

Don Lancaster's

RESOURCE BIN

number forty five

Mightily manic multimedia magazine madness.

Our usual reminder here that the *Resource Bin* is now a two-way column. You can get tech help, consultant referrals and off-the-wall networking on nearly any electronic, *tinaja questing*, personal publishing, money machine, or computer topic by calling me at (520) 428-4073 weekdays 8-5 Mountain Standard Time.

US callers only, please.

I'm now in the process of setting up my new *Guru's Lair* web site you will find at (where else?) www.tinaja.com This is the place you go for instant tech answers. Among the many files in our library, you will find complete reprint sets for all of the *Resource Bin* and other columns. Plus a brand new [Synergetics Consultant's Newtwork](#) & lots of links to unique web sites.

You will get the best results if you have both [Netscape Gold](#) and [Acrobat Reader 3.0](#) installed. This new reader does utterly amazing things online.

Multimedia Resources

This month, I thought we'd review a few of those multimedia resources. I won't define multimedia for you. Just as with pornography, you will know it when you see it. The really amazing thing is that there seem to be around 35 different multimedia magazines for *each* person in the field.

The advertisers haven't picked up on CPM meaning "cost per *millireader*, rather than "cost per thousand".

At any rate, I thought I'd tell you all my favorite multimedia resources, along with several others that I do not particularly care for.

Before we do, I thought I would go over my two key tools for finding the best magazines and trade journals in any field. These are...

Factsheet Five and Ulrichs

Factsheet Five covers the 'zines and newsletters. Plus topics guaranteed to offend just about everybody. But they

are *the* low end resource for labor of love publications. Super high energy stuff from them that's doin'.

At the other extreme is the rather old line *Ulrichs Periodicals Dictionary*. Five volumes located on the reference shelf at your local library. Or online at *Dialog* or *GENie*. Holds the top 240,000 magazines and newspapers with full descriptions. Also in CD ROM.

Another favorite "where to go and get stuff" mag is *Whole Earth Review*. "Access to tools" is their motto.

U & Ic

Your most bizarre multimedia pub anytime ever is *U & Ic*. Short for *Upper and lower case*. And, at least to me, is by far the very finest of all.

This is really a house organ for *ITC*, otherwise known as that *International Typography Corporation*. Their creative design is outstanding.

Focus is on type and typography. They are most definitely moving into new online and interactive topics.

Another trade journal is *Electronic*

NEXT MONTH: Don looks at resources and opportunities for high power electronics.

Publishing. An oversized ad tabloid on the latest and finest in fonts, printers, and laser typesetters.

Wired

Calling themselves the mouthpiece of the digital generation, this is sort of your *Playboy* for the nineties. Tightly targeting everything in cyberspace. Included are great interviews, useful news, and outrageous articles.

But far too brash for some tastes.

One competitor to *Wired* is *Morph's Outpost*. In a large and well-written tabloid format. Haven't seen this one lately. Hope it is still in print.

Computer Graphics

The best multimedia show is the big annual *SIGGRAPH* gathering. They are a special interest group of *ACM*, the *Association for Computer Machinery*.

These folks have a superb quarterly *Computer Graphics* journal. One which is very big on underlying math theory and fundamental algorithms. Usually their fall issue #3 includes their full *SIGGRAPH* Proceedings.

One competing trade journal is that *CGW*. As in *Computer Graphics World*. Who also have *Siggraph* reviews. And do cover such topics as animation and visualization software.

Video Toaster User

A fine example of a magazine with genuinely useful technical content. At one time, the *NewTek* Toaster had low cost video editing to itself. Between that Amiga debacle and PC and Mac coming on strong, they've got lots of new competition.

Newtek is fighting back with the latest in *nonlinear editing* techniques. Particularly their *Video Flyer* and their *Video Toaster for Windows* products. And their greatly improved *LightWave* animation rendering software.

A nonlinear editing eliminates any need for videotape. Your entire ad or presentation or movie or whatever is stored on hard disks. Giving instant access to any part in any order. And forever eliminating crude "cuts only" or "A/B roll" editing.

This is still one of my favorite pubs. And a good example of how readable and concise tech info should be *the* foremost goal of *any* magazine.

NewTek has free toaster videos.

New Media

One thick and competent monthly mag. Although a tad heavy on glitzy ads. Lots of reviews and product info. Topics include JPEG, MPEG, high end

Mac reviews, kiddie titles, more. Plus Scott Kim's end-of-mag puzzles.

Multimedia Producer

I've only seen one copy of this one. "For the creators and developers of interactive multimedia". It's intended for CD ROM developers.

Computer Video

This is the new kid on the block. An oversize bimonthly tabloid providing outstanding technical content. Highly readable. Free to qualified readers.

These folks also offer *Radio World* and *TV Technology*. Two quality mags for tv and radio production.

