

Adobe Systems

Company Details

Name: Adobe Systems, Inc,
Sector: [Desktop Publishing](#)

Description

Adobe Systems was founded in 1982 by Charles Geschke and John Warnock to develop PostScript, the device-independent programming language between PC and printer that could describe text, graphics and images on one page. PostScript, together with the Apple Macintosh graphical user interface and laser printers, began the desktop publishing revolution that has evolved into modern graphic arts, printing and publishing -- today's high-fidelity communications. Adobe provides software to create, manage, and deliver high-impact reliable digital content to consumers, creative professionals and enterprises. Almost every image we see -- on the web, on video screens, or translated to print -- has been touched by Adobe software.

Facilitators Suzanne Crocker

Statistics

Contributors (0), Events (94), Stories (0), Documents (18), References (2),
Discussions (0 threads, 0 posts)

Entered By: Luanne Johnson
July 26, 2005

Contributors

Contributor Suzanne Crocker

Date Joined September 2005

Job Description

Suzanne Crocker was a company facilitator for Adobe.

Date Left October 2007

Statistics

Documents (1) , References (2)

Date Entered November 25, 2005

Timeline

1982

Milestones

[Adobe Systems Founded \(1982\)](#)

Adobe Systems was founded by Chuck Geschke and John Warnock in December 1982.

Related References
Inside the Publishing Revolution: The Adobe Story

1983

Milestones

[PostScript Developed \(1983\)](#)

PostScript programming language allows computers to describe the details of both text and graphics of a page to a laser printer; it is device independent.

Related References
Inside the Publishing Revolution: The Adobe Story

[First Adobe office on Marine Way in Mountain View \(1983\)](#)

First Adobe office was established at 2685 Marine Way in Mountain View; company incorporated in California.

Related References
Inside the Publishing Revolution: The Adobe Story

[First OEM contract \(1983\)](#)

Adobe signs its first OEM contract with Apple Computer to license its PostScript driver and fonts for LaserWriter printers.

Related References
Inside the Publishing Revolution: The Adobe Story

Financial Data

[Annual Revenue \(1983\)](#)

Annual revenue for 1983 was \$83,000; 13 employees.

Related References
Inside the Publishing Revolution: The Adobe Story

1984

Milestones

[Adobe Enters Licensing agreement with Linotype \(1984\)](#)

Adobe enters licensing agreement to develop Type 1 versions of Linotype Helvetica and Times fonts.

Related References
Inside the Publishing Revolution: The Adobe Story

[Apple Macintosh Introduced \(1984\)](#)

Apple introduces first the first 128K Macintosh.

Related References
Inside the Publishing Revolution: The Adobe Story

[Adobe relocates to Palo Alto \(1984\)](#)

Adobe moves its office to Palo Alto.

Related References

Inside the Publishing Revolution: The Adobe Story

[Apple develops first LaserWriter prototype. \(1984\)](#)

The Apple Macintosh and its PostScript-fueled LaserWriter printer would become the Macintosh Office.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Systems - The Founders' Perspective

Financial Data

[1984 Revenue \(1984\)](#)

Annual revenue was \$2.2 million; 27 employees

Related References

Inside the Publishing Revolution: The Adobe Story

1985

Milestones

[Desktop Publishing Revolution Begins \(1985\)](#)

Aldus releases PageMaker software for page design and layout, the "killer app" that took advantage of the Mac's graphical user interface, PostScript's printing capabilities and the LaserWriter printer.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Systems - The Founders' Perspective

Financial Data

[1985 Revenue \(1985\)](#)

1985 revenue was \$4.6 million; 44 employees.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Systems - The Founders' Perspective

Products

[PostScript Level 1 Released. \(1985\)](#)

Adobe releases Postscript Level 1, the original page description language.

Related References

Inside the Publishing Revolution: The Adobe Story

[First PostScript Printer \(1985\)](#)

First PostScript printer released was the Apple LaserWriter.

Related References

Inside the Publishing Revolution: The Adobe Story

[First PostScript Image Setter \(1985\)](#)

PostScript-equipped Linotronic 100 and 300 Image Setters were released; output from image setters compared favorably in quality and resolution with existing typesetting equipment.

Related Documents

Adobe History Timeline

Adobe Systems - The Founders' Perspective

1986

Financial Data

[1986 Annual Revenue \(1986\)](#)

Annual revenue was \$16 million; 87 employees.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Annual Report 1986

[Initial Public Offering \(August 1986\)](#)

Adobe's initial public offering was completed August 20.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Annual Report 1986

Products

[Adobe Type Library \(1986\)](#)

Adobe type library includes more than 100 fonts.

Related References

Inside the Publishing Revolution: The Adobe Story

[LaserWriter Plus Shipped \(1986\)](#)

Apple LaserWriter Plus shipped with 35 PostScript fonts from Linotype and International Typeface Corp.(ITC).

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Annual Report 1986

1987

Milestones

[Move to Charleston Road \(1987\)](#)

Company moves into Charleston Road offices in Mountain View, CA.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Annual Report 1987

Financial Data

[1987 Annual Revenue \(1987\)](#)

Annual revenue was \$39 million; 172 employees.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Annual Report 1987

Marketing and Competition

[QMS Makes First PostScript Color Printer \(1987\)](#)

QMS signs contract to license PostScript to make the first PostScript enabled color printer.

Related Documents

Adobe Annual Report 1987

[IBM and HP License PostScript \(1987\)](#)

IBM and HP license PostScript for their laser printers; 400 applications support PostScript.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Annual Report 1987

Products

[Illustrator 1.0 \(March 1987\)](#)

Illustrator 1.0, Adobe's first desktop software drawing application, is released.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Annual Report 1987

[PostScript Type-Creation Tools \(1987\)](#)

PostScript type-creation tools licensed to traditional font suppliers so they could digitize their own fonts; Agfa, Monotype and Berthold agree to convert their libraries to PostScript. Linotype licenses PostScript to develop Type 1 versions of its Mergenthaler Type Library containing more than 1700 typefaces.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Annual Report 1987

[First Commercial Typeface Created in PostScript \(1987\)](#)

First commercial typeface "Stone" created entirely in PostScript (rather than digitized versions of old faces) was published; sold as a retail package for \$275.

Related References

Inside the Publishing Revolution: The Adobe Story

1988

Financial Data

[1988 Annual Revenue \(1988\)](#)

Annual revenue was \$83 million; 291 employees.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Annual Report 1988

Marketing and Competition

[PostScript Expands into Commercial Printing \(1988\)](#)

R. R. Donelley, the largest printer in North American, standardizes on Post Script for its catalog publishing system.

Related Documents

Adobe Annual Report 1988

[Adobe Sells Type Library on Hard Disk \(1988\)](#)

Adobe puts its entire type library on a hard disk as "Font Folio" and sells it for \$9,600.

Related References

Inside the Publishing Revolution: The Adobe Story

Products

[Adobe Introduces Display PostScript \(1988\)](#)

Adobe introduces Display PostScript which offers advanced graphics imaging model based on the PostScript page description language adapted to computer monitors. For the first time, images appearing on screen

accurately depict printed output.

Related Documents
Adobe Annual Report 1988

[Illustrator 88 Released \(1988\)](#)

Illustrator 88 for Macintosh with support for color is released in May.

Related References
Inside the Publishing Revolution: The Adobe Story

[First Color PostScript Printer \(1988\)](#)

QMS ships its ColorScript, the first PostScript color printer.

Related References
Inside the Publishing Revolution: The Adobe Story

[PhotoShop Licensed by Adobe \(1988\)](#)

Adobe licenses Photoshop image editing software from the Knoll brothers.

Related References

Inside the Publishing Revolution: The Adobe Story
Related Documents
Adobe Systems - The Founders' Perspective

1989

Acquisitions and Divestitures

[Adobe Acquires PhotoShop \(1989\)](#)

Adobe in January acquires the rights to PhotoShop which it had licensed the previous year from the Knoll brothers.

Related Documents
Adobe Annual Report 1989

Financial Data

[Apple Sells its Investment in Adobe \(1989\)](#)

Apple sells its 3,423,792 share investment in Adobe, held since 1984; later, apple and Microsoft announce joint plan to support Apple's font-scaling technology.

Related Documents
Adobe Annual Report 1989

[1989 Annual Revenue \(1989\)](#)

Annual revenue was \$121 million; 383 employees.

Related References
Inside the Publishing Revolution: The Adobe Story

Related Documents
Adobe Annual Report 1989

Marketing and Competition

[First Design Invitational \(1989\)](#)

Camp Adobe Design Invitational is held; Illustrator and pre-release version of Photoshop are featured.

Related References

Inside the Publishing Revolution: The Adobe Story

Products

[Adobe Streamline Introduced \(1989\)](#)

Adobe streamline introduced in January; software enables users to convert scanned artwork into high-quality PostScript files.

