

# LaserDirect

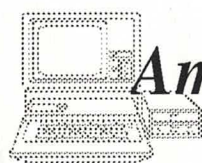
## *LaserDirect* THE LASER PRINTING CENTER

### LASER PRINTERS' INFORMATIONAL KIT

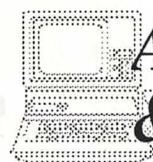


*Commodore  
64/128*

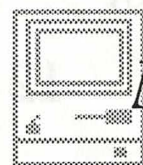
*Direct from your computer  
to our laser printer  
and back to you  
within 24 hours!*



*Amiga*



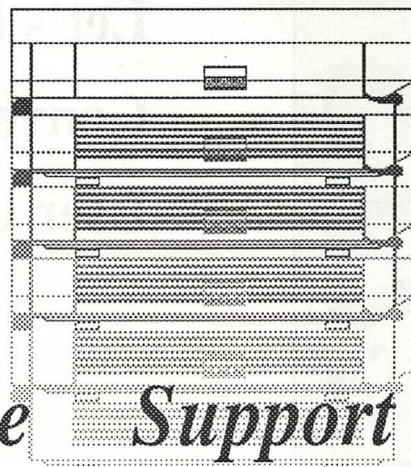
*Apple II series  
& compatibles*



*MacIntosh*



*IBM  
& compatibles*



*Quality Service Support*

*You get More from LaserDirect!*

AUGUST, 1988

\$9.95



## *LaserDirect* THE LASER PRINTING CENTER

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Due to the continually evolving nature of the GEOS, and other software systems, pricing & certain services may be expanded revised or deleted without prior &/or written notification.



*LaserDirect*  
**HELP LINE**  
414-543-9923  
10-5 M-F Central Time



## Services Described

# LaserDirect

The Laser Printing Center

### ☛ Fast Laser Printing!

Laser printing documents, once received, will be printed and in the mail back to you within 24-hours!

Modem uploads are checked daily so you will receive the *fastest* possible service and turn around time!

**NOTE:** Files created with software directly supporting the LaserWriter are not altered in any way. They are printed just as they were saved from your computer.

### ☛ Design Assistance

Because we use several DTP (Desktop Publishing) programs in a professional environment, we receive a lot of calls regarding how-to's. If you have a registered account number with LaserDirect, you can receive up to 5 minutes assistance free of charge!

*See current price list.*

### ☛ On-Site Corrections

Sometimes it just doesn't work out the way that you planned. Once your file is printed but we feel that it's not what you intended, we'll make the changes necessary for a nominal fee. We can correct your spelling, spacing, punctuation and positioning mistakes. Our experienced staff can make your corrections quickly. Usually within the same day. No more delays in getting the printout that you're after, or back and forth file transfers! You must give us prior authorization in your "payment/ info" page in order for us to make on-site corrections.

*See current price list.*

You are charged for re-printing costs at a rate of 50% of the original.

On-Site Corrections are based upon the format that you have submitted. We will make every effort to comply with your wishes based upon the document you have sent us, &/or your conditional limitations. If you wish for us to totally re-work your doc, please advise accordingly.

If you request us to call you before making corrections, be advised:

☐ You will be billed for the phone call.

☐ You will be billed for the originals printed. We cannot accept "Throw it away & I'll re-do it."

An important note regarding On-Site Corrections. The LaserDirect On-Site Correction Service can be one of your most valuable assets, but if not used wisely it can add up rather quickly. Our ceiling is one hour billed for corrections *plus* re-printing of the

corrected pages at 50% of the original printing charges. We will inspect and correct your document for positioning, layout (aesthetic) improvements, spelling and punctuation errors. This is a time intensive process. It may be wise on your part to qualify the limit of our corrections. For example, you may want to let us know that only spelling errors and very minor positioning errors should be corrected. Perhaps it is easier for you to let us know that corrections may be made so long as 15 minutes is not exceeded. If you tell us it must be perfect, you may wish to have us notify you of the possible charges before proceeding.

A lot of correction charges can be kept to a minimum if our customers will read the enclosed tips and hints on creating a laser correct document. If you can build the quality into your document, at most, all we'll have to do is polish it.

### ☛ E-Mail Feedback

E-Mail is provided free of charge to alert you as to when your order was shipped or to any problems regarding your laser printing order.

### ☛ Phone Calls

We'll give you a call if we you request it before corrections being made.

*Billed at full current rate*

### ☛ More Than White!

All LaserDirect orders are printed on Hammermill's 20# LaserCopy at no additional charge.

For a slight added cost we can print your laser document on various papers! This is especially cost-effective for low-volume resumes and other correspondence.

The following is a listing of our normally stocked sheets. If you require something else, please let us know.

*See current price list.*

#### **20# Papers:**

Blue, Buff, Canary, Cherry, Gold, Green, Green Tint, Gray, Ivory, Pink, Salmon, Tan.  
3-hole drilled: White w/5/16" holes.

#### **24# Papers:**

25% Cotton Bond: NP Bond White.

LaserPrint: White. Identical to LaserPlus without the wax holdout.

Laid: White, Beige & Gray.

Linen: White, Blue & Marble.

Parchment: White, Beige, Gray, Relic Gold.

Paste-Up grade: 24# LaserPlus; White.

(w/wax holdout). For pre-print master use.

#### **Other Business Papers:**

NCR carbonless: 2-part, White, Yellow.

3-Part, White, Yellow, Pink.

### **Self-Adhesive stock/labels:**

8-1/2"x11" full sheet.

1" x 2-5/8" labels. 30 labels/sht. 3 rows w x 10 long. 1/2" margin top & bottom. 3/16" margin right & left. 1/8" gutters w/centers @ 2-7/8" & 5-5/8".

1" x 4" labels. 20 labels/sht. 2 rows w x 10 long. 1/2" margin top & bottom. 3/16" margin right & left. 1/8" gutter w/center @ 4-1/4"

### **Transparency Material:**

Due to the frequent fluctuations in the cost of paper, prices are subject to change to reflect market conditions.

### **Resume' Check List:**

✓ Cover Letter?

✓ References page?

✓ Blank 2nd sheet for quick, unplanned letters and notes?

### **Printing Tips**

Your document can be printed "backed-up." This is especially useful for when you want page #2 on the backside of your first sheet.

### **Matching Envelopes!**

Matching envelopes are available to put the finishing touch on your resume! Note that envelopes are not imprinted.

### ☛ Special Packaging

All LaserDirect orders are mailed sandwiched between two protective cardboard sleeves to deter bending. They are then placed inside a protective plastic bag and sealed. Finally, the entire order is placed inside a durable white 10x13 envelope and returned to you per your mailing instructions!

### ☛ Special Shipping

If our 24-hour turn-around isn't fast enough, special postage is available.

*See current price list.*

☛ Special Delivery ☛ USPS Express

☛ Federal Express: ☛ UPS: Express,  
2nd-day, Ground.

*You must supply a street address & phone # for all express shipments!*

### ☛ Error Reports

Error reports are supplied so you can get more out of your software system. This report notes any error we found in your doc so you can obtain the laser printed output that you intended. We want to make it easy for you to be proficient at laser printed documentation, not to make money correcting your mistakes!

### ☛ Printing Overtime Surcharge

With Paint programs you are able to create fabulous graphics. With Write programs you can compose your own manuscript. With



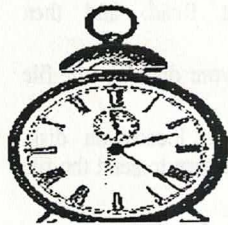
# LaserDirect

The Laser Printing Center

## Services Described

Publish/DTP programs you can create outstanding page compositions. With the added features of smoothing you can obtain truly out-standing results! With the greater demands asked of the laser printer, these features can increase the printing time 4-fold.

