Customer Showcase

American Greetings Corporation www.americangreetings.com

"We started using FreeHand because we needed a versatile page layout/illustration program that could be used for text, illustration, layers, and placement of graphic elements. We've been happy with it ever since."
–Cheryl Overby, Senior Product Developer

American Greetings Corporation is the world's largest publicly held creator, manufacturer, and distributor of greeting cards, among many other products for social expression. This Seasons Greetings card, for Mom at Christmas, is just one of thousands designed and produced every year in FreeHand.® To streamline production, American Greetings Corporation also uses several in-house, custom-designed FreeHand plug-ins, called Xtra™ extentions, that save time, reduce errors, and eliminate inconsistencies.

MAGELLAN Geographix, Inc. www.maps.com

"Our company would not exist today if it were not for FreeHand. It gave us the tools we needed to turn our entrepreneurial dream into a reality. With FreeHand at the core of our production department, we have built MAGELLAN Geographix and www.maps.com into globally recognized brands."
–Rick Wood, Co-founder

MAGELLAN Geographix, Inc. combines state-of-the-art computer technology with accurate geographic content, exacting cartographic standards, and superior graphic design to create presentation-quality, information-rich maps. The company works with clients such as ABC News Online, America Online,® CNN Interactive, GTE,® National Geographic Society, and Sprint,® among others. MAGELLAN Geographix, Inc. has the unique ability to apply cartographic standards across all media. With the help of FreeHand the company produces maps for print, broadcast, multimedia, and online use.

NIKE, Inc. www.nike.com

"The Multiple Pages make my life a lot easier. I recently created a big presentation book using about 30 pages. When I previewed it, I just set page one to full-screen view, and then advanced the pages with the page-forward button at the bottom menu bar."
–Bob Smith, Sr. Designer

NIKE, Inc. is the world's leading designer and marketer of authentic athletic footwear, apparel, and accessories for a wide variety of sports and fitness activities. This "Just Do It" T-shirt is an example of an apparel graphic created by NIKE, Inc.'s Product Graphic Design group to be sold in retail stores. Both the "Just Do It" artwork and the T-shirt template were designed in FreeHand. Customized templates allow NIKE, Inc. designers to easily re-purpose artwork for a variety of products such as T-shirts, hats, and more.

System Requirements

Cross-Platform
- 50 MB of disk space (70+ MB recommended)
- CD-ROM drive
- 800x600 color monitor

Macintosh®
- PowerPC® processor
- System 8.1, or later
- 24 MB of application RAM
  (32+ MB recommended)

Windows®
- 120 MHz Intel Pentium® processor or higher
- Windows 95, 98, 2000, or NT® 4
  (with Service Pack 3)
- 32 MB of application RAM
  (more RAM improves performance)

File Format Compatibility

Macintosh

Import: EPS, Illustrator® 1.1, 88, 3.0, 4.0, 5.5, 6, and 7 (Mac® and Windows), CorelDraw® 7 Windows, Photoshop® 2.5, 3.0, and 4.0, Acrobat® PDF 4.0, FreeHand 4, 5, 5.5, 7, 8, and 9 (Mac and Windows), DCS 1 and 2, DXF, PICT, PICT2, RTF, ASCII, TIFF, GIF, JPEG, PNG, Xres™ LRG, Targa, BMP

Export: Flash,™ Generic EPS (RGB and CMYK), Photoshop 5.x, EPS for Photoshop, EPS for QuarkXPress,® Illustrator 1.1, 88, 3.0, 4.0, 5.5, 6, 7, and 8 (Mac and Windows), FreeHand 4, 5, 5.5, 7, 8, and 9 (Mac and Windows), DCS 2, PICT, PICT2, RTF, ASCII, TIFF, GIF, JPEG, PNG, Acrobat PDF, Xres LRG, Targa, BMP

Windows

Import: EPS, Illustrator 1.1, 88, 3.0, 4.0, 5.5, 6, and 7 (Mac and Windows), CorelDraw 7 Windows, Photoshop 2.5, 3.0 and 4.0, Acrobat PDF 4.0, FreeHand 4, 5, 5.5, 7, 8, & 9 (Mac and Windows), DCS 1 and 2, DXF, RTF, ASCII, TIFF, GIF, JPEG, PNG, Xres LRG, Targa, BMP, WMF, EMF

Export: Flash, Generic EPS (RGB and CMYK), Photoshop 5.x, EPS for Photoshop, EPS for QuarkXPress, Illustrator 1.1, 88, 3.0, 4.0, 5.5, 6, and 7 (Mac and Windows), FreeHand 4, 5, 5.5, 7, 8, and 9 (Mac and Windows), DCS 2, RTF, ASCII, TIFF, GIF, JPEG, PNG, Acrobat PDF 4.0, Xres LRG, Targa, BMP, WMF, EMF

For more information, visit www.macromedia.com/freehand.
To upgrade or order in the U.S. and Canada, call 800 457 1774 (source code 800). For the name of a reseller near you, call 800 326 2128. Customers outside the U.S. and Canada should contact the Macromedia office or distributor in their region for pricing and availability.

