

The Smart Choice

See Inside!
Free PostScript® Font



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PostScript
Software
from Adobe —
The Best Part of a Laser Printer™

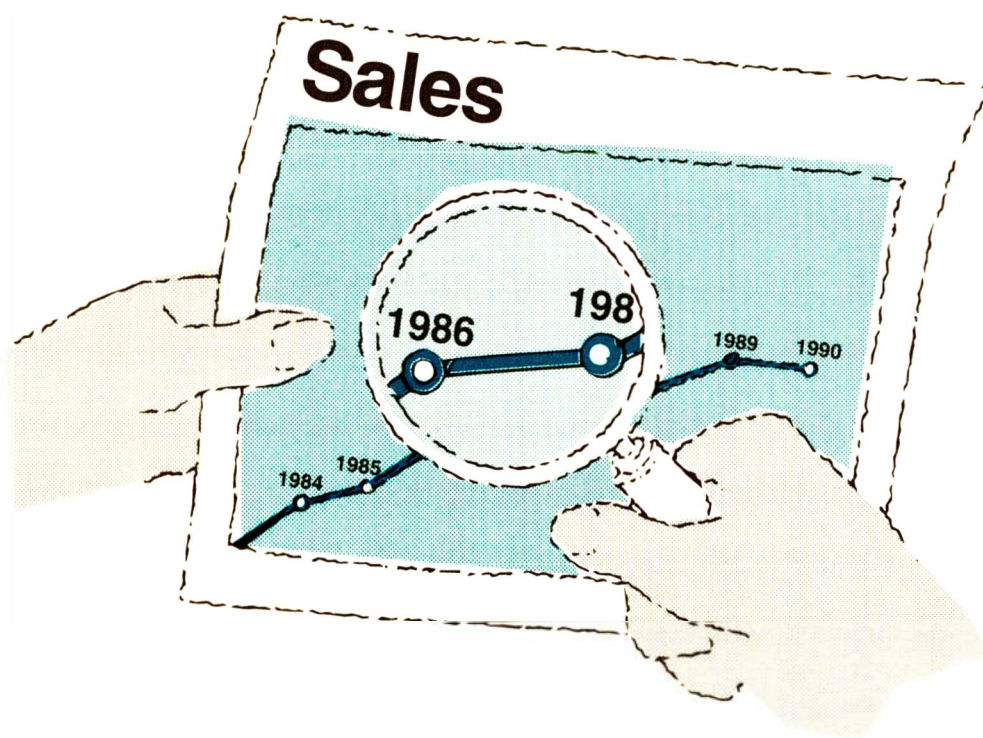
The Smart Choice



Congratulations on choosing a printer that contains PostScript® software from Adobe Systems! ☼ Your new PostScript printer produces the highest-quality output, gives you access to an extensive library of typeset-quality fonts, and connects easily to all your computer systems. It produces documents that let you communicate more powerfully and effectively than ever before. And because PostScript software from Adobe is an industry standard, you can print from the widest possible range of applications. ☼ To help you get the most out of your new printer, we've enclosed this booklet to give you some basic information about the features and benefits of the PostScript software it contains.