Effective Feb. 1st, 1988 a \$2/5 min. surcharge will be added to all files that take longer than 15 minutes to print.



Now don't get all upset! This will not affect the majority of our customers! We have yet to receive a 'Paint file that exceeds 15 minutes.

'Write files up to about 30 pages take no more than 20 minutes; so long as LW\_fonts and page breaks are used. A 3-1/4" x 3-5/8" smoothed graphic with other text (our flyer cover) takes 30 minutes to print. For NTQ output this is still a bargain!

As the software has become more sophisticated, so have the user demands. All of this has combined to produce a longer printing time for these elaborate files. If you make sure that you use page breaks, and wherever possible, LW fonts in your documents, you'll be helping to ensure against surcharges.

### ☞ Laser compatible software.

If you are currently using one of the several popular software programs available for the Commodore, Apple II, MAC or IBM your documents may still be Laser printed, however, if they do not directly support the LaserWriter they may require conversion in order to obtain the near-typeset quality you're after. The following list of word processors are supported with their respective Laser printed characteristics:

**Commodore 64/128 Users:** EasyScript, FleetSystem 4, PaperClip, PaperClip II, SpeedScript, & Word Writer 64/128:

All require conversion to GeoWrite v. 2.0 or above and one of the LW-fonts. Identical formats are maintained.

**All Others:** Requires conversion to GeoWrite v. 2.0 or above and one of the LW-fonts. Original format is lost and must be re-worked.

**Apple II Users:** AppleWorks, MultiScribe, WordPerfect:

All require conversion to GeoWrite v. 2.1 or above and one of the LW-fonts. Identical formats are maintained.

**All Others:** Requires conversion to GeoWrite v. 2.1 or above and one of the LW-fonts. Original format is lost and must be re-worked.

### ☞ Conversions

If you're not using GEOS, we may be able to print your file directly, or, can convert it so that you obtain NTQ.

Quite honestly, for most Apple II and Commodore users, your best bet is to go out and purchase a copy of GEOS or some other directly laser supported software and start using it. But if for some reason you must have a document laser printed that wasn't created within the GEOS operating system, we can make the conversion for you.

*See current price list.*

When requesting that a non-GEOS file be laser printed, supply the following:

~ E-Mail Laser Skip with:

~ File name uploaded.

~ Original Word Processor used.

~ Font style & size you wish your document to be printed in. (See the following pages for laser font styles & sizes.)

~ It's a good idea to send us a hard copy of your existing document so that we can follow your format as closely as possible. You can still upload your files via Q-Link, just send us a copy of your non-GEOS document.

### ☞ Your Own Conversions

If you own a copy of GEOS you can perform your own conversions and save money. On the Writer's Workshop disk is a program called the "Text Grabber." With this, and the various conversion drivers, you can convert your own non-GEOS files to the GEOS format. While LaserDirect has other conversion programs at our disposal, the Text Grabber will satisfy 80% of your requirements. See the following pages for more detailed information regarding conversions.

### ☞ Graphics

If you are having trouble adding graphics to your GEOS document, we can add them for you; in just the spot you'd like! The most cost-effective way to have graphics added is to place them yourself as close as possible to the position that you require.

*See current price list.*

### ☞ Digitizing (Commodore Only)

Have you ever wish that you could include a black & white photograph in one of your GEOS documents? Well now you can! We can digitize your photos, line drawings, almost anything for use within the GEOS system!

B&W originals are strongly encouraged for best results!

*See current price list.*

The best size for original artwork is 2" x 3". We can compensate for artwork that is larger in size. Only the top half of a 'Paint file is used for the digitized area. When mailing your original art, include an ideal size that you would like the digitized piece to be. Your original art is not harmed, and is returned along with the disk containing your GeoPaint file.

### ☞ Other systems & software:

LaserDirect can support the laser printing capabilities (either directly or by conversion) of the following systems and software:

#### ■ Commodore 64/128

GEOS; all, Cad-Pak 64, ComputerEyes, Doodle, EasyScript, FleetSystem 64/128, NewsRoom, PaperClip/II, PocketWriter, PrintMaster, Print Shop, SpeedScript, SuperScript, Term Paper Writer, Trio, VizaWrite, WordWriter 64/128.

#### ■ Apple IIe, IIc, IIGS & Laser 128

GEOS; all, AppleWorks, Graphic Writer, MouseWrite, MultiScribe/GS, Publish It!, Springboard Publisher, WordPerfect, Writers' Choice Elite.

#### ■ Amiga

City Desk, Page Setter, Professional Page, Shakespeare.

#### ■ IBM / MS-DOS

Page Maker

#### ■ MacIntosh

Adobe Illustrator, Canvas, Chart, Cricket Draw, Cricket Graph, Deluxe Paint, Enhanced Full Paint, Freehand, GraphicWorks, Image Studio, Mac Draft, Mac Draw, Mac Paint, Mac Write, MicroSoft Word, Page Maker, Pixel Paint, Power Point, Quark Express, Ready Set Go, Super Paint, WordPerfect, Write, Write Now.

#### ■ All self-writing PostScript files



## Q-Link Uploading Instructions

# LaserDirect

The Laser Printing Center

### Laser Printing by Phone!

If you're presently a member of Q-Link, you can easily upload your GEOS files for laser printing. To find *LaserDirect's* area, follow these steps:

- ✓ Commodore Software Showcase
- ✓ GEOS Arena
- ✓ Laser Print GEOS Documents

### You've Found It!

Now that you've found LaserDirect's area on Q-Link, now what? Here's what the menu will look like:

- ✓ Important LaserDirect Info
- ✓ Upload your documents
- ✓ Uploading Tips
- ✓ Font Library

Each of the above sub-headings also have their own sub-listings for further info. If you're reading this flyer now, you have probably read most of the information on Q-Link. Likewise, this flyer is a detailed version of the information contained on Q-Link.

The next column details all the sub-listings for the above sub-headings. The most important points to remember before uploading a file to Q-Link are:

1) Make sure that your GEOS file is converted to a SEQuential format *before* uploading. This program is found in the GEOS Software Library.

2) If you want to achieve typeset quality text, the file must be written using one of the four LW\_ "laser" fonts.

### Detailed Sub-headings

Once in the *LaserDirect* area on Q-Link, you'll see a list of sub-headings that look like this:

- ✓ Important LaserDirect Info
- ✓ Upload your documents
- ✓ Uploading Tips
- ✓ Font Library

Each sub-heading also contains further info with sub-listings. Here is a detail of those sub-listings:

- ✓ Important LaserDirect Info
  - About LaserDirect
  - geoPublish Documents
  - LaserDirect Services
  - Document Preparation
  - Payment Info
  - Pricing & Delivery
  - In Summary
- ✓ Upload your Documents
  - See files in this area
  - Document Preparation
  - Payment Information
  - Pricing & Delivery
  - Submit a new file for this area  
*(This is the Upload area!)*
- ✓ Uploading Tips
  - File Name Info for Uploads
  - Columns with GEOS
  - GeoPaint & Laser Fonts
- ✓ Font Library
  - LW\_Roma
  - LW\_Cal
  - LW\_Bar
  - LW\_Grk

### Note!

The **GEOS Conversion Program** can be found in the GEOS Arena Software Library. Read all the info on how to download and use the program!

### Upload Area Detailed

Submit a new file for this area

- ☐ File Name (Type in lower case letters)
- ☐ Insert Mode (Type any message or additional instructions here.)
- ☐ Press the F7 key (The check-mark will be on "Send message to Q-Link")
- ☐ Press the F1 key to proceed
- ☐ Copyright statement Read, and then answer.
- ☐ Q-Link now checks your disk for the file you want to upload.

☐ Once your file has been located on disk, you'll be asked to press return to send the file to Q-Link.

### Uploading Check List

1) Have you proof-read your document for any spelling errors?

