

# AVA Dialogue

*This issue: Fantastic new AVA 3.0, Merci Ganzon interview, New Apple Macs, AVA Bureau Service, CST and more!*

Issue 1, Year 2002

## Major new software release from AVA

**History Palette, OSX, Vectors, New Separation Technique, Unlimited Colourways...**

**I**t's the most exciting and significant software release from AVA in the last seven years, and signals the culmination of over 18 months of development from AVA's Research & Development team.

Packed with massive new features, AVA 3.0 has been created to take advantage of exciting new technology, whilst remaining as elegant and simple to use as the existing version. The new features that characterise 3.0 have been generated as a result of our ongoing customer-oriented partnership – ensuring that the software remains focussed and pertinent to our core users.

Available during the early part of 2002, AVA 3.0 was distributed to our beta testers during late 2001. Having reached an internal beta stage in early 2001, the extensive testing programme has been underway for many months, so that the version available will be of the usual high quality provided by AVA.

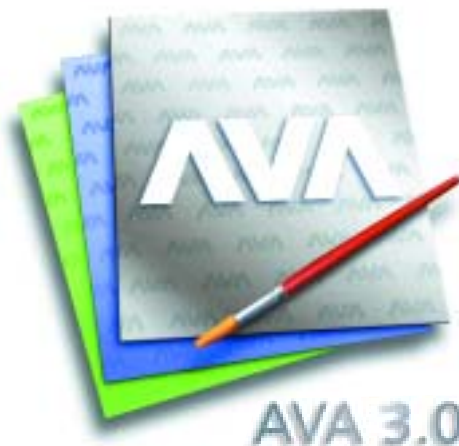
### **New Features**

AVA 3.0 sports some key new features:

### **History Palette**

Also known as 'multiple undo', the

History Palette (AVA's most requested feature of all time!) allows the user to return to almost any stage of the design and undo, or redo actions.



This opens up the software to enable real design creativity, safe in the knowledge that you can get back to almost every step previously created. Using the visible activity palette, it's as simple as clicking on the action you want to return to, to remove unwanted work or mistakes.

### **Vector Layers**

AVA 3.0 includes the capability to add


multiple vector layers in conjunction with raster layers. These layers can be used to export vector based graphics, create embossing paths as well as rendering existing vector information. Some of these features are found in a separate Vector module for those customers requiring more advanced vector functions.

### **Mac OSX Compatibility**

Taking advantage of Apple's fantastic new operating system, AVA 3.0 is compatible with OSX, both in its full version, and 'Classic' environment. Rest assured though, that AVA 3.0 is also completely compatible with all Mac Operating Systems back to version 8.6, as we promised in our long term OS strategy announced in mid 2000.

We have used Apple's "Carbon" APIs to write this new version of our software, because it allows us to run it on previous versions of the Mac OS as well as on OSX.

In Apple's words, Carbon "... provides a gentle migration path for developers transitioning from OS9 to OSX".

Therefore, we can continue to support those customers who are using. . . 

**Partners for all time**

# AVA 3.0 - continued

... Mac OS 8.6 and 9.x until at least January 2003. However, by then we feel that the many benefits of using OSX will have enabled us to put all our efforts into programming an OSX-only version, ultimately in use by all our customers.

## New Separation Method

An exciting new technique for combining tonal information onto a single layer, complete with realtime previews. Using a slider bar to add or subtract the amount of tone going onto the new layer enables the user to easily see the effect as it happens. Of course, with AVA's layering system, this can be seen in conjunction with any other overprinting or layer information that already exists.

## New integrated help / manuals

It doesn't matter to us that we already offer the most comprehensive manuals in the industry – if there's a way to improve them, we'll make sure we do it! We're now commencing the roll out of a new range of integrated digital helper guides, that use the Apple Help Viewer. The great advantage of this media over traditional paper based manuals is that it allows us to keep them fully up-to-date with our ever evolving software.

Now, you'll be able to download the latest versions from our website at any

time, as well as receiving a fully updated version on the installer with each new AVA software release. Not apart from the fact that these manuals are fully searchable, interactive and easy to use, they are also environmentally friendly, reducing the amount of paper required by a significant amount. A full paper based manual could contain over 250 pages!

