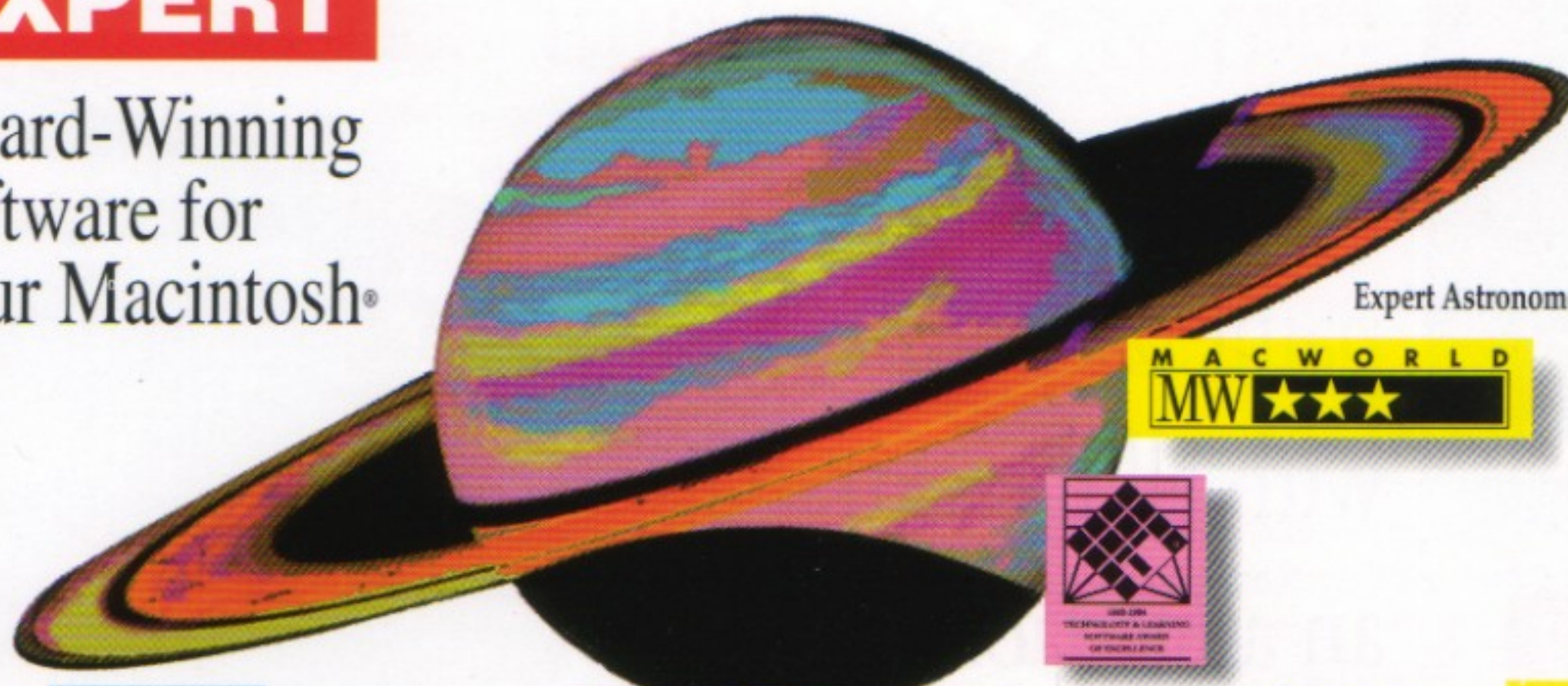


# EXPERT

Award-Winning  
Software for  
Your Macintosh®

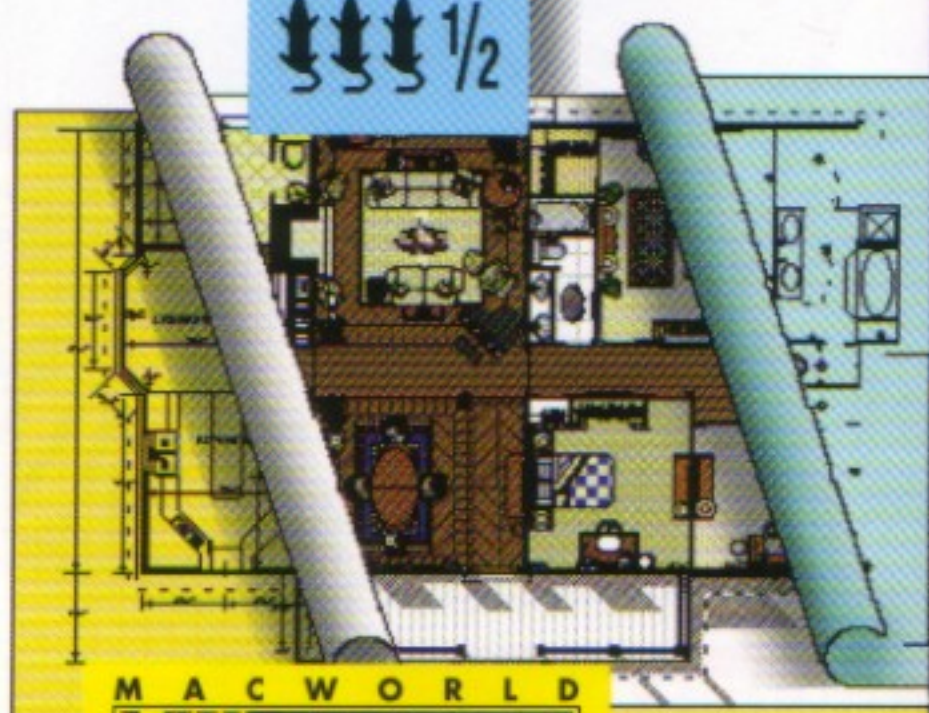


Expert Astronomer

MACWORLD  
MW ★★★★★



MacUser  
★★★★½