2) Make sure that your GEOS file is converted to a SEQuential format *before* uploading. Use the GEOS convert program found on Q-Link.

3) If you have converted your file using the convert program, did you type the file name in UPPER CASE while in GEOS, so that it is in lower case in Q-Link?

4) If you want to achieve typeset quality text, the file must be written using one of the eleven LW\_ "laser" fonts. These fonts are on the Writer's Workshop, GeoWrite WorkShop & GeoPublish disks, or may be downloaded from Q-Link. Sub-heading name is "Font Library."

5) Did you upload a separate "Payment/Info" page?

5) DO NOT copy the converted file to another disk.

6) 128 Users! DO NOT use a 2-sided disk to upload your converted GEOS file. Use a 64-mode formatted disk.



When you send us a document, either via modem or disk, you **MUST** include all of the following information on a separate Write file. Failure to do this will cause unnecessary delays in processing your documents.

Please use the following as a template for your own "Payment/Info" page:

### System Configuration:

Commodore 64/128  
Apple II or compatible  
Amiga  
Other

### Software Used:

GEOS geoWrite, GEOS geoPublish,  
MultiScribe, Pro Page, PageMaker, etc.

### Sold to / Ship to:

- 1) Name
- 2) Street address
- 3) City, State, Zip Code
- 4) Return postage. Specify whether you want: First Class, Special Delivery, USPS EXPRESS, Federal EXPRESS or UPS Express. (Street address required!)
- 5) Your phone number.

### Payment information:

- 1) Check or Credit card name. (MasterCard/Visa)
- 2) Card number & expiration date.
- 3) Name on credit card.
- 4) If this is not your card, whose card is it?
- 5) Mail orders may include checks.

#### Important!

Make sure that your credit card number is correct! LaserDirect is assessed a \$10 return fee for every invalid number processed - we would be forced to pass this charge onto you if you supplied an incorrect card number in your payment/ info page.

### PRINTING INFORMATION:

- 1) Number of total files uploaded.
- 2) Name(s) of file(s) uploaded.
- 3) Number of pages in each file.
- 4) How many copies of each file do you want printed. (e.g. original + 2 copies)
- 5) What files require overlay, if any?
- 6) If overlay: what page numbers to overlay to create one page? (Must be consecutive page numbers for true electronic overlay.)
- 7) If some other font than the 11 Laser fonts are used, indicate what fonts you used here. If you don't, and we are able to determine which

fonts you used, you will be charged again for the reprinting of your documents.

8) What type of paper would you like your documents printed on?

NOTE: Even if you use the LW "Laser" fonts in your GEOS geoPaint file, YOU WILL NOT obtain a Near Typeset Quality (NTQ) printout of the text. GeoPaint cannot support the NTQ of the LW fonts.

### ON-SITE CORRECTIONS:

If you want us to make corrections to any errors that we see in your file give us your full or conditional authorization here. It's not a bad idea to give us a brief description of what you want.

- Correct positioning errors?
- Correct spacing errors?
- Correct spelling errors?
- Spell-check the entire document?
- Correct punctuation errors?
- Correct only minor errors?
- Call with regard to major errors? (You are billed for the phone call.)

Make my document 100% correct up to \$???.?? amount, or, regardless of charges. (Max corrections charge is \$24, unless instructed otherwise.)

### FEEDBACK:

We will automatically forward E-Mail when your order is shipped. We will advise any errors that were found &/or corrected within your document(s). This service is provided free of charge.

If you want E-Mail or telephone feedback regarding any other matter, give us your authorization here.

### Payment Via modem w/o Credit Card

If you do not possess a Visa or MasterCard credit card you can still upload your documents via modem for Laser Printing. The procedure is this:

A) Request a Credit application for the establishment of a monthly billing cycle.

B) Forward a \$ amount that can be used to draw upon. This is our "On Account" plan.

C) Pay as you go. Use the following procedure:

1) In the Payment area of your Payment/Info page, simply state; check enroute.

2) Add up your total order, including handling (see current price list), and presume \$1.00 for postage, and mail us your check. Include a brief note explaining that the payment is for "XYZ" file, uploaded Sept. 30th.

3) Once your check is received, your order will be mailed.

4) If your order exceeds the amount on the check, your invoice will state that an amount is due.

5) If your check exceeds the amount of the order we will credit your account for the difference. Upon request we will refund the difference.

6) Q-Link check orders are on a strict COD/Current basis. If there is an outstanding balance due on your account, no further orders will be processed until the amount past due is cleared-up.

**Orders are not mailed until payment is received.** If time is critical, send us a check to open an account.



## Laser Fonts

The GEOS ROMA & CALIFORNIA fonts will produce near typeset quality printouts. While these fonts are not supposed to produce NTQ output, our experience shows no difference in quality of print between the LW\_fonts and those mentioned above.

There is a difference in the number of point sizes available however. The LW\_fonts have 6 point sizes to choose from, while the Roma & Cal fonts are limited to only 4. You are strongly encouraged to use the laser LW\_fonts for your GEOS GeoWrite Laser printouts!

## LW Fonts & GeoPaint

If you're going to have *LaserDirect* print a GeoPaint file that contains fonts, indicate in your "payment/info" page which fonts you used. If you do use LW laser fonts in your GeoPaint file, **YOU WILL NOT** obtain Near-Typeset-Quality (NTQ) text print-out! GeoPaint cannot support the LW laser fonts for NTQ. To obtain Near-Typeset-Quality output from GEOS to the LaserWriter, the file to be printed must be run through the geoLaser program. Since GeoPaint files are not listed through geoLaser, they cannot be printed through this application and thus cannot produce NTQ text. LW\_fonts printed from a GeoPaint file will look like this.

## Columns with GEOS

When setting-up columns with GEOS, or any document for that matter, **DO NOT USE SPACES TO ALIGN YOUR TEXT!** Use tabs or, better, use the moveable margins available within GeoWrite 2.0 for each column. This will ensure that all your text is lined-up properly.

If you line-up your text using spaces, even though it may look lined-up on your screen, it will not print out lined-up!

## WYSIWYG & the LaserWriter

GeoWrite is a word processing program designed to give you a print-out that matches what you see on your screen. This feature is called "What-You-See-Is-What-You-Get", or WYSIWYG for short. When a file is printed on the LaserWriter, this feature is recognized - **EXACTLY!** Remember that you're printing a file intended for a 60-80 dpi Dot-Matrix printer; you're increasing the dpi resolution by

3-5 times to 300 dpi! The Laser is so exact that it is placing your text precisely in the location you placed it on your screen. That's why you don't want to use spaces to justify text position. Use tabs and margins; these are more easily recognized by the Laser as "immoveable" text positions.

## Page Breaks

When creating a GeoWrite file with many pages, use the page break option. Don't just keep typing until the program "rolls-over" to the next page.

Page breaks are *very* important to the LaserWriter for proper output. If you don't use page breaks, you run the risk of having some text cut-off at the bottom of each page, or, having the following page printed too far down from the top of the paper! Page breaks also reduce the amount of time required to print your document. This will help you to avoid Printing Overtime Surcharges.

## Overlay Option

The overlay option is for use with geoWrite documents. This option allows you to print several pages onto one page electronically. A series of consecutive pages are specified to be "overlayed" by the Laser. The page is held inside the Laser until all of the pages are printed onto that one page. This option is used primarily for multi-column and integrated text and graphic documents.

When creating a file for the overlay option, make sure that the pages to be overlayed are consecutive page numbers. If they aren't, the page will have to be reinserted into the laser for another pass and another charge.

## When in doubt

When you are in doubt as to the out-come of your laser printed GEOS file, simply say "OK" to our On-Site Correction service. If you have any bugs in your document, we'll fix them here! For further details & pricing, see the "Services" & "Pricing" sections.

You never know when a few bugs are going to show up in your document! Even the best proof-readers overlook a few mis-spelllled words!

