

# Power Macintosh

Rick Capps  
Capps Studio, Ltd.  
Art Studio for Leo Burnett  
Chicago

"The Macintosh has definitely helped us grow," says Rick when asked about his studio's expansion from 9 to 115 people in five years. "Of course, producing ads for Burnett clients such as McDonald's, United Airlines, Philip Morris, Oldsmobile, Nintendo and Reebok hasn't exactly hurt us, either."





"We can literally take a concept on a napkin and



"Because Power Macintosh is so fast and can push huge files around, we can use it to replace many of the functions of much more expensive, dedicated color correction systems."

go all the way to color-corrected digital

files and proofs out the door. All on

Power Macintosh. All in-house. That



not only saves time and increases pro-

ductivity, it also gives us total control,

Powered by the RISC-based PowerPC microprocessor, Power Macintosh runs accelerated versions of popular publishing and imaging software at two to six times the speed of non-native versions while providing complete compatibility with existing Macintosh applications.

start to finish. There's just one problem. Deciding



"Creating big ideas—that's the creatives' job. In the studio, it's our job to turn those ideas into ads, as fast as humanly possible."

if the mustard stain is part of the concept. Or part of someone's lunch."

Power Macintosh. The business Macintosh.



Rick Capps and the folks at Capps Studio may spend a little extra time figuring out what role a mustard stain on a napkin plays in the next new ad for McDonald's.

But they don't waste much time figuring out how to make Power Macintosh work to their advantage.

Maybe that's because they have so little time to waste. After all, it's not every production studio that opens more than 10,000 jobs a year, producing award-winning ads for the \$4.3 billion agency headquartered on 30 floors on Chicago's West Wacker Drive. (Yes, Leo Burnett.) And it's not every studio that grows from 9 to 115 people in five short



Add the peripherals of your choice to a Power Macintosh, plus accelerated versions of popular software, and you can build your own custom publishing solution. Shown here is a Power Macintosh 8100 with a 20" Apple Multiple Scan Display, Apple LaserWriter 16/600 PS and a QuickTake 100 digital camera.

every Power Macintosh, those tasks can be accomplished much faster. Especially with new, accelerated software such as Adobe® Illustrator, Aldus FreeHand, Adobe Photoshop and QuarkXPress—they run two to six times faster than

non-native versions. "It's so much faster," Rick says. "We really were amazed." "It rivals a Scitex."

Producing mechanicals on a Mac is one thing. Going all the way on a Power Mac to color-corrected digital files for film output is another. Yet that's exactly what Capps is doing on a new Power Macintosh 8100.

A little perspective may be useful here. With two Isomet drum scanners, two Agfa Imagesetters, a Kodak Approval digital proofing system, three Shima Seiki SGX systems and three Scitex workstations, Capps is no stranger to "doing it all" in-house.

But, as Rick puts it, "Until Power Macintosh, desktop PCs just couldn't pull it all together. We've always had to use specialized standalone systems too." Now, using Photoshop 3.0 on a Power Mac, Capps artists can do photocomposition, retouching and color correction,



To support the launch of Oldsmobile's new Aurora luxury sedan, Capps Studio produced a CD-ROM containing all the materials dealers and their advertising agencies might need to build co-op ads. Next up is a CD-ROM for the entire Oldsmobile line.

in addition to typesetting and final mechanical assembly, on one desktop system.

"Our first tests show the Power Macintosh taking a little longer than the Scitex Blaze to accomplish the same tasks. But when you consider that the Mac costs one-tenth as much, ultimately you're getting an awful lot of power for the money."

"We helped United boost on-time arrivals."

Using Power Macintosh for color correction, retouching and production is just the start for Capps Studio. To help United Airlines fight the fare wars, Capps uses DDPA (Digital Distribution of Print Advertising) to take a day out of the production cycle, sending new ad materials directly in elec-

tron form to the New York Daily News, USA Today and other regional and national newspapers.

new technologies, the studio has created Resource Centers complete with printers, scanners, Power Macintosh 7100 systems, even on-staff trainers. And to speed up the approval process for Burnett clients around the world, Capps is establishing a remote electronic approval system based on Adobe Acrobat and Power Macintosh. This allows everyone involved in a project—agency, client and studio—to review advertising materials simultaneously, communicating by phone or by on-screen annotations.

"A Power Macintosh on every desk."

"Things are definitely changing," Rick concludes.

"The difference between high-end imaging systems and Macintosh technology is quickly disappearing. We're experimenting

right now with true desk-to-desk

videoconferencing. Soon,

we'll begin an aggressive push into multimedia. How

will we make it all happen? To start with,

we'll put a Power Macintosh on every artist's desk."

To put a Power Macintosh on your desk, call 800-732-3131, ext. 725,

today. Ask us for more information. Or ask

for the name of your nearest authorized Apple reseller. And see for yourself what kind of power Rick Capps is really talking about. That's right. The power to be your best."

**FREE INFORMATION!**

To learn even more about Power Macintosh, call 800-510-6023 today. We'll fax you product specs, details on upgrades, a list of optimized applications and benchmark comparisons. Or, if you prefer info by mail, call us at 800-732-3131, ext. 725, today.



At Capps, Power Macintosh computers do a lot more than layouts and type. Depending on the client and job, they may also be used for illustration, retouching, photocomposition, even final color correction.

tronic form to the New York Daily News, USA Today and other regional and national newspapers.

To help the creatives at Leo Burnett take advantage of