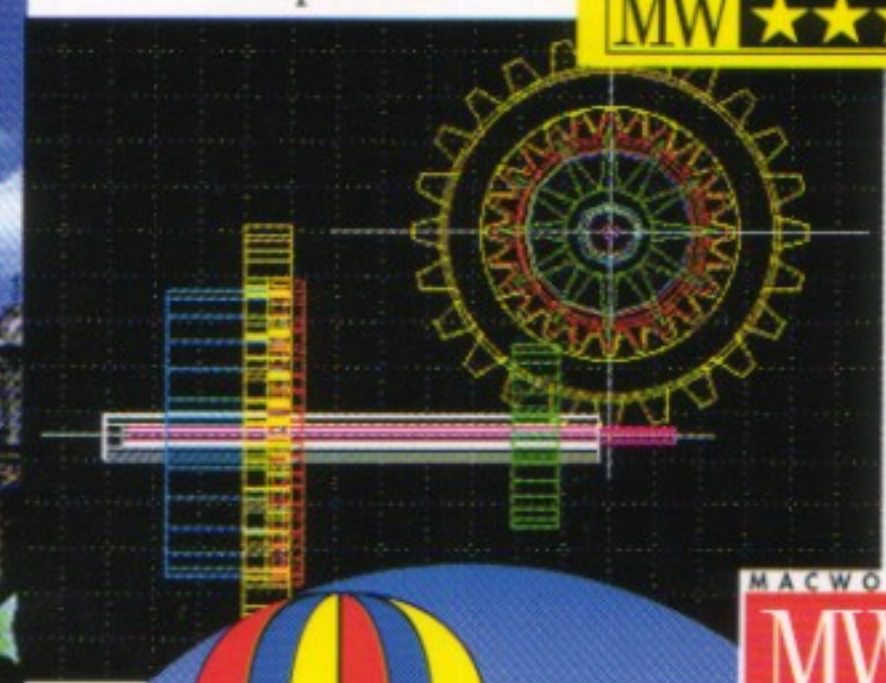
MACWORLD  
MW ★★★★★

Expert Design Series:  
Home Design  
Landscape Design

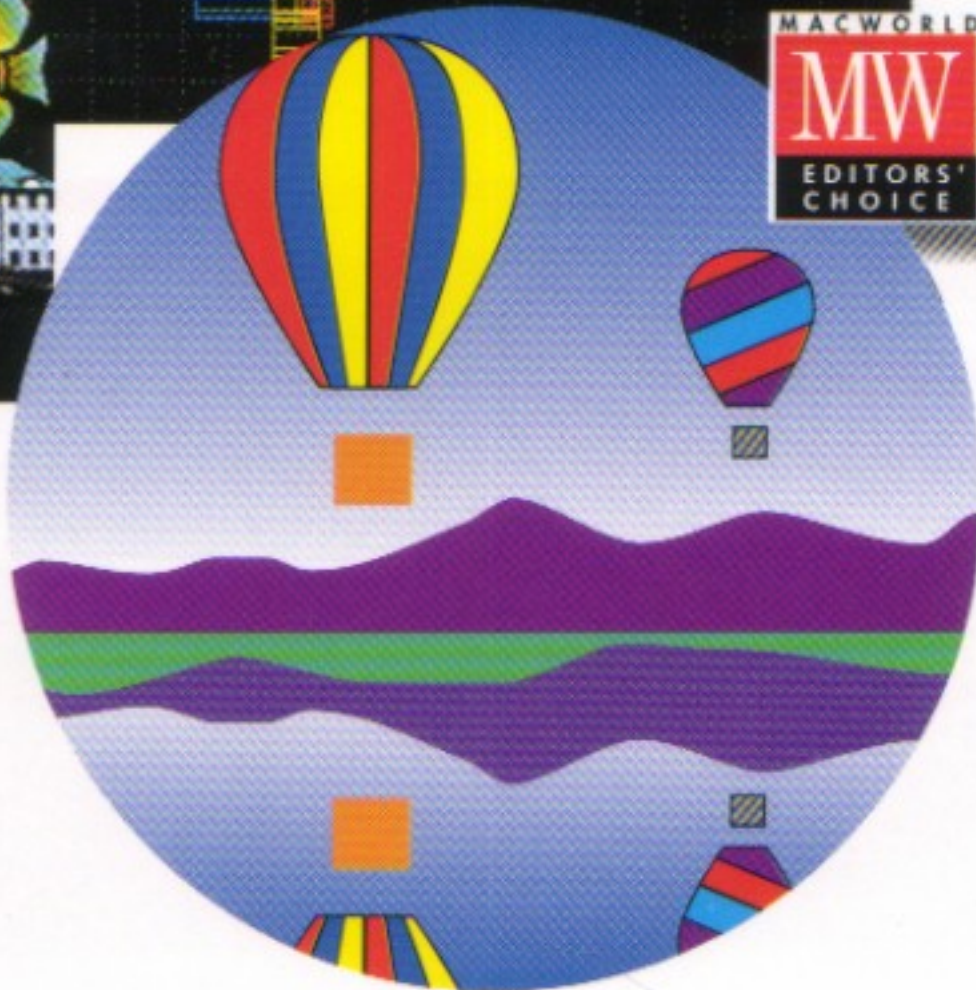


Expert Draw

MACWORLD  
MW ★★★★★



MACWORLD  
MW  
EDITORS' CHOICE



MACWORLD  
