

DESKTOP PUBLISHING

Phase 2



 **ATARI[®]**
COMPUTER

Apply for a Special Express Card.

Special Express Card Application

PLEASE PRINT

Your Personal Data		Credit References	
First, Middle Last Name	Number of Dependents	List Credit Cards	Account Number
Date of Birth	Social Security Number	Other Credit References	
Your Home Address—Personal Reference		Bank (Company Accounts Show Company Bank)	
Street Address		Bank Address, Street	
City, State and ZIP		City, State, ZIP	
Home Phone (Area Code)	Years There	Type of Account	Account Number
	Own Home Plans	Bank Address, Street	
City, State and ZIP	Years There	City, State, ZIP	
Your Job		Type of Account	Company Account
Employer or Firm Name	Business Address	Billing Address	Bill to: Home Office
Name of Business	Street Address	City, State, ZIP	
Previous Employer or College/Kennedy	Years There	Type of Account	Account Number
Personal Account Supplementary Membership Plan			
For \$25 a year (in addition to your basic membership fee), you can obtain Special Express Cards for qualified members of your household or your dependents. They must be at least 18 years of age. Each agrees, by signing below, to the exchange of credit information about them and the same agreement printed above the basic applicants signature.			
I Employed by Above Less Than 3 Years		Self-Employed	
Previous Employer or College/Kennedy		Yes, with Firm or Graduation Date	
Street Address		City, State, ZIP	
City, State and ZIP		Social Security Number	
Signature of Supplementary Applicant		Print your name below as it should appear. Spell last name completely. Full name must not exceed 20 spaces.	
Amount	Source	First, Middle Last Name	
Name		Street Address	
Address		City, State and ZIP	

AN APPLICANT, IF MARRIED, MAY APPLY FOR A SEPARATE ACCOUNT.

By signing below, I ask that an account be opened for me and Card(s) issued as I request, and that you renew and replace them until I cancel. I understand that you may verify and exchange information on me and any supplementary applicants, including requesting reports from credit reporting agencies. I am aware that this information is used to determine my eligibility to the Card and that, if my application is approved, you may contact these sources to update this information at any time. If I ask whether or not a credit report was requested, you will tell, and if you received a report, you will give

me the name and address of the agency that furnished it. I will be bound by the Agreement received with each Card, unless I cut the Card in half and return both halves to you. If this is a personal account, I agree, or if this is a company account, both I and the company agree, to be liable for all charges to the basic and supplementary Cards issued on my request. In addition each supplementary Card member will be bound by the Agreement received with the Card and will be liable for all charges to that Card.

Signature of Applicant _____ Date _____ For Company Account, Signature of Authorizing Officer Required _____ Title _____

Do not enclose \$50 annual fee, or supplementary fee (\$25 for Personal Account Supplementary Membership, \$50 for each company Card). We will bill you later.

The collage contains several distinct visual elements:

- United States Forecast for Today:** A map of the United States with weather symbols and forecasts for various regions.
- Crime Wave in Four Major Cities:** A bar chart showing crime rates per 100,000 population for Murder, Robbery, and Regravated Assault in four major cities from 1984 to 1988.
- Return on Equity U.S. Oil Companies 1987:** A horizontal bar chart comparing the return on equity for Mobil, Arco, Exxon, and Chevron in 1987.
- The American Boy Scout Tie Knot List:** A diagram showing 10 different types of knots used by Boy Scouts, numbered 1 through 10.
- Burger Segment 1987 Market Shares:** A diagram showing the market share of various burger segments in 1987.
- Anterior Dorsal Fish:** A detailed anatomical diagram of a fish with labels for various parts: ANTERIOR DORSAL FIN, POSTERIOR DORSAL FIN, LATERAL LINE, SCALDS, NOSE, MOUTH, OPERCULUM, PELVIC FIN, PECTORAL FIN, and ANAL FIN.

In the world of electronics, the second phase of anything is a vast improvement over the original. It eliminates the shortfalls. Takes out the kinks.

Laser printers are a fine example. They truly represent the future of printing. But earlier technology is painfully slow. Cumbersome. And greatly restricted.

You know that you are working with older technology when it seems to take forever to see a finished printed piece. That's because older systems rely upon their printers to do the thinking.

Earlier laser printers include a processor which receives instructions from a computer, translates these into print commands and then tells the printer to perform. Lengthy, complex pages can take anywhere from five to ten minutes to process.

Since it generally takes at least four or five trial printouts to get a finished piece just right, working with an outdated printer can cost you up to an hour just waiting for something to happen. *That doesn't even include print time.*

With an Atari MEGA computer and an Atari SLM804 printer it takes just about a minute.* Which means that if you are making five different printouts, *your total waiting time is all of 5 minutes.*

Let's talk pictures.

