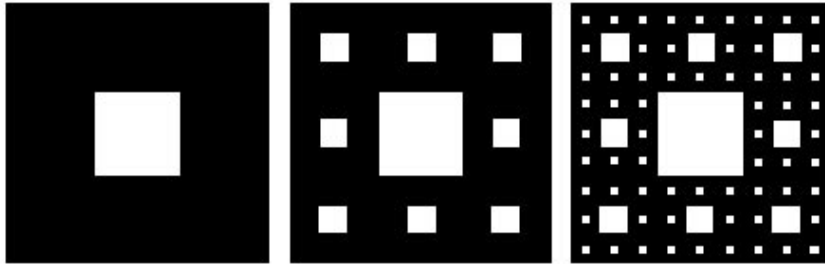
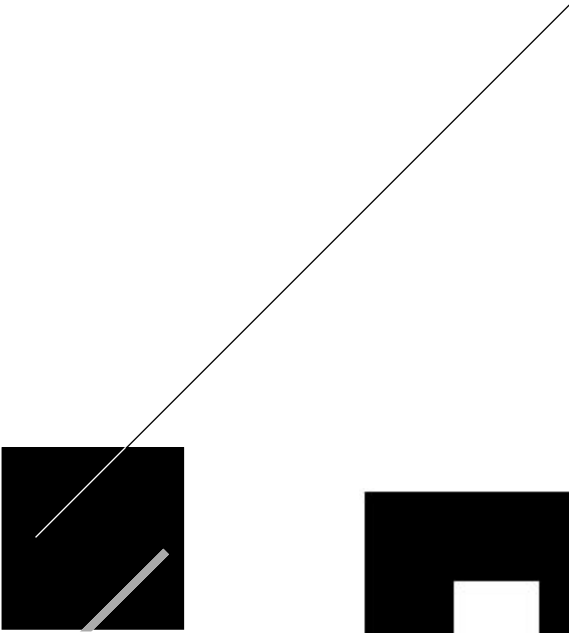


Digital Constructs Inc.
Beyond Paper



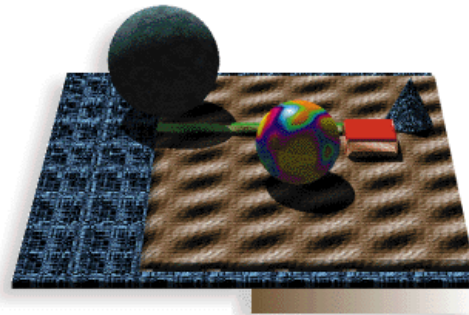
The Information Age has arrived. From ATM's to wireless networks, the computer has become the one tool modern civilization can't do without.

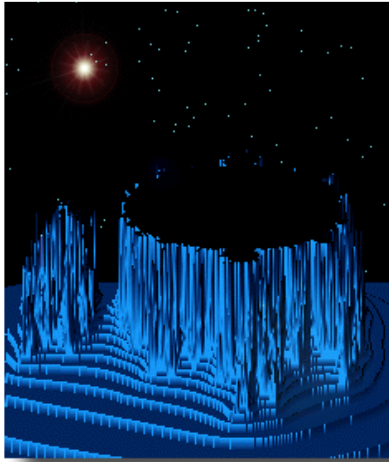
With the advent of more powerful systems, people now work with a "mouse" instead of command-line text and files that once hid behind the dreaded "C prompt" (> C) are now handled like the "real thing" found on the average desktop.

But all this new found power has a price, particularly when organizations need sophisticated in-house graphic and documentation capability. Suddenly, systems become expensive and difficult to run while the files themselves remain unmanaged resources causing companies to lose time and money whenever any changes have to be made to documentation when new products or services are introduced into the marketplace.

This isn't what the user expects when the environment goes on-line but problems can arise, especially when the system in question wasn't properly designed to meet corporate needs in the first place.

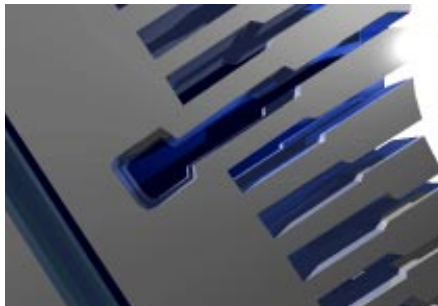
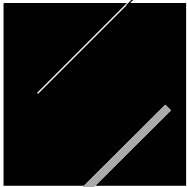
This brochure is intended as a primer to help the perspective buyer in intelligently defining his or her needs before spending the time and money required in putting together a successful computer graphic/documentation environment.





Some Interesting Facts

1. 12% of gross corporate revenue is spent on documentation.
2. 70-90% of all document-based information is unmanaged with no connectivity to client/server databases.
3. Because nearly all documentation is done at departmental levels, there is an inherent difficulty to developing a "corporate-wide" documentation system that really works.
4. The document explosion is here. For example; a Boeing 747 generates 200000+ pages while a new drug application tops 100,000.
5. Corporations must go beyond paper in the distribution of information because even with recycling, there will not be enough trees to meet the enormous paper needs of the 21st century.
6. Hardware costs drop approximately 30%/year while software costs increase 10%/year.
7. Computer performance doubles every eighteen months.
8. The Internet, a collection of over 22,000 networks servicing over 25 million subscribers in 135 countries, is the fastest growing digital system in the world. From now until 2015, the Net's annual growth rate is projected to top 600%.
9. Networks must be strong enough to deal with the number crunching aspect of graphics. From image compression to file translation, graphics has specific needs that differ radically from the text-based computing of the past.
10. To produce accurate comprehensive (print graphics), high resolution B&W and/or color printing is needed. Good PostScript (the industry standard) printers range from \$1,200 - \$20,000 depending on the type of output that's required.
11. In video, technical and cost considerations must be carefully analyzed as computer graphics, ironically enough, is not ideally suited to the vagaries of NTSC or PAL video. An axiom in this business is that low resolution video costs more than high resolution print because of speed. Video operates in near real-time, print does not.
12. Multimedia has arrived. With the advent of CD-ROMs and digital video, it's just a matter of time when the computer is the TV.
13. The Network is the computer.



4. See if the integrator provides good training. If not, see if the vendor has reliable sources to provide that service. Documentation and computer graphics, contrary to what vendors tell people, takes time to learn.
5. Get references.

For Corporations

1. Understand the process for which the environment is intended. This cannot be overstated when talking about computer graphics and high level documentation. When companies fail to address this issue, the silicon dream of today will rapidly turn into the digital nightmare of tomorrow.
2. Have deep enough pockets and the willingness to persevere. It takes time to get high-end systems working. Ignoring this fact promises to give everyone involved in the project a very large migraine.
3. If a system integrator is hired to do the job, make certain that the consultant understands graphics and documentation **intimately**. Computer technology can be learned, the intuitive understanding of how a profession works takes experience.

For System Integrators

1. Understand what business the company's in. By truly understanding how an organization does business helps insure that the intended computer system will meet that company's needs.

Why Digital Constructs?

1. DC sells nothing. As an independent contractor, DC recommends what's needed without a hidden agenda.
2. DC specializes in high-end computer graphics and database documentation.
3. Digital Constructs is an award-winning print and video design firm that has successfully developed sophisticated pre-press and graphic/documentation systems that have saved corporations like USSC millions by letting them produce better products at lower cost.
4. Partial Client List: *Apple, AT&T, GE, MCA, US Surgical & Union Carbide.*

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