Bove and Rhodes

A longtime alternative multimedia info resource, Tony Bove and Cheryl Rhodes offer a number of publications and services. Their *Bove and Rhodes Insider's Report* is one example. You contact them directly for more info.

Movie Stuff

The best traditional trade magazine here appears to be *Film & Video*. And your finest special effects magazine is now *Cinefex*. I particularly like all of their insider film secrets.

I have posted other special effects resources in HACK72.PDF.

Printshop Magazines

By far the most useful trade journal is *Quick Printing*. Especially for their *Helene's Hotline* product location data base. A competitor is *Instant and Small Commercial Printer*. Two others are the *Printer's Hotline* shopper and *Printer's Shareware* software store.

For T-Shirt stuff, check *Impressions*, *Printwear*, or *Screen Printing*. More on printshop stuff in HACK27.PDF.

Publish

Well, because its there, I guess. This is a rather high circulation ad-driven magazine centering on page layout and such. After talking to some other graphic artists, we've all reached the same conclusion: *Publish* always gets the "before" and "after" shots *mixed up* on their page remakes! Usually, they trash a clean layout by ultra glitzying it. With results only an ad director's mother could love.

Online Resources

There's great heaping bunches of multimedia stuff online. All of those commercial services have at least one offering. On *GENie*, my PSRT covers a

few multimedia topics. Especially on compression and digital halftones. Three more extensive *GENie* resources are *Desktop Publishing* over at DTP and *Computer Game Design* at CGD. Plus the computer musicians at MIDI.

Update: See my www.tinaja.com

But the best *GENie* resource of all is MULTIMEDIAS. Having a *RoundTable* and a *Product Catalog*. They also do publish a *Cybernetic Report*.

The usual www.yahoo.com is a good search engine for locating nearly any Internet subject. There are plenty of others. Including some brand new CD ROM based services way too new for review. The printed edition of the *Gale Guide to Internet Data Bases* seems curiously silent on multimedia as a subject. But is otherwise handy.

There are lots of online newsstands. Most of these range from dismal on down to mesmerizingly awful.

Some of the better ones are *VIBE Online*, *BUZZnet*, and *Hot Wired*.

The problem with all of these is that the HTML web markup language gets *totally useless* whenever it comes to attractively presenting info. Waiting in the wings is the infinitely superior *Adobe Acrobat*. Which *fully* preserves all fonts, photos, and graphics.

In tightly compacted files.

I've got scads of Acrobat support up on tinaja.com. Including all the key Adobe tech notes and hundreds of files. Start with ACROCAT.PDF.

Imagining Inane Imaging Issues

Does it really matter that there are several dozen multimedia magazines having virtually the same name? Not really, because most of them seem to me to be glitzy, highly ad-driven rags totally devoid of any genuinely useful content. Most of these are free and worth every cent of it.

One exception is *Advanced Imaging*. This one is mostly a trade journal for the high end scientific needs. They are particularly big on solid state video cameras and machine vision. *SPIE* is a second tech info source here.

Some "also rans" here are *Imaging Magazine* on "Document Solutions for Business"; a *Photo Electronic Imaging* "Integrating Photography, Electronic Imaging, & Graphics"; *Copy Imaging & Reproduction* on copiers.

Or *Digital Imaging* "A magazine for Graphics Service Users"; or *Imaging Business*, "The Voice of the Document Imaging Channel".

Three more equally exciting mags

new from DON LANCASTER

ACTIVE FILTER COOKBOOK

The sixteenth (!) printing of Don's bible on analog op-amp lowpass, bandpass, and highpass active filters. De-mystified instant designs. **\$28.50**

CMOS AND TTL COOKBOOKS

Millions of copies in print worldwide. THE two books for digital integrated circuit fundamentals. About as hands-on as you can get. **\$28.50** each.

INCREDIBLE SECRET MONEY MACHINE II

Updated 2nd edition of Don's classic on setting up your own technical or craft venture. **\$18.50**

LANCASTER CLASSICS LIBRARY

Don's best early stuff at a bargain price. Includes the CMOS Cookbook, The TTL Cookbook, Active Filter Cookbook, PostScript video, Case Against Patents, Incredible Secret Money Machine II, and Hardware Hacker II reprints. **\$119.50**

LOTS OF OTHER GOODIES

Ask the Guru I or II or III	\$24.50
Hardware Hacker II, III or IV	\$24.50
Micro Cookbook I	\$19.50
PostScript Beginner Stuff	\$29.50
PostScript Show and Tell	\$29.50
Intro to PostScript Video	\$29.50
PostScript Reference II	\$34.50
PostScript Tutorial/Cookbook	\$22.50
PostScript by Example	\$32.50
Understanding PS Programming	\$29.50
PostScript: A Visual Approach	\$22.50
PostScript Program Design	\$24.50
Thinking in PostScript	\$22.50
LaserWriter Reference	\$19.50
Type 1 Font Format	\$16.50
Acrobat Reference	\$24.50
Whole works (all PostScript)	\$380.00
Synergetics Surplus Catalog	FREE
Technical Insider Secrets	FREE