## Feature Presentation Movie

Included on the CD is a 30 minute QuickTime movie, detailing all the information on the new features, with worked examples to better demonstrate exactly how each functions.

## Benefits

We have been able to introduce this powerful new release as a transition rather than the often-seen 're-writes' of the software industry, and as such expect it to be feature complete and ready to make a significant advantage to our customer's workflow from day one.


AVA has been preparing for 3.0 for well over three years, gearing our operating system compliance to it in the last six or seven releases. Essentially AVA software has required OS8.6 and above since January 2000. This means that the core element to ensuring stability (the OS) has been in place throughout the

development, and the various problems seen when our competitors moved from Windows 98 to NT or Windows 2000, or even worse, from Silicon Graphics to NT, have never been issues for AVA.




New AVA ColourSys icon

As such, our partners will be able to benefit from not only the exciting Mac OS technology, but other AVA specific advances – including all of the previously mentioned features, coupled with our continual development cycle. By all means, use AVA 3.0 on either Mac OS 8.6 or 9.x, as it will work just as well (without the OSX features of course).

New AVA 3.0 will start shipping in April 2002. 

## New CST

Don't forget that the new CST Course commences in summer 2002. If you're interested in having us recruit for you, please contact AVA soon – places are very limited, and demand will be high! 

# Are Apple still top of the tree?


Of course they are! Part of AVA's technology partnership is keeping a keen eye on the latest hardware and software goings-on in the computer industry.



What's caught our eye lately? The latest Dual Processor G4 Macs of course! Lust after the dual 1Ghz that's 72% faster than a 2Ghz Pentium 4, or select the

800Mhz G4 and reap the benefits of an incredible entry level price (only GBP£1,149 or USD\$1,599).

You can't have missed the fabulous new iMac either – the original one went on to become the most successful computer of all time, and this version has already broken the sales records with a phenomenal number of orders following its early 2002 launch.

If you're looking for your local Apple dealer - go to their website ([www.apple.com](http://www.apple.com)), select your country, and then "Where to Buy" from the top toolbar. There, you'll be able to find a retailer or service provider near to you, by simply putting your zip / postcode into their finder. It couldn't be simpler! 



(L) G4 iMac and (R) G4 Power Mac

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# Merci makes the difference

Interview by AVA's **Nick Thomas**

**W**hen we caught up with one of AVA's most prolific users on the West Coast of America, we knew that this meeting was going to be really productive!

ENC's **Merci Ganzon** is well known in the close-knit Los Angeles fashion community, and over the years working with each other, we've come to respect her industriousness and commitment to the place of CAD within the design process. Even so, we still managed to learn a few things during the course of our meeting.

Graduating with a Bachelor of Fine Arts in 1987, Merci trained as a traditional print designer and developed what has become a very well regarded hand.

"I'll often sketch a layout or paint a flower and then scan it into the system," says Merci. "There's a place for everything, and I've realised that using traditional handwork and marrying it to the speed advantages of CAD gives me a great workflow."

Having used AVA for over five years, Merci's introduction to CAD came about through her dedication to furthering her skills base.

**" There's a place for everything – traditional handwork . . . and CAD!"**

"Every so often, I'll put myself on a course to add some knowledge!" she laughs. That first course in 1994 was an introduction to Photoshop and it sowed the seeds for her foray into CAD. "Sure, I could see how much generic software may help me, but when I investigated the real deal a couple of years later, it added so much extra to what I was doing by hand that there was no choice."

And when Merci joined ENC – a division of **Kellwood Company** – it was on the understanding that she'd be getting an

AVA system there too! "It was key to the whole deal – I was so excited about working for Kellwood Company, but I knew that to make it **really** work, I'd need an AVA system from the start."

It's made a difference straight away. Merci's garnered some serious respect – and when you hear that she can separate and recolour a print group in a day, it's easy to see why such respect is warranted! "Everyone at ENC is impressed with the speed – producing that much work in



Merci Ganzon

such a short space of time just wouldn't be possible with any other system. It's not just me who benefits, of course – it's the whole of ENC."

