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BYLINE PRODUCT BACKGROUND

Byline, from Ashton-Tate, is an easy-to-use desktop publishing tool for IBM personal computers and compatibles. It allows business professionals to quickly and easily enhance the aesthetic quality of printed output. Byline is designed for the computer user who does not have special knowledge of the graphic arts field and typography.

The product, which has a suggested retail price of \$295, provides users with the look, feel and speed they expect from DOS-based business productivity software. The menus and context-sensitive help lead the user through the process of page design, providing an easy-to-learn and familiar working environment. Displaying changes on the screen is as fast and as easy as recalculating a spreadsheet.

Byline integrates files from leading microcomputer word processors, spreadsheets, databases and graphics products, such as dBASE III PLUS, MultiMate Advantage II and Lotus 1-2-3 worksheets and graphs. In addition, it offers a full-featured text editor with advanced stylistic and table formatting capabilities. Changes made to the original imported word processing document while using Byline are automatically exported back to update the source file. Byline includes a unique dBASE merge feature that enables users to import dBASE III PLUS databases into pre-styled forms for database publishing.

Unlike most desktop publishing products, Byline does not require purchasing and learning additional hardware or software, such as Microsoft Windows, Digital Research GEM, or a mouse.

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The software operates on the IBM Personal Computer and 100 percent compatibles with a minimum of 384K bytes of random access memory (RAM) and requires a CGA, Hercules, Hercules Plus or EGA graphics card.

Byline is expressly designed for the business software user who needs to incorporate multiple text and graphics files from various software packages into reports and presentations. Typical applications include sales and marketing communications documents, database-driven directories, price lists, newsletters, inventory reports and overhead presentations. The template creation capability enables fast and easy construction of reports that require a standardized format.

Page Design Made Easy

To provide maximum design flexibility, Byline breaks pages into elements with each element containing its own "spec sheet." For example, a page containing a text block and a graphic would have two elements -- one for the text and one for the graphic image. Through a split-screen display, users view both the spec sheets and their corresponding page simultaneously. Changes made to the spec sheets are instantly reflected in the page viewed, allowing for quick and efficient modification and experimentation.

Other views available are a full-page and dual-page view, which displays facing pages. All views are "What-You-See-Is-What-You-Get" (WYSIWYG) displays, so the user sees the page as it will be printed, depending on the capacity of the printer.

The spec sheet is accessible through standard IBM navigational keys. An options list reveals the choices available for fields in the spec sheet. Byline also provides a search and replace capability, which allows speedy modification of all the spec sheets in an entire document. Users can position and size elements in two ways, either by specifying its position and dimensions in terms of measurements, such as points, picas, inches or millimeters, or visually, by moving the element on the display page using the keyboard directional keys. Graphic sizing and cropping is also accomplished by either method.

Through the provided camera utility, most graphics-based IBM PC software screens may be imported into Byline. The utility takes a "snapshot" of data displayed on the screen.

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A full-featured text editor, which includes an advanced table handling capability and supports standard features such as type styling, cut, copy, block moves, and search and replace, enables users to conveniently edit or create text without having to leave Byline and return to a word processing program.

Byline provides full document portability, allowing use of a Byline document file across a wide variety of computers and printers. Byline will maintain document design despite differences in individual printers, and the user is assured the page will print to the full capability of the printer.

Design Flexibility

Byline provides comprehensive graphic design capabilities with an easy-to-understand implementation to aid the user who does not have graphic arts experience.

- **Multiple right and left master pages** allow users to plan repeating text and graphics and/or formatting, such as page number position, company logo or address, based on right or left page position.
- **Automated text flow** enables the user to route a file through specified pages. For example, a file may be directed to begin on page two and continue on page five. Byline automatically places the text throughout the document, breaking and continuing it at the appropriate place. Changes made to the governing spec sheet are automatically reflected in the affected pages, providing the user with true document orientation, versus single page orientation.
- **Type sizes** supported range from 8 points to 144 points, providing the user with maximum design flexibility.
- **Type styles** included with the software are Swiss, Times, Courier, and dBASE Elite, a font designed for printing compact data-driven publications. Special characters based on the IBM extended character set, such as bullets, hollow bullets, © and ™ symbols are provided for all fonts.
- **Rules and borders** (lines and boxes) are specified in point sizes and may vary in width.
- **Kerning**, the process of realigning letters to eliminate spaces in certain character pairs such as "To" and "You" is automatic and occurs at print time.
- **Repeating characters** may be used to create special design effects and auto-leaders.

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- **Repeating characters** may be used to create special design effects and auto-leaders.
- **Three levels of headings** may be used in each text element on a page. Automated running headers can also be created easily.

General

Print features include the ability to print a document in its entirety or in individual pages. Users can specify up to four printers when they install Byline.

Byline directly imports and exports files from MultiMate 3.3, MultiMate Advantage 3.6, MultiMate Advantage II, WordPerfect 4.1 and 4.2, WordStar 3.3 and 4.0, XyWrite II and XyWrite III, and ASCII.

Byline directly imports files from dBASE III PLUS, Lotus 1-2-3 and Symphony worksheets and graphs, Mac Paint, PC Paintbrush, PC Paintbrush Plus, Fantasy Art Folders, Publisher's PicturePak for Byline, Windows Paint and images scanned by DEST, Datacopy, Microtek and Hewlett-Packard scanners. Other graphics-based software screens may be imported through the camera utility.

Byline offers a record key/playback function for commonly-used text boilerplate or frequently-used operations. Other features include a DOS window, which provides access to the operating system without quitting or reloading; context-sensitive help; and context-sensitive function keys and prompts.

System Requirements

Byline operates on any microcomputer that supports MS-DOS version 2.0 or higher, including the IBM PC, PC/XT, Personal Computer AT and 100 percent compatibles, as well as 80286 and 80386 microcomputers. The product requires 384K bytes of RAM and two 360K-byte floppy disk drives or one floppy and one hard disk drive, as well as a display adaptor compatible with IBM Color Graphics Adaptor (CGA 640x200), or a Hercules, Hercules Plus, or an Enhanced Graphics Adaptor (EGA 640x350). Future versions of Byline will be available in 3.5-inch disk format to run on the IBM Personal System/2 line of personal computers. A hard disk is required for dBASE import.

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Byline supports a variety of printers including HP LaserJet, HP LaserJet Plus, HP LaserJet II, Apple LaserWriter and others using a PostScript driver. The product also supports many 9- and 24-pin dot matrix printers including Epson LQ and FX, Okidata and IBM ProPrinter.

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