MemoRandom

Adobe Photoshop for Sun Provides the Cornerstone for Publishing Ads on the World Wide Web

Adobe Photoshop™ for Sun™

Todd Bernhard, president, and Edward Avila, vice president, MemoRandom.

Key Benefits Summary

• Seamless integration with Adobe Illustrator™ makes it easy to process files combining images with original artwork and text.
• Adobe Photoshop for Sun takes advantage of the multiple CPUs of a Sun workstation, speeding up the creative process.
• The ability to move files easily from one platform to another saves time and effort.
• Using Adobe Photoshop for Sun makes it easy to create and serve electronic advertisements from a single computer platform.
• Adobe Photoshop and Adobe Illustrator are the top software products for illustration, design and digital image processing.

Edward Avila and Todd Bernhard, partners in MemoRandom, are at the leading edge of a booming trend—publishing information and advertising on the World Wide Web. With 10 million 'Web surfers' around the world and growth of 341,000 percent in World Wide Web use in 1994, business could not be better. The World Wide Web provides a new way for companies to advertise their products, setting up a virtual 'storefront' that is accessible to potential customers worldwide.

MemoRandom's clients range from small businesses to very large, well-established companies that want to get broader product exposure at a lower cost than is possible with traditional advertising. Adobe Photoshop digital image processing software and Adobe Illustrator illustration and design software are at the core of the operation, providing the key tools for MemoRandom to create and publish eye-catching, attractive documents on the World Wide Web. Using the Sun versions of these products gives MemoRandom a leg up on the competition, enabling the company to complete projects more quickly, work with large files more readily, and save time and effort, because advertisements can be created and distributed on the same computer platform.

"The key to successful advertising on the World Wide Web is visual appeal," says Edward Avila, partner at MemoRandom. "Companies are realizing they can create a very attractive advertisement that reaches a much larger audience for less than it costs to mail out one four-color brochure. However, maintaining a high-quality image is critical to companies as they move toward electronic advertising. Making electronic advertisements appealing requires that MemoRandom use the best products available for digital image processing and illustration, and Adobe Photoshop and Adobe Illustrator are absolutely the top products."

Creating Electronic Ads for the World Wide Web

MemoRandom composes its electronic ads from a combination of existing client artwork and original art created by MemoRandom. Companies and their advertising agencies submit color brochures and other printed materials as well as electronic files. MemoRandom scans in the printed marketing materials and retouches them using Adobe Photoshop for Sun. Photos usually need to be adjusted for contrast and sharpness, and prices and other details need to be deleted or added. MemoRandom also creates high-quality original artwork using both Adobe Photoshop and Adobe Illustrator. Says Avila, "Adobe Photoshop and Adobe Illustrator serve 99 percent of our needs, providing the tools for us to create very high-quality, attractive electronic advertisements from existing and original materials."

After electronic documents are created, the graphics are saved in GIF or JPEG format and the pages are laid out in HyperText Markup Language (HTML). Using HTML, MemoRandom creates hypertext links to other home pages, photographs and even other World Wide Web servers, so users can browse as many sources as possible to get more information about a company and its products. After the advertisements are completed, they are posted to the company's

or MemoRandom's World Wide Web server. MemoRandom handles all of the creative aspects and works with a company called E-Znet, which provides Internet access services and server management.

The ease with which Adobe Illustrator and Adobe Photoshop files can be moved from one computer platform to another is crucial to the way MemoRandom works and provides benefits to clients. "We frequently work with clients whose advertising agencies use Adobe Photoshop and Adobe Illustrator for Macintosh®. This is a great benefit to our customers, because they can leverage existing work created in both products, giving it additional exposure. In addition, we receive these files electronically and can work with them directly, saving us a lot of time because we don't have to do file conversions," says Avila.

Taking Advantage of the Power of the UNIX® System

Using Adobe Photoshop for Sun has several advantages. Sometimes, larger companies want to set up their own World Wide Web servers rather than using MemoRandom's World Wide Web server for publishing advertisements. Because the Internet and the World Wide Web are based on the UNIX operating system, customers find it convenient to be able to create their advertisements and distribute them from a single UNIX-based computer, without worrying about file conversion in between. In addition, Avila often works with several 20-MB files

at the same time. "Adobe Photoshop takes advantage of having multiple CPUs and leverages the strengths of the UNIX operating system. It is convenient to work back and forth on several large files at a time without having to constantly close and open files to conserve processing power and memory," says Avila.

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—Edward Avila, vice president, MemoRandom

Making the Most of the World Wide Web

Not only has MemoRandom created electronic 'storefronts' for companies, but the firm is also working on a number of projects for the local community. MemoRandom will be publishing a World Wide Web-based virtual real-estate guide for the local area, including information on available housing, photographs of the property and virtual walk-throughs of homes. "As always, Adobe Photoshop for Sun will be critical to this project, because it will involve retouching a wide variety of existing photographs."

Based in Rochester, New York, MemoRandom has also posted a wealth of information about the city to its World Wide Web server. Anyone in the world can access information such as the residential telephone directory, the Yellow Pages, catalogs and operating hours for local companies, newspapers, movie times, locations for upcoming events and public parks and other information useful to locals and visitors alike.

"This information is something we provide as a public service to the community. In the future, we expect electronic information will be a very popular communication medium, replacing paper in many arenas," says Avila. "This means that digital image processing will become an even more important skill, and MemoRandom will rely even more heavily on Adobe Photoshop and Adobe Illustrator for Sun. In fact, I can't imagine running my business without them."

MemoRandom Systems at-a-Glance

Hardware
Sharp JX-330 scanner
Sun SPARCstation® 20SX with two processors
Sun SPARCstation 5
Sun SPARCstation Voyager
Sun Netra Internet Server

Software
Adobe Illustrator
Adobe Photoshop
Apunix OpenScan