The Atari SLM804 prints at 300 dots per inch (dpi). That's sharp. And accurate. Just look at the illustrations we've created. And then picture your own reports, charts, graphic designs, and engineering drafts. But processing images takes time.

At 300 dpi, a 4 x 5-inch picture takes 225,000 bytes of memory. On a regular laser printer this data has to travel through the computer's serial port.

The Apple® Macintosh™ uses an RS422 port which is considerably faster than the IBM®'s RS232 port. In fact, the Mac runs at about 32 kilobytes per second.

Imaging data on the Atari runs at a blazing speed that's roughly nine to ten times faster than the Mac.

Enough said.

The Atari Desktop Publishing System, with its power, speed, and versatility, is able to use a variety of popular software programs to create professional formats in a wide range of type styles and sizes.

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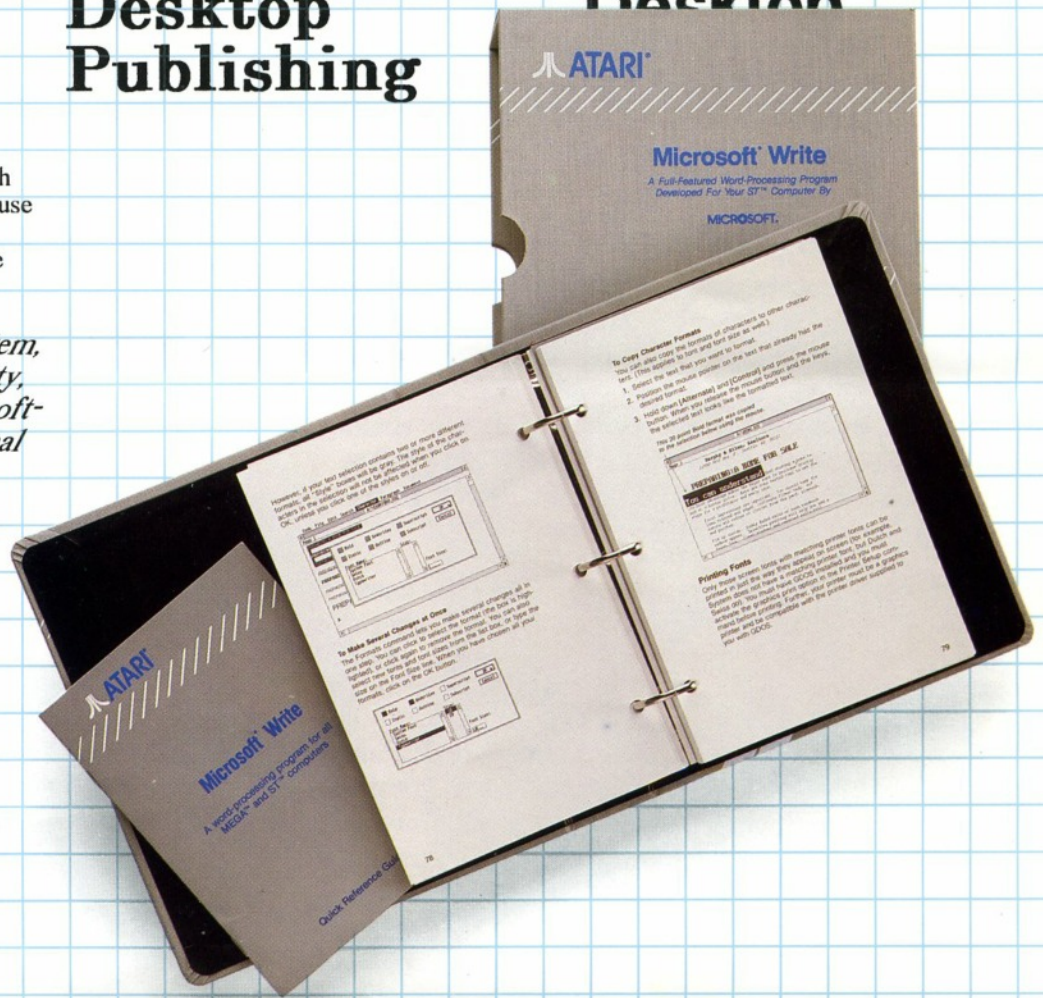
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The Atari Desktop Publishing System, with its power, speed

The Atari Desktop Publishing



Atari's Publishing System is the next generation.

A memory is a terrible thing to waste.

Quite a few of those other printers have their own memory banks. They need them. Because they've got to store the data they get from their computer. Folks who own an older printer know that sometimes they have to buy an extra memory upgrade kit because their printer doesn't have the capacity to handle a page of text and graphics. Extra kits cost extra money. *And all that memory is useless when you're not using the printer.*

On an Atari, all the brainpower is in our MEGA 2 and MEGA 4 computers. So, when the printer is not in use, you still have two or four megabytes of usable RAM, respectively.

