Adobe® PageMaker®

version
7.0

At A Glance

**Business publishing
made easy**

Adobe PageMaker software is designed for business professionals, small-office/home-office (SOHO) users, and educators who want to:

- **Achieve professional results.** PageMaker delivers powerful page layout tools that help you quickly and easily create professional-quality business documents for print and electronic distribution.
- **Enhance productivity.** PageMaker provides extensive file conversion support, tight integration with other Adobe applications, and built-in Adobe PDF creation tools that help you leverage content, share electronic documents reliably, and streamline your publishing workflow.
- **Gain a valuable business solution.** PageMaker is packed with professionally designed templates, high-quality illustrations and images, valuable Adobe Type 1 fonts, and precision pre-press tools—all of which adds up to a comprehensive business publishing solution at a great value.

For many years, PageMaker has proved a popular business publishing tool that continues to attract millions of loyal new users. Now Adobe PageMaker 7.0 delivers new value by fulfilling top feature requests for data merge capabilities, native Photoshop file import, and expanded support for converting Microsoft Publisher and QuarkXPress files. It also offers better compatibility with current operating systems and other stability improvements. PageMaker 7.0 even introduces tagged PDF (eBook) support for making business content more portable, so you can extend your communications everywhere they need to go. Here is an overview of the new features and enhancements in Adobe PageMaker 7.0:

Place native Adobe Photoshop® 5.0–6.0.x files. PageMaker 7.0 imports native Photoshop 5.0–6.0.x files, so you only have to store and manage one image file for use in multiple documents and applications. Now you can eliminate the time and effort it takes to create flattened Photoshop (PSD) files for import. Plus, you can handle late-breaking changes more easily because you can automatically update PSD files you've placed in PageMaker after making and saving changes to the file in Photoshop.

Expanded support for placing native Adobe Illustrator® files. With PageMaker 7.0, you can place native Illustrator 9.0.x files as easily as you place native files from earlier versions of Illustrator. Because Illustrator 9.0's native format is Adobe PDF, the Import Adobe PDF dialog box opens when you place 9.0.x files.

Note: PageMaker 7.0 does not display or print transparency effects in native Illustrator 9.0 files. However, you can display and print transparency by first saving the Illustrator file as an EPS file.

Place Adobe PDF files. PageMaker 7.0 places Adobe PDF files created in Photoshop 6.0 and Illustrator 9.0, as well as PDF 1.3 and 1.4 version files created in other applications. Now you don't have to worry about locating the original files for information that's stored and distributed in Adobe PDF format. Instead, you can place Adobe PDF files into your PageMaker files directly.

Note: PageMaker also continues to place PDF 1.2 files.

Updated EPS filter. With PageMaker 7.0, you can place EPS files saved as Adobe PostScript® 3™ for maximum quality. Then print and perform in-RIP separations of these files on PostScript 3 devices.

Adobe

Data Merge. PageMaker 7.0 can create customized content with text and images, including flyers, brochures, catalogs, direct mail, business cards, form letters, mailing labels, and more. You simply export text and image data from a database or spreadsheet as comma-separated files in .csv or .txt format. Then merge it into a PageMaker template to create customized content. You control the layout and whether PageMaker merges all of the exported records or only the range you specify. These new capabilities make it easier to personalize content for more effective communications, while maintaining a strong corporate identity across all of your communications.

Enhanced user interface for exporting Adobe PDF files. PageMaker 7.0 improves Adobe PDF export with an enhanced user interface that offers more feedback about the steps for exporting PDF files, plus direct access to Acrobat Distiller Job Options for specifying security and other export options. In addition, PageMaker 7.0 now includes Acrobat Distiller 5.0, which typically exports more compact Adobe PDF files than Acrobat Distiller 4.0 did from PageMaker 6.5 *Plus*. It also includes Acrobat Reader™ 5.0 for reviewing Adobe PDF files.

Tagged PDF support (eBooks). Now you can make your content more portable because PageMaker 7.0 exports tagged PDF files. These tagged PDF files reflow automatically for optimal readability on different devices with different display resolutions. To output a tagged PDF file, simply check the eBook option in the Export Adobe PDF dialog box. PageMaker then automatically tags the text and graphics in the publication, making them independent of page size and viewing device in the final PDF file. You can view tagged PDF publications on a wide variety of devices, including handheld PDAs, laptops, and wireless devices. Tagged PDF files can even be read by text-to-speech devices.

Updated converter for QuarkXPress and Microsoft Publisher. With PageMaker 7.0 for Mac OS and Windows, you can easily convert documents from QuarkXPress 4.0 and 4.1, as well as from QuarkXPress 3.3. In addition, PageMaker 7.0 for Windows now opens Microsoft Publisher 2000 files, as well as Publisher 97 and 98 files. A single converter utility handles the conversion of both QuarkXPress and Publisher documents for maximum efficiency (Windows only).

Updated filter for Microsoft Word and RTF file import. PageMaker 7.0 imports files from Microsoft Word 2000 (Windows) and 2001 (Mac OS). It also offers enhanced support for .rtf and .txt file import.

Enhanced operating system support. PageMaker 7.0 delivers enhanced stability and reliability because of updated support for the latest operating systems, including:
- Mac OS software versions 8.6 (with Apple Software Font Manager Update version 1.0), 9.1, and OS X (Classic).
- Microsoft Windows 98, Windows NT 4.0 with Service Pack 5 or 6, Windows 2000, and Windows ME.

In addition to these new features and enhancements, PageMaker 7.0 delivers these benefits:

- **A rich selection of professionally designed content** for producing professional layouts with little or no design experience. This content includes 4,700 stock illustrations in Adobe Illustrator and JPEG format, 300 high-resolution stock photographs, more than 150 high-quality Adobe Type 1 fonts, and hundreds of professionally designed templates for newsletters, brochures, flyers, and more.
- **Tight integration with Adobe products,** including Adobe Photoshop, Adobe Illustrator, and Adobe Acrobat.
- **Powerful and easy-to-use page layout tools**—including such longtime features as layers, master pages, text and graphics frames, and Adobe PDF creation—which give business users more direct design control than automated, Wizard-oriented business publishing software allows.
- **Widespread support from quick printers and commercial printers** who consider Adobe PageMaker the industry standard for reliable, high-quality output of high-volume business publishing jobs.