



# **PTG Desktop and Design – The Peachpit Press Group**

# The Peachpit Publishing Group



- **The Peachpit Publishing Group** includes the world's leading imprints, series, and authors specializing in design, graphics, and creative computer use
  - Flagship Imprints: **Peachpit Press** and **New Riders**
  
- The official publisher of industry-leading print, graphics and web design/development software companies
  - Corporate Presses: **Adobe Press**, **Macromedia Press**

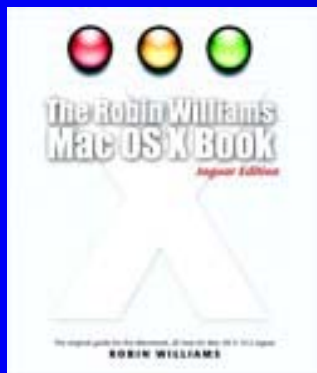
[www.peachpit.com](http://www.peachpit.com)

# Peachpit Press



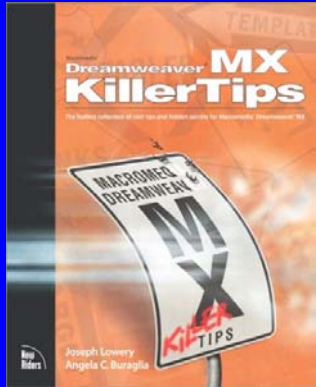
- **Peachpit Press** — serving creative professionals and all computer users with creative computer books for lifelong learning ... from “desktop to webtop”

- Award-winning books feature step-by-step explanations, time-saving techniques, savvy insider tips, and expert advice



- **Key Series:** *Visual QuickStart Guides, Visual QuickPro Guides, Little Books, Real World, WOW!*
- **Key Authors:** *Robin Williams, Ted Landau, Jim Heid, Jack Davis, Maria Langer, Tom Negrino, Dori Smith, Deke McClelland, David Blatner, Lisa Brenneis, Elizabeth Castro*

# New Riders

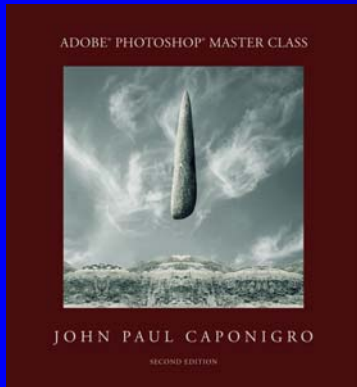
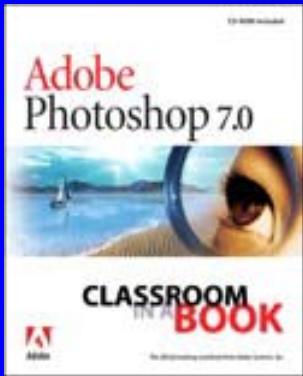


- **New Riders** – Creating computer books for professional designers and developers, authored by the leading voices working in creative and information technologies today

- **Key Series:** *Voices that Matter; Killer Tips; Down and Dirty*
- **Key Relationships:** *NAPP, AIGA*
- **Key Authors:** *Scott Kelby, Barry Haynes, Hillman Curtis, Eric Meyer, Joe Lowery, Andrew Rollings, Ernest Adams*

# Adobe Press

Adobe Press



- **Adobe Press** – The official source for training and inspiration for all users of Adobe software, the world's leading technologies for visual communicators
  - Areas of Focus: *Image Editing, PDF, Illustration, Page Layout, Video Editing and Effects, Typography, Web Design*
  - Key Series: *Classroom in a Book, Advanced Classroom in a Book, Master Class, Idea Kit*