MW ★★★★★



Expert Color Paint

MACWORLD  
MW  
EDITORS' CHOICE





# Expert Color Paint

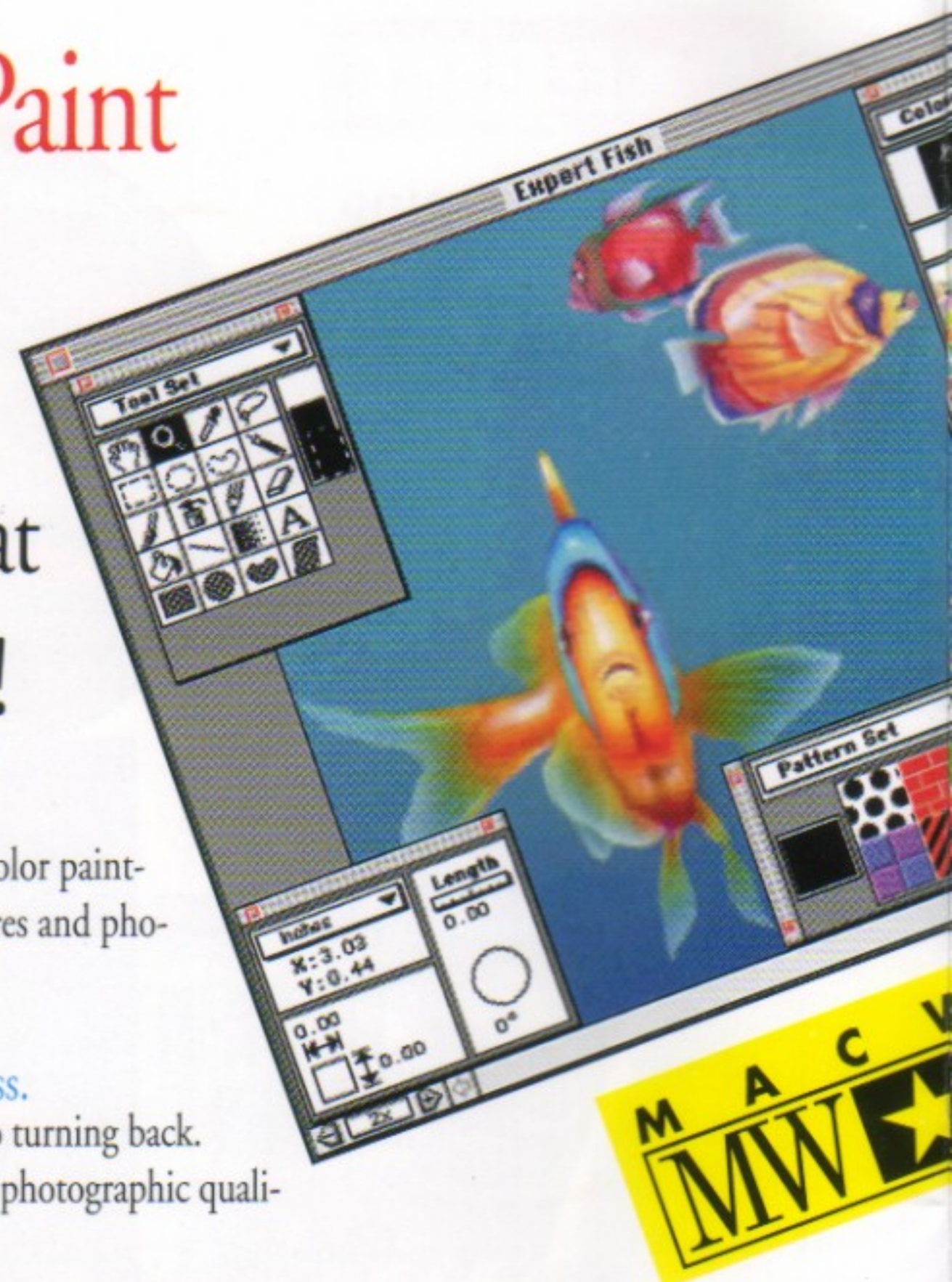
is the easy-to-use  
paint program  
with all the extras at  
an affordable price!



