



Capital Apple, Mac
Performa User
Group



Gardiner, Maine

February
2007

Short Takes

by Jeffrey Frankel,
CAMP Newsletter Editor

Day-O

A recent TidBITS article by Andrew Lawrence threw me for a loop. Lawrence describes another Y2K looming on the horizon: the inability of computer operating systems and applications to recognize the changes to daylight savings time that go into effect this year.

Huh? It isn't only the computers that are ignorant of this new development. I hadn't heard of it either. But it's coming, thanks to the Energy Policy Act of 2005. We set our clocks

continued on page 3

THIS ISSUE

- ☀ Review: Business Card Composer
- ☀ Short Takes
- ☀ Review: Pantone Huey

Business Card Composer

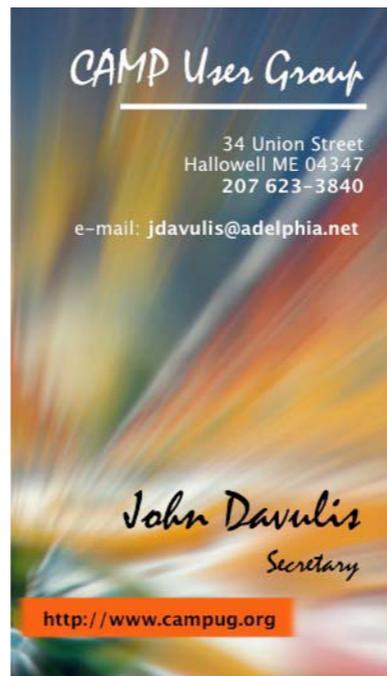
reviewed by John Davulis,
CAMP Secretary

See the demo on
February 14!

Business Card Composer
Be Light Software, Ltd.
www.belightsoft.com
\$35 download; \$40 boxed

BeLight Software has developed a solid program that helps you design business cards. I'm very impressed by what **Business Card Composer** ("BCC") helps you accomplish on a miniature canvas that is only 2"x3.5". In fact, I like just about everything about BCC except one important thing — I've been unable to print my business cards in a standard Avery format using my HP PSC 1510 printer. What gives?

Searching BeLight's web site <www.belightsoft.com>, I learned the following:



Inkjet printers have a nasty habit of slightly zooming the print output. For this reason each next row of cards may be slightly offset up or down with respect to the previous one. By the end of the sheet the offset may come up to 0.5 - 1 mm. This doesn't seem to happen with laser printers. How to fight this? Use the Scale field during the printer calibration process... This additional setting helps to avoid this problem.

Well, I already tried BCC's printer calibration process with no success. And, I even e-mailed BeLight — no response yet. Is it my printer? Searching further on BeLight's web page, I discover that they recommend four printers: Lexmark Z816 Color Inkjet, Epson Stylus Photo R200 Inkjet, Brother HL-2040 Monochrome Laser, and HP Color LaserJet 2550L. No mention of my very low-end HP inkjet.

Did I buy a pig in a poke? Well, I scanned many reviews of Business Card Composer on line. All positive. No reviewer encountered a printing problem. I guess it's my printer. I'll wait to hear what BeLight says.

On with the review...

Evolution of Business Cards

In the 17th Century, the earliest forms of *visiting cards* were literally play-

continued on page 2

ing cards. Visitors wrote their names and other information on the cards. In France, visiting cards appeared during the reign of Louis XIV, introducing the owners to their hosts.

The *trade cards* were also used at the beginning of the 17th century in London. The popularity of trade cards for advertising soared because newspapers were not well developed yet.

During the 19th century new technology made newspapers and periodicals more practical. Advertising in these media became affordable and widespread. This led to the downfall of the trade card industry.

Visiting cards, or *calling cards*, were essential to any 19th century middle class lady or gentleman in Europe. In America, there was a clear distinction between business and visiting cards. The calling cards served as a quick letter of introduction. *Business cards*, on the other hand, were used to promote a business. It was poor taste to use a business card when making a social call and vice versa.

Business Card Composer

With Business Card Composer, you can create a nice card with just a few mouse clicks, thanks to BCC's 3-step Assistant and Apple Address Book integration. You can choose among lots of images and professional designs, use the rich editing capabilities — masking, opacity, transparency — and your friends will never believe you did it yourself.

BCC lets you create regular and folded business cards as well as CD-R cards. Horizontal and vertical layouts are supported. There is support for double-sided cards. Smart guides help to arrange design elements neatly. The application supports object editing on Background and Foreground layers, which helps you create sophisticated designs.

