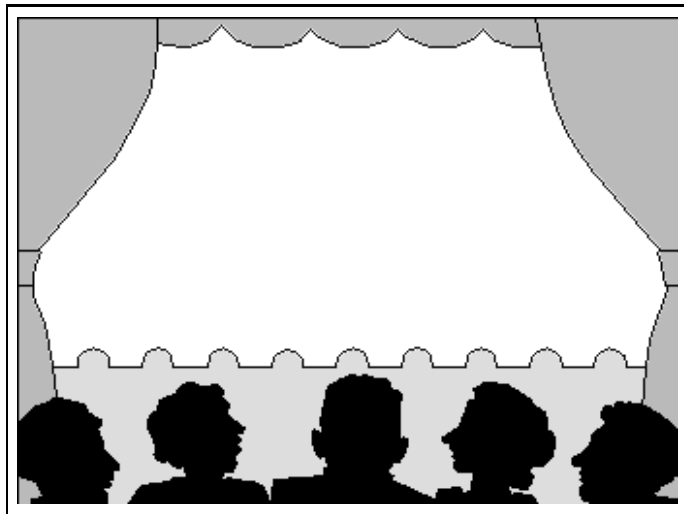


1. Welcome to AP ComicSEND

This chapter is an introduction to AP ComicSEND Syndicate Software. AP ComicSEND Syndicate Software is a complete software and hardware package that you will use to send comic strips and comic features to the AP. When the AP receives your comics, they will format the comics and send the formatted comics to newspapers for publication.

Read this chapter to learn:

- What are the features of AP ComicSEND
- How AP ComicSEND works
- What you need to get AP ComicSEND up and running



I bet this will be a big hit! I'm glad we finally got tickets!

1.1 What is AP ComicSEND?

The Associated Press (the AP) presents AP ComicSEND Syndicate Software, a complete software and hardware package that makes it easy for you to send comics strips to the AP. In addition to comic strips, you can use AP ComicSEND Syndicate Software to send comic features, such as horoscopes and entertainment columns, to the AP.

When the AP receives the comics from you, they will use them to deliver paginated comics pages to newspapers for publication.

How are Comic Strips Sent?

Sending a comic strip to the AP involves just three easy steps:

1. **Scan the comic**
Use a scanner and the ComicSEND Syndicate Software to create an electronic image of your comic strip
2. **Attach the delivery ticket**
Use the ComicSEND software to attach a delivery ticket to your comic strip. The delivery ticket tells the AP everything they need to know about your comic strip
3. **Send the comic strip**
Use the ComicSEND software to send the comic strip to the AP for further processing

How are Comic Features Sent?

Sending comic features to the AP is just as easy as sending a comic strip:

1. **Save the comic feature in ASCII format**
ASCII is a text format that every word-processor can read and save
2. **Attach the delivery ticket**
Use the ComicSEND software to attach a delivery ticket to your comic feature. The delivery ticket tells the AP everything they need to know about your comic feature
3. **Send the comic feature**
Use the ComicSEND software to send the comic feature to the AP for further processing

What Makes it So Easy?

The AP has designed the AP ComicSEND Syndicate Software with syndicates in mind. All the features of the AP ComicSEND Syndicate Software are designed to make the software easy to learn and use.

Features of the AP ComicSEND Syndicate Software are:

- **Easy and Quick Scanning Capabilities** – AP ComicSend neatly integrates all the components you need to quickly scan comics, attach delivery tickets to them and send them to AP.
- **Intuitive User Interface** – AP ComicSEND's flexible windows,

pop-up menus, hot keys, toolbar and other standard Macintosh software conventions make it easy to learn and use.

