

# FEATURES YOU CANNOT FIND IN OTHER APPLICATIONS.

**[STARBURST TOOL]** **1**  
C2's Starburst tool is the most flexible tool available allowing you to create an unlimited number of variations that keep your customers happy by making their ads look unique. Manual drawing is too slow. A static list of Starburst graphics is too stale, and simple extensions provide only limited use.

**[CONVERT TO PATH]** **2**  
C2 allows you to convert multiple lines of text to editable paths. This gives you the ultimate flexibility to be creative and offer your customers unique headlines, logos and other graphic treatments with any of your fonts. Try this with a graphic font like Dingbats, and you will have instant editable graphics! You can also convert multiple shapes to a path, edit or use as containers.

**[CONTAINERS]** **3**  
C2's Container tool allows you to drop any number of text, graphic or C2 shapes into other C2 shapes! This is the ultimate time-saving tool for adding banners to picture boxes or masking photos with rectangles or any other shapes. Use one of four preferences for the Container tool, and you can save hours in layout time.

**[TEXT FORMATTING]**  
Advertising and marketing require a high level of typographic control, and C2 surpasses most applications in its built-in functions. Set Outline Weight and Color, Fill Color, Boldness, Italicization and all Shadow parameters. Your text remains editable, so at anytime you can make changes. Convert your text to paths and fill them with gradients or photos and graphics.

**[PRINT AND WEB PUBLISHING]**  
You have full control of export functions in C2 to generate the graphic files you need. There are EPS and TIFF for the Web and a PDF function for automating Acrobat Distiller® to instantly generate PDF files. EPS export allows you to scale and embed fonts for accurate placement and output.

**[UNLIMITED GRADIENTS]**  
C2 allows you to choose from six types of gradients, combine up to 256 colors, set direction and highlight offset, apply repetitions and set back-to-back features. C2's gradients gives you that added touch of depth and eye appeal that stops readers in their tracks. Use this tool to increase response to your customers' advertisements.

**[STYLE MODELS]**  
Go beyond cumbersome style sheets with Character-based Style Models. You can save hours formatting time by copying multiple lines of formatted text and pasting all the formats onto other lines. This tool is great for Automotive, Real Estate and any other product-oriented advertisement.

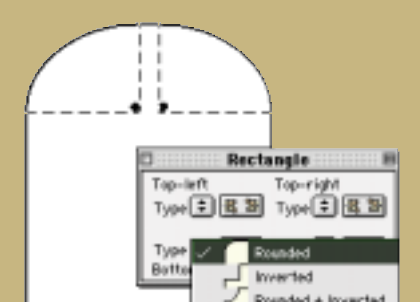
**[CUSTOMIZE AND AUTOMATE CREATOR2]**  
AppleScript is a big deal, even if you don't know anything about it! C2 brings full use of it to you with over 50 additional features built-in on the Script menu. Features like "Collect for Output," and "Sort a Text List," are free, fully functional AppleScripts—not extensions and plug-ins you have to purchase. You can even place aliases to other applications in the Script menu folder and launch them from within C2. If you are a novice scripter, C2 is recordable which lets you quickly build workflow automation scripts. Advanced Scripters can create and add custom functionality by customizing C2's menus, commands and shortcut keys.



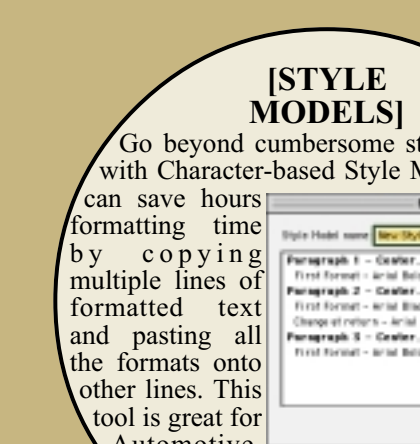
**[CUSTOM BORDERS]**  
C2 offers over 371 custom borders for you to apply to the frame of your layout or to use as design elements within your layout. Just double-click the Border tool on the Tools palette, select the border, and you are on your way. Want to create your own borders? Use the new Border Editor to open and edit the installed borders or design your own. Your customers won't believe what you can do with their logo or favorite piece of artwork.



