

# Laser Works, Inc.

## *Adobe Illustrator Bridges Graphics Gap Between Service Bureau and UNIX® System-Based Clients*

### **Adobe Illustrator™ for Sun™** *In Graphics Service Bureaus*



Laurie Rich, president, Laser Works, Inc.

#### **Key Benefits Summary**

- Adobe Illustrator for Sun lets Laser Works take advantage of the speed and power of UNIX workstations for complex graphics.
- Designers and illustrators don't have to be retrained to use Adobe Illustrator software for Sun, because it works the same as on the Macintosh.
- Adobe Illustrator for Sun provides seamless, cross-platform compatibility, allowing for easy file transfer.
- Adobe Type Installer software, which ships with Adobe Illustrator 5.5 for Sun, solves the classic UNIX font problem.

Service bureaus like Laser Works, Inc., feel as though they've been creating graphics for their UNIX clients with one hand tied behind their backs. "We would create precision graphics in Adobe Illustrator 5.5 software on a Macintosh® computer," says Laurie Rich, Laser Works' president, "then save them as Adobe Illustrator 3 files for the UNIX platform. Unfortunately, that limited our creativity and options. Not having the latest version of Adobe Illustrator available for UNIX meant we couldn't reliably use some of the latest features in version 5.5—like gradients. With that handicap, we hardly felt we were providing the sharpest graphics and the best service."

Laser Works is a Santa Clara, California-based desktop publishing service bureau with annual revenues of \$2 million and nine employees, six of whom do design, page layout and prepress work. The 10-year-old company produces a range of marketing collateral for Silicon Valley companies including Sun Microsystems, Cisco Systems and Symantec.

#### **Moving Files from Platform to Platform, Without Worry**

Laser Works and its clients need applications and files that are compatible across platforms. Until now, there have been no precision drawing applications available on the UNIX platform that are also available in the same version number on other platforms, such as Macintosh and Windows®. Laser Works and other Sun users have been able to view PostScript™ language files using the Display PostScript™ system—which is part of the system software on Sun work-

stations—but they haven't been able to take full advantage of the features in Adobe Illustrator 5.5 software to create graphics for the Sun platform.

With the introduction of Adobe Illustrator 5.5 for Sun, Laser Works can create graphics on a Macintosh computer or a Sun workstation and ensure the file will look and act the same on both platforms.

"We'll create a graphic in Adobe Illustrator 5.5 on the Macintosh, open it in Adobe Illustrator 5.5 on a Sun SPARCstation® to adjust fonts or other elements, incorporate it into a FrameMaker® document, then send it to our clients as an attachment to an e-mail message," says Rich. "We no longer worry about how it will look on the UNIX platform."

Laser Works' clients typically make the electronic files available on a fax server or on the Internet. "When users download the files," says Rich, "the graphics look just as good as they do in the printed documents." She says clients post much of their marketing collateral on servers so sales people can download and print entire documents or selected pages, complete with graphics, from remote locations.

#### **Fonts on UNIX, Without Pain**

Adobe Illustrator 5.5 for Sun also solves the long-standing problem of fonts in the UNIX environment. "We've gone through years of agony every time we want to install fonts on the UNIX platform," says Rich. "It's a laborious, manual conversion that only about three people in the world can do. And even they can't get it to work very



well. So the selection of fonts we've been able to offer UNIX clients has been very limited. There's also been no way to automatically download fonts to a PostScript language device from a UNIX workstation."

Adobe Type Installer software, which ships with Adobe Illustrator 5.5 for Sun, solves the problem. It gives UNIX users access to the Adobe Type Library and the thousands

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*"Until now, we haven't had the best tools available for creating precision graphics that we knew would work in the UNIX world. Now we do, and it's going to allow service bureaus like ours to provide a better level of service."*

—Laurie Rich, President, Laser Works, Inc.

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of typefaces available in the Type 1 format. "This new application will be wonderful for service bureaus like ours," says Rich.

### **Providing a Higher Level of Service for UNIX-based Clients**

For Laser Works and others creating and using graphics in the UNIX environment, the arrival of Adobe Illustrator 5.5 for

Sun means true, seamless, cross-platform compatibility for the most widely used professional computer illustration software. "Now we can take advantage of the speed and power of our SPARCstation systems for creating complex graphics," says Rich. "We can easily transfer files back and forth between platforms, and we don't have to retrain designers and illustrators to use Adobe Illustrator on the UNIX machines because it works the same way on the Macintosh.

"To make our clients happy, we need the tools to support them," says Rich. "Until now, we haven't had the best ones available for creating precision graphics that we knew would work in the UNIX world. Now we do, and it's going to allow service bureaus like ours to provide better service."

#### **Laser Works, Inc. Systems at-a-Glance**

##### **Hardware**

Apple® Macintosh computers  
Intel486™ PC  
Sun SPARCstation 1  
Sun SPARCstation 2  
Sun model 3110 workstations used as servers  
Agfa® 9800 imagesetter  
Tektronix® Phaser™ 3 PXi thermal wax color printer  
A range of black-and-white output devices

##### **Software**

Adobe Illustrator  
Adobe Photoshop™  
Adobe Streamline™  
Adobe Dimensions™  
FrameMaker

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**Adobe Systems Incorporated**  
1585 Charleston Road, P.O. Box 7900  
Mountain View, California 94039-7900 USA

**Adobe Systems Europe Limited**  
Adobe House, Mid New Cultins  
Edinburgh EH11 4DU  
Scotland, United Kingdom

**Adobe Systems Co., Ltd.**  
Ebisu Garden Place Tower  
4-20-3 Ebisu Shibuya-ku  
Tokyo 150 Japan

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