# Macromedia Press

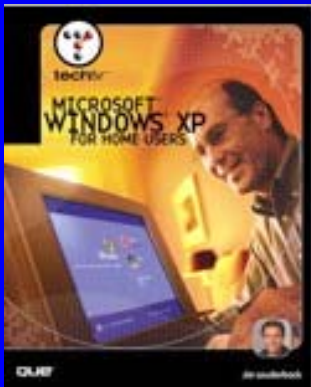
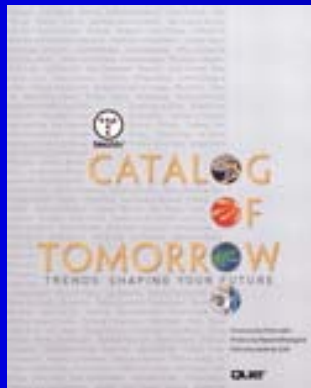
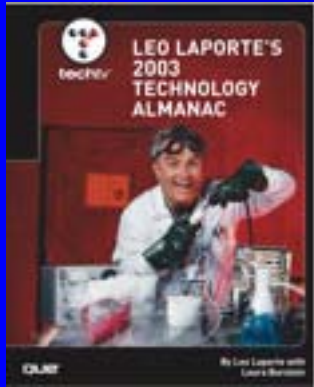


- **Macromedia Press** – The official source for training and reference books for users of Macromedia products, the world's leading tools for Web design and development, and interactive media

- **Areas of Focus:** *Web Design and Development*
- **Key Series:** *Training from the Source, Reality Macromedia, Macromedia Showcase*
- **Key Authors:** *Ben Forta, Derek Franklin, Joseph Lowery, Kevin Towes, Jeffery Bardzell*



# Tech TV



- **Tech TV** – To inform and educate computer users who have comfortably integrated technology into their lives through home computing, entertainment, and productivity

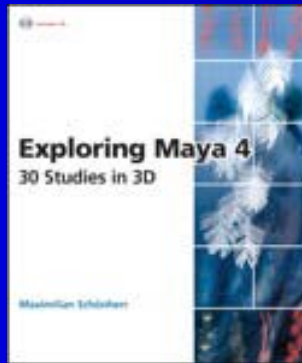
- **Areas of Focus:** general interest technology-focused books; personality-driven titles related more closely to the most-watched shows; popular home software applications, including Windows XP and Macintosh OS; digital lifestyle topics (digital photography, upgrading PC's); Technology problem-solving

- **Key Series/Authors:** *Call for Help, Screen Savers, Tech of...* (Tech of Gaming, Tech of Golf, Tech of the Military)

- **Key Authors:** *Leo Laporte*

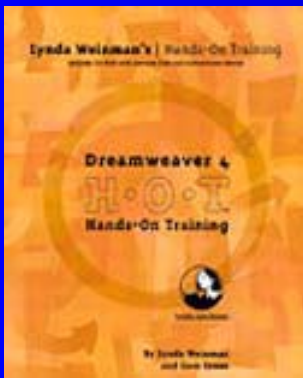
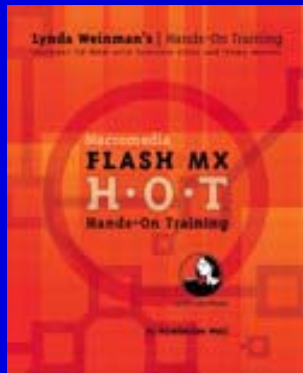
# Avid Press

- **Avid Press** – Bringing AVID’s acclaimed courseware and training books to a wider market eager to learn its professional digital media tools



- **Areas of Focus:** *Video and Audio Editing and Production*
- **Key Series:** *AVID Educational Series*

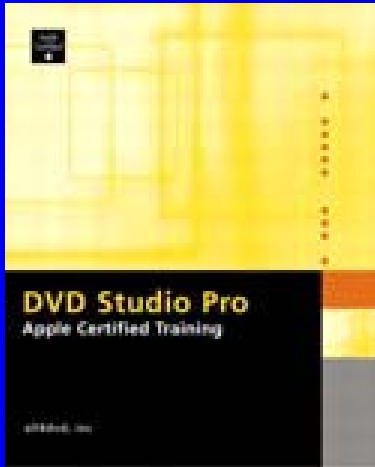
# Lynda.com



- **Lynda.com** – Training books with classroom-proven exercises from leading digital designer and trainer, Lynda Weinman

