

Access

Newsletter of the Louisville Computer Society
Kentuckiana's Macintosh Users Group

July, 2001

From AppleSiders PRESS, AppleSiders of Cincinnati

A Sundae Kind of Love By Nancy Eaton

When's the last time you dug into a heaping bowl of ice cream and thought, "You know, this pistachio isn't quite as green as it looks on the box." If your ice cream is produced by Kroger Food Company, it's likely that you'll never be traumatized by an aberrant shade of your favorite frozen confection.

It may seem like a small thing, but it's not. Like many product manufacturers, the Ohio-based Kroger is a stickler for this detailed level of quality control, insisting that the ice cream pictured on each of their containers has the identical color and texture of the genuine article inside.

Keeping it Real with ColorSync To keep their packaging colors on the straight and narrow, Kroger works with Cincinnati photographer Kim D. M. Simmons of Si Onecall studios, who relies on his digital cameras and Apple's ColorSync to do the job. ColorSync is a patented, color-matching technology built right in to the Mac OS that helps Simmons shoot images of Kroger ice cream that are consistently true-to-color — and realistic. "They want it to look natural. They want it to look real," says Simmons. "Color management makes it happen from there."

As most graphics professionals know, color management isn't as easy as it sounds. Each device along the workflow process — including scanners, digital cameras, displays, printers, copiers, proofers and presses — will see an image a bit differently, which means that the output color can vary.

When precise color management is essential, such as in commercial product photography, clients can spend a small fortune and a nail-biting amount of extra time — usually up against tight deadlines — to fine tune an image until the color of the print proof is exactly right. With ColorSync, the technology compensates for the nuances of the input or output devices.

Join the Calibration Simmons calibrates for color starting with his digital camera. For Kroger's ice cream photos, he uses PhaseOne's LightPhase mounted on a Horseman DigiFlex body, and neutralizes each time he shoots an image. "That's something that most photographers do once and figure it's done," he says. "But I do it constantly. You do it right in the camera software. To me it's as basic as getting up in the morning when you shower, shave and put your clothes on."

ColorSync profiles describe the differences in color performance between each input or output device. This gives Simmons and the other graphics professionals who work with Kroger complete control over color matching, every step of the way. And greater accuracy, as a result of Simmons's calibration from the get-go, means that Kroger's pre-print process is more streamlined — therefore less costly.

ColorSync in Reverse To illustrate how ColorSync saved the day for Kroger in a somewhat unconventional way, Simmons relates a story about how the company used it in the development of a new ice cream product. The manufacturer was still working on the formulas, but they wanted Simmons to start shooting the product packaging anyway. Unfortunately, the variations in manufacturing made the product a moving target — it was almost impossible for him to get a color match.

He knew that it was important to get the client to decide on a color and stick with it. So he produced a set of proofs in his studio using a high-end Epson printer, which the client approved as the color the company ultimately wanted for the product. Simmons sent the approved studio proofs and the corresponding digital files to the separator, who provided match print proofs that were identical in color to the original studio proofs. From these, they printed the packaging.

Kroger sent copies of the proofs to each of their manufacturing facilities for color reference documents. "Kroger actually used our color prints to make 'bibles' for the plants to match the color of the ice cream as it was being produced. Sort of ColorSync in reverse," laughs Simmons. "We got on the right page and were consistent by using ColorSync and color management. We cut their costs immensely and saved them a bundle."

Packaging the Benefits As digital photography becomes more common in the package-goods industry, many clients are still just starting to understand its benefits. Simmons has been Kroger's primary ice cream shooter for 10 years, switching the client to digital photography about five years ago. He says it's not too hard to make clients into digital believers after explaining color management to them.

Even though some are initially apprehensive about the switch from traditional film technology to digital, they typically lose their trepidations once they see the high-quality end product, the consistent results, and how much faster and more inexpensive it is compared to the old way of working.

"The key to convincing clients to go with digital photography is education," Simmons says, "and once educated, the light goes on, and away we go."

**Notes from the Motherboard
by Harry Jacobson-Beyer
A Chip off the Old Block**

I have been an AppleWorks/ClarisWorks/AppleWorks user since the early days of the Apple // computer. AppleWorks (AW) is a modular program offering several different applications, spreadsheet, database, word processor, paint, communications, and draw under one umbrella. Primarily, I use the spreadsheet, database, word processor, and draw modules and can't imagine computing without AppleWorks. It's been a real workhorse for me.

In the early days of AppleWorks, the AppleWorks User Group (AWUG) was formed and began publishing the *AppleWorks Journal*. When AppleWorks was created for the Mac it was called ClarisWorks and the group changed its name to ClarisWorks User Group and the Journal was called *ClarisWorks Journal*. In August 1999, about a year after Apple Computer changed the name of ClarisWorks to AppleWorks the organization changed its name back to AppleWorks User Group (with a concomitant change in the name of its journal).

Since the early days, AWUG has been there helping AppleWorks users refine their AppleWorks skills, enabling them to get the most out of the program. Every issue of the *AppleWorks Journal* is packed with articles, letters, special offers, information, and help for the AppleWorks user.