Expandable Power.

Atari MEGA computers offer exceptional publishing versatility. Each system has a universal RS232 port and an industry-standard parallel port.

The RS232 is your window to the modem world of electronic information and mail services. You can communicate with a computer in the office or with a friend's system. It also connects to a serial printer or any other RS232 device.

The Atari SLM804 hooks up to the system's high-speed Direct Memory Access (DMA) port. Which leaves the parallel port free for additional equipment, including printer/plotters. Of course, this same port will accommodate many parallel printers on the market.



Proposed Office Floor Plan

Purchase Requisition

Title Trust Co.
3650 Parkview Drive, Suite 230
Killebrew, CA 94048

Submitted By: _____ Date: _____ Phone Ext: _____
 Recommended Vendor: _____
 Address: _____
 Telephone: _____ Contact: _____

Confirmation: Yes No Date Required: _____

Item No.	Qty	Part No.	Description	Unit Price	Amount
1					
2					
3					
4					
5					
6					
7					

Approved By: _____ Total Purchase \$ _____
 Purchasing Control Number: _____

**LUXURY LIVING
AT SUNSET MEADOWS**

**Sunset Meadows
Modern Country Living**
On sale now, from \$79,000.

Sunset Meadows offers the finest in modern country living, just minutes from the city. Choose from three models or work with our architects to custom design your dream home on a picturesque lot.

All Sunset Meadows homes come with cathedral ceilings, stone fireplaces, tiled bathrooms, butcher block kitchen counter tops, and wall-to-wall carpeting.

Our sturdy-constructed homes are built with you in mind. They feature energy-efficient lighting and heating, double-pane windows, full insulation, computer-controlled appliances, and a number of security and safety devices.

Professional landscaping, including red-wood decks and spas, is also available.

Come to Sunset Meadows. And live the good life.

Sunset Meadows
1123 Meadow Lane
Albuquerque

It's music to your ears.

Aside from simply transferring and printing reports, figures, and graphic data, the Atari system goes one better. The CPU has a built-in MIDI port, too. Which means that if you are online to your musical composer through your modem port, you could download an arrangement, play it back on the synthesizer connected to your MIDI port, add lyrics to the piece and print out the hit, score sheet and all!

Of course, if you are into spreadsheets, newspapers, medical facts, automotive and fashion design, your Atari handles that, too. Sans music. But you'll feel like singing when you see your results.

Professional CAD 3-D software from Antic Publishing, word-processing programs such as Microsoft® Write, and WordPerfect™ from WordPerfect Corporation—plus page layout programs like Migraph's Easy-Draw®, Publishing Partner™ by Soft-Logik Publishing Corporation™, Spectrum HoloByte's Fleet Street Publisher™, and a great many more are all available now.

There just isn't anything you can't do if you set your Atari to it. And you can do it so much simpler. So much faster. For so much less.

*Benchmark based on system using Microsoft Write or Migraph's Easy-Draw.

The brochure manuscript was originally prepared on an Atari MEGA 4 using Microsoft Write. It was formatted for publication in G.O. Graphic Inc.'s Atari Deskset™. The text is shown in Century Textbook medium and medium italic. Headlines appear in CG Times bold and bold italic. The specification page uses CG Times bold and CG Triviriate medium. Typeface samples use Microsoft Write's current and soon-to-be released word-processing fonts. The newsletter appearing on the system monitor was developed by Frank Kofsky. 3-D graphics on the specification page were produced on a MEGA 4 using Antic Publishing Inc.'s Cyber Studio CAD-3D program.

Atari Desktop Publishing.

The system that makes text fit to print.

SLM804 SPECIFICATIONS

Printing Method	Nonimpact electrophotographic semiconductor laser with scanning beam
Developing Method	Write-to-white using dry toner
Printing Protocols	Emulates Diablo® 630 command set; GDOS printer driver support
Warm-Up Time	Approximately 2 minutes
Printing Speed	First page in approximately 22 seconds; then eight pages per minute
Resolution	Horizontal 300 dots per inch Vertical 300 dots per inch
Print Material	Standard xerographic paper, envelopes, labels, or transparencies
Paper Sizes	North American: letter and legal European: A4 and B5
Paper Feed Mechanism	Auto feed with paper cassette, 250 sheets maximum; manual feed feature
Paper Exit	Face down, collated sequence, 50 sheets maximum
Toner Cartridge	3,000 pages
Drum Life	10,000 pages
Average Monthly Print Volume	3,500 pages
Dimensions (H x W x D)	16.2 x 20.4 x 12.2 inches (411 x 517 x 310 mm)
Weight	50.6 pounds (23 kg)
Interface	Parallel DMA to serial video