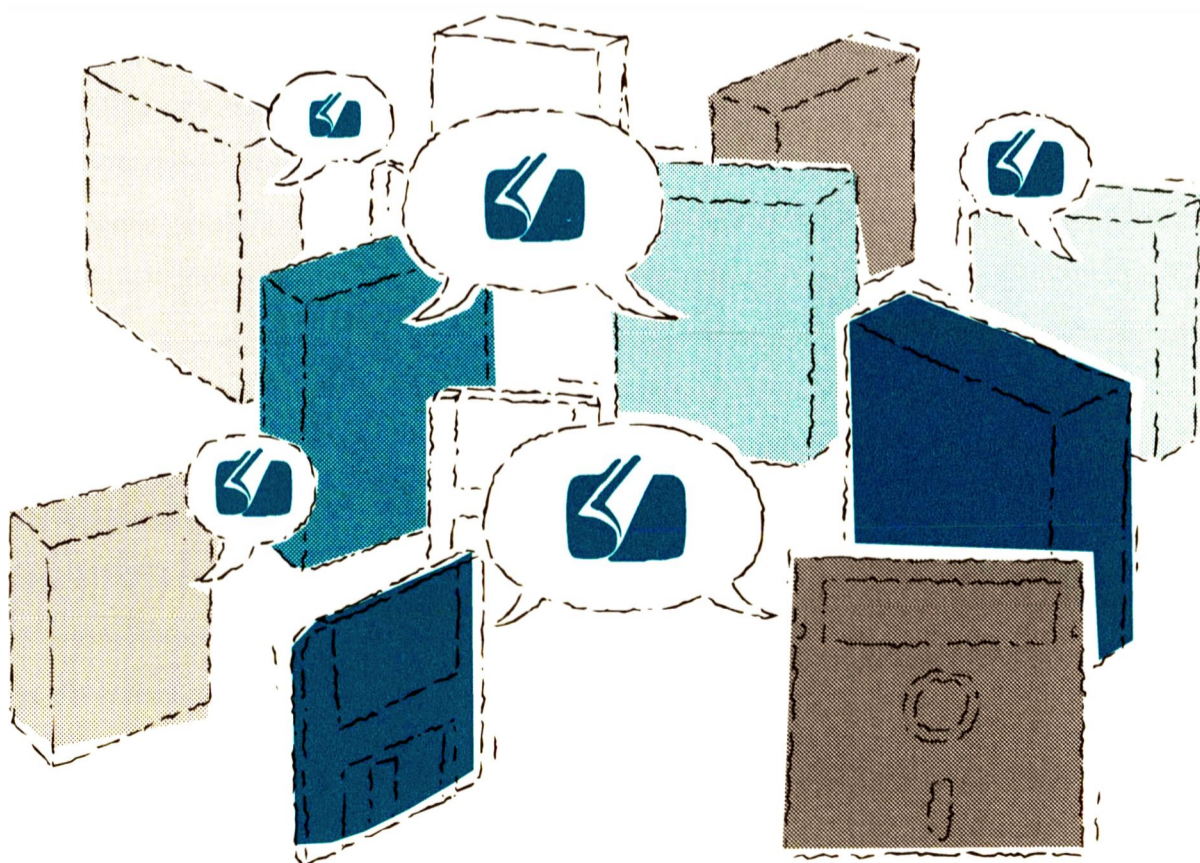
Looking Sharp

Your new PostScript printer will make all your documents look their best. It gives you type that's consistent, legible and sharp, as well as graphics with perfect curves and clean diagonals. And its built-in PostScript software from Adobe enables you to create superior images, either in shades of gray on your black-and-white printer or in full color on your color printer. Whether you're producing a memo, a spreadsheet, an illustration, or a newsletter, the output from your PostScript printer will always look clean, precise and professional. ❁ If you use your printer for proofing before sending documents to higher resolution devices, PostScript language files are the perfect format. You can send them exactly as they are to an imagesetter or film recorder, preserve your layout, and receive output at the highest resolution those devices can produce.



Compatibility—A Given

more than 5,000 software applications speak the PostScript language, including leading programs for the IBM PC and Apple Macintosh®. Programs for word processing, spreadsheets, databases, graphics, publishing and CAD all communicate perfectly with your new printer. So does a wide range of software for UNIX® workstations, minicomputers and mainframes. Now that you own a PostScript printer, you don't need to worry about whether or not your applications—current or future—will be compatible with your printer. They will be.



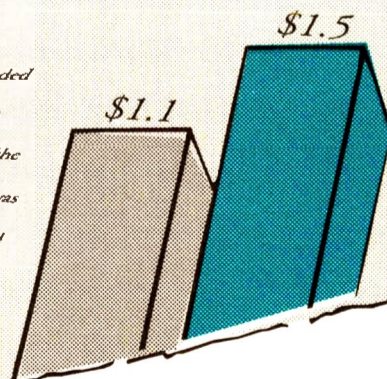
Type for Every Purpose



Whether you're an expert or a novice when it comes to typefaces (or fonts), you'll find owning a PostScript printer gives you access to a whole new world of quality type. ☼ You can use type to make your written communications more effective—to call attention, draw distinctions, convey an impression and make documents legible and attractive. Type is also “the voice of the printed page,” and if you want your words to whisper, shout, be friendly or be formal, type can help you do it. ☼ PostScript printers come with a built-in collection of genuine Adobe font

Consolidated Earnings FOR FOURTH QUARTER

Revenue for the fourth quarter ended December 2, 1990 was \$37,181,000 up 46% from the \$25,539,000 reported in the third quarter of fiscal 1989. Net income was \$10,142,000, an increase of 45% compared to the \$6,985,000 reported in fiscal 1989. Earnings per common share were \$.60 for the quarter compared to \$.32 last quarter.