POSTSCRIPT SECRETS

A Book/Disk combination crammed full of free fonts, insider resources, utilities, publications, workarounds, fontgrabbing, more. For most any PostScript printer. Mac or PC format. **\$29.50**

BOOK-ON-DEMAND PUB KIT

Ongoing details on Book-on-demand publishing, a new method of producing books only when and as ordered. Reprints, sources, samples. **\$39.50**

THE CASE AGAINST PATENTS

For most individuals, patents are virtually certain to result in a net loss of sanity, energy, time, and money. This reprint set shows you Don's tested and proven real-world alternatives. **28.50**

BLATANT OPPORTUNIST I

The reprints from all Don's Midnight Engineering columns. Includes a broad range of real world, proven coverage on small scale technical startup ventures. Stuff you can use right now. **\$24.50**

RESOURCE BIN I

A complete collection of all Don's Nuts & Volts columns to date, including a new index and his master names and numbers list. **\$24.50**

FREE SAMPLES

Check Don's Guru's Lair at <http://www.tinaja.com> for interactive catalogs and online samples of Don's unique products. Searchable reprints and reference resources, too. Tech help, hot links to cool sites, consultants. email: don@tinaja.com

FREE US VOICE HELPLINE

VISA/MC

SYNERGETICS
Box 809-NV
Tatcher, AZ 85552
(520) 428-4073

Write in 146 on Reader Service Card.

MULTIMEDIA RESOURCES

ACM/Computer Graphics 1515 Broadway New York NY 10036 (212)626-0500	Computer Video 5827 Columbia Pike 3rd Fl Falls Church VA 22041 (703) 998-7600	Imaging Magazine 12 West 21 Street New York NY 10010 (212) 691-8215	Multimedia Producer 701 Westchester Avenue White Plains NY 10604 (914) 328-9157	Quick Printing 1680 SW Bayshore Blvd Port St Lucie FL 34984 (407) 879-6666	TV Technology 5827 Columbia Pike #310 Falls Church VA 22041 (703) 998-7600
Adobe Acrobat System 1585 Charleston Rd Mountain View CA 94039 (800) 833-6687	Copy Imaging & Repro 1680 SW Bayshore Blvd Port St Lucie FL 34984 (407) 879-6666	Impressions 1515 Broadway New York NY 10036 (212) 669-1300	New Media 901 Mariner's Is Blvd #365 San Mateo CA 94404 (415) 573-5170	Radio World 5827 Columbia Pk #310 Falls Church VA 22041 (703) 998-7600	U&Ic 2 Dag Hammarskjold Plz New York NY 10017 (212) 371-0699
Advanced Imaging 445 Broad Hollow Rd #21 Melville NY 11747 (516) 845-2700	Digital Imaging 21150 Hawthorne Blvd #104 Torrance CA 90503 (310) 371-5787	Inform 1100 Wayne Avenue #1100 Silver Spring MD 20910 (301) 587-8202	NewTek 1200 SW Executive Dr Topeka KS 66615 (800) 847-6111	Response TV 201 E Sandpointe #600 Santa Ana CA 92707 (800) 854-3112	Ulrichs Dictionary 121 Chanlon Rd New Providence NJ 07974 (908) 771-7714
AV Video 701 Westchester Avenue White Plains NY 10604 (800) 800-5474	Electronic Entertainment 951 Mariner's Isle Blvd #700 San Mateo CA 94404 (415) 349-4300	Information Display 201 Varick Street New York NY 10014 (212) 620-3371	NEXT Generation 1350 Old Baysshore Hwy #210 Burlingame CA 94010 (415) 696-1661	Screen Printing 407 Gilbert Ave Cincinnati OH 45202 (513) 421-2050	Video Pro 460 West 34 Street New York NY 10001 (212) 947-6500
Bove & Rhodes Reports Box 1289 Gualala CA 95444 (707) 884-4413	Electronic Publishing 401 N Broad St Philadelphia PA 19108 (215) 338-5300	Instant & SC Printer 425 Huehl Rd Bldg 11 Northbrook IL 60065 (708) 584-5940	PC Graphics & Video 201 E Sandpointe Avenue #600 Santa Ana CA 92707 (714) 513-8400	ScreenPlay 407 Gilbert Avenue Cincinnati OH 45202 (513) 421-2050	Video Toaster User 273 N Matilda Ave Sunnyvale CA 94086 (408) 252-0508
CD-ROM Today 23-00 Route 208 FairLawn NJ 07410 (201) 703-9500	Factsheet Five R Seth Friedman PO Box 170099 San Francisco CA 94117	Interactive Video News Box 61130 Potomac MD 20897 (301) 424-3338	Photo Electronic Imaging 57 Forsyth Street NW Atlanta GA 30303 (404) 522-8600	SPIE PO Box 10 Bellingham WA 98227 (206) 676-3290	Videomaker PO Box 4591 Chico CA 95927 (916) 891-8410
Cinefex Box 20027 Riverside CA 92516 (909) 781-1917	Film & Video 8455 Beverly Blvd #508 Los Angeles CA 90048 (213) 653-8053	KIPI Bookshelf 701 Westchester Avenue White Plains NY 10604 (800) 800-5474	Printer's Hot Line PO Box 1709 Fort Dodge IA 50501 (800) 950-7746	Synergetics Box 809 Thatcher AZ 85552 (520) 428-4073	VR World 20 Ketchum Street Westport CT 06880 (203) 226-6967
Color Publishing 1 Technology Pk Dr Westford MA 01885 (508) 392-2166	Gale Research 835 Penobscot Blvd Detroit MI 48226 (313) 961-2242	MIX Bookshelf 6400 Hollis St #12 Emeryville CA 94608 (800) 233-9604	Printer's Shareware 5019 W Lovers Ln Dallas TX 75209 (214) 350-1902	Technique 10 Post Office Sq #600S Boston MA 02109 (800) A-PAPERS	VSM 825 Seventh Avenue New York NY 10019 (212) 887-8400
Computer Artist 1 Technology Park Dr. Westford, MA 0185 (508) 692-7000	GENie PSRT 401 N Washington St Rockville MD 20850 (800) 638-9636	Morph's Digital Outpost PO Box 578 Orinda CA 94563 (510) 238-4545	Printwear 1008 Depot Hill Rd Broomfield CO 80020 (303) 469-0424	3D Artist PO Box 4787 Santa Fe NM 87502 (505) 982-3532	Whole Earth Review 27 Gate Five Rd Sausalito CA 94965 (415) 332-1716
Computer Graphics World 1 Technology Pk Dr Westford MA 01886 (508) 692-0700	Imaging Business 1201 Seven Locks Road #300 Potomac MD 20854 (301) 340-1520	Multimedia Law Report One Penn Plaza New York NY 10119 (800) 950-1216	Publish 501 Second St #600 San Francisco CA 94107 (415) 243-0600	3D Design 600 Harrison Street San Francisco CA 94107 (415) 905-2200	Wired 544 2nd St 3rd Fl San Francisco CA 94107 (415) 904-0664