Related Documents

Adobe Annual Report 1989

[Adobe Type Library Exceeds 500 \(1989\)](#)

Adobe Type Library doubles in size to include software for more than 500 typefaces.

Related Documents

Adobe Annual Report 1989

[Illustrator for Windows \(1989\)](#)

Illustrator for Windows is released in January.

Related References

Inside the Publishing Revolution: The Adobe Story

[PostScript becomes Open Standard \(1989\)](#)

PostScript Type 1 font format specifications are made an open standard.

Related References

Inside the Publishing Revolution: The Adobe Story

[Adobe Type Manager Released \(1989\)](#)

Adobe Type Manager (ATM) released in October; allows on-screen type display to look the same as printed output; ATM eliminates the onscreen 'jaggies'.

Related References

Inside the Publishing Revolution: The Adobe Story

1990

Milestones

[40 Million Typefaces Installed \(1990\)](#)

The installed base of Adobe typefaces exceeds 40 million world wide.

Related Documents

Adobe Annual Report 1990

Acquisitions and Divestitures

[Acquisition of Emerald City \(1990\)](#)

Adobe acquires Emerald City Software including TypeAlign font-manipulation software.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Annual Report 1990

Financial Data

[1990 Annual Revenue \(1990\)](#)

Annual revenue was \$169 million; 508 employees.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Annual Report 1990

Products

[PhotoShop Launched \(February 1990\)](#)

PhotoShop 1.0 image editing software for Macintosh is shipped in February. Ultimately, PhotoShop revolutionizes the entire graphic arts and publishing industries.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Annual Report 1990

[PostScript Type 1 Specifications Published \(1990\)](#)

The reference manual for Type 1 font specifications is published; more than 6,500 typefaces now available from more than 30 vendors.

Related References

Inside the Publishing Revolution: The Adobe Story

[PostScript Level 2 \(1990\)](#)

PostScript Level 2 with support for color separations is released.

Related References

Inside the Publishing Revolution: The Adobe Story

[Adobe Illustrator 3.0 \(1990\)](#)

Adobe Illustrator 3.0 is released.

Related Documents

Adobe Annual Report 1990

[ATM 2.0 Released \(1990\)](#)

Adobe Type Manager 2.0 for Windows released in August.

Related Documents
Adobe Annual Report 1990

1991

Milestones

[Type 1 Typefaces Number more than 10,000 \(1991\)](#)

The number of Type 1 typefaces grows to more than 10,000.

Related Documents
Adobe Annual Report 1991

[Adobe Enters Video Image-editing Market \(1991\)](#)

Premiere 1.0 for Macintosh video-editing program is released; Premiere is based on the ReelTime product purchased from SuperMac.

Related References
Inside the Publishing Revolution: The Adobe Story

Related Documents
Adobe Annual Report 1991

Financial Data

[1991 Annual Revenue \(1991\)](#)

Annual revenue was \$230 million; 701 employees.

Related References
Inside the Publishing Revolution: The Adobe Story

Related Documents
Adobe Annual Report 1991

Products

[Adobe Type Manager 2.0 \(1991\)](#)

Adobe Type Manager (ATM)2.0 is released.

Related References
Inside the Publishing Revolution: The Adobe Story

Related Documents
Adobe Annual Report 1991

[PhotoShop 2.0 \(1991\)](#)

PhotoShop 2.0 with support for CMYK color separations is released.

Related References
Inside the Publishing Revolution: The Adobe Story

Related Documents
Adobe Systems - The Founders' Perspective
Adobe Annual Report 1991

[Adobe Illustrator 3.0 \(1991\)](#)

Illustrator 3.0 including versions for UNIX-based workstations is released.

Related Documents
Adobe Annual Report 1991

[Streamline 2.0 \(1991\)](#)

Streamline 2.0, a program that converts raster images to line art, is released.

Related References
Inside the Publishing Revolution: The Adobe Story

[Multiple Masters Typefaces Announced \(1991\)](#)

Multiple Master typefaces will enable users to generate thousands of fonts from a single typeface by varying attributes such as line weight, width, optical size and style.

Related Documents
Adobe Annual Report 1991

1992

Acquisitions and Divestitures

[Acquisition of OCR Systems and Nonlinear Technologies \(1992\)](#)

OCR Systems is acquired; it provides technology for Acrobat Capture. Nonlinear Technologies is acquired; it provides handwriting recognition software.

Related References
Inside the Publishing Revolution: The Adobe Story

Financial Data

[1992 Annual Revenue \(1992\)](#)

Annual revenue was \$266 million; 887 employees

Related References
Inside the Publishing Revolution: The Adobe Story

Related Documents
Adobe Annual Report 1992

Products

[Multiple Masters Font Format \(1992\)](#)

Multiple Masters font format is developed; provided users more control over the appearance of their typefaces and optical scaling.

Related References
Inside the Publishing Revolution: The Adobe Story

[Dimensions 1.0 \(1992\)](#)

Dimensions 1.0 3D rendering software is released.

Related References
Inside the Publishing Revolution: The Adobe Story

[Illustrator 4.0 \(1992\)](#)

Illustrator 4.0 for Windows is released.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Annual Report 1992

[Streamline 3.0 \(1992\)](#)

Streamline 3.0 is released.

Related References

Inside the Publishing Revolution: The Adobe Story

[Premiere 2.0 for Macintosh \(1992\)](#)

Premiere 2.0 for Macintosh begins shipping in September.

Related Documents

Adobe Annual Report 1992

[Adobe Acrobat Demonstrated at COMDEX \(1992\)](#)

Adobe Acrobat is first demonstrated at COMDEX to show how the software enables documents to be communicated across operating platforms while preserving the appearance of the document.

Related Documents

Adobe Annual Report 1992

1993

Milestones

[Applications Business Overtakes Systems Business \(1993\)](#)

For the first time, sales of application packages exceed PostScript systems business; applications software becomes 53.4% of annual revenue.

Related References

Inside the Publishing Revolution: The Adobe Story

[5,000 Applications Support PostScript \(1993\)](#)

More than 5,000 applications support the PostScript language standard.

Related Documents

Adobe Annual Report 1993

Financial Data

[1993 Annual Revenue \(1993\)](#)

Annual revenue was \$ 313 million; employees 999.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Annual Report 1993

Products

[Acrobat 1.0 Released \(1993\)](#)

Acrobat 1.0, a suite of applications for creating and viewing documents in PDF (portable document format) is released.

Related References

Inside the Publishing Revolution: The Adobe Story

[Illustrator 5.0 \(1993\)](#)

Illustrator 5.0 is released.

Related References

Inside the Publishing Revolution: The Adobe Story

[PhotoShop 2.5 for Windows \(1993\)](#)

PhotoShop 2.5 for Windows shipped for the first time.

Related References

Inside the Publishing Revolution: The Adobe Story

[Premiere 3.0 \(Macintosh\) and 1.0 Windows \(1993\)](#)

Premiere 3.0 for Macintosh released and 1.0 for Windows shipped for the first time.

Related References

Inside the Publishing Revolution: The Adobe Story

1994

Milestones

[20,000 Type 1 Typefaces Available \(1994\)](#)

More than 20,000 type 1 typefaces are now available.

Related Documents

Adobe Annual Report 1994

[PageMaker Available in 26 languages \(1994\)](#)

PageMaker 5.0 page-layout software (part of the Aldus acquisition) is available in 26 languages.

Related Documents

Adobe Annual Report 1994

Acquisitions and Divestitures

[Adobe acquires Aldus Corporation \(1994\)](#)

Adobe and Aldus merge; Adobe adds the following Aldus products to its publishing offerings: PageMaker, Persuasion, Freehand, PhotoStyler, TrapWise, PressWise and more.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents
Adobe Annual Report 1996

Financial Data

[1994 Annual Revenue \(1994\)](#)
Annual Revenue was \$ 598 million; 1,587 employees.

Related References
Inside the Publishing Revolution: The Adobe Story

Related Documents
Adobe Annual Report 1994

[Adobe Invests in Venture Capital Partnership \(1994\)](#)
Adobe begins investing in a venture capital limited partnership that will invest in innovative companies strategic to its software business.

Related Documents
Adobe Annual Report 1994

Products

[Illustrator 5.5 \(1994\)](#)
Illustrator 5.5 for Macintosh is released.

Related References
Inside the Publishing Revolution: The Adobe Story

[Adobe Type Manager 3.0 \(1994\)](#)
Adobe Type Manager 3.0 is released.

Related References
Inside the Publishing Revolution: The Adobe Story

[Premiere 4.0 \(1994\)](#)
Premiere 4.0 for Macintosh and Windows is released.

Related References
Inside the Publishing Revolution: The Adobe Story

[Acrobat 2.0 \(1994\)](#)
Acrobat 2.0 is released; Acrobat reader is distributed free.