It's the one program which provides both simple color painting fun, and all the tools necessary for professionally preparing pictures and photos for use in printed or multimedia presentations.

With Expert Color Paint the creative possibilities are endless.

Once a user works with a full 32-bit color paint program, there's no turning back. Imagine having a palette of 16.7 million colors to choose from — for photographic quality image editing.



## Paint Programs Feature Comparison

	Expert Color Paint™	Aldus SuperPaint 3.5™	Claris Brushstrokes™	Color MacCheese™	Deneba UltraPaint™	Easy ColorPaint™
Suggested Retail Price	\$49.95	\$149.00	\$139.00	\$99.00	\$79.00	\$59.95
32-Bit Color (16.7 million colors)	Yes	Yes	Yes	Yes	Yes	No
Image Editing Filters	Yes	Yes	Yes	No	Yes	No
Virtual Memory for larger pictures	Yes	Yes	No	No	No	No
Multiple Undos	15	No	5	No	No	No
Customizable Tools	Yes	Plug-in	Yes	No	Size Only	Yes
Intelligent Selection Tools	Yes	No	Yes	Lasso (1)	Yes	No
System 7: Publish/Apple Events	Publish	Yes	No	No	No	No

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### IMAGE EDITING FEATURES:

- **Special Effects** Blur, sharpen, invert.
- **Brightness** Special filters lighten or darken the picture.
- **Contrast** Make the picture more vivid or pale.
- **Image Scaling** Resizes pictures.
- **Paint Dithering** Simulates more colors or grays.
- **Antialiasing** Eliminates jagged edges.
- **Rotate** Rotate 90° or 180° or free rotate by .01° increments.
- **Flip** Flip selection horizontally or vertically.
- **Stretch, Slant and Distort.**

Plus the amazing advanced image editing capabilities of Expert Color Paint provide the ability to retouch and make adjustments to existing pictures.

Contrast, blur or sharpen an image with absolute control. Create professional looking special effects with powerful but easy-to-use tools such as Airbrush and Gradients. And after you've finished creating your picture, you can save it in one of several popular formats, or Publish it for use in other System 7 savvy programs!

**MACWORLD** magazine says, "Expert Color Paint has a tidy collection of features and a low price tag that makes it a wonderful value, not to mention an ideal introduction to the color painting environment."

**Suggested Retail Price \$49.95**

*System Requirements: A Macintosh with at least a 68020 processor. This includes the SE/30, Classic II, Color Classic, LC family, Macintosh II family, Performa family, Powerbook family (excluding the Powerbook 100), Quadra family or Centris family. 2 megabytes RAM (4MB recommended for System 7), and hard disk drive. System 6.0.7 or later and 32-bit Quick Draw. (System 7, TrueType and 32-bit compatible.)*



### TOOLBOX FEATURES

- **Paint Brush** Provides different brush shapes and sizes as separate toolbox icons. Control flow, shape and size.
- **Lasso and Magic Wand** Powerful tools for selecting irregular areas for editing.
- **Gradient Tools** Up to 16 million colors in a gradient.
- **Eyedropper** Pick up colors from a picture to ensure exact match.
- **Air Brush** Set the flow rate and nozzle shape.
- **Pencil** Set size and shape.
- **Eraser** Set size and shape.
- **Paint Can** Set fill sensitivity and paint spread in an area.
- **Magnifying Glass** Increase or decrease views.
- **Patterns** Use pre-set patterns or create your own custom patterns and sets.
- **Text** Select fonts, styles, alignment and size.