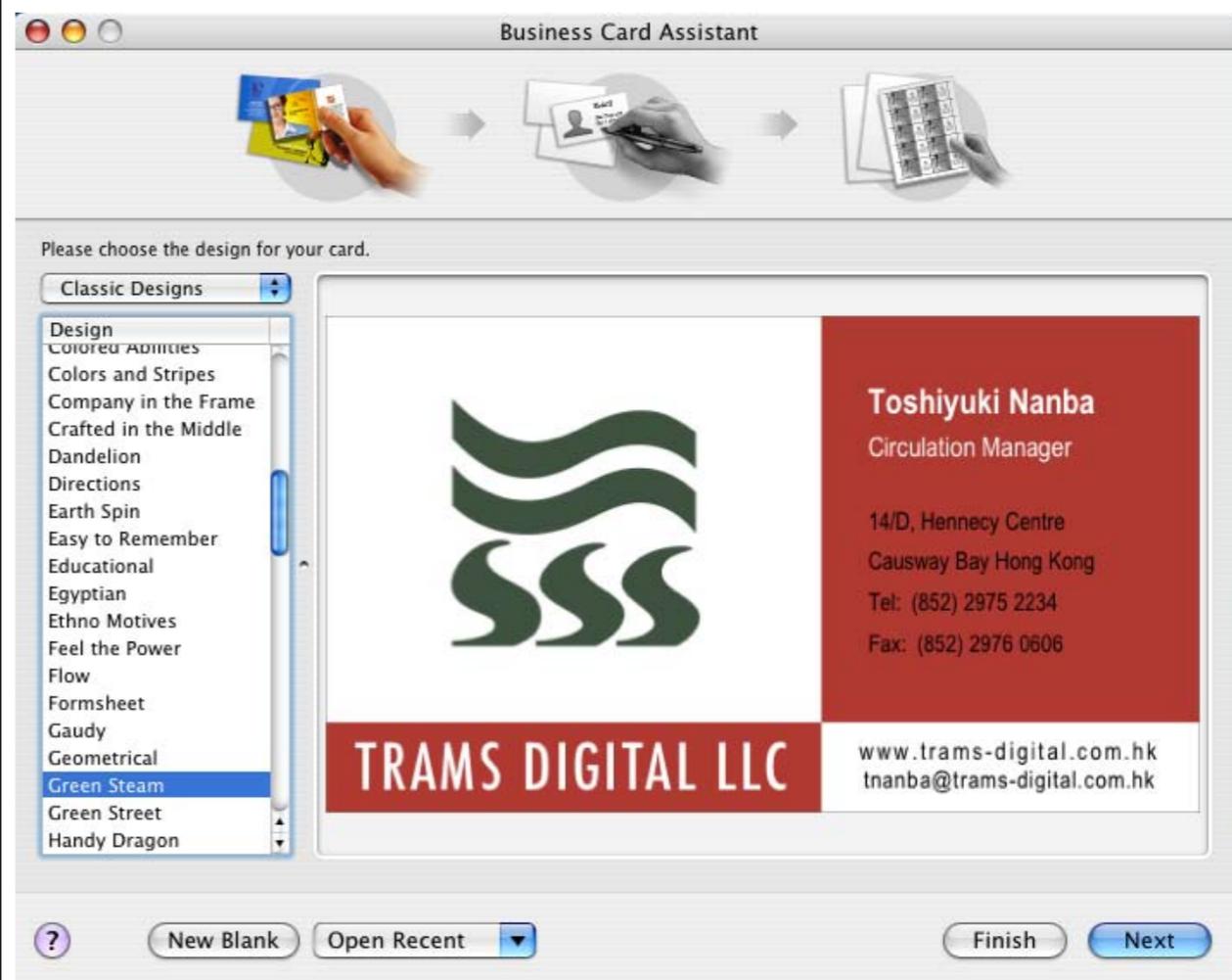
There are two versions of BCC — a boxed version @ \$39.95 plus \$9 shipping and a download version @ \$34.95. The software package includes more than 600 ready-made designs, organized in categories (500 in download edition). There are more than 23,000 clipart images (700 in download edition), and more than 100 unique masks. You control the degree of transparency, can tint images with colors, and rotate them.

You can insert images in many supported formats —TIFF, JPEG, GIF, PDF, EPS and more. Integration with iPhoto lets you preview and use pictures from the iPhoto libraries.

Usability

BCC's 3-step Assistant gets you started quickly. Pick a design, add your information (or import it from Address Book), and print. Everything is available for modification along the way. You can innovate and tweak the design until you've created a masterpiece. So, let's get started!