## LaserWriter Print Driver:

Even though you do not have a Laser, in order to roughly see what you will get, do

the following:

1) Create your GeoWrite file as usual using your regular print driver.

2) When you feel that you have everything as you want it, quit the file and return to the desk top.

3) Select the LaserWriter print driver.

4) Open your file again and reveiw it carefully.

\* What you've just done is told GeoWrite to reproportion your file for use with the Laser. Because the Laser has a different page length and width, this will allow you to review your file on the screen. While this process does not guarantee a perfect print-out, it is especially useful in determining page lengths that may have been created too long.

## Creating Underlines

When you create a form within GeoWrite, you'll be apt to want to include lines where information can be written in. When you create these "underlines", keep the following in mind:

1) Use the underline option from the style pull-down menu. Don't use the C= "-" combination.

2) Remember that what appears to be a full screen of underlining, will not print out as a full screen. You must push the underline off the screens image area in order to obtain a full page line. (See next column.)

3) When combining text and underlining in the same line, your underline will print out farther to the right than expected. This is due to the alpha characters taking up more horizontal space than one underline character. e.g.: 12-point; A a \_Compare the width of the "A", the lower case "a" and the one "\_". Each has a different character width. To create even and well proportioned forms, try this:

\_\_\_\_\_  
Name

Notice that the underline will always be the same length because it has no alpha characters in it; and that the heading (Name), is super-scripted to tuck it up under the info line.

## Underlines Not Long Enough?

When you use the underline style to create a masthead or info line:

~ Underline up to the farthest right margin.



~ Continue to underline until the next line of text "drops down" another line.

~ This one extra underline just pushed the line beyond the image area of the screen.

~ Continue to underline by using the space bar per the chart below. These additional underlines will extend your horizontal to the same proportional distance from the right edge of the paper as your left margin is (1").

For Plain Text, LW\_Roma:

9-point= + 56 spaces.

10-point= + 35 spaces

12-point= + 20 spaces.

14-point= - 10 spaces.

18-point= + 13 spaces.

24-point= + 12 spaces.

### Differences to Expect

There are differences between your dot-matrix printed geoWrite document and the same laser printed document:

1) Fonts will appear larger when printed on a dot-matrix printer. Refer to page 12 for a complete listing of the laser printed LW\_fonts.

2) What you see on the screen and what is printed on your dot-matrix printer, is not necessarily what you will achieve when your document is laser printed. Be sure that you measure using the tab comparison guide found in our Desk-Top kit #2012. In essence, "measuring" means exact text placement using tabs and moveable margins to lock your text into position.

### Preview Mode

Using the preview mode from the "file" pull-down menu can help considerably when proofing documents using the overlay option. By placing a piece of masking tape on your screen and marking a text or graphic position, you can then go to the next page, select preview again, and view if the text and/or graphic is aligned with that from the previous page.

Of additional help is the "Paint Driver" found on the geoWrite Workshop disks (containing the geoWrite version 2.1 upgrades.) This Paint Driver takes a geoWrite document requiring overlays and creates a geoPaint document containing all the geoWrite pages. Especially useful for proofing proper positioning of complex 'Write Overlay documents.

### Auto Page Numbering

When using Auto Page Numbering in your Headers &/or Footers, make sure that you use a separate geoWrite file for your Payment/Info page. If you don't, your page numbering will be off sequence.



## The LaserWriter: How it Works

# LaserDirect

The Laser Printing Center

### How the LaserWriter Works

The LaserWriter works with laser light, electrical charges, and a plastic powder called toner.

When a document is sent to the LaserWriter, GEOS sends a description of each page to the printer over an RS-232 interface and a 36-pin serial cable. The LaserWriter uses this description to build a picture of the page in its massive memory.

The description is in a language called PostScript, a new industry standard for describing pages. The LaserWriter has a built-in computer that understands PostScript and converts PostScript description into a bit image from which it prints.

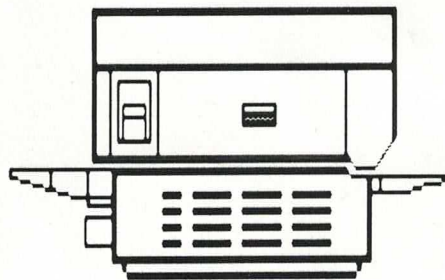
LaserWriter takes this bit image of the page and transfers it to a light-sensitive drum. The drum holds a positive electrical charge when it's rotated. The laser light scans the rotating drum, drawing the picture in its memory on the drum by "neutralizing" the spot where black should be, leaving the surrounding area positively charged where the white should be.

The toner is a positively charged powder. When the drum rolls through the toner powder, the positive toner avoids the positive surface of the drum, but sticks to the zero-charged dots. Those toner-filled dots or groupings of dots make up a picture of a page of your document.

The LaserWriter transfers the picture from the drum to paper using those same principles of attraction and repulsion that caused the dots to fill with toner. As the paper enters the printer, the LaserWriter gives the paper a negative charge. Opposites attract: The toner is positive and the paper is

negative. When the paper passes over the drum, the dots stick to the paper. Then the paper passes between two heated rollers, which fuse the dots onto the paper at about 200 degrees Celsius, and your perfectly printed document appears in the output tray.

Once the LaserWriter has stored the images in its memory, this process clips along at a rate of about eight pages per minute. The crispness and near-typeset quality of the print is due to the precision of the laser light: it forms 300 tiny, precise dots per inch - that's 6.8 million dots per page!



### Technical Specifications:

**Controller hardware:** 12 MHz 68000;

**LaserWriter:** .5 Mbyte ROM, 1.5 Mbyte RAM.

**LaserWriter Plus:** 1 Mbyte ROM, 2 Mbyte RAM.

**Print quality:** All text and graphics are printed at 300 dots per inch (dpi). (GEOS graphics are still printed at 80 dpi, but appear much crisper.)

### Built-in fonts:

#### *LaserWriter:*

Apple TimesRoman = GEOS LW\_Roma

Apple Helvetica = GEOS California

Apple Courier = GEOS Barrows

Apple Symbol = GEOS Greek

#### *LaserWriter Plus:*

Above four fonts, plus:

Apple ITC Avant Garde = GEOS Giannini

Apple ITC Bookman = GEOS Bacon

Apple Helvetica Narrow = GEOS Haviland

Apple New Century Schoolbook = GEOS Piedmont

Apple Palatino = GEOS Cowell

Apple ITC Zapf Chancery = GEOS Galey

Apple ITC Zapf Dingbats = GEOS Shattuck

**Toner Cartridge:** Canon based "EP" cartridge. Approximate life: 4,000 copies.

#### *Paper feed & recommended stock.*

Automatic from 100 sheet paper input cassette. *Manual single-sheet feed.* Best results with 16-20 lb., single-sheet photocopy bond. Can use most letterhead and colored stock from 8-34 lb. Can also use standard medium-weight overhead transparency material. *Envelopes and labels supported via manual feed.*

New developments in paper stocks have produced special "laser papers", producing brighter, crisper black images. Some even feature "wax-holdout" for use in the graphics industry.

#### *Maximum printable surface:*

Letter: LaserWriter: 8.0" x 10.92", centered on 8.5" x 11".

GEOS up to geoWrite version 2.0: 6.4" x 10.19", centered on 8.5" x 11".

GEOS versions 2.1 & geoPublish: 8.0" x 10.375", centered on 8.5" x 11".

Legal: 6.75" x 13", centered on 8.5" x 14".

*Features in italic text ARE NOT currently supported by GEOS.*



### geoPublish is Here!

Well, it's finally arrived! The software program for your Commodore that produces Desk-Top Publishing pages just like a 16-bit machine.