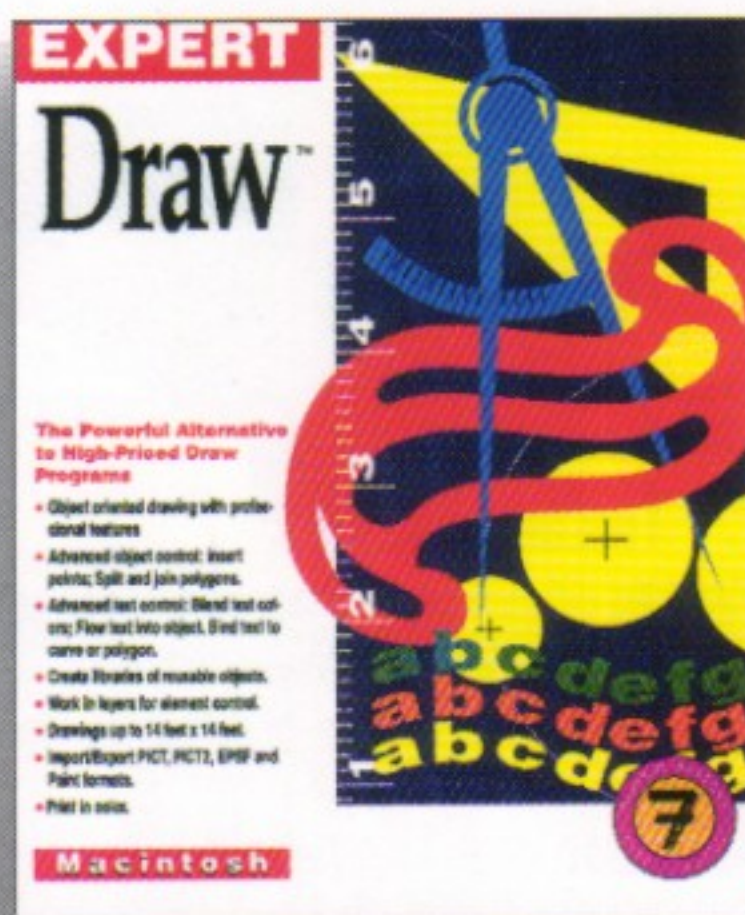
### Plus:

- **Multiple Undos** Easily correct a series of mistakes.
- **Printer Support** Use Quickdraw or Postscript printers.
- **System 7 Support** Publish images to programs supporting Publish and Subscribe.
- **Multiple Formats** Open and save in PICT, PICT2, TIFF.