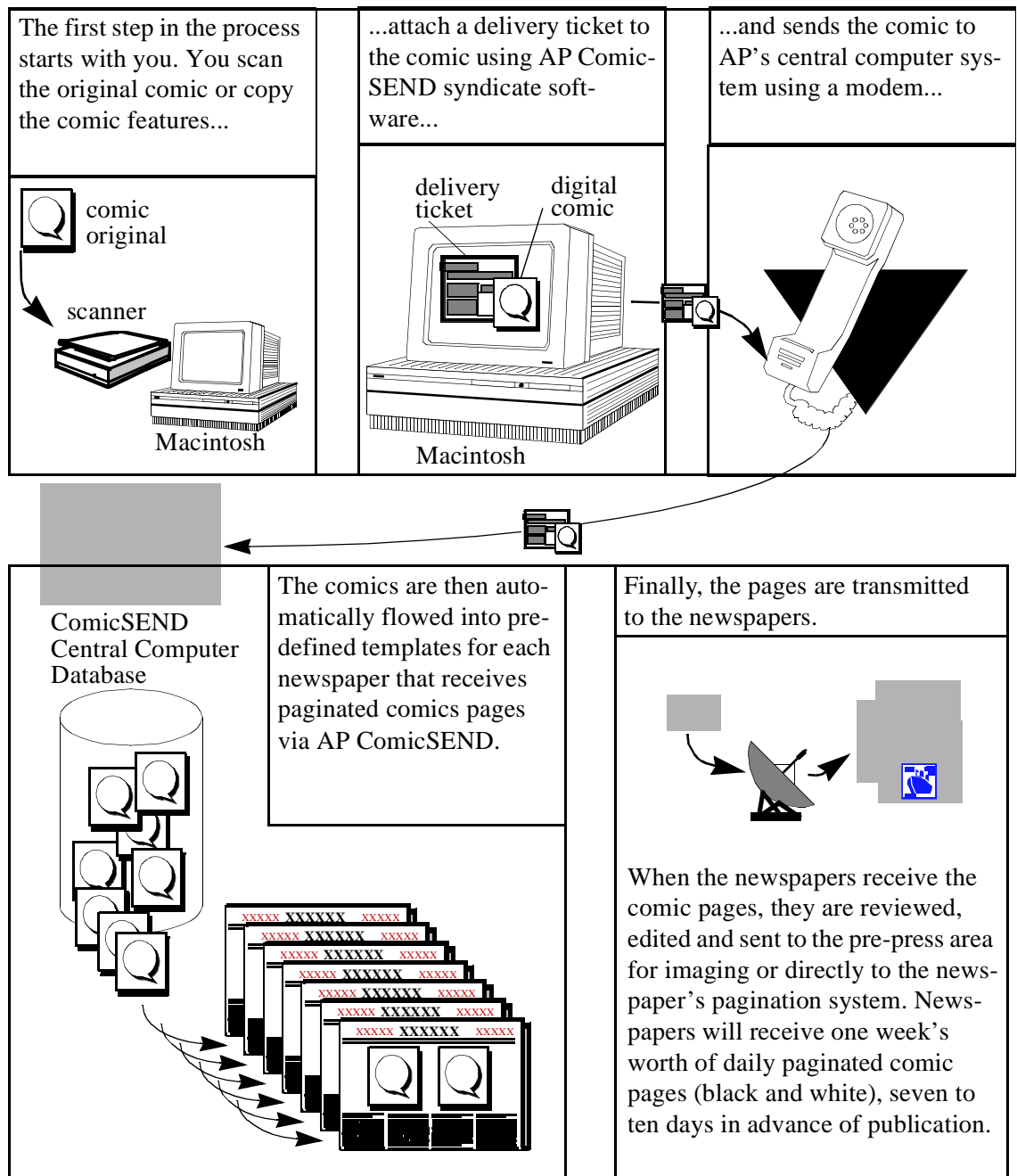
- **Integration with APCS** – Associated Press Communications Server (APCS), a Macintosh-based communications package supplied with AP ComicSEND, lets you use your modem to dial up AP's central comic database and send your scanned comics.
- **Online Help** – Get immediate online help while you work by clicking the Help button.

1.2 How Does AP ComicSEND Work?

AP ComicSEND uses a scanner, a Macintosh computer, and a modem to convert your comics into a digital format and send them to the AP. This conversion process is totally automatic. All you need to do is:

- scan a comic strip or select a comic feature. You can either scan the comic yourself or you can scan the comic using ComicSEND.
- tell AP ComicSEND some details about your comic
- tell AP ComicSEND to send the information to the AP

The following graphic illustrates the entire process.








1.3 What Do I Need to Get Started?

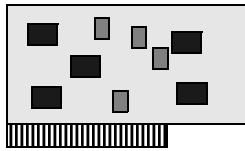
The AP ComicSEND system is comprised of several components. Some of the components are supplied by the AP, while some are supplied by the syndicate. The components of the system are tightly integrated together, resulting in an intuitive user interface.

What Does AP Provide?

The following table shows what components of AP ComicSEND are supplied by the AP.

AP ComicSEND 	This is the software application that you will use to scan comics, attach delivery tickets to them and send them to AP.
Macintosh PhotoFlash 	Macintosh PhotoFlash is supplied to assist you in performing the scanning operations and editing the digital comic, if needed.
A PhotoFlash Scan script 	This is a set of sequenced automated instructions that controls your computer and scanner to automate the scanning operation.
APCS 	This is a software application that lets you dial into the AP's central computer system and send comics. This application also lets you receive electronic mail.
Planet ISDN Card (optional) 	Planet ISDN is a communications tool that connects a Macintosh to an Integrated Digital Services Network (ISDN). An ISDN connection ensures fast data transfer from the advertiser's Macintosh to AP.

Switched 56 Card (optional)



Switched 56 is a communications tool that transmits data over digital lines instead of using analog lines which are normally used for voice communication. This results in faster and more reliable data transfer.

SupraFAXModem 288

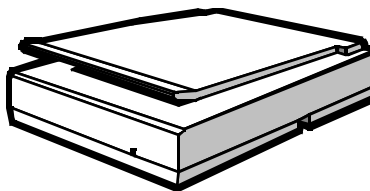


The SupraFAXModem 288 is a communications tool that transmits data over analog telephone lines. This is a widely used form of data transfer.

What Does the Syndicate Provide?

The following table shows what components of AP ComicSEND are supplied by the syndicate.

A scanner



This is a device that transforms the original comic artwork into a digital format.

A scanner plug-in



This is software which Macintosh PhotoFlash uses to control the scanner. The plug-in is supplied by the scanner's manufacturer and is unique to the scanner.