### Q-Link Uploading.

The procedure for uploading geoPublish files to Q-Link for Laser Printing is basically the same as that for geoWrite & geoPaint files. What you should be aware of is that geoPublish files require that all the text documents used to create your Publish page must also be uploaded along with the actual 'Publish page itself.

### Files to Upload:

In order for *LaserDirect* to properly laser print your geoPublish file, a minimum of 2



files must be uploaded to Q-Link. Note that each geoPublish file to be laser printed must have an accompanying text file if you imported text via the Page Layout mode.



Upload your main geoPublish file.

Upload all the text files used to create your geoPublish page.

When converting the above GEOS files to a sequential format for uploading, use the "application data" option to convert all these files.

### Text file names & Converting

It is VERY important for you to let us know in your "info" page what the names of the original text files (within the GEOS environment) were called before you converted them. Example:

~ You created and used a file in your 'Pub doc called Picnic.

~ To convert it for uploading you renamed it to PICNIC. e.g. all in upper case.

~ We convert this file and the 'Pub doc can only find an upper case file named PICNIC. The text within the Picnic file will not be printed.

~ You need to let us know that the file uploaded as PICNIC needs to be renamed to Picnic.

It's a good idea to get into the practice of

naming all your text files in upper case as you create them for your 'Pub document. It will avoid this complication for you and for us. Thanks!

### Pricing.

Because geoPublish documents require so much more time to download, convert, allocate on disk and ultimately print, 'Publish docs will cost a bit more to print. Please refer to our Price List in the following pages.

### Payment/Info Page:

You should still upload a separate geoWrite page as your payment/info page.

Make sure that you list all of the files uploaded to support and properly print your geoPublish document. (e.g. text file names)

### Differences Between geoPublish and geoPubLaser Printed Documents

If you print a document using geoPublish only, the document will print exactly as it appears on the screen. If you submit your geoPublish document to *LaserDirect* for laser printing on the Apple LaserWriter, (using the geoPubLaser program), there will be a few differences in the document's appearance.

### Transparent/Opaque Option

The LaserWriter does not support the transparent option; it prints all objects opaque. To minimize the effect of this problem on the printing of documents, geoPubLaser prints objects in a different order.

geoPublish prints in this order:

- 1) Master page objects (in priority order).
- 2) Page Layout regions (in priority order).
- 3) Page Graphics objects (in priority order).

geoPubLaser prints in the following order:

- 1) Master Page transparent objects (in priority order).
- 2) Page Graphics transparent objects (in priority order).
- 3) Master Page opaque graphics (in priority order).
- 4) Page Layout regions (in priority order).
- 5) Page Graphics opaque objects (in priority order).

What this means is, if you select a Master Page Layout from the Library, and it contains vertical dividers for the columns -

your laser printed document will come out with the verticals running the full 11" length of your page - even though you didn't see them on your screen. Remember: The LaserWriter prints everything in your document as opaque, thus if you have some elements "overlayed" they will be printed over one another.

### Brush Shape Option

The LaserWriter does not support "brush shapes," but has "line cap types" instead. This causes the endpoints of objects with large brushes to appear slightly different.

### Pattern Option

The LaserWriter does not support patterns, only levels of gray. Thus most of the GEOS patterns are not supported and are mapped to 50% (halfway between white and gray). The GEOS 25-50-75%, and a few others are mapped to gray levels on the LaserWriter.

### Non-resident Fonts

geoPubLaser prints text in non-resident fonts (fonts not resident within the LaserWriter) by sending the LaserWriter a pixel-by-pixel picture of each character. Since GEOS's resolution is 80 dpi, non-resident fonts appear jagged and broken compared to resident fonts. Non-resident fonts can also take considerably longer to print than resident fonts. A more pleasing appearance may be achieved by selecting the "smoothed" option from the attributes dialogue box. The LaserWriter and the computer will automatically smooth-out the jagged pixels of the non-resident fonts. While this option produces a 300 dpi character, it does not produce a character that is Near-Typset Quality as the resident fonts produce.

### Printing Options

While most users of the *LaserDirect* laser printing service will want a normal 100% printout of their document, you should be aware of some of the unique options available from the geoPubLaser program.

**From Page to Page:** Allows just part of the file to be printed.

**Copies:** Allows multiple copies of a document.

**Smoothing:** Controls the amount of smoothing to be done on bitmaps or special text regions (non-resident fonts/ graphics) which you designated to be smoothed from



## geoPublish Specific Tips & Hints

# LaserDirect

The Laser Printing Center

within the geoPublish document. This option is normally set at 300. Available options are: 75, 150, 300, or none. Selecting "none" will turn off the smoothing affect. 300 dpi smoothing takes about four times longer than 150 dpi smoothing, and about 16 times longer than 75 dpi smoothing. Of course, 300 dpi smoothing (our default smooth level), produces the best results.

**Thumbnails:** Prints a reduced version of every single page of the document onto one page. The pages are reduced to 22% of their original size to make all the pages fit onto one page. This option is very handy when you want an inexpensive way to proof your entire geoPublish document. Thumbnails are available for \$1.50 each, plus P&H.

**Reduce/Enlarge:** Allows reduction or enlargement of your documents. Values less than 100% reduce each page to that percent of the normal. Enlarging causes several sheets of paper to be printed for each original page of the document. For example, Enlarging one page to 200% causes four pages to be printed. Each enlarged page has tiny crop marks in the corners indicating where the page needs to be trimmed to allow the pages to be spliced together.

### Master Page & Page Layout Libraries . . . 60, 72 & 80 dpi

If you want your geoPublish document to utilize the full printing area of the LaserWriter, you will need to use the 80 dpi Master Page and Page Layout Libraries. While documents created using the 60 and 72 dpi libraries will print on the LaserWriter, they will be noticeably narrow in their appearance.

While this is an inconvenience for proofing purposes, it is the only way to get a full LaserWriter image area printed. One option is to order a Thumbnail and proof your documents from it; purchase an 80 dpi dot-matrix printer; compose your 'Pub files for your particular printer, and cut & paste the finished Laser printed output.

### Additional geoPublish tips:

1) Use the LW\_fonts; the "Mega" fonts were developed for dot-matrix printers. If you use a Mega font in your document, you WILL NOT obtain true Near-Typeset quality!

2) Re: non-LW\_fonts and graphics. Make sure that you select the "smoothed" option

from the attributes dialogue box. Smoothing will do wonders for creating great looking graphics --- it helps tremendously with "Font Pack" fonts as well. While you will receive 300 dpi output from "Font Pack" fonts, when "smoothed", you will not receive true Near-Typeset quality output. (There is a difference!)

### Some fonts not working with geoPublish.

By now you may have discovered that some fonts (even a few of the FontPack fonts from BSW) do not work with geoPublish. Our initial findings have found that fonts that do not support upper and lower case alpha characters will not work within the 'Publish environment.

### Some of the Common Errors:

Some of the most common errors we're seeing in geoPublish documents are:

~ Text or Graphics cut-off.

The "box" wasn't opened up far enough, and thus, cuts off part of the image area.

Don't worry about the "box" overlapping other text or graphics areas, this will not harm those images, just make sure that you give the text/graphics images enough room.

~ Master Page verticals running through copy or masthead.

Remember that the laser reads everything as opaque. Check our update #5 regarding this subject.

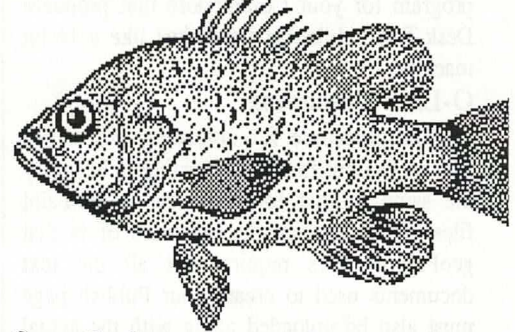
~ Measure!

Line and graphic placement can be done correctly by measuring. Don't trust what your eye sees on the screen!