**BONUS DISK:**  
**Professional**  
**quality 24-bit**  
**images.**  
**Special \$24.95 value**  
**included FREE!**

**To Order: Call Toll Free 1-800-759-2562 or Fax us at 1-305-448-2074**





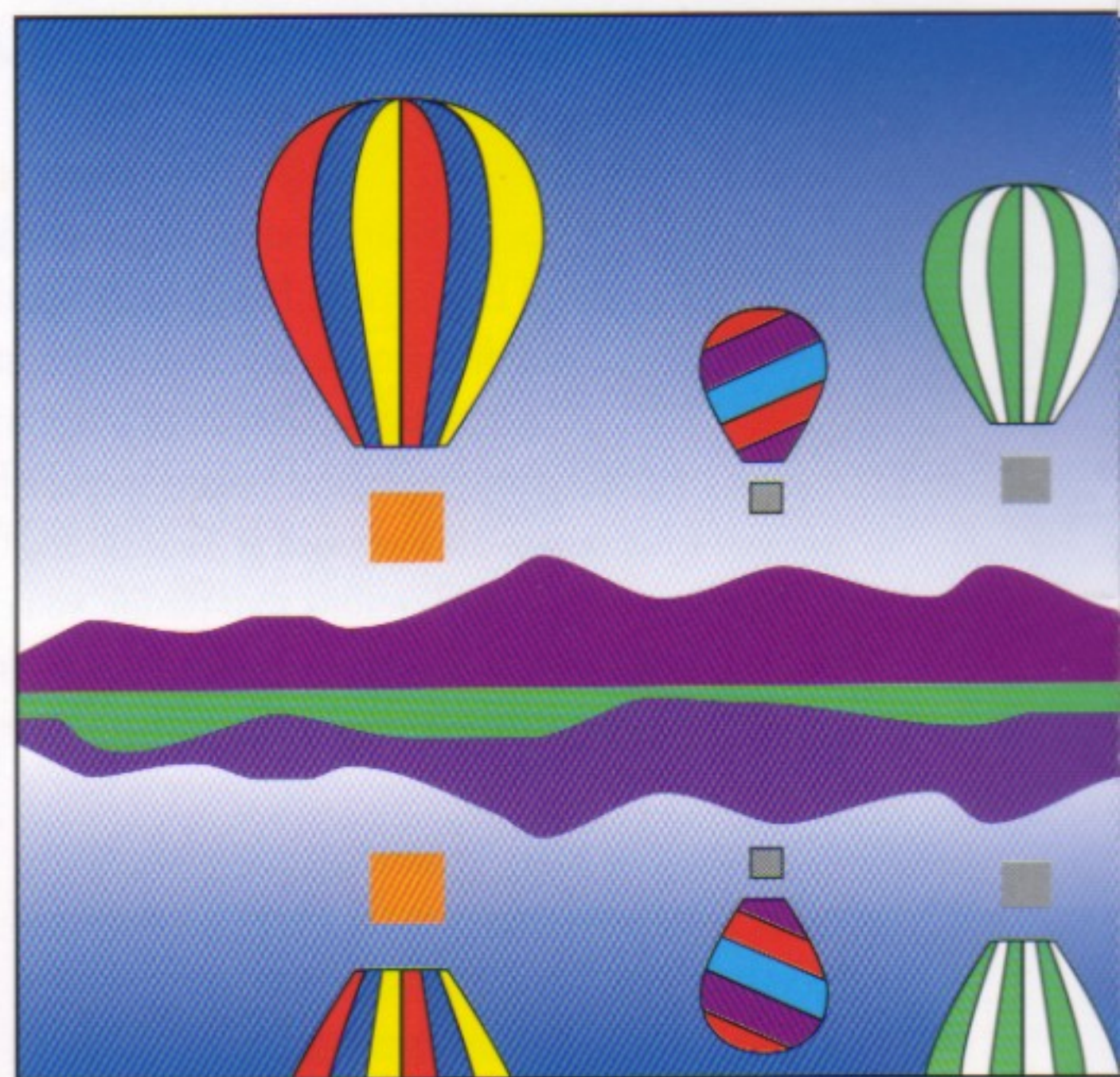
# Expert Draw is The Powerful Alternative

A powerful and affordable drawing program for the Macintosh with simple-to-use, professional strength extras:

Imagine the ability to make text bind onto a curve or geometric shape. Now imagine that it features an outstanding, easy-to-use interface with special tools, colors and graphics palettes. That's Expert Draw. By using its full complement of drawing features, you can create great professional looking art.

Create Logos, Forms and More:

Unlike any other drawing program in its price range, Expert Draw has advanced text controls, so you can flow text into a geometric shape. It's a powerful tool for creating custom logos, forms, or enhancing a graphic for that special presentation. Now anyone can create a professional quality design. Design your own custom stationery, announcements, even posters. Special color and pattern controls give you total control over your work, and



help you get the most out of Color Quickdraw™. And, Expert Draw's unique "library" command will provide you with instant access to your most frequently used drawing objects, to help you get the most out of this powerful package.