Related References
Inside the Publishing Revolution: The Adobe Story

Related Documents
Adobe Annual Report 1994

[PhotoShop 3.0 \(1994\)](#)
PhotoShop 3.0 is released; adds capability of storing image components on separate layers.

Related References

Inside the Publishing Revolution: The Adobe Story

[After Effects 1.0 \(1994\)](#)

After Effects, a post-production special effects software for moving images, is released by Aldus.

Related References

Inside the Publishing Revolution: The Adobe Story

1995

Acquisitions and Divestitures

[FreeHand Software Divested \(1995\)](#)

FreeHand illustration software acquired through the merger with Aldus Corporation was divested in January 1995 under an agreement with the Federal Trade Commission.

Related Documents

Adobe Annual Report 1995

[Frame Technology Corp. Acquired \(1995\)](#)

Adobe acquires in October Frame Technology Corporation and its Framemaker software for technical document creation on UNIX desktops.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Annual Report 1995

[Adobe Acquires Ceneca Communications \(1995\)](#)

Adobe acquires Ceneca Communications and its PageMill and Site Mill web-page creation and management software.

Related References

Inside the Publishing Revolution: The Adobe Story

Related Documents

Adobe Annual Report 1995

Financial Data

[Annual Revenue \(1995\)](#)

Annual revenue for 1995 was \$762.3 million; 2,322 employees.

Related Documents

Adobe Annual Report 1995

Products

[PageMaker 6.0 \(1995\)](#)

PageMaker 6.0 is released; this is the first major release of a combined Aldus and Adobe team.

Related Documents

Adobe Annual Report 1995

[Adobe After Effects 3.0 Released \(1995\)](#)

Adobe AfterEffects 3.0 for video post-production and special effect is released.

Related Documents
Adobe Annual Report 1995

[PhotoShop 3.0 released \(1995\)](#)

PhotoShop 3.0 for Windows is released.

Related Documents
Adobe Annual Report 1995

[Illustrator 6.0 Released \(1995\)](#)

Illustrator 6.0 for Macintosh is released.

Related Documents
Adobe Annual Report 1995

[Acrobat 2.1 Released \(1995\)](#)

Acrobat 2.1 with support for multimedia and web publishing is released; contributes significantly to PDF content on the internet.

Related Documents
Adobe Annual Report 1995

[FrameMaker 5.0 Released \(1995\)](#)

FrameMaker 5.0 (product from the Frame Technology acquisition) for technical long-document creation is released.

Related Documents
Adobe Annual Report 1995

Stories

There are no stories for this company in the collection

Documents

Title: Adobe Annual Report 1986

Author:

Created: 1986

Publisher: Adobe

Donated By: Adobe Systems, Inc.

Filename: doc-447f52ae8241b.pdf (Size: 3.91 MB)

Pages: 32

Cataloguer: 2006-06-01 Sarah Wilson

Copyright: Adobe

Description:

Adobe Annual Report 1986. Statement of operating and financial results.

Accession: 062304366

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

Digitized: 2006-05-25 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\projects\ITCHP\Adobe\src\062304366.annual_report.1986

Entered By: Sarah Wilson
June 1, 2006

Title: Adobe Annual Report 1987

Author:
Created: 1987
Publisher: Adobe
Donated By: Adobe Systems, Inc.
Filename: doc-447f545536c59.pdf (Size: 4.58 MB)
Pages: 35
Cataloguer: 2006-06-01 Sarah Wilson
Copyright: Adobe
Description:
Adobe Annual Report 1987. Statement of operating and financial results.
Accession: 062304367
Dimensions: 11 x 8.5 in.
Color depth: 24 RGB
Digitized: 2006-05-25 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\projects\ITCHP\Adobe\src\062304367.annual_report.1987

Entered By: Sarah Wilson
June 1, 2006

Title: Adobe Annual Report 1988

Author:
Created: 1988
Publisher: Adobe
Donated By: Adobe Systems, Inc.
Filename: doc-447f55257c43f.pdf (Size: 4.83 MB)
Pages: 36
Cataloguer: 2006-06-01 Sarah Wilson
Copyright: Adobe
Description:
Adobe Annual Report 1988. Statement of operating and financial results.
Accession: 062304368
Dimensions: 11 x 8.5 in.
Color depth: 24 RGB
Digitized: 2006-05-25 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\projects\ITCHP\Adobe\src\062304368.annual_report.1988

Entered By: Sarah Wilson
June 1, 2006

Title: Adobe Annual Report 1989

Author:
Created: 1989
Publisher: Adobe
Donated By: Adobe Systems, Inc.
Filename: doc-447f55dd52f80.pdf (Size: 5.29 MB)
Pages: 35
Cataloguer: 2006-06-01 Sarah Wilson
Copyright: Adobe
Description:
Adobe Annual Report 1989. Statement of operating and financial results.
Accession: 062304369
Dimensions: 11 x 8.5 in.
Color depth: 24 RGB
Digitized: 2006-05-25 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\projects\ITCHP\Adobe\src\062304369.annual_report.1989

Entered By: Sarah Wilson
June 1, 2006

Title: Adobe Annual Report 1990

Author:
Created: 1990
Publisher: Adobe
Donated By: Adobe Systems, Inc.
Filename: doc-447f56a3273ee.pdf (Size: 5.61 MB)
Pages: 42
Cataloguer: 2006-06-01 Sarah Wilson
Copyright: Adobe
Description:
Adobe Annual Report 1990. Statement of operating and financial results.
Accession: 062304370
Dimensions: 11 x 8.5 in.
Color depth: 24 RGB
Digitized: 2006-05-25 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\projects\ITCHP\Adobe\src\062304370.annual_report.1990

Entered By: Sarah Wilson
June 1, 2006

Title: Adobe Annual Report 1991

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

Author:
Created: 1991
Publisher: Adobe
Donated By: Adobe Systems, Inc.
Filename: doc-447f57e899241.pdf (Size: 4.53 MB)
Pages: 36
Cataloguer: 2006-06-01 Sarah Wilson
Copyright: Adobe
Description:
Adobe Annual Report 1991. Statement of operating and financial results.
Accession: 062304371
Dimensions: 12 x 8.5 in.
Color depth: 24 RGB
Digitized: 2006-05-25 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\projects\ITCHP\Adobe\src\062304371.annual_report.1991

Entered By: Sarah Wilson
June 1, 2006

Title: Adobe Type Set, How-To Booklet

Author:
Created: 1991
Publisher: Adobe
Donated By:
Filename: doc-43d6bdf27524f.pdf (Size: 2.88 MB)
Pages: 28
Cataloguer: 2006-01-23 Sarah Wilson
Copyright: Adobe
Description:
Adobe Type Set, How-To Booklet. 1991.
Location: 1401:MS:AA1.2
Box number: A1
Lot number: X3067.2005
Accession: 102640942
Color depth: 24 RGB
Digitized: 2006-01-17 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\resources\text\Adobe\source2640942_typeset_howto.1991

Entered By: Sarah Wilson
January 24, 2006

Title: Adobe Annual Report 1992

Author:
Created: 1992
Publisher: Adobe
Donated By: Adobe Systems, Inc.

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

Filename: doc-447f58fec06f8.pdf (Size: 5.27 MB)
Pages: 52
Cataloguer: 2006-06-01 Sarah Wilson
Copyright: Adobe
Description:
Adobe Annual Report 1992. Statement of operating and financial results.
Accession: 062304372
Dimensions: 11 x 6 in.
Color depth: 24 RGB
Digitized: 2006-05-25 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\projects\ITCHP\Adobe\src\062304372.annual_report.1992

Entered By: Sarah Wilson
June 1, 2006
Related Events

1992 Annual Revenue
Adobe Acrobat Demonstrated at COMDEX
Illustrator 4.0
Premiere 2.0 for Macintosh

Title: Adobe Annual Report 1993

Author:
Created: 1993
Publisher: Adobe
Donated By: Adobe Systems, Inc.
Filename: doc-447f59ed3f711.pdf (Size: 7.29 MB)
Pages: 60
Cataloguer: 2006-06-01 Sarah Wilson
Copyright: Adobe
Description:
Adobe Annual Report 1993. Statement of operating and financial results.
Accession: 062304373
Dimensions: 11 x 6 in.
Color depth: 24 RGB
Digitized: 2006-05-25 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\projects\ITCHP\Adobe\src\062304373.annual_report.1993

Entered By: Sarah Wilson
June 1, 2006
Related Events

1993 Annual Revenue
5,000 Applications Support PostScript

Title: Adobe Annual Report 1994

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

Author:
Created: 1994
Publisher: Adobe
Donated By: Adobe Systems, Inc.
Filename: doc-447f5b94af6d4.pdf (Size: 8.66 MB)
Pages: 73
Cataloguer: 2006-06-01 Sarah Wilson
Copyright: Adobe
Description:
Adobe Annual Report 1994. Statement of operating and financial results.
Accession: 062304374
Dimensions: 11 x 6 in.
Color depth: 24 RGB
Digitized: 2006-05-25 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\projects\ITCHP\Adobe\src\062304374.annual_report.1994