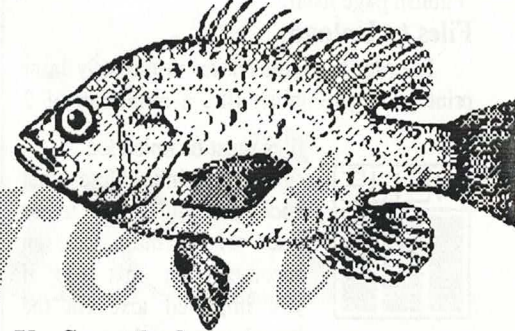
Lines: Use the X & Y measurements to get straight, un-rippled lines. It may look straight on the screen, even on the zoom mode, but use your cursor keys to make fine adjustments.

*Thanks and credit to Berkeley Softworks for allowing us to para-phrase the content of their geoPubLaser manual ~ from which a good portion of this section (pages 9 & 10) has been obtained.*

### Un-Smoothed:



### Smoothed



### Un-Smoothed



### Smoothed:



**BSW**  
**Un-Smoothed**  
**BSW Smoothed**



Scaled to fit  
& Smoothed.  
Orig. size:  
approx. 6" w x  
1-3/4" h



May, 1988

Prices subject to change without notice.

# LaserDirect

The Laser Printing Center

## Quick Reference Price List

### Printing: *Per Document.*

	Original*	Original*	Add'l Copies
	<u>Page 1</u>	<u>Pages 2-?</u>	<u>1-24</u>
Write	\$3.00	\$1.00	\$0.50
Paint	\$3.00	N/A	\$0.75
DTP w/Related text files	\$5.00	\$1.00	\$0.50
w/o Related text files	\$3.00	\$1.00	\$0.50

\* Printing Overtime Surcharge added for documents taking over 15 minutes to print: \$2 flat rate additional per 5-minute period.

Manuscripts of a sizeable nature: Contact *LaserDirect* for pricing.

### Special Printing Services:

geoPublish Thumbnails:	\$ 1.50 ea.
geoPublish Enlargements: (Poster Mode)	
Based upon number of pages printed (determined by % of enlargement) & any applicable Printing Overtime Charges.	
geoPublish Reductions:	No Extra Charge

### Volume Printing:

1 - 24 copies:	\$ 0.50 ea.
25 - 49 copies:	\$ 0.40 ea.
50 - 99 copies:	\$ 0.35 ea.
100 - 149 copies:	\$ 0.30 ea.
150 - 199 copies:	\$ 0.25 ea.
200 - 249 copies:*	\$ 0.20 ea.
250 - 399 copies:*	\$ 0.18 ea.
400 - 499 copies:*	\$ 0.17 ea.
500 - 599 copies:*	\$ 0.16 ea.
600 - 699 copies:*	\$ 0.15 ea.
700 - 799 copies:*	\$ 0.14 ea.
800 - 899 copies:*	\$ 0.13 ea.
900 - 999 copies:*	\$ 0.12 ea.
1000 + copies:*	\$ 0.11 ea.

\*= Provided as a convenience to our customers. Thorough market testing should result in a lower price per piece as produced by traditional offset printing methods.

### On-Site Corrections & Reprinting:

On-Site Corrections:	\$ 24.00 / Hr.
Reprinting of Corrected File(s):	Half price.

### Papers: *Additional to printing charges.*

20# Papers:	+ \$ 0.03 / copy
24# Papers:	+ \$ 0.05 / copy
Paste-Up Grade Papers:	+ \$ 0.10 / copy
Transparency Material:	+ \$ 0.75 / copy
Sel-Adhesive stock/labels:	+ \$ 0.35 / copy

### Shipping: *U.S. Rates*

Handling:	\$ 1.00 / order
First Class:	Applicable rate by weight
Special Delivery:	First Class + \$ 5.35 / order
UPS Second Day: (Up to 1#)	\$ 3.00 / Order
Express: USPS Letter (To 2#)	\$ 15.00 / order
FedEx Letter (To 1/2#)	\$ 15.00 / order
1/2#-1#	\$ 25.00 / order
1#-2#	\$ 28.00 / order
UPS Letter (No Limit)	\$ 15.00 / order

### Envelopes: \$ 0.15 ea.

### Conversions: *(May also require format rebuilding)*

Commodore Ascii to GEOS:	\$ 10.00 / document
Pet Ascii to GEOS:	\$ 10.00 / document
MS DOS to GEOS:	\$ 15.00 / document
Font Conversions: /font/size/style/page	
Ascii fonts to LW_fonts	\$ 2.00
FontPack fonts to LW_fonts	\$ 2.00

### Design Assist: *(Maximum 1-hr. billed unless instructed.)*

On-Site Corrections	\$ 24.00 / Hour
Format Re-build:	\$ 24.00 / Hour
Reprinting of Corrected File(s):	Half price.

### Feedback:

E-Mail Feedback:	No Charge
Phone Calls:	Current rate

### Digitizing:

1-scan:	\$ 8.00 ea.
4-scan:	\$ 12.00 ea.
8-scan:	\$ 15.00 ea.

### Graphics:

Same as On-Site Corrections	\$ 24.00 / Hr.
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*All Orders are billed for handling, and any applicable shipping charges.*

**LaserDirect**  
**HELP LINE**  
414-543-9923  
10-5 M-F Central Time



# Laser Font Examples

# LaserDirect

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"Text" style shown here.  
Also available separately, or in  
combination, are: Bold, Italic,  
Outline, Underline, Superscript  
& Subscript.

## LW\_Roma

(Apple TimesRoman)

### |-9-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*[]=<>?;:./~\{|}

### |-10-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*[]=<>?;:./~\{|}

### |-12-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*[]=<>?;:./~\{|}

### |-14-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*[]=<>?;:./~\{|}

### |-18-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*[]=<>?;:./~\{|}

### |-24-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*[]=<>?;:./~\{|}

## LW\_Cal

(Apple Helvetica)

### |-9-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*[]=<>?;:./~\{|}

### |-10-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*[]=<>?;:./~\{|}

### |-12-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*[]=<>?;:./~\{|}

### |-14-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*[]=<>?;:./~\{|}

### |-18-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*[]=<>?;:./~\{|}

### |-24-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*[]=<>?;:./~\{|}

## LW\_Barrows

(Apple Courier)

### |-9-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*[]=<>?;:./~\{|}

### |-10-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*[]=<>?;:./~\{|}

### |-12-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*[]=<>?;:./~\{|}

### |-14-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*[]=<>?;:./~\{|}

### |-18-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*[]=<>?;:./~\{|}

### |-24-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*[]=<>?;:./~\{|}

The "Outline" style is  
not useable with the  
LW\_Barrows font.

## ΛΩ\_Γρεεκ (LW\_Greek)

(Apple Symbol)

### |-9-point

αβχδεφγηικλμνοπρστυωζ  
ΑΒΧΔΕΦΓΗΘΚΑΜΝΟΠΡΣΤ  
1234567890  
!∀#%&'()0+-@\*[]=<>?;:./~\{|}

### |-10-point

αβχδεφγηικλμνοπρστυωζ  
ΑΒΧΔΕΦΓΗΘΚΑΜΝΟΠΡΣΤ  
1234567890  
!∀#%&'()0+-@\*[]=<>?;:./~\{|}

### |-12-point

αβχδεφγηικλμνοπρστυωζ  
ΑΒΧΔΕΦΓΗΘΚΑΜΝΟΠΡΣΤ  
1234567890  
!∀#%&'()0+-@\*[]=<>?;:./~\{|}

### |-14-point

αβχδεφγηικλμνοπρστυωζ  
ΑΒΧΔΕΦΓΗΘΚΑΜΝΟΠΡΣΤ  
1234567890  
!∀#%&'()0+-@\*[]=<>?;:./~\{|}

### |-18-point

αβχδεφγηικλμνοπρστυωζ  
ΑΒΧΔΕΦΓΗΘΚΑΜΝΟΠΡΣΤ  
1234567890  
!∀#%&'()0+-@\*[]=<>?;:./~\{|}

### |-24-point

αβχδεφγηικλμνοπρστυωζ  
ΑΒΧΔΕΦΓΗΘΚΑΜΝΟΠΡΣΤ  
1234567890  
!∀#%&'()0+-@\*[]=<>?;:./~\{|}

The "italic" style has no affect on  
the laser output of this font.



