostScript® 3™ for maximum quality. Print and perform in-RIP separations of these files on PostScript 3 devices.</li> </ul>
Data Merge	<ul style="list-style-type: none"> <li>• Create customized content, such as direct mail, form letters, business cards, and catalogs using text and image data exported from databases or spreadsheets and saved as comma-separated files in .csv or .txt format.</li> </ul>
Improved user interface for exporting Adobe PDF files	<ul style="list-style-type: none"> <li>• Access Acrobat Distiller 5.0 Job Options directly, including document-level security controls.</li> <li>• Produce more compact Adobe PDF files because of updated support in Acrobat Distiller 5.0, which is included with PageMaker 7.0. (Acrobat Distiller 5.0 typically generates more compact Adobe PDF files than Distiller 4.0, which was included with PageMaker 6.5 <i>Plus</i>.)</li> <li>• Review files in the new Acrobat Reader™ 5.0, which is included with PageMaker 7.0.</li> </ul>
Tagged PDF support (eBooks)	<ul style="list-style-type: none"> <li>• Make content more portable: Check the eBook option in the Export Adobe PDF dialog box to automatically tag the text and graphics in the publication, making them independent of page size and viewing device in the final PDF file.</li> <li>• View tagged PDF publications on a wide variety of devices, including popular PDAs, because tagging enables the publication layout to reflow for optimal readability on different displays.</li> </ul>
Updated converter for QuarkXPress and Microsoft Publisher	<ul style="list-style-type: none"> <li>• Easily convert documents from QuarkXPress 4.0 and 4.1 (Mac OS/Windows) and Microsoft Publisher 2000 (Windows).</li> <li>• Work efficiently because a single converter utility handles conversion of both QuarkXPress and Publisher documents on the Windows platform.</li> </ul>
Updated filter for Microsoft Word and RTF file import	<ul style="list-style-type: none"> <li>• Import content from Microsoft Word 2000 (Windows) and 2001 (Mac OS), and enjoy enhanced support for .rtf and .txt file import.</li> </ul>
Enhanced operating system support	<ul style="list-style-type: none"> <li>• Enjoy greater stability and reliability because of updated support for the latest operating systems, including: <ul style="list-style-type: none"> <li>—Mac OS software versions 8.6 (with Apple Software Font Manager Update version 1.0), 9.1, and OS X (Classic).</li> <li>—Microsoft Windows 98, Windows NT 4.0 with Service Pack 5 or 6, Windows 2000, and Windows ME.</li> </ul> </li> </ul>

## Adobe PageMaker 7.0 in depth

This section introduces the new features in Adobe PageMaker 7.0 in more detail.

### Place native Photoshop and Illustrator files

Tired of maintaining and storing multiple versions of an image file? With Adobe PageMaker 7.0, you no longer have to because PageMaker 7.0 now imports native Photoshop 5.0–6.0.x files. It also expands its longtime support for placing native Illustrator files with new support for native Illustrator 9.0.x files\*. It even maintains layers in native Photoshop and Illustrator files on import. Now you can create an image or illustration and import it directly without having to save it as a flattened file in TIFF, EPS, or other formats. This new support streamlines the process of producing graphically compelling, readable, and persuasive publications.

\* **Note:** PageMaker 7.0 does not display or print transparency effects in native Illustrator 9.0 files. However, you can display and print transparent Illustrator files by saving them as EPS files before importing them.

### Place Adobe PDF files as easily as the original image files

More businesses use Adobe PDF files to store and transmit a wide variety of information because they're compact, portable, and easy to view. The only problem is tracking down the original source files when you need to include information in a new business document—especially when you're on a tight deadline. Now PageMaker 7.0 solves that problem with its ability to place Adobe PDF files created from Photoshop 6.0 and Illustrator 9.0, as well as Adobe PDF 1.3 and 1.4 files created in other software programs. To insert these files, simply drag and drop them onto a PageMaker page or use the Place dialog box to import them.