- **Areas of Focus:** *Design and Graphics*
- **Key Series:** *H.O.T. Hands-On Training*

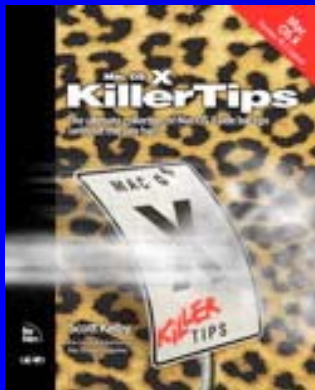
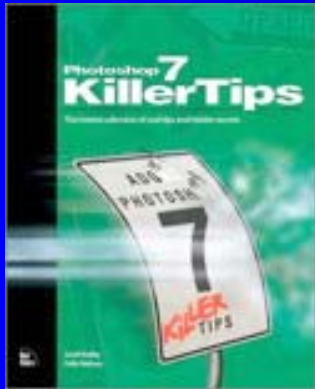
# Apple Certified



- **Apple Certified** – To provide beginning to intermediate training for both video professionals and students, with project-based lessons in a workbook format with DVD-ROM
  - **Areas of Focus:** *DVD Studio Pro, Final Cut Pro Editing and Color Correction, Shake*
  - **Key Series:** *Apple Certified*

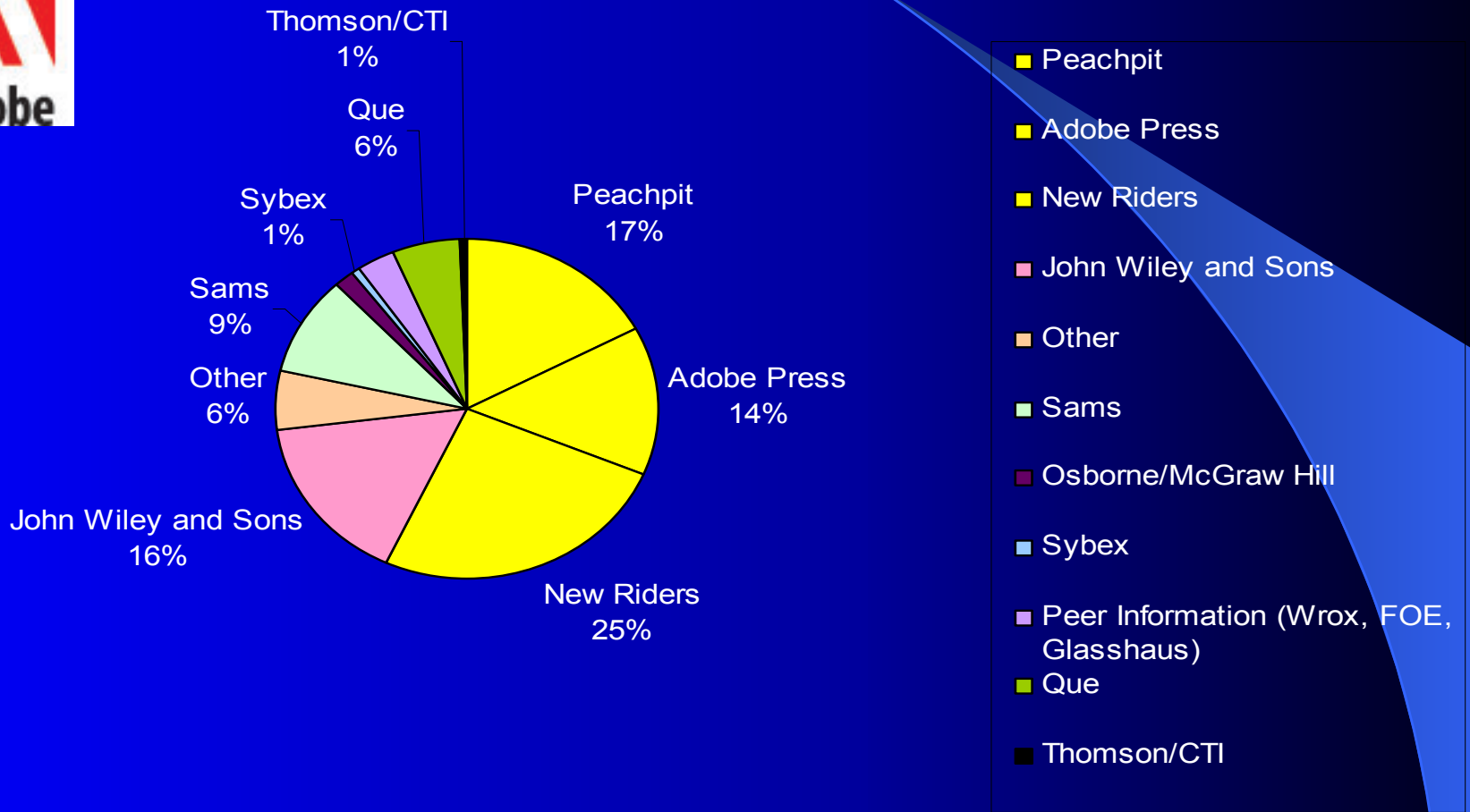
# NAPP

- **Scott Kelby**

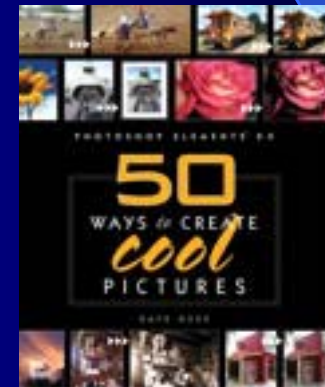
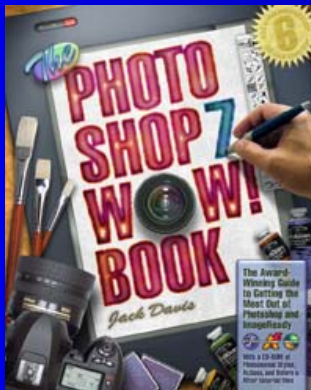
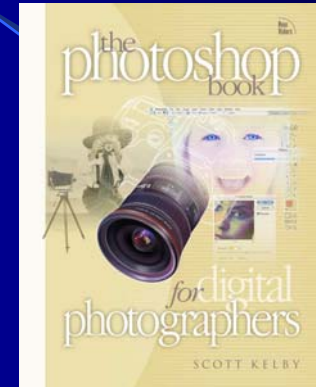
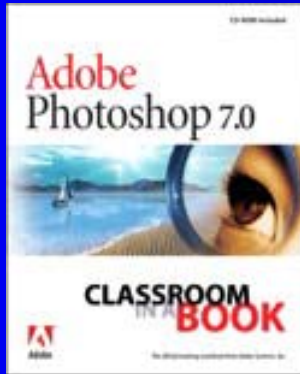


- **Areas of Focus:** *Digital Photography, Macintosh, Photoshop, Dreamweaver MX, and Windows OS*
- **Key Series:** *Killer Tips, Down and Dirty Tricks, and One-Off Titles*