Royalties

CMFG continued to be its share of the Company's fiscal 1987 to 33% in fiscal 1988. One additional customer accounted for a relatively modest size in fiscal 1989. CMFG will be a growing source for future

HiD
CORPORATION

1048 East 40th St. Mountain View California 94035

July 14, 1990

Argress Corporation
19583 Shelton Avenue
Dublin, California
94583

HiD
CORPORATION

Employment Reimbursement Voucher

	Date	Date	Date	Date
Car				
Rental				
Parking				

**Free
PostScript® Font
Offer Inside!**

Save \$\$\$

Get an Adobe® Typeface FREE!

Just complete and mail this registration form. You'll receive your free typeface, *Brush Script*, in 4 to 6 weeks.

Name _____

Company Name _____

Title _____

Company Address _____

Phone Number _____

Disk Format

☐ Apple® Macintosh® ☐ IBM® PC or compatible ☐ 5¼" ☐ 3½"

Place of Purchase

☐ Manufacturer ☐ Other _____
☐ Computer Retail Store ☐ Don't know
☐ VAR

What PostScript product did you purchase? _____

Manufacturer _____ Model _____

Did you specify the purchase? ☐ yes ☐ no

If not, who did?

☐ MIS Director ☐ Corporate Purchasing
☐ Department PC specialist ☐ Other _____
☐ VAR ☐ Don't know

Which application do you use most often?

☐ Word processing ☐ Graphics
☐ Spreadsheet ☐ CAD
☐ Database management ☐ Other _____
☐ Page layout _____

What computers will be connected to the printer? (Check all that apply)

☐ IBM PC or compatible with MS-DOS® ☐ UNIX® workstation
☐ IBM PC or compatible with Windows™ ☐ Minicomputer
☐ IBM PC or compatible with OS/2® ☐ Mainframe computer
☐ Apple Macintosh ☐ Other _____

What type of network are you on?

- | | |
|--------------------------------------|----------------------------------|
| <input type="radio"/> Novell | <input type="radio"/> Token Ring |
| <input type="radio"/> 3COM | <input type="radio"/> Other_____ |
| <input type="radio"/> AppleTalk® | <input type="radio"/> None |
| <input type="radio"/> Ethernet | <input type="radio"/> Unknown |
| <input type="radio"/> Banyan Systems | |

Reasons for buying a PostScript printer (check top two)

- | | |
|--|---|
| <input type="radio"/> Quality of output | <input type="radio"/> Cost |
| <input type="radio"/> Access to Adobe Type Library | <input type="radio"/> As proofing device for higher resolution jobs |
| <input type="radio"/> Ability to network | <input type="radio"/> Other_____ |
| <input type="radio"/> Application compatibility | <input type="radio"/> Did not specify the purchase |
| <input type="radio"/> Corporate standard | |
| <input type="radio"/> PostScript language file portability | |

How many PostScript printers are there at your location?

- | | |
|----------------------------|-------------------------------|
| <input type="radio"/> 1 | <input type="radio"/> 11-25 |
| <input type="radio"/> 2-5 | <input type="radio"/> 26-50 |
| <input type="radio"/> 6-10 | <input type="radio"/> Over 50 |

Company Size

- | | |
|---|--|
| <input type="radio"/> Under \$1 million | <input type="radio"/> \$100-499 million |
| <input type="radio"/> \$1-9 million | <input type="radio"/> over \$500 million |
| <input type="radio"/> \$10-99 million | |

Please indicate your anticipated use of this printer:

_____ % of time in PostScript mode	_____ Don't know
_____ % of time in HP LaserJet® (PCL) mode	

If you purchased a PostScript Cartridge did you also purchase a printer at that time?

_____ Yes _____ No

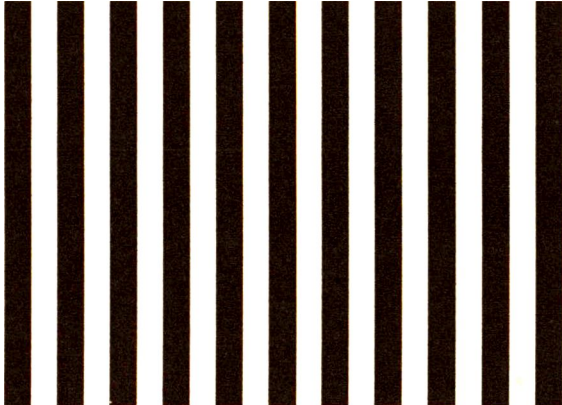
If so which model? _____



Offer good in the United States and Canada only.
Offer valid until June 30, 1992



No Postage
Necessary If
Mailed in the
United States



BUSINESS REPLY MAIL

First Class Mail Permit No. 162 Mountain View, CA

Postage will be paid by addressee

Return to:

Systems Marketing

Adobe Systems Incorporated

1585 Charleston Rd. P.O. Box 7900

Mountain View, CA 94039-9923

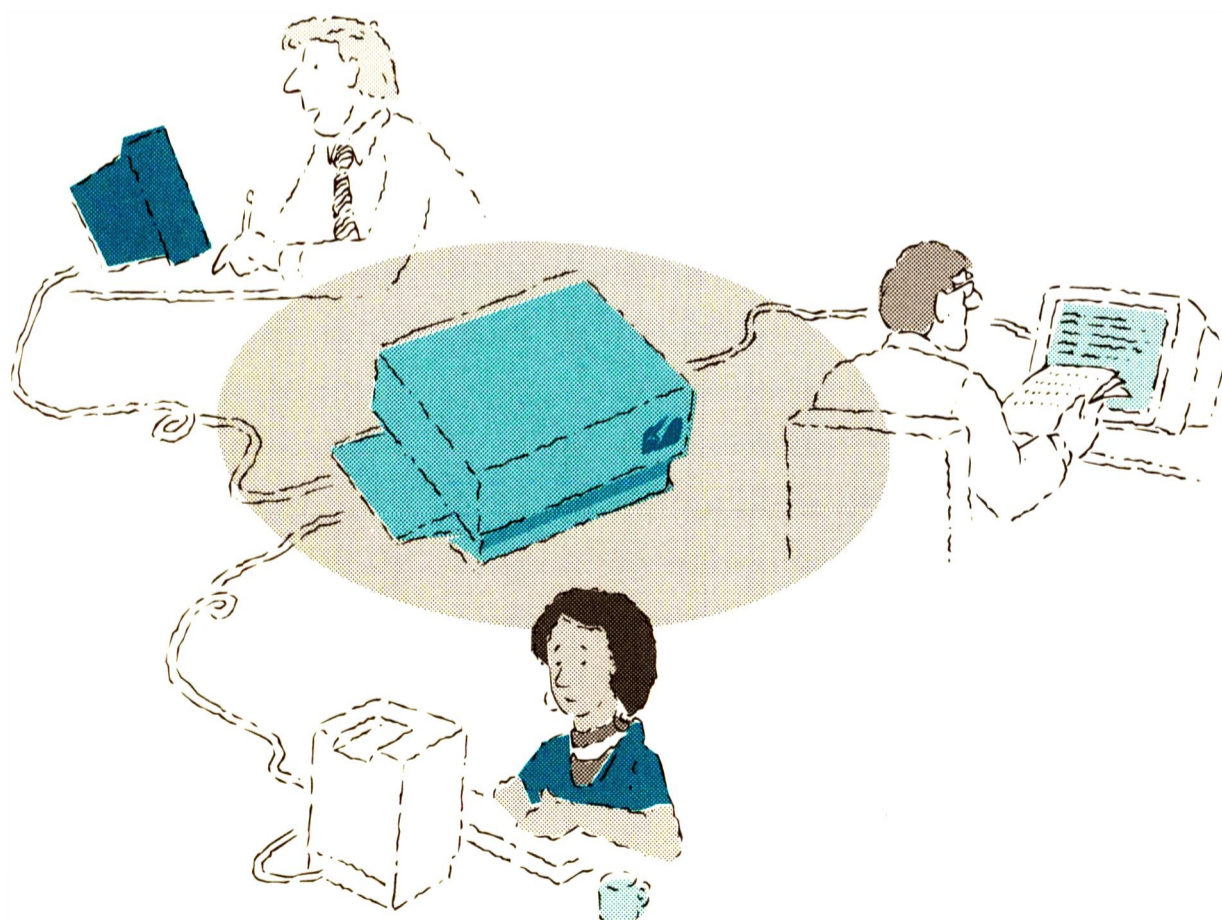


software, so you can start producing great-looking documents right away. The typefaces we've selected are all versatile enough to communicate effectively in a wide variety of business documents. ☼ But those built-in font programs are really only the beginning. The PostScript software in your new printer gives you access to the downloadable font software in the Adobe Type Library—a growing collection of one thousand typefaces licensed from the industry's leading type vendors. (A downloadable font is one that resides in your computer and is sent to your printer when you request it.)