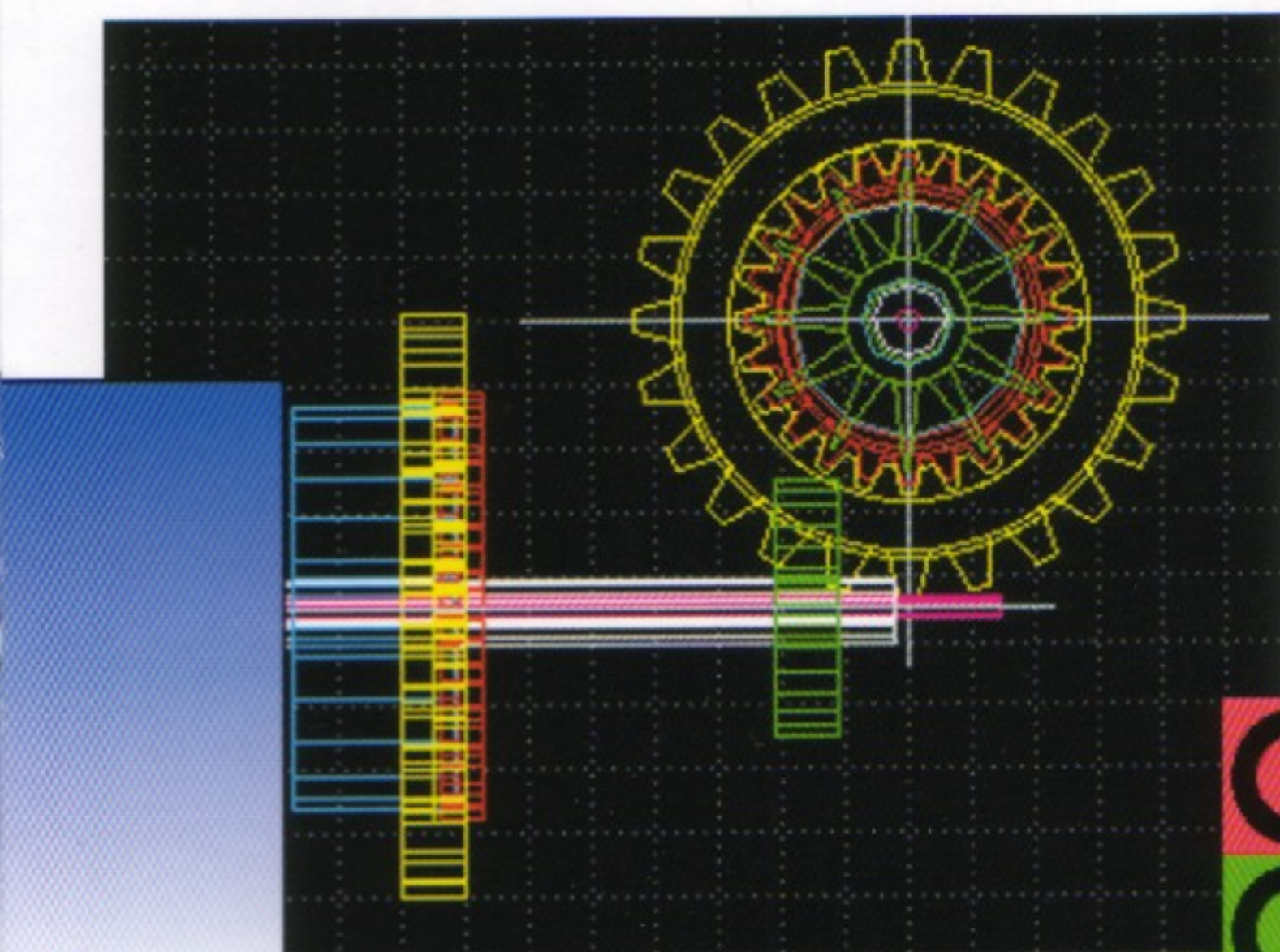
To Order: Call Toll Free 1-800-759-2562 or Fax us at 1-305-448-2074



# to High-Priced Drawing Programs!

**"Expert Draw is a good program for beginning illustrators, office users, or anyone on a budget. For a basic draw program, Expert Draw is well worth its list price – less than half of any of its rivals".**

**MACWORLD**



**Suggested Retail Price: \$49.95**

*System Requirements: Macintosh Plus or higher with 2MB RAM (4MB recommended for System 7) and a hard disk drive. System 6.0.7 or later. (System 7.0, TrueType and 32-bit compatible.) Printers: Apple ImageWriter II, StyleWriter and LaserWriter.*

**FREE!**  
**Bonus Disk packed**  
**with professionally**  
**drawn clip art**  
**from T/Maker.**  
**A \$24./95 value!**

## **Tools and Features:**

- Full complement of basic drawing tools including lines, ovals, rectangles, rounded rectangles, zoom-in, zoom-out, free rotate.
- Special drawing tools include arcs, regular polygons. Even creates irregular polygons filled with patterns, gradients and/or colors.
- Multi-Copy provides special effect capabilities.
- Special editing tools allow you to split or join polygons, move, insert or delete vertices, or to "float" align or distribute objects.
- Special Library tools include Copy, Replace and Grab Attributes.
- Special text commands: Color blend text from one line to another. Bind text to an object. Shape text by flowing into an object. Customize line spacing, case and justification.
- Thousands of drawing layers possible, with special "Quick Click" ordering command.
- Import or export Paint, PICT, PICT2, (EPS) files. Supports Quicktime.
- Drawing sizes up to 14 ft. by 14 ft.
- System 7 compatible, 32-bit compatible
- Intelligent, context-sensitive HELP system.