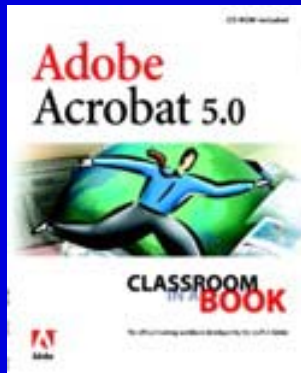
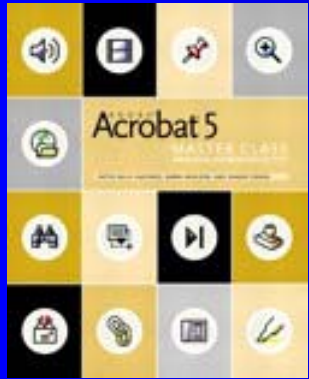
# Photoshop Publishing Dominance



# Key Photoshop Titles



# Acrobat Publishing Dominance



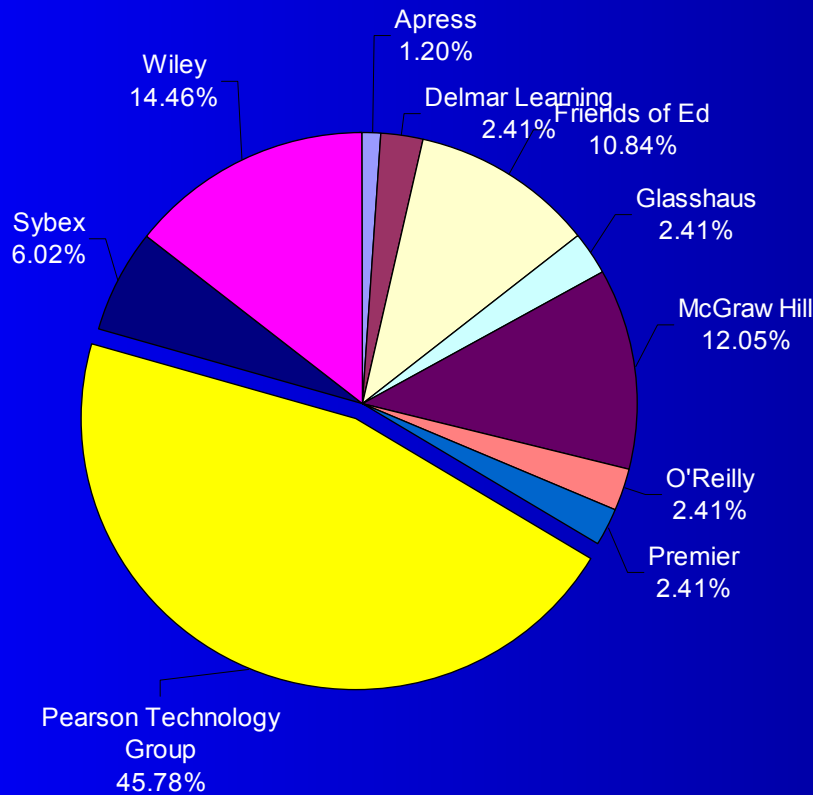
- Adobe has targeted the enterprise market, especially HR, legal, and government segments
- The 1995 Paperwork Reduction Act has had a beneficial impact on Acrobat sales to government agencies (with sales to federal system, Coast Guard, and I.R.S.)

- At the end of 2002, President Bush signed the eGov act of 02, allocating \$345M over four years to putting more federal services on the Internet



# Macromedia Publishing Dominance

2002 YTD  
Title Count Share  
of MX, Flash, Dreamweaver, Cold Fusion Titles\*  
(Total Titles Researched: 3000; Reporting Period: 1/1/02-9/22/02)



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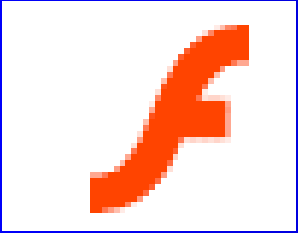
\* MX, Flash, Dreamweaver, Cold Fusion  
products; data represents approximately  
65% of booksellers; extracted from  
Bookscan @9/22/02; Amazon.com and  
proprietary Peachpit database