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## Laser Plus Font Examples

**LW\_Giannini**  
(Apple Avant Garde)

**l-10-point**

abcdefghijklmnopqrstuvw  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**l-12-point**

abcdefghijklmnopqrs  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**l-14-point**

abcdefghijklmnop  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**l-18-point**

abcdefghijklm  
ABCDEFGHIJK  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**l-24-point**

abcdefghij  
ABCDEFGFG  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**LW\_Bacon**  
(Apple Bookman)

**l-10-point**

abcdefghijklmnopqrstuv  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**l-12-point**

abcdefghijklmnopqrs  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**l-14-point**

abcdefghijklmnop  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**l-18-point**

abcdefghijklm  
ABCDEFGHIJ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**l-24-point**

abcdefghij  
ABCDEFGFG  
12345678  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**LW\_Haviland**  
(Apple Helvetica Narrow)

**l-10-point**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**l-12-point**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**l-14-point**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**l-18-point**

abcdefghijklmnopq  
ABCDEFGHIJKLM  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**l-24-point**

abcdefghijklm  
ABCDEFGHIJ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**LW\_Piedmont**  
(Apple Schoolbook)

**l-10-point**

abcdefghijklmnopqrstuvw  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**l-12-point**

abcdefghijklmnopqrstu  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**l-14-point**

abcdefghijklmnopqr  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**l-18-point**

abcdefghijklmn  
ABCDEFGHIJ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./

**l-24-point**

abcdefghijk  
ABCDEFGFG  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:,./



# Laser Plus Font Examples

# LaserDirect

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## LW\_Cowell (Apple Palatino)

### l-10-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:.,

### l-12-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>

### l-14-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]

### l-18-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*

### l-24-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+

## LW\_Galey (Apple Zapf Chancery)

### l-10-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:./~

### l-12-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;

### l-14-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]

### l-18-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*

### l-24-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+

The "Bold" style is not useable with the LW\_Galey font.

Since the LW\_Galey font is italic by nature, the use of the "italic" style will have no affect.

## LW\_Shattuck (Apple Zapf Dingbats)

### l-10-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;:./~

### l-12-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]=<>?;

### l-14-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*^[]

### l-18-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+-@\*

### l-24-point

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!"#\$%&'()0+

## LW\_Shattuck Conversions

Lower Case: Upper Case:

a=	A=
b=	B=
c=	C=
d=	D=
e=	E=
f=	F=
g=	G=
h=	H=
i=	I=
j=	J=
k=	K=
l=	L=
m=	M=
n=	N=
o=	O=
p=	P=
q=	Q=
r=	R=
s=	S=
t=	T=
u=	U=
v=	V=
w=	W=
x=	X=
y=	Y=
z=	Z=

### Numbers &:

1=	@=
2=	*=
3=	^=
4=	:=
5=	:=
6=	:=
7=	:=
8=	:=
9=	:=
0=	:=
!=	<=
"=	>=
#=	?=
\$=	_=
%=	=
&=	{=
'=	=
(=	=
)=	\=
+ =	~ =
- =	' =



# LaserDirect

The Laser Printing Center

Let's  
Recap

## By Modem!



**Commodore Users:** You can upload documents to us via Q-Link. Please see page 4 for more detailed information. Or, you may wish to use the LaserDirect modem service by prior arrangement. Please call 414/543-9923 between 10am & 5pm, M-F.

**Apple II Users:** Available Sept. 1

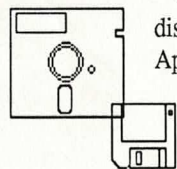
**Amiga Users:** You may upload your files to the LaserDirect modem service by prior arrangement. Please call 414/543-9923 between 10am and 5pm, M-F to make arrangements.

When using our modem service you will be communicating with the computer in its "remote" mode. We have found that the best transmission settings to be Xmodem standard & Binatry (NOT text) file format.

**IBM Users:** You may upload your files to the LaserDirect modem service by prior arrangement. Please call 414/543-9923 between 10am and 5pm, M-F to make arrangements.

**MacIntosh Users:** Available Oct. 1

## By Mail!



We can accept both 3-1/2" disks, for both Commodore & Apple II systems. When mailing us a disk, take the opportunity to send along a dot-matrix copy of your document as it appeared on

your printer.

**Amiga Users:** Not yet available.

**IBM Users:** 5-1/4" disks written 360K.

**MacIntosh Users:** 3-1/2" disks.

For fastest processing, forward all disks to:

**LaserDirect**

POB 20829

Milwaukee, WI

53220-0829

Advise if you want the disk returned, or, if you want us to keep it to reduce your postage rates.

## Document check:

### ✓ You used LW\_fonts?

If you want to achieve Near-Typeset Quality text output, (as most people do), you must use one of the 11 LW\_laser fonts.

### ✓ You used non-LW\_fonts?

Realize in advance that you will not obtain Near-Typeset Quality text output, even if "smoothed" from within geoPublish. Make sure that you let us know in your payment/info page which non-laser fonts you used within your document. With over 150 fonts now available for GEOS and other word processors, it is impossible to start guessing which fonts you used.

### ✓ Do Not use spaces to position text.

Use tabs and moveable margins to "lock" your text into position for the LaserWriter.

## Upload check:

### ✓ You listed the original GEOS file names in your pay/info page?

### ✓ You reviewed the Q-Link uploading checklist on page 4?

### ✓ You did not use any "wild cards" in your file names?

The main Q-Link file server does not "like" wild card characters in uploaded file names. As a result, LaserDirect is unable to download files that use any of the following characters in the file names: !, ", #, \$, %, &, ', (, ), +, -, @, \*, [ ], :, ;, =, <, ^, ? or . To date, the only safe non-alpha-numeric characters that we have found are "/" and . (slash & period.) Don't delay the processing of your documents. Make sure that your file names are alpha-numeric only.

LaserDirect  
**HELPLINE**  
414-543-9923  
10-5 M-F Central Time



## Conversions Detailed

# LaserDirect

The Laser Printing Center

### Laser compatibility by program:

	Amiga	Apple II	C64 C128	IBM/MS/DOS	Directly Supports PostScript Laser	Requires Conver'n
City Desk	X				Yes	
EasyScript			X			Yes
FleetSystem			X			Yes
FontMaster 128			X		Non-PostScript	
GEOS		X	X		Yes	
Graphic Writer		X			Yes	
Mouse Write		X			Yes	
MultiScribe		X				Yes
MultiScribe GS		X			Yes	
Page Maker				X	Yes	
Page Setter	X				Yes	
PaperClip			X			Yes
Personal Newsletter		X	X			Yes
Pocket Writer			X			Yes
Professional Page	X				Yes	
Publish It!		X		X	Yes	
SpeedScript			X			Yes
Springboard Publisher		X				Yes
SuperScript			X			Yes
Term Paper Writer			X			Yes
Trio			X			Yes
Ventura Publisher				X	Yes	
VizaWrite			X		Non-PostScript	
WordPerfect		X				Yes
WordWriter			X			Yes
Writers' Choice Elite		X			Yes	
Self-Writing PostScript files	X	X	X	X	Yes	