**Note:** PageMaker 7.0 does not display or print transparent effects in Adobe PDF files created in Illustrator 9.0. However, you can work with transparent Illustrator files by first saving them as EPS files and then importing them.

### Get optimal results from EPS files

PageMaker 7.0 now imports EPS files saved as Adobe PostScript 3, so you can print and perform in-RIP separations of these files on PostScript 3 devices. Adobe PostScript 3 gives you more control over creating and printing visually rich documents with complete precision. As a scaleable printing architecture, PostScript 3 maintains high quality and performance while easily integrating with a wide range of devices and technologies.

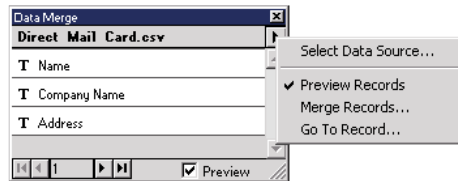
### Customize communications using the new Data Merge capabilities

With PageMaker 7.0, you can take text and graphics exported from a database or spreadsheet and merge them into a PageMaker template to create custom documents, including flyers, brochures, catalogs, direct mail, business cards, form letters, mailing labels, and more. These new capabilities make it easier to personalize content for more effective communications. They also help you maintain a strong corporate identity across all of your communications—a real benefit for home-based and other small businesses where you are trying to project a polished, professional look that inspires confidence and lets you compete against larger organizations.

The data merge capabilities also enhance productivity. Consider, for example, a small real estate company that needs to lay out dozens of house listings with pictures, descriptions, square footage, price, number of bathrooms and bedrooms, and so on. Now, with PageMaker 7.0, the real estate company can use data merge to quickly produce detailed catalogs of listings. What's more, the savvy real estate agent can easily create customized versions of the catalog to meet the housing requirements and price range of individual buyers.

Here's how data merge works in PageMaker 7.0: First, you export your text and image data from a database or spreadsheet as a comma-separated file in .csv or .txt format. You open the .csv or .txt file in PageMaker using the new Data Merge palette, which then lists the entries associated with a record. For example, let's say each record contained a picture of the property being listed, plus a description, the square footage, price, and more. Each of these data types would be listed in the Data Merge list. You can then drag these entries onto a page to create placeholders in the template, style the placeholder text with the Styles palette, and preview how the information will look once you merge the data.

Once everything looks the way you want, you click a button on the palette to complete the data merge. A dialog box appears where you can specify whether to include all records, the current record, or a range of records. In addition, you can choose whether to tile entries on a page automatically or to perform a custom layout in which you specify the number of columns per page, the horizontal and vertical space between entries, and the number of entries per page. After PageMaker generates the document, you can the apply a master page to ensure that contact information, corporate identity objects, and other elements appear consistently on each page.



Use the new Data Merge palette to customize documents, such as the direct mail card shown here.



### Export Adobe PDF files more easily

PageMaker 7.0 improves Adobe PDF export with an enhanced user interface that offers more feedback about the steps for exporting PDF files, plus direct access to Acrobat Distiller Job Options for specifying security and other export options. In addition, PageMaker 7.0 now includes Acrobat Distiller 5.0, which typically exports more compact Adobe PDF files than Acrobat Distiller 4.0 did from PageMaker 6.5 *Plus*. With PageMaker 7.0, it's easier to share secure Adobe PDF files containing legal contracts, competitive bids, design proposals, and other confidential business information.

### Create tagged PDF files (eBooks)

With the tagged PDF support in PageMaker 7.0, business users can easily make their content more portable. What does this mean in practical terms? With PageMaker 7.0, you can design a publication, output a tagged PDF file, and then view that same PDF file on different devices with different display resolutions. A tagged PDF will automatically reflow the layout to preserve optimal legibility for each display size. This feature demonstrates PageMaker 7.0's support for Adobe's vision of helping users make graphically rich, personalized content available any time, anywhere on any device.