Entered By: Sarah Wilson
June 1, 2006

Title: Adobe Annual Report 1995

Author:
Created: 1995
Publisher: Adobe
Donated By: Adobe Systems, Inc.
Filename: doc-447f5daea1f34.pdf (Size: 12.80 MB)
Pages: 72
Cataloguer: 2006-06-01 Sarah Wilson
Copyright: Adobe
Description:
Adobe Annual Report 1995. Statement of operating and financial results.
Accession: 062304375
Dimensions: 12 x 8.5 in.
Color depth: 24 RGB
Digitized: 2006-05-25 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\projects\ITCHP\Adobe\src\062304375.annual_report.1995

Entered By: Sarah Wilson
June 1, 2006

Title: Adobe Print Publishing Guide

Author:
Created: 1995
Publisher: Adobe
Donated By:
Filename: doc-43d6c64b88ad5.pdf (Size: 10.03 MB)
Pages: 81

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

Cataloguer: 2006-01-23 Sarah Wilson
Copyright: Adobe
Description:
Adobe Print Publishing Guide. 1995.
Location: 1401:MS:AA1.2
Box number: A1
Lot number: X3067.2005
Accession: 102640950
Dimensions: 8.5 x 7.5 in.
Color depth: 24 RGB
Digitized: 2006-01-17 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\resources\text\Adobe\source\102640950_printpublishing_guide.1995

Entered By: Sarah Wilson
January 24, 2006

Title: Adobe Annual Report 1996

Author:
Created: 1996
Publisher: Adobe
Donated By: Adobe Systems, Inc.
Filename: doc-447f5f63ce617.pdf (Size: 8.29 MB)
Pages: 58
Cataloguer: 2006-06-01 Sarah Wilson
Copyright: Adobe
Description:
Adobe Annual Report 1996. Statement of operating and financial results.
Accession: 062304376
Dimensions: 11.5 x 9 in.
Color depth: 24 RGB
Digitized: 2006-05-25 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\projects\ITCHP\Adobe\src\062304376.annual_report.1996

Entered By: Sarah Wilson
June 1, 2006

Title: Adobe Annual Report 1997

Author:
Created: 1997
Publisher: Adobe
Donated By: Adobe Systems, Inc.
Filename: doc-447f60c45ee8e.pdf (Size: 11.95 MB)
Pages: 78
Cataloguer: 2006-06-01 Sarah Wilson
Copyright: Adobe
Description:

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

Adobe Annual Report 1997. Statement of operating and financial results.

Accession: 062304377

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB

Digitized: 2006-05-25 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\projects\ITCHP\Adobe\src\062304377.annual_report.1997

Entered By: Sarah Wilson

June 1, 2006

Title: Adobe Annual Report 1998

Author:

Created: 1998

Publisher: Adobe

Donated By: Adobe Systems, Inc.

Filename: doc-4484b0750b4e8.pdf (Size: 10.25 MB)

Pages: 80

Cataloguer: 2006-06-01 Sarah Wilson

Copyright: Adobe

Description:

Adobe Annual Report 1998. Statement of operating and financial results.

Accession: 062304378

Dimensions: 8.5 x 11 in.

Color depth: 24 RGB

Digitized: 2006-05-25 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\projects\ITCHP\Adobe\src\062304378.annual_report.1998

Entered By: Sarah Wilson

June 5, 2006

Title: Adobe Annual Report 1999

Author:

Created: 1999

Publisher: Adobe

Donated By: Adobe Systems, Inc.

Filename: doc-4484b1e11f1db.pdf (Size: 10.81 MB)

Pages: 84

Cataloguer: 2006-06-01 Sarah Wilson

Copyright: Adobe

Description:

Adobe Annual Report 1999. Statement of operating and financial results.

Accession: 062304379

Dimensions: 12 x 7 in.

Color depth: 24 RGB

Digitized: 2006-05-25 Sarah Wilson

Device: Epson Expression 10000 XL

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\projects\ITCHP\Adobe\src\062304379.annual_report.1999

Entered By: Sarah Wilson
June 5, 2006

Title: Adobe Systems - The Founders' Perspective

Author:
Created: November 12, 2002
Publisher: Adobe
Donated By:
Filename: doc-44249e725d2ff.pdf (Size: 99 KB)
Pages: 19
Cataloguer: 2006-03-24 Sarah Wilson
Copyright: Computer History Museum
Description:
Transcript of a panel discussion between Charles M. Geschke and John Warnock held at the Computer History Museum on November 12, 2002 about the founding of Adobe Systems. The discussion was moderated by Bernard L. Peuto.
Accession: 062304109
Dimensions: 11 x 8.5 in.
Notes: Suzanne Crocker source of this Word doc. Nothing was scanned; Sarah Wilson made into PDF and posted here.
Scan location:
\\Archive\resources\text\Adobe

Entered By: Sarah Wilson
March 24, 2006
Related Events

Apple develops first LaserWriter prototype.
Desktop Publishing Revolution Begins
First PostScript Image Setter
PhotoShop 2.0
PhotoShop Licensed by Adobe

Title: Adobe History Timeline

Author:
Created: 2004
Publisher: Adobe Systems
Donated By: Adobe Systems, Inc. (downloaded from Adobe website)
Filename: doc-435e92fc0c2a0.pdf (Size: 48 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Timeline of Adobe History created by Adobe Systems

Entered By: Suzanne Crocker
October 25, 2005
Related Events

First PostScript Image Setter

References

Title:

http://www.adobepress.com/content/images/0321115643/excerpts/0321115643_pp23-29.pdf

Author: Pamela Pfiffner

Created: 2003

Publisher: Peachpit Press

Cataloguer:

Copyright:

Reference:

This links to a PDF file of the chapter entitled "Creating Adobe Systems" from Inside the Publishing Revolution: The Adobe Story by Pamela Pfiffner.

Entered By: Suzanne Crocker

April 26, 2006

Title: Inside the Publishing Revolution: The Adobe Story

Author: Pamela Pfiffner

Created: 2003

Publisher: Peachpit Press

Cataloguer:

Copyright:

Reference:

Pfiffner, Pamela. "Inside the Publishing Revolution: The Adobe Story." Peachpit Press, Berkeley, 2003.

Entered By: Suzanne Crocker

October 25, 2005

Related Events

1984 Revenue

1985 Revenue

1986 Annual Revenue

1987 Annual Revenue

1988 Annual Revenue

1989 Annual Revenue

1990 Annual Revenue

1991 Annual Revenue

1992 Annual Revenue

1993 Annual Revenue

1994 Annual Revenue

Acquisition of Emerald City

Acquisition of OCR Systems and Nonlinear Technologies

Acrobat 1.0 Released

Acrobat 2.0

Adobe acquires Aldus Corporation

Adobe Acquires Ceneca Communications

Adobe Enters Licensing agreement with Linotype

Adobe Enters Video Image-editing Market

Adobe relocates to Palo Alto

Adobe Sells Type Library on Hard Disk

Adobe Systems Founded

**Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector**

Adobe Type Library
Adobe Type Manager 2.0
Adobe Type Manager 3.0
Adobe Type Manager Released
After Effects 1.0
Annual Revenue
Apple develops first LaserWriter prototype.
Apple Macintosh Introduced
Applications Business Overtakes Systems Business
Desktop Publishing Revolution Begins
Dimensions 1.0
First Design Invitational
First Adobe office on Marine Way in Mountain View
First Color PostScript Printer
First Commercial Typeface Created in PostScript
First OEM contract
First PostScript Printer
Frame Technology Corp. Acquired
IBM and HP License PostScript
Illustrator 1.0
Illustrator 4.0
Illustrator 5.0
Illustrator 5.5
Illustrator 88 Released
Illustrator for Windows
Initial Public Offering
LaserWriter Plus Shipped
Move to Charleston Road
Multiple Masters Font Format
PhotoShop 2.0
PhotoShop 2.5 for Windows
PhotoShop 3.0
PhotoShop Launched
PhotoShop Licensed by Adobe
PostScript becomes Open Standard
PostScript Developed
PostScript Level 1 Released.
PostScript Level 2
PostScript Type 1 Specifications Published
PostScript Type-Creation Tools
Premiere 3.0 (Macintosh) and 1.0 Windows
Premiere 4.0
Streamline 2.0
Streamline 3.0

Discussions

There are no discussions for this company in the collection

Aldus

Company Details

Name: Aldus
Sector: [Desktop Publishing](#)

Description

Aldus Corporation was founded in 1984 by Paul Brainerd with the idea of creating a microcomputer-based newspaper pagination system. Instead, the product turned out to be Pagemaker software for Apple Macintosh users to combine text and graphics in page layouts; this was the "killer app" that took advantage of the Mac's graphical user interface, Adobe PostScript's printing capabilities and the Apple LaserWriter printer. When these products came together in 1985, the desktop publishing revolution was launched. Aldus went on to develop many successful software products used by business and creative professionals to communicate information and ideas before the company was acquired by Adobe in 1994.