They prosper from Merci's efforts in other areas too – her most recent course was a hands on (and sleeves rolled up!) hardware session. "We never have any great problems with our Apple Macs, but it's always worth having an understanding of how they work," she says.

Not that Merci will have much cause for a soldering iron with her new VW Beetle! Showing just where her heart is, her fabulous looking jet black Bug – "*second only to my daughter!*" – sports a cool white Apple logo in the rear screen.

"It lets my friends know it's my car!" she says - and as an important part of the LA community, she gets to see quite a few of them during the working week.

"Many of my closest and best friends have come about through the connections I've made from designing with an AVA system.

ENC work with a huge range of converters in LA, and as we supply to customers like department stores and catalogue private labels, we're kept pretty busy here!"

So for someone who's seen the industry develop and change over the past few years, where does Merci think it's heading? "I'd be the first to accept that things can be tough sometimes, but staying abreast of the technology helps you keep ahead of your competition. Our customer's expectations of CAD are changing – in some ways they're getting wise to how fast we can work, so the pressure's always on."

"Having the support and development of AVA keeps us moving forwards faster than our competition, and I make sure that we research advances such as direct inkjet printing on different fabric qualities as possible technologies that we can implement at ENC."

Merci's reputation of leading by example is a well earned one. Her forwards momentum is infectious and the LA community is a richer one for her presence. "I've gone and got myself involved in a hardware newsgroup since that course – and they're all really motivated by finding an accurate colour management solution. Do you mind if I tell them about AVA?"

## e-news

**W**hat's the future going to bring? Who knows. . . but at AVA we're planning on delivering a regular email version of **Dialogue** to keep our partners even more up-to-date with the AVA, industry and computing news than we do now.

If you would like to subscribe to this free mailing, or have any ideas for what you'd like to see in it, simply send an email to [dialogue@avacadc.com](mailto:dialogue@avacadc.com) and we'll put you on the list! Should you wish, you can 'unsubscribe' at any time.

# AVA Bureau Service

## When you need a helping hand!

**A**VA b - our new Bureau Service provides a huge resource for our customers, when the pressures of work don't allow a job to be completed and they need an extra bit of assistance.

Whether it's a Materialize scene, a separation or some Mimaki prints, we will use our trained team of CAD Specialists to work through the job, on time and to budget.

This service is designed to fully support our customers – for example, we would not provide an engraver ready separation for a customer who would normally buy this in from their engraving supplier.

However, we do offer all of the following services:

» **Quick separation for colouring** – from original artwork or digital files.

» **Digital printing** – on fabric or paper, in short run / sample lengths for purposes such as photography, presentations and product trials.



One of the Nordisk designs, mapped in Materialize

» **Web design** – for new sites, adding to existing sites or incorporating **AVA Archive** features.

» **Colouring projects**

» **Presentations** – assistance with the provision of multimedia content, design work and current interactive technologies.



» **Materialize gridding** – of customer supplied scenes, or those purchased from the AVA website.

**Nick Thomas** from AVA says, "The last thing we're wanting to do is take any business away from our customers, but we've noticed a growing need for short term, *ad-hoc* assistance, where people are just pushed over capacity."

"In a lot of cases, we're more likely to recommend a fellow AVA partner – a freelance designer, or a separation studio for example, but in some instances, if we have the



**NORDISK TEKSTIL**

capacity, we'll look to do the work for them ourselves."

Nick says, "AVA b is a new departure for our company, but the success we've had in the last couple of months, and the requests that we're able to fulfil for our customers has already proved its worth."

**AVA b** has been able to provide customers like Danish textile printer, **Nordisk** with a solution that quickly became part of a major publicity campaign for one of their customers.

Studio Manager, **Anne Birgitte Jensen** said, "AVA provided us with many metres of printed cloth that matched our paper proofs and allowed us to make up duvets for a photo shoot."

"I just sent AVA the separated files, and the colourways I wanted, and they did the rest," she continued.

If there's anything you want to know about the service, just call your Regional Co-ordinator. 📞



Anne Birgitte Jensen

### AVA Dialogue

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