Here's an example of how this works: Imagine that you have a three-column newsletter with a mix of text and graphics. You export it as tagged PDF and then view it on your laptop where all three columns appear side by side, just as they would in print. You then move it to your Visor PDA for reviewing on your long train commute home. On your Visor, the newsletter layout changes automatically for better readability: Column two of the newsletter now appears at the bottom of column one, and column three appears at the bottom of column two. The graphics are embedded with related text.

With tagged PDF files, you can create documents for a wide range of uses without a lot rework—for example, you could publish a sales report for review on laptops in the office and on PDAs in the field. For optimal tagging results, it helps to apply paragraph styles and to set documents up using linked text boxes—that way, PageMaker can more accurately tag the type of content and its relationship to other elements. Tagged PDF files are designed for viewing on a wide variety of displays, including handheld PDAs, laptops, and wireless devices. These files can even be read by text-to-speech devices.

### Leverage existing work with powerful file conversion and filters

One of the most requested features from PageMaker users is support for converting QuarkXPress 4.0 and 4.1 documents (Mac OS/Windows), as well as Microsoft Publisher 2000 files (Windows only). That's why PageMaker 7.0 has expanded its converter utility to handle these updated file formats—in addition to converting QuarkXPress 3.3 and Microsoft Publisher 97 and 98 files. On the Windows platform, it's also combined QuarkXPress and Publisher conversion into one utility for maximum efficiency. In addition, PageMaker converts more publication settings, such as widow/orphan control and hyphenation settings in Publisher files.

PageMaker 7.0 also imports Microsoft Word 2000 and 2001 files, in addition to earlier versions. Plus, it supports numerous other filters for importing text, graphics, and charts from many of the major word processing, graphics, spreadsheet, and database programs.

### Choose your favorite operating system

PageMaker 7.0 is designed to work with the current operating systems. It supports Mac OS 8.6 (with Apple Font Manager Update version 1.0), 9.1, and OS X (Classic) , as well as Microsoft Windows 98, Windows NT 5.0 with Service Pack 5 or 6, Windows 2000, and Windows ME.

### Who needs PageMaker 7.0?

Adobe now offers three page layout programs to serve the needs of different customers: Adobe PageMaker for business publishing, Adobe InDesign® for high-end design, and Adobe FrameMaker® for long technical documents that need to be available through multiple channels. Here's how PageMaker fits into Adobe's page layout strategy.

The Right Tool for the Right Market...		
InDesign	PageMaker	FrameMaker
<ul style="list-style-type: none"> <li>• Target market: Professional designers</li> <li>• Output created: Graphically-rich publications, such as magazines, newspapers, and advertisements</li> <li>• Users demand 100% creative control.</li> </ul>	<ul style="list-style-type: none"> <li>• Target market: Business publishers</li> <li>• Output created: Brochures, newsletters, flyers, signage, memos/reports</li> <li>• Users rely on templates and tutorials but want some level of design control.</li> </ul>	<ul style="list-style-type: none"> <li>• Target market: Corporate publishers</li> <li>• Output created: Manuals, specifications, training documents</li> <li>• Users rely heavily on tables, conditional text, and book-wide management features.</li> </ul>

PageMaker continues to be a strong draw for new customers who want to present more polished communications. These users include:

- **The business marketing communications, sales, or administrative professional** who must produce marketing plans, business reports, policy guides and more. These users deal with corporate brand guidelines on the use of logos, typefaces, and other corporate identity elements. They are not design experts and have no time or budget to hire designers, but everything produced must look professional and convey competence.
- **The small office/home office (SOHO) producer** who may need to create business cards and letterhead, project proposals, newsletters, brochures, direct mail, flyers, ads, and signage. They need polished materials to compete with the bigger guys, but don't have much time or training.
- **The teacher, administrator, faculty member, or student in K-12 or college.** Educators produce a mind-boggling array of class materials, academic reports, grant proposals, course catalogs, brochures, flyers, newsletters, yearbooks, and the occasional thesis. Their design skills and budgets may be limited, but they still want to create good-looking materials.