Facilitators Suzanne Crocker

Statistics

Contributors (0), Events (39), Stories (0), Documents (25), References (2), Discussions (0 threads, 0 posts)

Entered By: Luanne Johnson
July 26, 2005

Contributors

Contributor Suzanne Crocker

Date Joined November 2005

Job Description

Suzanne Crocker was a company facilitator for Aldus.

Date Left October 2007

Statistics

Documents (2) , References (2)

Date Entered November 25, 2005

Timeline

1984

Milestones

[Aldus Corporation Founded \(1984\)](#)

Aldus Corporation is founded by Paul Brainerd in Seattle, WA in February of 1984.

Related Documents
Aldus 1988 Annual Report

[Brainerd Introduced to Macintosh and LaserWriter \(1984\)](#)

Publishing Consultant Jonathan Seybold introduces Brainerd to Apple product managers for the Macintosh and the yet-to-be launched PostScript-enabled LaserWriter.

Related References
Inside The Publishing Revolution

1985

Milestones

[Creation of Desktop Publishing \(1985\)](#)

PageMaker software coming together with the Macintosh GUI and Adobe PostScript-enabled laser printing creates "desktop publishing," a term coined by Paul Brainerd.

Related References
Inside The Publishing Revolution

Financial Data

[1985 Annual Revenue \(1985\)](#)

Aldus annual revenue for 1985 was \$ 2,234,000.

Related Documents
Aldus 1988 Annual Report

Products

[PageMaker Released \(July 1985\)](#)

PageMaker software for page layout of text and graphics on the Macintosh is released in July.

Related References
Inside The Publishing Revolution

1986

Financial Data

[1986 Annual Revenue \(1986\)](#)

Revenue for 1986 was \$11,136,000

Related Documents
Aldus 1988 Annual Report

Technology

[Desktop Publishing Gets TIFF Format \(1986\)](#)

Aldus creates Tagged Image File Format (TIFF) to use with PostScript printing; TIFF becomes the DTP graphics standard for storing raster images including photos and line art.

Related References
Inside The Publishing Revolution

1987

Financial Data

[Aldus IPO \(1987\)](#)

Aldus' initial public offering completed in June 1987.

Related Documents
Aldus 1988 Annual Report

[1987 Annual Revenue \(1987\)](#)

Annual Revenue for 1987 was \$ 39,542,000.

Related Documents
Aldus 1988 Annual Report

Products

[PageMaker for Windows \(1987\)](#)

PageMaker 1.0 for Windows released; PageMaker 2.0 for Macintosh released.

Related Documents
Aldus 1988 Annual Report

1988

Financial Data

[1988 Annual Revenue. \(1988\)](#)

Revenue for 1988 was \$ 79,054,000.

Related Documents
Aldus 1988 Annual Report

Stories

There are no stories for this company in the collection

Documents

Title: Aldus Corporation - Text and Graphics Software Systems

Author:

Created: May 18, 1984

Publisher: Aldus Corporation

Donated By: Paul Brainerd

Filename: doc-451adea8c0f89.pdf (Size: 4.52 MB)

Pages: 88

Cataloguer: 2006-09-27 Sarah Wilson

Copyright: Aldus Corporation

Description:

Aldus document layout system - functional specification - version 0.1

Lot number: X3611.2007

Accession: 102659352

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB, 1 bitonal

Digitized: 2006-09-11 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Aldus\src\102659352.text_graphics_software.1984

Entered By: Sarah Wilson

September 27, 2006

Title: The Desktop Publisher

Author:

Created: July 1986

Publisher: Aldus Corporation

Donated By: Paul Brainerd

Filename: doc-451467b319315.pdf (Size: 509 KB)

Pages: 4

Cataloguer: 2006-09-22 Sarah Wilson

Copyright: Aldus Corporation

Description:

Newsletter from July/August 1986

Lot number: X3611.2007

Accession: 102659364

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB

Digitized: 2006-09-04 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Aldus\src\102659364.desktop_publisher.1986

Entered By: Sarah Wilson

September 22, 2006

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

Title: Aldus Annual Report 1987

Author:

Created: 1987

Publisher: Aldus Corporation

Donated By: Paul Brainerd

Filename: doc-45142b5142407.pdf (Size: 3.05 MB)

Pages: 32

Cataloguer: 2006-09-22 Sarah Wilson

Copyright: Aldus Corporation

Description:

Aldus annual report 1987. Statement of operating and financial results.

Lot number: X3611.2007

Accession: 102659354

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB, 1 bitonal

Digitized: 2006-09-04 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Aldus\src\102659354.annual_report.1987

Entered By: Sarah Wilson

September 22, 2006

Title: Designs for Business Communications

Author:

Created: 1987

Publisher: Aldus Corporation

Donated By: Paul Brainerd

Filename: doc-45146426d3f0a.pdf (Size: 19.17 MB)

Pages: 154

Cataloguer: 2006-09-22 Sarah Wilson

Copyright: Aldus Corporation

Description:

Spiral book titled "Designs for Business Communications"

Lot number: X3611.2007

Accession: 102659347

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB, 1 bitonal

Digitized: 2006-09-04 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Aldus\src\102659347.designs_business_communications.1987

Entered By: Sarah Wilson

September 22, 2006

Title: Introducing Aldus PageMaker

Author:

Created: 1987

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

Publisher: Aldus Corporation
Donated By: Paul Brainerd
Filename: doc-4514746c678a3.pdf (Size: 870 KB)
Pages: 4
Cataloguer: 2006-09-22 Sarah Wilson
Copyright: Aldus Corporation
Description:
Promotional material for Aldus PageMaker
Lot number: X3611.2007
Accession: 102659353
Dimensions: 16 x 11 in.
Color depth: 24 RGB
Digitized: 2006-09-04 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\resources\text\Aldus\src\102659353.introducing_pagemaker.1987

Entered By: Sarah Wilson
September 22, 2006

Title: PageMaker Marketing Handbook

Author:
Created: 1987
Publisher: Aldus Corporation
Donated By: Paul Brainerd
Filename: doc-451aa99da6292.pdf (Size: 2.59 MB)
Pages: 60
Cataloguer: 2006-09-27 Sarah Wilson
Copyright: Aldus Corporation
Description:
Booklet; subtitled "Excerpts from the PageMaker Information Center"
Lot number: X3611.2007
Accession: 102659351
Dimensions: 11 x 8.5 in.
Color depth: 24 RGB, 1 bitonal
Digitized: 2006-09-11 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\resources\text\Aldus\src\102659351.pagemaker_marketing_handbook.1987

Entered By: Sarah Wilson
September 27, 2006

Title: The Aldus Guide to Basic Design

Author: Roger Parker
Created: 1987
Publisher: Aldus Corporation
Donated By: Paul Brainerd
Filename: doc-4514728fc5c1b.pdf (Size: 2.60 MB)
Pages: 76

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

Cataloguer: 2006-09-22 Sarah Wilson
Copyright: Aldus Corporation
Description:
Booklet titled "The Aldus Guide to Basic Design"
Lot number: X3611.2007
Accession: 102659363
Dimensions: 8.5 x 5.5 in.
Color depth: 24 RGB, 1 bitonal
Digitized: 2006-09-04 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\resources\text\Aldus\src\102659363.guide_basic_design.1987

Entered By: Sarah Wilson
September 22, 2006

Title: [Folder containing various Aldus materials, circa 1987]

Author:
Created: 1987 ca.
Publisher: Aldus Corporation
Donated By: Paul Brainerd
Filename: doc-45147104699b6.pdf (Size: 13.53 MB)
Pages: 109
Cataloguer: 2006-09-22 Sarah Wilson
Copyright: Aldus Corporation
Description:
Folder containing various Aldus materials, circa 1987. Articles, promotional materials, etc.
Lot number: X3611.2007
Accession: 102659290
Dimensions: 11 x 8.5 in.
Color depth: 24 RGB, 1 bitonal
Digitized: 2006-09-04 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\resources\text\Aldus\src\102659290.folder.1987

Entered By: Sarah Wilson
September 22, 2006

Title: Aldus 1988 Annual Report

Author:
Created: December 31, 1988
Publisher:
Donated By:
Filename: doc-4429dea2511f2.pdf (Size: 7.42 MB)
Pages:
Cataloguer:
Copyright:
Description:
Aldus Annual report for 1988