In *Letters to AWUG* AppleWorks members submit questions and have them answered by knowledgeable AppleWorks users. In addition, Each issue has articles on various AppleWorks modules. You might find out how to: set up a calculating field in a database; create a macro; use the bezigon tool; or use keyboard shortcuts to menu items. If this were all there was in the *AppleWorks Journal*, it would be enough, but there is more.

Every month AWUG publishes late breaking news from Apple. News about AppleWorks and news about Apple that might be of interest to AppleWorks users.

AWUG also serves as a clearing house for member created AppleWorks templates. AWUG's public domain library has templates for amortization schedules, business cards, math games, mailing labels, address files, résumé builders, and more. These files are free to members of AWUG and can be downloaded from AWUG's web site. There is a small fee for mail orders and non-members can download for a fee.

And still, that's not all. AWUG supports and monitors an electronic forum where AppleWorks users can get answers to their AppleWorks questions from other AW users. In addition, AWUG negotiates lower prices on Macintosh software. In the last issue of the *AppleWorks Journal*, for example, AWUG members were offered a \$30 discount on Stuffit Deluxe 6.0.

Need a battery for your Mac? AWUG sells them, too.

And finally, AWUG organizes a members helping members group. Once a year AWUG members willing to help their peers submit their e-mail addresses and their AppleWorks' areas of expertise to the AppleWorks User Group. The list is published in the *AppleWorks Journal* and is available for download (by members, only) from AWUG's web page. I'm an AWUG member helping member and earlier this year I received a request for help from France!

The AppleWorks User Group is a great deal for AppleWorks' users. \$39.95 will get you 10 great, 32 page, issues of the *AppleWorks Journal*, each chock full of tips, ideas, and help with AppleWorks. You also get access to great deals on Mac software, access to thousands of AppleWorks templates, and much, much more.

You can find the AppleWorks User group on the world wide web at www.awug.org.

June's TIP:

At the June 26 meeting, Bill King provided the following gem of information for AppleScript "OE Many To Word v2" used to copy messages from Outlook Express to Microsoft Word.

The URL for downloading is: <homepage.mac.com/allenwatson>

Once at the site click on "Outlook Express Scripts"

When downloaded, place script in the folder "Script Menu Items" located in the folder "Microsoft User Data". In my system, there are a couple of folders "Script Menu Items" so be sure to get the right one.

On my hard drive the complete file path is: HD => Documents => Microsoft User Data => Script Menu Items.

If you Outlook Express and Word and have any questions contact Bill at bk0413@home.com.

Editor's Note:

You might have noticed that I put the date for this issue of *Access* in the upper right corner of each page. This was done at the suggestion of one of our members who separates the pages of each issue and files them. (Don't sk me why he bothers, but needless to say, he would refer to some page of a back issue and have no idea what month (or year) it was from.)

Since I've put the date in as a header, I've decided to use some of the space left in the header for some "timely" Apple news. Timely means "this month," however it may be before or after you receive the issue.

Now compare this format to the previous month's and let me know what you think. Also if you have any suggestions for improvements, please send them to cartwrig@aye.net.

P. S. Each issue of *Access* is put together using AppleWorks

P. S. S. Note Free AppleWorks Update:

<http://www.apple.com/appleworks/update/>

This free update of AppleWorks adds frequently requested features, including the ability to read and write Microsoft Word and Excel files, enhanced formatting tools, faster downloading of Internet templates, improved networking compatibility and more. The AppleWorks updater automatically senses which version of the Mac OS you're running and installs the proper version on your Macintosh. If you use Mac OS X, the program installs AppleWorks 6.2. For Mac OS 8.1-9.1, the program instead installs AppleWorks 6.1.2. Both share a common feature set, but are optimized for the different operating system versions.

Upcoming Programs 7 P. M., Pitt Academy, see map on back:

- July 24** Harry Jacobson-Beyer. Online photo clubs to share digital pictures
- August 28** Byron Songer, Apple's education engineer for Louisville. The latest and greatest from Mac World.
- September 25** Andy Arnold, Financial Advisor. UBS | PaineWebber. Online Financial Resources.

**Louisville Computer Society
Macintosh Users Group
Membership Application**

Please send your \$26 check for a year's membership, made out to Louisville Computer Society to:

Louisville Computer Society
P.O.Box 9021
Louisville, KY 40209-9021.

Thanks! See you at the next meeting.

Fill out the following ; clip on the dotted line (or copy to another piece of paper) and send in with your check .