### C64/128 Graphic Conversions to geoPaint:

#### Convert:

ComputerEyes Images  
ComputerEyes Files  
Cad-Pak 64

Doodle

Koala Files  
Mac Graphics  
NewsRoom Photos  
NewsRoom Panels  
PrintMaster  
PrintShop

PrintShop Panels

RLE Files

Xetec

#### Use:

ComputerEyes Driver  
Grafix-Link: *Captures in reverse video*  
Grafix-Link: Flexi  
or ComputerEyes  
Piconvert, Piconvert +,  
Graphic Convert  
  
MacGeoPaint  
GEOS Graphics Grabber  
Grafix-Link  
GEOS Graphics Grabber  
GEOS Graphics Grabber  
Piconvert, Piconvert +  
Piconvert, Piconvert +  
Piconvert +  
Grafix-Link: Flexi

### C64/128 Text Conversions to geoWrite

#### Convert:

ASCII to CBM  
EasyScript  
Fleet System 2+ & 4  
Font Master 64 & 128  
IBM ASCII to CBM

#### Use:

Easy Dos It  
GEOS Text Grabber

Big Blue Reader  
(Requires C128 & 1571 drive)  
GEOS Text Grabber

SEQ->TextScrap v2.0  
(R. Winchester)  
GEOS Text Grabber

Speed Script  
SuperScript  
Term Paper Writer  
TRIO  
Word Writer

GEOS Text Grabber

### Apple II Text Conversions to geoWrite

#### Convert:

AppleWorks  
GraphicWriter  
MouseWrite  
MultiScribe  
MultiScribe GS

WordPerfect  
Writer's Choice Elite

#### Use:

GEOS Text Grabber  
Prints to LaserWriter directly  
Prints to LaserWriter directly  
GEOS Text Grabber  
GEOS Text Grabber  
Prints to LaserWriter directly  
GEOS Text Grabber  
Prints to LaserWriter directly



### What is it?

The User Group Rebate Program is a program designed to rebate 25% of the *net* printing charges of User Group members using the *LaserDirect* Laser Printing Service, back to the Club Treasury. It was designed to be an incentive for persons to use the *LaserDirect* service and help their respective User Group.

### Who can participate?

All Commodore, Apple II and Amiga User Groups are eligible to participate in the *LaserDirect* User Group Rebate Program.

### What do we have to do to become eligible?

To become eligible for the User Group Rebate Program, the Club Secretary or Newsletter Editor must provide the following information to *LaserDirect*:

- 1) Club name, address, city, state & zip code.
- 2) A listing of club officers, with their respective offices and home addresses noted.
- 3) Proof of notification to your membership regarding this program. Proof of notification may include: Copy of Club newsletter, Copy of Secretary's report given at a general club membership meeting, copy of any special mailing that may have served to disseminate this information.
- 4) *OPTIONAL*: Membership mailing list. For purposes of educating and informing your club membership, *LaserDirect* will mail our Info Brochure, including all future Updates, at no charge to your entire Club membership.

### What is the 25% rebate based upon?

The 25% User Group Rebate is based upon the *net* printing charges incurred by any club members laser printing order processed by *LaserDirect*. This includes the printing charges for "original" and additional copies of original pages printed.

The 25% rebate *does not* include:

- On-Site Correction charges.
- Re-Printing of Corrected Document charges.
- Printing Surcharge charges.
- Postage, Handling or Shipping charges.
- Conversion charges.
- Special paper stock charges.

### What other privileges do we enjoy?

By participating in the User Group Rebate Program your club newsletter Editor will receive a complimentary copy of our Laser Printers' Informational Kit. Included with this kit are several additional reference materials that we regularly charge for. The approximate cost of this kit is valued at \$50. Additionally, your club Librarian will receive a copy of our Laser Printers' Informational Kit for inclusion in the club Library - for general club membership reference.

### What are our responsibilities?

The responsibilities of any participating User Group include:

- 1) To ensure that the complimentary information provided by *LaserDirect* to the Editor and to the Librarian is not duplicated in any way whatsoever.
- 2) That the general club membership is informed of the User Group Rebate Program from *LaserDirect*.
- 3) To encourage your members to use our service for their laser printing needs. Ultimately this benefits your Group's treasury.
- 4) To be aware that neither the User Group, nor its members, are obligated in any way to do business with *LaserDirect*.
- 5) To ensure to the best of your ability that the term "User Group Member" is not taken advantage of. This Rebate Program is designed for User Group members and their immediate families only. It is not intended for anyone other than User Group Members. Nor, is it intended to be a major source of income for the User Group by promoting it to non-members as a way to raise additional funds.
- 6) In order for the host User Group to receive proper credit from its members orders, the general membership will be instructed to include the User Group name and customers numbers in their "Payment/Info" pages(s).

### What are *LaserDirect's* responsibilities?

- 1) To keep accurate accounting of membership activity; to ensure proper crediting of User Group Rebate account levels.
- 2) To provide a quarterly statement of activity of all User Group members; for use by the club treasurer to guarantee that *LaserDirect* isn't pocketing undeclared funds.
- 3) To provide a quarterly rebate check to the club treasurer of an amount that reflects the activity of the previously mentioned quarterly statement of activity.



## *Apple II, IBM & MacIntosh customers:*

As of this date we are totally remodifying our Info brochure to include more detailed specifics regarding your computer systems.

Until our new brochure is completed, should you have any questions whatsoever, please do not hesitate to call upon our help.

(414) 543-9923



*Quality is achieving or reaching for the highest standard*

*as against being satisfied with the sloppy or fraudulent . . .*

*It is honesty of purpose as against catering to cheap or sensational sentiment . . .*

*It does not allow compromise with the second rate . . .*

*LaserDirect* builds quality into every document we process, to assure you that your order is done right the first time. We believe that it is difficult and expensive to build quality into a product after it has been produced. We're dedicated to giving you the laser printout that you wanted in the first place, not necessarily what you'll receive without assistance. That's why we start with educating you our customer on how to prepare a document for laser printing. Our Laser Printers' Informational Kit is free for the asking and contains a wealth of information on how to work with the LaserWriter - not against it. We continue our Quality Assurance Plan by providing unequalled customer service, error reports, reference materials and a 24-hour Help Line. We maintain our Quality by sending periodic informational updates that will point out specialized tips and hints to assist you in becoming even more proficient at Laser document preparation.

We continue this flow of quality by processing and shipping your order within 24-hours of receiving it. Once your order is in our hands it flows through a rigid 24-step process to guarantee its confidentiality and accuracy of content. (We use only experienced laser printing technicians.)

As a final assurance, we use our Post-SPC (statistical process control) checklist below.

#### **11 step Post-SPC check list:**

- ☐ Job order is complete. No pertinent blanks left on form.
- ☐ Document(s) has been thoroughly checked for errors. (Whether customer said yes or no to On-Site Corrections.)
- ☐ Font is NTQ. (If Dot-Matrix characters; Error Report Sent?)
- ☐ Positioning appears balanced and correct. (Check for centering problems.)
- ☐ Toner density (blackness of image) has been checked on final print out(s).
- ☐ Quality of image has been checked on final print out(s). No black specks, white or black lines.
- ☐ Order has been printed on the stock requested by the customer.
- ☐ If errors were detected, an Error Report was shipped along with the order.
- ☐ If corrections were made, customer received our work copies so they can see how we corrected.
- ☐ Billing was verified against master customer record.
- ☐ Charge draft has been verified at least twice. Against job order and against master customer record.



# LaserDirect

## *LaserDirect* THE LASER PRINTING CENTER

### *LaserDirect*

**POB 20829  
Milwaukee, Wisconsin  
53220-0829**

**414-543-9923  
(9am ~ 5pm Central)**

**Q-Link E-Mail: Laser Skip**

GEOS, geoWrite, geoPaint, geoLaser, geoPubLaser, Photo Manager, Text  
Manager & Graphics Grabber are Registered Trademarks of Berkeley Softworks.