PostScript Connects

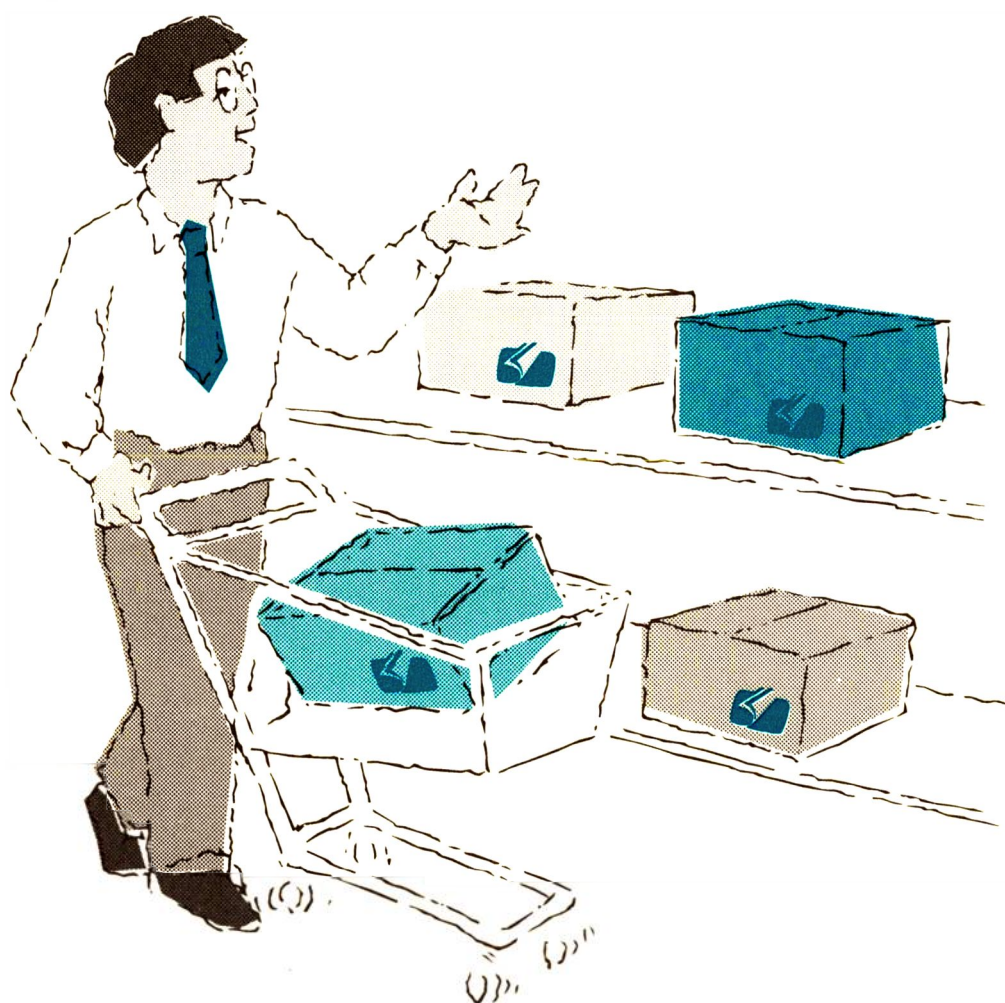
You can connect your PostScript printer directly to your computer, whether that's an IBM PC, PC-compatible, workstation, or Apple Macintosh; or to a network from such vendors as Apple, DEC, IBM, Banyan Systems, Novell or 3Com. ☼ Configured as part of a network or linked to a single computer, your printer connects you to other computer users. How? By enabling you to print documents created in any application on any computing platform at any physical location. Because it's a standard format for document interchange, the PostScript language can link together an entire computing environment.



Adobe's Commitment

Thank you for buying a PostScript product. You've made the right investment for today and tomorrow, because your PostScript printer won't become obsolete—it will always be able to print PostScript language files and will remain compatible with current and future generations of application software.

☼ Adobe is committed to developing products that continue to set the standard for imaging software. Look for the PostScript logo on computers, printers, imagesetters and other products that include PostScript software from Adobe Systems. It's your guarantee of quality and compatibility.



Ordering Adobe Fonts

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t's easy to order Adobe font packages for your new PostScript printer. Just call us toll-free at 800-83-FONTS (800-833-6687) weekdays from 8 a.m. to 4 p.m. (PST) to place your order. You can call that same number to order any Adobe retail software product or to get a free copy of Adobe's type catalog, *Font & Function*[™]. (Outside the U.S.A. and Canada call your local Adobe distributor.)

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