New or Renewal Membership

Name: _____

Home Address: _____

City: _____ State: _____ Zip+4: _____

Home Phone: (_____) _____ Your E-Mail: _____ Your Home Page: _____

How did you hear about LCS? _____

LCS e-mail address book

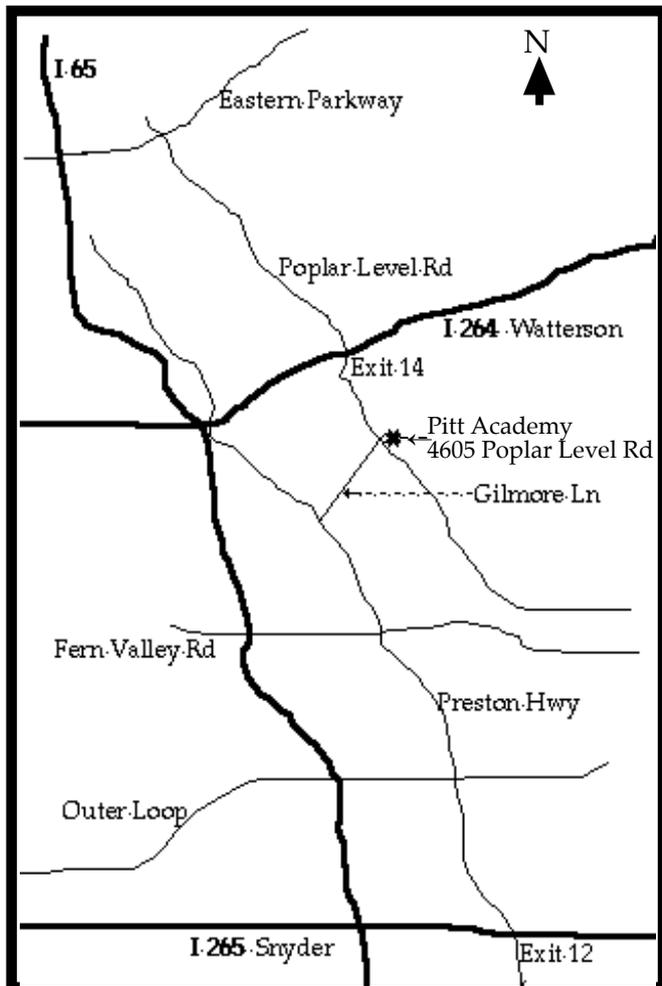
Andrew Arnold	a0arno01@athena.louisville.edu
Bernard W. Barron	buddyb@aye.net
Jim Bennett	bennettsmay29@earthlink.net
Anne Cartwright	cartwrig@aye.net
Chuck Davis	Chuckd2@aye.net
Marta Edie	Mledie@aol.com
Bernard Griffis	latigopc@bellsouth.net
Tom Guenthner	Tom@aye.net
Harry Jacobson-Beyer	harryjb@bellsouth.net
Bill King	bk0413@home.com
Lee Larson	lmlars@homer.louisville.edu
Norbert E Logsdon	nel@aye.net
Dan Mudd	simple@aye.net
Tymna Oberhausen	tymna@bellsouth.net
Julie Segal	jdsegal@aye.net
Henry Simpson	simpsonh@aye.net
Ed Stivers	stivers@aye.net
George Yankey	jeffco13@bellsouth.net
Ron Yates	ryates2000@aol.com

If you wish to be added send message to cartwrig@aye.net

Come to our monthly meetings

The Louisville Computer Society meets the 4th Tuesday of each month, 7-9 P.M. (except December) at Pitt Academy, 4605 Poplar Level Rd. (Poplar Level Rd. at Gilmore Lane), Louisville KY 40213 (see map below).

Pitt Academy is 1 mile south of the Watterson on Poplar Level Rd. If coming from the Snyder Freeway, Gilmore Ln is 5 miles north of I-265 on Preston Hwy. Turn right and when you get to the end (Poplar Level Rd), Pitt Academy is directly across the intersection.



Louisville Computer Society, Inc.
P. O. Box 9021, Louisville KY 40209-9021

Access is a service mark of the Louisville Computer Society, Inc. Our newsletter is publisher monthly as a service to Macintosh users. We are dedicated to the education and benefit of Louisville and southern Indiana computer-oriented communities.

Subscription rate is \$26 a year; it is mailed free with your membership in LCS, a Macintosh Users Group (MUG).

Trademark names are sometimes used in this publication. rather than put a trademark symbol in every occurrence of a trademark name, we state that we are using the names only in an editorial fashion, and to the benefit of the trademark owner, with no intention of infringement of the trademark.

For more information write to the above address or call 502-363-3113 between 5 and 9 P.M. only.

Other users groups may reprint articles from Access provided proper credit is given to the Louisville Computer Society, to Access, and to the authors, unless otherwise noted.
©2001

**USER GROUP
CONNECTION**

LCS Web Page, List Serve & Officers

- Web Page www.aye.net/~lcs
- List Serve macgroup@erdos.math.louisville.edu
- Tom Guenther, President Tom@aye.net
- Lee Larson, Vice President lmars@homer.louisville.edu
- Harry Jacobson-Beyer, Program Director harryjb@bellsouth.net
- Anne Cartwright, Newsletter Editor cartwrig@aye.net

The Louisville Computer Society
P. O. Box 9021
Louisville KY 40209-9021

34¢

Mailing Label