# Macromedia Publishing



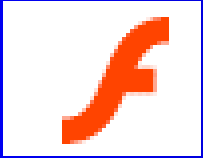
- **Macromedia's** mission is to empower their millions of designers and developers to create effective user experiences across the widest array of platforms and devices
- **Macromedia** will update all of its major products in 2003
- More than 250K customers have adopted **Macromedia Studio MX** since June, making it the most successful offering in Macromedia's history
- **Dreamweaver** became a high-end developer tool with the MX upgrade
- **ColdFusion**, the easy-to-use, rapid server-scripting environment for creating dynamic applications, will expand to work with more application servers, allowing Java users to simplify the design process

# Flash, Dreamweaver and ColdFusion



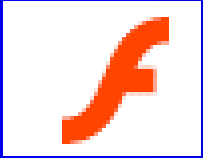
- Flash in 2003 – We will have...
  - Flash books for beginners
  - Flash books for active learners, (project-based training, hands-on training)
  - Flash books to inspire developers and designers
  - Flash books for students, educators, trainers, K-12, and higher education
  - Flash books for high-end developers using Flash to design interfaces that work with dynamic applications
- **Series:** *Training from the Source, Visual QuickStart, Voices that Matter, Magic, Reality*
- **Authors:** *Derek Franklin, Branden Hall, Jobe Makar, Kymberleigh Weil, Robert Reinhardt*

# Flash, Dreamweaver and ColdFusion



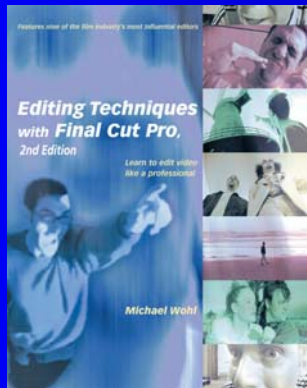
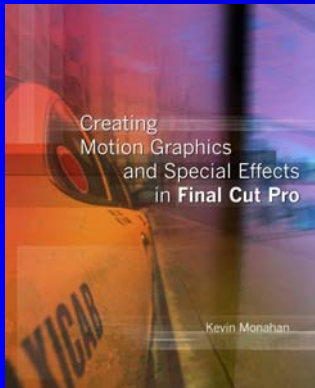
- Dreamweaver in 2003 – We will have...
  - Dreamweaver books for beginners
  - Dreamweaver books for active learners (project-based, hands-on training)
  - Dreamweaver books for developers using Dreamweaver as a code-editor for different languages (CFML, ASP.NET, PHP)
  - Dreamweaver books for students, educators, trainers, K-12, and higher education
  - Dreamweaver books that teach high-end techniques
  - Dreamweaver books that serve as the in-depth reference that every developer needs
  - **Series:** *TFS, VQS, Reality, Voices*
  - **Authors:** *Joseph Lowery, Tarin Towers, Jeffrey Bardzell, Sue Hove, Brad Halstead*

# Flash, Dreamweaver and ColdFusion



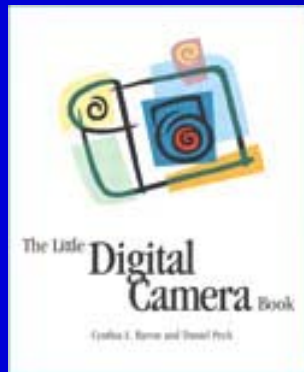
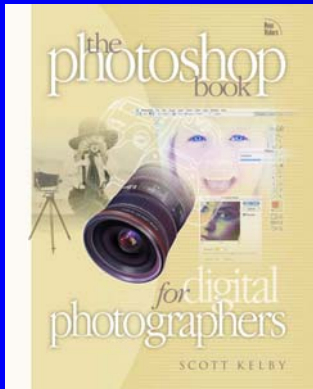
- ColdFusion in 2003 – We will have...
  - ColdFusion books for beginners and advanced users, including the definitive ColdFusion reference
  - ColdFusion books for active learners
  - ColdFusion books that demonstrate how to integrate ColdFusion with Macromedia's MX suite for maximum efficiency
  - ColdFusion books to inspire developers, and demonstrate best practices in ColdFusion development
  - **Series:** *Training from the Source, VQS, Reality, Web Application Construction Kits*
  - **Authors:** *Ben Forta, Nate Weiss*