are *Color Publishing*, *PC Graphics and Video* and *AV Video*.

The Dregs

One of the immutable physical laws here at *Synergetics* is that something has to be at the bottom of the pile. So, here is my collection of oddball and interesting stuff which is "not quite" centered on multimedia:

3-D Artist is a graphic design mag out of Santa Fe. Their competitor is apparently the *3-D Design* out of San Francisco. *VSM* is on Video Software Management. Otherwise known as running a video rental store. Lots of ads for cheap vids. Especially if you don't care about the title.

VR World is a virtual reality mag, while *Response TV* will let you hit it big with late night tv advetorials.

Interactive Video News is a pricey high end newsletter. On multimedia, pay-per-view, shopping, new demand video and such. *Information Display* is

a rather dull and dreary trade journal from the *Society for Information Display* folks. Mostly on liquid crystal display and related wannabes.

Electronic Entertainment, *CD ROM*, and *NEXT Generation* are mostly for end users. So are both *Videomaker* and *Video Pro*. *Technique* is a "how to guide to successful communications". What *Publish* should have been. *Inform* is an odd publication by the *Association for Information and Image Management*. And *Multimedia Technology Licensing Law Report* is a pricey newsletter.

Two multimedia book sources are *KIPI Bookshelf* and *MIX Bookshelf*.

Additional multimedia resources do appear in HACK71.PDF.

This Month's Contest

For our contest this month, just tell me about any multimedia resource I don't already know about.

There will be a largish pile of my new *Incredible Secret Money Machine II*

books going to the dozen or so better entries, plus an all-expense-paid (FOB Thatcher, AZ) *tinaja quest* for two that will go to the very best of all. ♦

Microcomputer pioneer and guru Don Lancaster is the author of 33 books and countless tech articles. Don maintains his no-charge US tech helpline found at (520) 428-4073, besides offering all of his own books, reprints, and consulting services. Don also has two free catalogs full of his resource secrets waiting for you. Your best calling times are 8-5 on weekdays, Mountain Standard Time.

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Full reprints and preprints of all Don's columns and ongoing tech support appear here. You can reach Don at Synergetics, Box 809, Thatcher, AZ 85552. Or send any messages to his US Internet address of don@tinaja.com