Entered By: Suzanne Crocker
March 28, 2006

Title: Aldus Annual Report 1989

Author:
Created: 1989
Publisher: Aldus Corporation
Donated By: Paul Brainerd
Filename: doc-45142c50b354a.pdf (Size: 6.66 MB)
Pages: 35
Cataloguer: 2006-09-22 Sarah Wilson
Copyright: Aldus Corporation
Description:
Aldus annual report 1989. Statement of operating and financial results.
Lot number: X3611.2007
Accession: 102659355
Dimensions: 11 x 8.5 in.
Color depth: 24 RGB
Digitized: 2006-09-04 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\resources\text\Aldus\src\102659355.annual_report.1989

Entered By: Sarah Wilson
September 22, 2006
Related Events

1989 Annual Revenue
400,000 Units of Pagemaker Shipped
OPI Introduced
Persuasion 2.0

Title: Desktop Publishing Design

Author: Ronnie - Don Shushan - Wright
Created: 1989
Publisher: Microsoft Press
Donated By: Paul Brainerd
Filename: doc-45146b3595b42.pdf (Size: 561 KB)
Pages: 10
Cataloguer: 2006-09-22 Sarah Wilson
Copyright: Microsoft Press
Description:
Cover & table of contents of a 384-page book titled "Desktop Publishing Design - Blueprints for page layout using Aldus PageMaker on IBM and Macintosh computers - Includes hands-on projects" by Ronnie Shushan and Don Wright
Lot number: X3611.2007
Accession: 102659367
Dimensions: 11 x 8.5 in.
Color depth: 24 RGB, 1 bitonal
Digitized: 2006-09-04 Sarah Wilson
Device: Epson Expression 10000 XL

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\resources\text\Aldus\src\102659367.desktop_publishing_design.1989

Entered By: Sarah Wilson
September 22, 2006

Title: Desktop Publishing Design

Author: Ronnie - Don Shushan - Wright
Created: 1989
Publisher: Microsoft Press
Donated By: Paul Brainerd
Filename: doc-45146b3595b42.pdf (Size: 561 KB)
Pages: 10

Cataloguer: 2006-09-22 Sarah Wilson
Copyright: Microsoft Press

Description:

Cover & table of contents of a 384-page book titled "Desktop Publishing Design - Blueprints for page layout using Aldus PageMaker on IBM and Macintosh computers - Includes hands-on projects" by Ronnie Shushan and Don Wright

Lot number: X3611.2007

Accession: 102659367

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB, 1 bitonal

Digitized: 2006-09-04 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Aldus\src\102659367.desktop_publishing_design.1989

Entered By: Sarah Wilson
September 22, 2006

Title: Aldus Annual Report 1990

Author:
Created: 1990
Publisher: Aldus Corporation
Donated By: Paul Brainerd
Filename: doc-45145c5c77538.pdf (Size: 7.12 MB)
Pages: 52

Cataloguer: 2006-09-22 Sarah Wilson

Copyright: Aldus Corporation

Description:

Aldus annual report 1990. Statement of operating and financial results.

Lot number: X3611.2007

Accession: 102659357

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB

Digitized: 2006-09-04 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

Scan location:

\\Archive\resources\text\Aldus\src\102659357.annual_report.1990

Entered By: Sarah Wilson

September 22, 2006

Related Events

1990 Annual Revenue

Aldus Acquires Silicon Beach

Multiple Software Releases

PageMaker Releases

Title: Real World PageMaker 4

Author: Kvern - Roth Olav Martin - Stephen

Created: 1990

Publisher: Bantam Books

Donated By: Paul Brainerd

Filename: doc-451ab0b47f19f.pdf (Size: 1.08 MB)

Pages: 32

Cataloguer: 2006-09-27 Sarah Wilson

Copyright:

Description:

Cover & table of contents of a 381-page book titled "Real World PageMaker 4 - Industrial Strength Techniques - Macintosh Edition" by Olav Martin Kvern and Stephen Roth

Lot number: X3611.2007

Accession: 102659366

Dimensions: 9 x 8 in.

Color depth: 24 RGB, 1 bitonal

Digitized: 2006-09-11 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Aldus\src\102659366.real_world_pagemaker_4.1990

Entered By: Sarah Wilson

September 27, 2006

Title: Aldus Core Values

Author:

Created: 1990 ca.

Publisher: Aldus Corporation

Donated By: Paul Brainerd

Filename: doc-451461f43a641.pdf (Size: 34 KB)

Pages: 1

Cataloguer: 2006-09-22 Sarah Wilson

Copyright: Aldus Corporation

Description:

List of Aldus' core values.

Lot number: X3611.2007

Accession: 102659348

Dimensions: 11 x 8.5 in.

Color depth: 1 bitonal

Digitized: 2006-09-04 Sarah Wilson

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\resources\text\Aldus\src

Entered By: Sarah Wilson
September 22, 2006

Title: Publish It Yourself

Author:
Created: 1990 ca.
Publisher: Aldus Corporation
Donated By: Paul Brainerd
Filename: doc-451aae9ac01b3.pdf (Size: 881 KB)
Pages: 10
Cataloguer: 2006-09-27 Sarah Wilson
Copyright: Aldus Corporation
Description:
Booklet; subtitled "It used to take several weeks and thousands of dollars to produce a brochure like this. Now there's a better way--with Microsoft Word and Aldus PageMaker."
Lot number: X3611.2007
Accession: 102659349
Dimensions: 8.5 x 6 in.
Color depth: 24 RGB
Digitized: 2006-09-11 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\resources\text\Aldus\src\102659349.publish_yourself.1990

Entered By: Sarah Wilson
September 27, 2006

Title: [Three photographs of Paul Brainerd, et al.]

Author:
Created: 1990 ca.
Publisher:
Donated By: Paul Brainerd
Filename: doc-451aad25300fb.pdf (Size: 142 KB)
Pages: 3
Cataloguer: 2006-09-27 Sarah Wilson
Copyright:
Description:
Three photographs of Paul Brainerd, et al.
Lot number: X3611.2007
Accession: 102659346
Dimensions: 5 x 5 in.
Color depth: 24 RGB
Digitized: 2006-09-11 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

Scan location:

\\Archive\resources\text\Aldus\src\102659346.photos.1990

Entered By: Sarah Wilson
September 27, 2006

Title: [Letter to Shareholders, 1990]

Author: Paul Brainerd

Created: April 6, 1990

Publisher:

Donated By: Paul Brainerd

Filename: doc-451ac278c7287.pdf (Size: 339 KB)

Pages: 9

Cataloguer: 2006-09-27 Sarah Wilson

Copyright: Aldus Corporation

Description:

Letter to Shareholders, from Paul Brainerd, 1990.

Lot number: X3611.2007

Accession: 102659356

Dimensions: 11 x 8.5 in.

Color depth: 1 bitonal

Digitized: 2006-09-11 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Aldus\src\102659356.shareholder_letter.1990

Entered By: Sarah Wilson
September 27, 2006

Title: Aldus Annual Report 1991

Author:

Created: 1991

Publisher: Aldus Corporation

Donated By: Paul Brainerd

Filename: doc-45145dc38db94.pdf (Size: 6.36 MB)

Pages: 49

Cataloguer: 2006-09-22 Sarah Wilson

Copyright: Aldus Corporation

Description:

Aldus annual report 1991. Statement of operating and financial results.

Lot number: X3611.2007

Accession: 102659359

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB

Digitized: 2006-09-04 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Aldus\src\102659359.annual_report.1991

Entered By: Sarah Wilson

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

September 22, 2006

Title: Aldus Annual Report 1992

Author:

Created: 1992

Publisher: Aldus Corporation

Donated By: Paul Brainerd

Filename: doc-45145f55a7c19.pdf (Size: 5.30 MB)

Pages: 49

Cataloguer: 2006-09-22 Sarah Wilson

Copyright: Aldus Corporation

Description:

Aldus annual report 1992. Statement of operating and financial results.

Lot number: X3611.2007

Accession: 102659360

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB

Digitized: 2006-09-04 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Aldus\src\102659360.annual_report.1992

Entered By: Sarah Wilson

September 22, 2006

Title: [Letter to Shareholders, 1992]

Author: Paul Brainerd

Created: March 20, 1992

Publisher: Aldus Corporation

Donated By: Paul Brainerd

Filename: doc-451acf2a55696.pdf (Size: 930 KB)

Pages: 20

Cataloguer: 2006-09-27 Sarah Wilson

Copyright: Aldus Corporation

Description:

Letter to Shareholders, from Paul Brainerd, 1992.

Lot number: X3611.2007

Accession: 102659358

Dimensions: 11 x 8.5 in.