# Digital Media Publishing Dominance



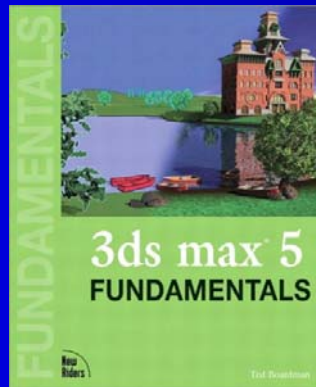
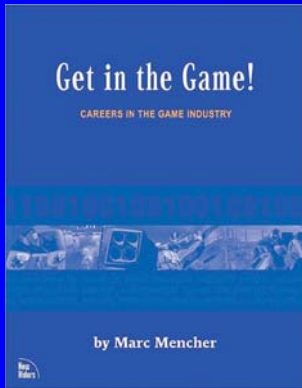
- Digital Media in 2003 – We will have...
  - 30 new and revised titles in 2003 plus 25 backlist titles
  - **Author brands:** *Lisa Brenneis, Michael Wohl, Josh Melliker, Ramy Katrib, Philip Hodgetts, Michael Rubin*

# Digital Photography Publishing Dominance

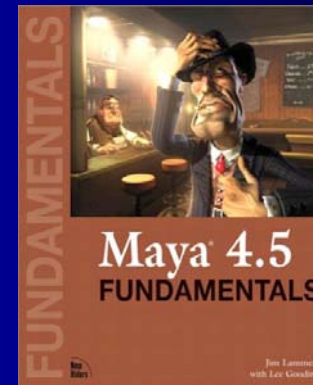
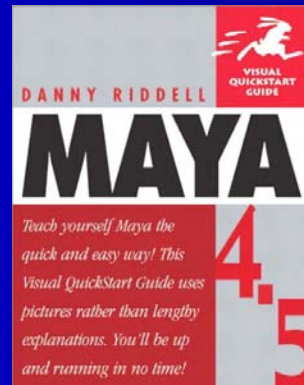


- Digital Photography in in 2003
- Among NRP, Peachpit, Adobe Press, we have the best authors, best series, and we cover the gamut from high-end to mass market
- Quality, results-oriented books

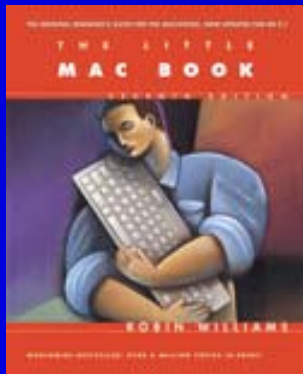
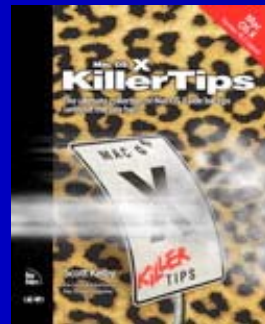
# Gaming / 3D Animation



- Gaming and 3D/Animation in 2003...
- The best authors and highest quality, results-oriented books



# Mac / OSX Publishing Dominance



- Macintosh / OSX in 2003...
  - 13 new titles are planned for 2003 (10% FL revenue), plus 10 backlist titles
  - A series for every level: new users, developers, switchers and professionals
  - Apple Certification
  - **Key Authors:** *Robin Williams, Scott Kelby, Jim Heid, Maria Langer, Ted Landau, Chris Breen, David Coursey. Bob Levitus*