**System Requirements***Windows*

- Intel® Pentium® processor
- Microsoft Windows 98, Windows NT 4.0 with Service Pack 5 or 6, Windows 2000, or Windows ME operating system
- 32 MB of RAM (48 MB or more recommended)
- 175 MB of available hard-disk space for installation (200 MB or more recommended)
- Video card with 800x600 resolution and 8-bit/256 colors (24-bit, high-resolution display recommended)
- CD-ROM drive
- For Adobe PostScript printers: Adobe PostScript Level 2 or later

*Mac OS*

- PowerPC® processor
- Mac OS Software 8.6 (with Apple Software Font Manager Update version 1.0), 9.1, and OS X (Classic)
- 16 MB of available RAM (32 MB or more recommended)
- 100 MB of available hard-disk space for installation (150 MB or more recommended)
- 800x600 monitor resolution with 8-bit/256 colors (high-resolution 24-bit screen display recommended)
- CD-ROM drive
- For Adobe PostScript printers: Adobe PostScript Level 2 or higher required

- **The current user of older versions of PageMaker, Microsoft Publisher, or Microsoft Word.** If they're using other Adobe software, such as Photoshop or Illustrator, they want tighter integration among their applications. If they're using Microsoft Publisher or Microsoft Word, they need more support for file conversion, so they can import and reuse content created with those applications.

## Summary: Business publishing made easy

The challenge for many small businesses is how to produce professional-quality documents quickly and easily. With Adobe PageMaker, you can:

- **Achieve professional results.** PageMaker delivers powerful page layout tools that help you produce professional-quality business documents quickly and easily, for print and electronic distribution.
- **Enhance productivity.** PageMaker provides extensive file conversion support, tight integration with other Adobe applications, and built-in Adobe PDF creation tools that help you leverage content, share electronic documents reliably, and streamline your publishing workflow.
- **Gain a valuable business solution.** PageMaker is packed with professionally designed templates, high-quality illustrations and images, valuable Adobe Type 1 fonts, and precision pre-press tools—all of which adds up to a comprehensive business publishing solution at a great value.

For many years, PageMaker has been a popular business publishing tool that continues to attract millions of loyal new users. Now Adobe PageMaker 7.0 delivers new value by fulfilling top feature requests for data merge capabilities, native Photoshop file import, and expanded conversion of Microsoft Publisher and QuarkXPress files, as well as by offering better compatibility with current operating systems and other stability improvements. PageMaker 7.0 even introduces tagged PDF (eBook) support for making business content more portable, so you can extend your communications everywhere they need to go.

## Availability and pricing

In the United States and Canada, Adobe PageMaker 7.0 for Mac OS and Windows is expected to ship in the third quarter of 2001. The estimated street price for Adobe PageMaker 7.0 is \$499 (U.S.) for all platforms. Registered users of previous versions of PageMaker can upgrade to version 7.0 for only \$79 (U.S.).\* French, German, and Swedish versions of Adobe PageMaker 7.0 are expected to ship within 60 days of the initial release. A Japanese version is expected to ship within 120 days of ship. Information about other language versions, as well as all pricing, upgrade, and support policies for other countries, will be announced separately.

\* Note: If you're upgrading from a version of PageMaker that's older than version 4.0, you should call Adobe Customer Service at 1-800-422-3623 for assistance with your PageMaker 7.0 software installation.

## About Adobe Systems

Founded in 1982, Adobe Systems Incorporated ([www.adobe.com](http://www.adobe.com)) builds award-winning software solutions for Network Publishing, including Web, print, video, wireless, and broadband applications. Its graphic design, imaging, dynamic media, and authoring tools enable customers to create, manage, and deliver visually rich, reliable content. Headquartered in San Jose, California, Adobe is the second largest PC software company in the U.S. with annual revenues exceeding \$1.2 billion.