Color depth: 1 bitonal

Digitized: 2006-09-11 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Aldus\src\102659358.shareholder_letter.1992

Entered By: Sarah Wilson

September 27, 2006

Title: 70 Ways that Aldus PageMaker 5.0 beats QuarkXPress 3.2

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

Author:
Created: 1993
Publisher: Aldus
Donated By: Paul Brainerd
Filename: doc-4511a4ab05928.pdf (Size: 2.01 MB)
Pages: 12
Cataloguer: 2006-09-20 Sarah Wilson
Copyright: Aldus
Description:
Booklet describing 70 Ways that Aldus PageMaker 5.0 beats QuarkXPress 3.2
Lot number: X3611.2007
Accession: 102659350
Dimensions: 11 x 8.5 in.
Color depth: 8 grayscale
Digitized: 2006-08-28 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\resources\text\Aldus\src\102659350.70_ways_pagemaker.1993

Entered By: Sarah Wilson
September 20, 2006

Title: Aldus Annual Report 1993

Author:
Created: 1993
Publisher: Aldus Corporation
Donated By: Paul Brainerd
Filename: doc-451460a3ea854.pdf (Size: 3.65 MB)
Pages: 45
Cataloguer: 2006-09-22 Sarah Wilson
Copyright: Aldus Corporation
Description:
Aldus annual report 1993. Statement of operating and financial results.
Lot number: X3611.2007
Accession: 102659362
Dimensions: 14 x 8.5 in.
Color depth: 24 RGB, 1 bitonal
Digitized: 2006-09-04 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\resources\text\Aldus\src\102659362.annual_report.1993

Entered By: Sarah Wilson
September 22, 2006
Related Events

Acquisition of After Hours Software
Acquisition of The Company of Science & Art
Aldus TrapWise Released
Annual Revenue
PageMaker 5.0 Released

Title: [Letter to Shareholders, 1993]

Author: Paul Brainerd

Created: March 19, 1993

Publisher: Aldus Corporation

Donated By: Paul Brainerd

Filename: doc-451ad0098d3c5.pdf (Size: 1.06 MB)

Pages: 24

Cataloguer: 2006-09-27 Sarah Wilson

Copyright: Aldus Corporation

Description:

Letter to Shareholders, from Paul Brainerd, 1993.

Lot number: X3611.2007

Accession: 102659361

Dimensions: 11 x 8.5 in.

Color depth: 1 bitonal

Digitized: 2006-09-11 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Aldus\src\102659361.shareholder_letter.1993

Entered By: Sarah Wilson

September 27, 2006

Title: T3 Promotion Perception [email]

Author:

Created: June 16, 1994

Publisher:

Donated By: Paul Brainerd

Filename: doc-45146d726d83f.pdf (Size: 60 KB)

Pages: 2

Cataloguer: 2006-09-22 Sarah Wilson

Copyright:

Description:

Email from Paul Brainerd to Chuck Geschke titled, "T3 Promotion Perception"

Lot number: X3611.2007

Accession: 102659345

Dimensions: 11 x 8.5 in.

Color depth: 1 bitonal

Digitized: 2006-09-04 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Aldus\src\102659345.email_Brainerd.1994

Entered By: Sarah Wilson

September 22, 2006

Title: Paul Brainerd Oral History

Author: Suzanne Crocker

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

Created: May 16, 2006

Publisher:

Donated By:

Filename: doc-4558bf9ca0f0.pdf (Size: 86 KB)

Pages: 24

Cataloguer:

Copyright:

Description:

In this interview of Paul Brainerd by Suzanne Crocker, conducted by phone on May 16, 2006, he discusses his career beginning in the newspaper business with the Minneapolis Star and Tribune; then with Atex, a company that made terminal-based text-editing and processing systems for large dailies and magazines; and then as the founder and CEO of Aldus Corporation. Aldus was founded in 1984 with its PageMaker software program introduced in July 1985 providing the "killer application" that helped make Apple Macintosh and the LaserWriter successful.

Entered By: Suzanne Crocker
November 13, 2006

References

Title: Inside The Publishing Revolution

Author: Pamela Pfiffner

Created: 2003

Publisher: Peachpit Press

Cataloguer:

Copyright:

Reference:

Pfiffner, Pamela. Inside the Publishing Revolution: The Adobe Story. Berkeley, CA: Peachpit Press, 2003.

Entered By: Suzanne Crocker
March 2, 2006
Related Events

Aldus Acquired by Adobe
Brainerd Introduced to Macintosh and LaserWriter
Creation of Desktop Publishing
Desktop Publishing Gets TIFF Format
PageMaker Released

Title: Paul Brainerd Bio Essay

Author: David Wilma

Created: 2006

Publisher: HistoryLink

Cataloguer:

Copyright:

Reference:

HistoryLink.org, The Online Encyclopedia of Washington State History.
http://www.historylink.org/essays/output.cfm?file_id=7657

Entered By: Suzanne Crocker
March 2, 2006

Discussions

There are no discussions for this company in the collection

Apple Computer

Company Details

Name: Apple Computer
Sector: [Desktop Publishing](#)

Description

This project addresses events and products in Apple history specific to the desktop publishing industry. The timeline begins in 1979 with initial work on a graphical user interface and WYSIWYG computing that eventually resulted in the Macintosh computer, and MacPaint and MacDraw software. In 1985, Macintosh came together with PostScript laser printing and Aldus Pagemaker software to create desktop publishing.

Facilitators Suzanne Crocker

Statistics

Contributors (3), Events (30), Stories (0), Documents (0), References (5),
Discussions (0 threads, 0 posts)

Entered By: Luanne Johnson
July 26, 2005

Contributors

Contributor johnlord andamo

Date Joined June 21, 2010

Job Description

None

Accomplishments

Student

Date Entered June 22, 2010

Contributor Suzanne Crocker

Date Joined November 2005

Job Description

Suzanne Crocker was a company facilitator for Apple.

Date Left October 2007

Statistics

References (5)

Date Entered November 25, 2005

Contributor John Levy

Date Joined January 1979

Job Description

Hardware architect on the Lisa

Accomplishments

Wrote out a detailed description of the instruction set for a microcoded Pascal engine; led the development of a 1 Mbit/sec local area network, using transformer-coupled, passive tap; produced a 15-lecture series on topics in computers and software for Engineering.

Date Left November 1982

Contributor Steven Schuster

Date Joined April 1988

Job Description

Engineering Quality Manager

Responsible for the quality of all Macintosh desktop software and integration.

Test Manager (Claris)

Responsible for testing and product quality for multiple product lines.

Accomplishments

* Developed a process for better coordination between hardware, OS, and ROM software engineering and quality teams.

* Defined standard approach for schedule estimation.

* Introduced automated testing and developed in-house test tool.

Date Left March 1997

Timeline

1976

Milestones

[Apple History 1976-1993 \(1976\)](#)

For a complete timeline of Apple events from 1976-1993, see the Apple Computer History Weblog at <http://apple.computerhistory.org>. The listing below covers events, products and technologies in Apple history specific to the advent and development of desktop publishing.

Related References
Apple Computer History Weblog

1979

Milestones

[Lisa Project Begins \(July 1979\)](#)

Lisa project begins in July; it is envisioned to be a \$2,000 business computer.

Related References
Revolution in the Valley

[Macintosh Research Project Begins \(September 1979\)](#)

Macintosh research project approved by Apple board in September; Jeff Raskin leads four-person research team.

Related References
Apple Confidential 2.0
Revolution in the Valley

[First Xerox Park Visit \(November 1979\)](#)

Steve Jobs and Bill Atkinson visit Xerox Park labs in November and see demo of a Dorado (faster version of the original Alto personal computer) that had a graphical user interface (GUI), movable overlapping windows, pop up menus, a mouse, local area networking, file servers and innovative software including word processing that displayed WYSIWYG pages, and an art and drawing program.

Related References
Apple Confidential 2.0
Revolution in the Valley

1980

Financial Data

[Apple's Initial Public Offering \(1980\)](#)

Apple sells 4.6 million shares in its initial public offering on December 12, 1980.

Related References
Apple Confidential 2.0
Revolution in the Valley

Products

[Marketing Requirements Document for Lisa \(March 1980\)](#)

A marketing requirements document for Lisa is completed in March; it specified a GUI, a mouse, a local area network, file servers and innovative

software applications.

Related References
Apple Confidential 2.0

[Macintosh Gets 68000 Processor \(1980\)](#)

Macintosh's original 6809E microprocessor is replaced with the more powerful 68000 used by the Lisa.

Related References
Apple Confidential 2.0
Revolution in the Valley

1981

Organization and Management

[Steve Jobs Heads Up Macintosh Project \(1981\)](#)

Steve Jobs takes over the Macintosh project; research project becomes product development effort.

Related References
Revolution in the Valley

Products

[MacSketch Drawing Program \(December 1981\)](#)

SketchPad is adapted for the Mac as MacSketch, an early ancestor of MacPaint software.

Related References
Revolution in the Valley

Technology

[Graphics package developed for Lisa \(1981\)](#)

Bill Atkinson develops LisaGraf, the graphics package that was the foundation of both the Lisa and Macintosh user interface. He also develops SketchPad, a simple bitmap-based drawing program that enabled mouse-based drawing with a selection of paintbrushes and patterns.