First, choose a design.



Then change it — with apologies to Jeff Frankel.



continued on page 3

Let's try that again. First, select a design template.



Then, modify it to meet your needs.



Almost anything is possible. And when you are done, you can print cards (if you've got the right printer) or you can export to PDF and TIFF to save your design in a format appropriate for sending to a professional print shop. Or, you

can export to JPEG format for sending business card via e-mail, which I'm starting to do.

Business Card Composer is a very nice product and would be an excellent choice for anyone who wants artistic control over the design of their business or calling cards. ☀

Short Takes

continued from page 1

ahead three weeks earlier and set them back one week later than before. (I read elsewhere that candy manufacturers, who stand to benefit from daytime trick-or-treating on Halloween, were a big proponent of the change.) But getting back to the tech perspective, you can read Lawrence's article here.

Books

O'Reilly Media sent CAMP Membership Director Mike Knight a copy of their User Group Program News. If you're interested in taking a gander at the latest titles and user group discounts, give Mike a shout, and he'll forward you the email. ☀

Pantone Huey

*reviewed by Jeffrey Frankel,
CAMP Newsletter Editor*

Pantone Huey

Pantone

<http://pantone.com>

\$89 list price (see discussion in text)

The eternal quest of digital imagers is to make prints of our photos that match the colors we see on screen. Accurate color printing starts with monitor calibration, and to calibrate your monitor effectively you need a hardware device called a colorimeter that will adjust your monitor's output to standard color temperatures.



Enter Huey. I purchased this product with some trepidation, as my one previous trial with a borrowed colorimeter "adjusted" my monitor to a sickly green. Huey is a four-inch tall rod that attaches to your screen with suction cups during the actual calibration process, and sits in a petite cradle on your desktop afterwards.

continued on page 4

Pantone Huey

continued from page 3

A software wizard runs you through various steps in the calibration process. I was disappointed to learn that the initial steps call upon the user to make eyeball comparisons of barely contrasting concentric circles, very similar to the software calibration available in the Displays preference pane of OS X. Wasn't the whole point of hardware calibration to get away from all that? But after Huey finished putting my monitor through its paces, my doubts subsided. The monitor profile generated by Huey is much less harsh than my prior settings, and produces noticeably more reliable printouts from my inkjet. Huey hasn't completely eliminated color shifts between the on-screen image and the printout, but I have to look a lot harder now to see the differences.

Huey will also adjust your screen brightness to compensate for changes in ambient room lighting, which is why you are encouraged to leave it sitting in the aforementioned cradle and plugged into a USB port. The effect is subtle, but real.

Huey is aimed at the amateur market, and doesn't offer the level of tweaking available in the higher-end hardware and software packages. But it is good at what it does, and has definitely improved the quality of my prints.

I bought Huey at the Augusta Circuit City for \$90. This is much more expensive than on line prices, but I thought there was a very good chance I'd be returning the product and didn't want to hassle with mailing it back. At Amazon, the current selling price is \$72.

[Speaking of Amazon... Amazon offers free shipping on many items, which is a good deal if you don't mind waiting a long time for your stuff to arrive. But Amazon's free shipping isn't unconditionally free. If you return an item that was shipped for free, Amazon deducts the cost of the free shipping from your refund of the purchase price. Bummer.] ☺



Five years ago:

*February 2002
CAMP meeting*

Upcoming Programs

February 14	Business card shoot-out! John Davulis demonstrating Business Card Composer; Pat Groleau demonstrating Vista Print.
March 14	Duo from Devon Technologies. Adam Tomash demonstrating DevonAgent; Sue Westlake demonstrating DevonThink Pro.

Capital Apple, Mac, Performa User Group

Gardiner, Maine

President	Steve Katz stk@gwi.net (207) 877-0797
Vice President.....	Rob Darby darby1203@fairpoint.net (207) 377-4744
Secretary	John Davulis jdavulis@adelphia.net (207) 623-3840
Treasurer	Joe Dee joeadee@verizon.net (207) 622-5445
Membership	Mike Knight silo@aol.com (207) 588-0088
Webmaster.....	Sue Westlake westlake@gwi.net (207) 685-4510
Newsletter editor	Jeffrey Frankel jfrankel@mac.com (207) 549-5965
Director-at-large	Del Clough dclough@gwi.net (207) 582-8129
Director-at-large	Adam Tomash (207) 582-5248 bluemoonmac@adelphia.net