The Macromedia Authorized Graphics Imaging Center (MAGIC) program is a network of authorized service bureaus. To find or become one, visit http://www.macromedia.com/magic.

macromedia MAGIC
MACROMEDIA AUTHORIZED GRAPHIC IMAGING CENTER

Data sheet design by Research Studios, London, using FreeHand. Data sheet output from FreeHand. Font design by Font Bureau, Inc. using Macromedia Fontographer.®
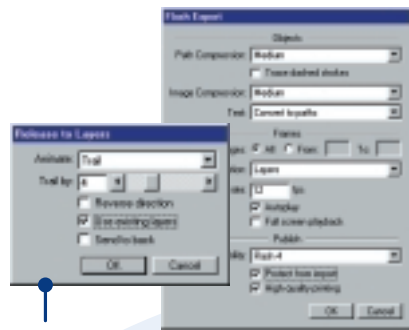
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XMDSFH9

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FREEHAND®9

The Professional Illustration and Layout Solution for Print and Web

macromedia™

macromedia®
FREEHAND® 9
The Professional Illustration and Layout Solution for Print and Web

Publish designs, animations, and hyperlinks directly to the Web with Macromedia Flash™ SWF export, or import into Flash 4 software to add even more interactivity and sound. Design with three-dimensional perspective grids, editable vector transparency, and multi-page layout. Save time with productivity features, including blistering performance and tight product integration not only with Macromedia's renowned Web publishing family but also with QuarkXPress,® Adobe® Photoshop,® and Adobe Acrobat.®
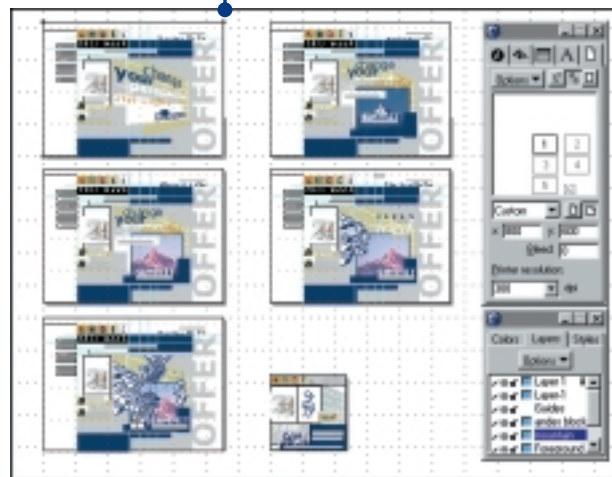
Flash
Design and publish superior Flash files–the standard for high-impact, vector-based graphics on the Web–and offer compact, streaming, scalable graphics that are viewable in any browser. FreeHand 9 offers native Flash SWF export, new built-in animation effects, support for high-quality Flash printing applications, and options for locking and protecting your Flash artwork on the Web.

Multi-Page Layout
Multiple pages and intuitive page management streamline the production of anything from a Web site storyboard to graphic-intensive brochures. The Page Tool allows you to manipulate pages right on the pasteboard. Pages can also be saved as animated Flash frames, HTML, or multi-page PDF files.
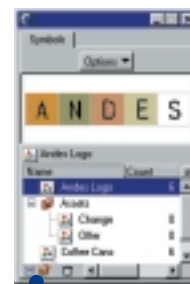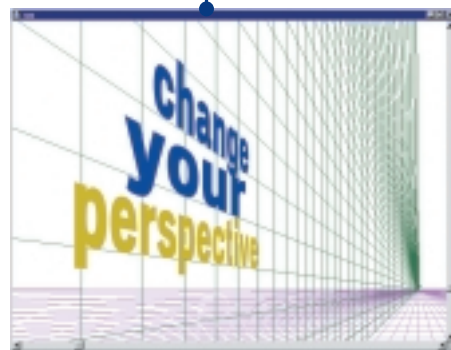
Creative Tools
Editable vector transparency, lenses, graphic find-and-replace, and the vector lasso give you endless creative flexibility. The new envelope tool gives you the power to easily warp and distort graphics directly on the page with custom and preset shapes. Enveloped graphics and text remain editable.

Perspective Grids
Create realistic three-dimensional effects. Choose and customize your own perspective grids, specifying vanishing points as well as grid size and angles. Snap your artwork to the grid, giving it a new dimension. Grids can then be altered, and the objects on them will be updated automatically!
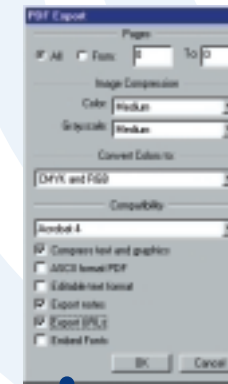
Symbol Library
The Macromedia Symbol Library is a database for frequently used graphics that makes organization and updating of common elements, such as multi-page master elements, quick and easy. Symbols also dramatically reduce file size and speed Flash™ delivery on the Web.
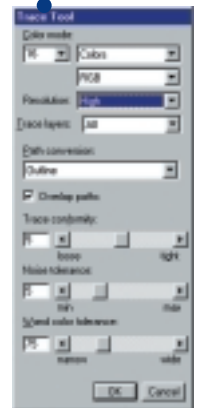
Web-Native
Tight integration with the Macromedia Web publishing family makes it easy to export Flash movies as well as PDF and optimized GIF, JPEG, and PNG files. The URL editor allows hyperlinking. Integrated Dreamweaver®-friendly HTML export offers Web publishing power and flexibility.

Production
Work quickly and seamlessly with blistering performance, time-saving workflow enhancements, endless customization, new selection capabilities, and integration with popular formats. Import, edit, and export PDF files that include URLs, notes, and embedded fonts, and export to Adobe® Photoshop,® saving your layers.

Powerful Autotrace
Built-in Autotracing gives you new speed and flexibility. Eliminate manual tracing–trace artwork with the new magic wand tool. Trace into CMYK or RGB colors or in grayscale. Trace bitmaps to paths or vector areas to create new shapes and unions.