Related References
Revolution in the Valley

[LisaGraph Ported to Macintosh \(May 1981\)](#)

LisaGraph and pull-down menu code is ported from Lisa to Macintosh.

Related References
Revolution in the Valley

1982

Milestones

[Macintosh Developers' Documentation \(1982\)](#)

"Inside Macintosh" documentation for third-party developers is published.

Related References
Revolution in the Valley

Products

[QuickDraw for Macintosh \(1982\)](#)

LisaGraph renamed QuickDraw for the Macintosh; bitmap scaling added.

Related References
Revolution in the Valley

[Final Design of Macintosh Digital Board \(August 1982\)](#)

The last of five designs for the Macintosh's digital board is finalized in August; this was essentially what shipped with the first Macintosh in January 1984.

Related References
Revolution in the Valley

Technology

[Intuitive File Management \(1982\)](#)

An icon-based approach to file management created for Lisa; similar file manager called The Finder developed for the Macintosh.

Related References
Revolution in the Valley

1983

Organization and Management

[Lisa and Macintosh Divisions Combined \(November 1983\)](#)

Apple combines the Lisa and Macintosh groups into one division.

Related References
Apple Confidential 2.0
Revolution in the Valley

Products

[Lisa Introduced \(1983\)](#)

Apple introduces the Lisa at \$9,995 including its software applications: LisaWrite, LisaDraw, LisaProfile, LisaCalc, LisaGraph, COBOL.

Related References
Apple Confidential 2.0
Revolution in the Valley
Apple Computer History Weblog

[Apple Licenses Adobe PostScript \(1983\)](#)

Apple arranges to license Adobe's PostScript technology for use in its yet-to-be released 300 dpi laser printer; Apple offers Adobe an advance of \$1.5 million against future PostScript royalties and invests \$2.5 million in Adobe in exchange for 20 percent of the company.

Related References
Inside the Publishing Revolution

[Lisa Sketchpad Program Running on Macintosh \(1983\)](#)

Sketchpad, a bitmap-based drawing program on the Lisa, is adapted to run on the Mac as MacSketch, an early version of MacPaint.

Related References
Revolution in the Valley

[MacPaint is Finished \(October 1983\)](#)

MacPaint, an image-editing program with tool palettes, is essentially finished for bundling with the soon-to-be released Macintosh.

Related References
Revolution in the Valley

1984

Products

[Macintosh and Lisa 2 Introduced \(1984\)](#)

Apple introduces the Lisa 2 at \$3,495 (software unbundled) and the 128K Macintosh at \$2,495 with MacWrite, MacDraw and MacPaint.

Related References
Revolution in the Valley

[LaserWriter Digital Board Completed \(September 1984\)](#)

Digital board for the LaserWriter is completed.

Related References
Revolution in the Valley

[512K Macintosh Introduced \(October 1984\)](#)

Apple introduced Macintosh 512K three months ahead of schedule. Nicknamed "Fat Mac" by users and the press.

Related References
Revolution in the Valley

Apple Computer History Weblog

1985

Milestones

[Aldus Pagemaker Introduced on the Mac \(July 1985\)](#)

With the July introduction of Aldus Pagemaker software running on the Mac and the PostScript LaserWriter printer, the crucial elements come together to create a new industry -- desktop publishing.

Related References

Apple Confidential 2.0

Inside the Publishing Revolution

Marketing and Competition

[Desktop Publishing Promoted as Turnkey Solution \(October 1985\)](#)

Apple packages and promotes Desktop Publishing as a turnkey solution using the Macintosh, LaserWriter and Aldus Pagemaker. Print advertising, direct mail, seminars, authorized DTP dealer training were used to build awareness and educate users on a faster, more impactful, lower-cost way to create reports, presentations, proposals and newsletters.

Related References

Apple Computer History Weblog

Products

[LaserWriter Introduced; MacXL Ships \(1985\)](#)

Apple launches in January its PostScript-equipped LaserWriter printer and introduces the MacXL, a renamed Lisa2 with Mac emulation software.

Related References

Apple Confidential 2.0

Revolution in the Valley

Inside the Publishing Revolution

[Lisa Discontinued \(April 1985\)](#)

In April, Apple discontinues its Lisa computer; installed base of 60,000.

Related References

Apple Confidential 2.0

Revolution in the Valley

1986

Products

[MacPlus and LaserWriter Plus Introduced \(1986\)](#)

The Macintosh Plus at \$2,599 and the LaserWriter Plus at \$6,798 are

introduced at the AppleWorld Conference in San Francisco.

Related References
Apple Computer History Weblog

Technology

[Desktop Publishing Gets TIFF Format \(1986\)](#)

Aldus creates Tagged Image File Format (TIFF) to use with PostScript printing; TIFF becomes the DTP graphics standard for storing raster images including photos and line art.

Related References
Apple Computer History Weblog

1987

Organization and Management

[Apple Forms Claris to Sell Software \(1987\)](#)

Apple forms Claris as a wholly-owned subsidiary to sell software; Claris given the rights to MacWrite, MacDraw, MacPaint, and MacProject

Related References
<http://en.wikipedia.org>

Stories

There are no stories for this company in the collection

Documents

There are no documents for this company in the collection

References

Title: Inside the Publishing Revolution

Author: Pamela Pfiffner

Created: 2003

Publisher: Peachpit Press, Berkeley

Cataloguer:

Copyright:

Reference:

Pfiffner, Pamela. "Inside the Publishing Revolution: The Adobe Story." Peachpit Press, Berkeley, 2003.

Entered By: Suzanne Crocker

December 14, 2005

Related Events

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

Aldus Pagemaker Introduced on the Mac
Apple Licenses Adobe PostScript
LaserWriter Introduced; MacXL Ships

Title: Apple Computer History Weblog

Author:

Created: July 13, 2003

Publisher: Computer History Museum

Cataloguer:

Copyright:

Reference:

This web site was created to capture Apple employees' experiences, anecdotes and stories about key events in Apple's history from 1976 to 1993.

<http://apple.computerhistory.org>

Entered By: Suzanne Crocker

November 29, 2005

Related Events

512K Macintosh Introduced

Apple History 1976-1993

Desktop Publishing Gets TIFF Format

Desktop Publishing Promoted as Turnkey Solution

Lisa Introduced

MacPlus and LaserWriter Plus Introduced

Title: Apple Confidential 2.0

Author: Owen Linzmayer

Created: 2004

Publisher: No Starch Press, San Francisco

Cataloguer:

Copyright:

Reference:

Book written by Owen Linzmayer; begins with the meeting of Wozniak and Jobs in 1971 and covers Apple history through 2003.

Entered By: Suzanne Crocker

November 29, 2005

Related Events

Aldus Pagemaker Introduced on the Mac

Apple's Initial Public Offering

First Xerox Park Visit

LaserWriter Introduced; MacXL Ships

Lisa and Macintosh Divisions Combined

Lisa Discontinued

Lisa Introduced

Macintosh Gets 68000 Processor

Macintosh Research Project Begins

Marketing Requirements Document for Lisa

Title: Revolution in the Valley

Author: Andy Hertzfeld

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Desktop Publishing Sector

Created: 2005

Publisher: O'Reilly Media, Inc., Sebastopol, CA

Cataloguer:

Copyright:

Reference:

This book written by former Apple developer Andy Hertzfeld is a collection of stories by and about Apple employees who helped develop and market the Macintosh. It covers the time span of 1979 through 1985.

Entered By: Suzanne Crocker

November 29, 2005

Related Events

512K Macintosh Introduced

Apple's Initial Public Offering

Final Design of Macintosh Digital Board

First Xerox Park Visit

Graphics package developed for Lisa

Intuitive File Management

LaserWriter Digital Board Completed

LaserWriter Introduced; MacXL Ships

Lisa and Macintosh Divisions Combined

Lisa Discontinued

Lisa Introduced

Lisa Project Begins

Lisa Sketchpad Program Running on Macintosh

LisaGraph Ported to Macintosh

Macintosh Developers' Documentation

Macintosh and Lisa 2 Introduced

Macintosh Gets 68000 Processor

Macintosh Research Project Begins

MacPaint is Finished

MacSketch Drawing Program

QuickDraw for Macintosh

Steve Jobs Heads Up Macintosh Project

Title: <http://en.wikipedia.org>

Author:

Created: March 16, 2005

Publisher: WikiPedia

Cataloguer:

Copyright:

Reference:

This reference provides a link to history of Claris on WikiPedia. Go to main page and search Claris. <http://en.wikipedia.org>

Entered By: Suzanne Crocker

April 6, 2006

Related Events

Apple Forms Claris to Sell Software

Discussions

There are no discussions for this company in the collection