**[RECTANGLE CONTROL]**  
Many times, just plain borders will do but the corners need editing. C2 lets you edit them directly. Unlink and link them together, change their radius and apply one of four corner types. Your customers will appreciate the creativity, and you will appreciate the speed.



**[MAKE MATRIX TOOL]**  
C2's Make Matrix tool provides horizontal and vertical duplication of any group of objects you select into the space of the document you specify. You determine the number of columns and rows and the space between them.



# CREATOR2's Interface Gives You Creative Freedom and Faster Layout Time!

**Export GIF for Web and EPS for print. Scale and imbed fonts to reduce print errors.**

**Turn Off Bleed Items At Edge to prevent over-setting layouts and reduce pagination errors.**

**Document description can print with each proof and include Date, Time and Deadline information to reduce proofing errors.**

**Over 50 AppleScript features built-in.**

**Container and Convert Shape to Path tools reduce layout time and increase creativity.**

**Full-text formatting control including boldness, outline, fill and shadow.**

**Easy-to-use and learn tool set for producing advertising, marketing and promotional materials.**

**One-stop colors palette for stroke, fill, shadow color and tint.**

**Styles palette holds the character, paragraph, element and text style models you create. Quickly apply them to other text and graphics.**

**Over 371 custom borders can be placed as layout borders or as elements.**

**Files palette holds graphics, text and C2 native documents, and checks them off as they are used.**

**One palette changes controls from text to graphics, reducing screen clutter.**

**Convert Text to Path allows custom graphic treatments.**

**Retail advertising tools built-in.**

**Easy access to alignment and spacing tools.**

**Full color management, trapping, proofing and separation control.**

## BUILT-IN COLOR MANAGEMENT.

**[WHAT YOU SEE IS WHAT YOU GET] – WYSIWYG COLOR**  
C2 enables the power of Apple's ColorSync technology to provide you on-screen soft color proofing. Using C2 will lower your proofing costs by allowing you to see accurate color representations. You can see on-screen almost exactly how your colors will look on your presses. Stop the color guesswork! Implement ColorSync into your color workflow. Use C2, and you can proof your ads on-screen, match your press output to your color proofers and

even simulate press color reproduction on ink jet color printers.



**[COLORSYNC]**  
Just supporting ColorSync is not enough for layout software since it does not support vector line art such as Adobe Illustrator® files. Creator2 not only color matches bitmapped images, it also color

matches vector images as well, through the inclusion of the C2 EPS Library, jointly developed with the color experts, Praxisoft, LLC. Without this library, your layout software would color correct everything except the vector images. This technology is an additional purchase with other layout applications but supplied



FREE by Multi-Ad, so you can have a complete color management system.

**[ON-SCREEN COLOR SEPARATIONS]**  
C2 can reduce the number of proofs you create and reduce your proofing cost by using its on-screen proofing capabilities. Catch costly errors before you print and check knockouts and bleeds—all before you send them to your image setters and waste valuable film. Better yet, catch errors before they print and cost you money in credits.

**If it's not broke... improve the heck out of it!**

**Try Creator2 v1.6 now and see your creativity and productivity get better, stronger and faster! Upgrade older copies of Creator2 or Creator, purchase new copies or try the demo today!**

**NEW COPY, UPGRADE OR TRAINING PURCHASE**  
Call us at 800.245.9278 or 309.690.5300, and a customer service representative will assist you with ordering and get you the additional pricing and purchase information you need.

**Get More Info or Demo**  
Log on to creator2.multi-ad.com where you will find a host of additional product information, pricing and demo application download.

**Demonstrations and Presentations**  
We have regional representatives in the U.S. and Canada, and authorized resellers in other countries who can assist you in evaluating our software with group demonstrations and presentations to key decision-makers. Call us at 800.245.9278 or 309.690.5300 for availability and appointment.

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