**To Order: Call Toll Free 1-800-759-2562 or Fax us at 1-305-448-2074**



# Plan your Living and Working Environment Like an Expert!

Here's the exciting Expert Design Series to help you design and manage your personal surroundings:

## Expert Home Design, Expert Landscape Design.

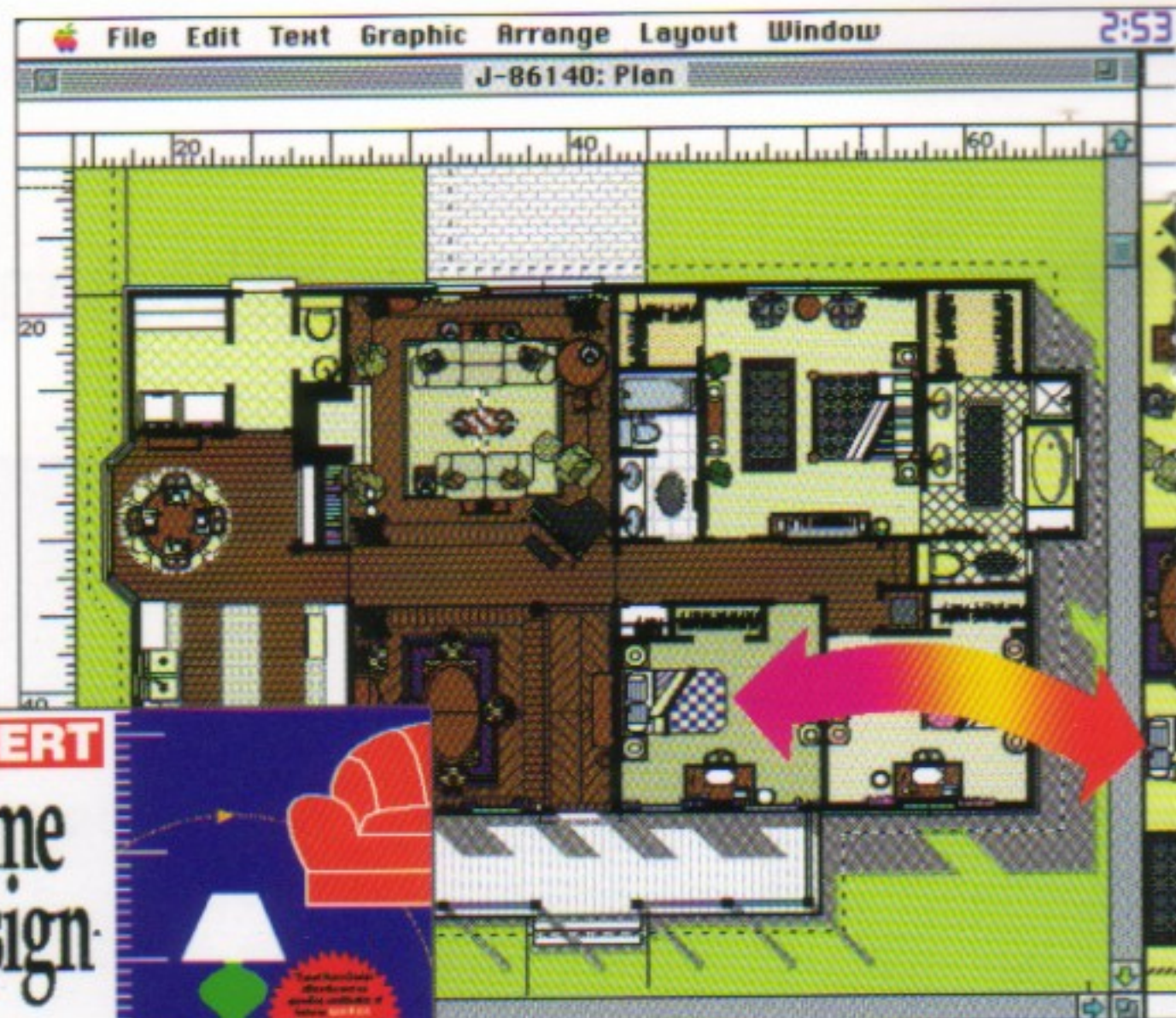
With each you can move and resize the elements of your living and working spaces:

In the home, move furniture and fixtures to suit your taste. Outdoors, arrange plants, trees, lawns, pools, fences and furniture. And in your home office, re-arrange dividers, desks, telephones, copiers and other machinery. And all without any back strain!



Expert Home Design and Expert Landscape Design each come with a simple-to-use library filled with hundreds of commonly found elements. To use an element, simply click and drag it into your layout with special library tools. Each program automatically scales an element for use in your layout so your measurements will be accurate. You can change colors and resize any element if you want.

If you don't find an element that fits your exact needs, create a new one using the



### Special Libraries of Elements

**Expert Home Design:** Chairs, tables, sofas, lamps, TV's, kitchen appliances and fixtures, bathroom fixtures, beds, bookcases and more!

**Office Furniture:** Desks, tables, chairs, computers, telephones, copiers, bookcases, storage shelves and more!

**Expert Landscape Design:** Plants, patio furniture, pools, trees, fences, hedges, grills, and more!

To Order: Call Toll Free 1-800-759-2562 or Fax us at 1-305-448-2074

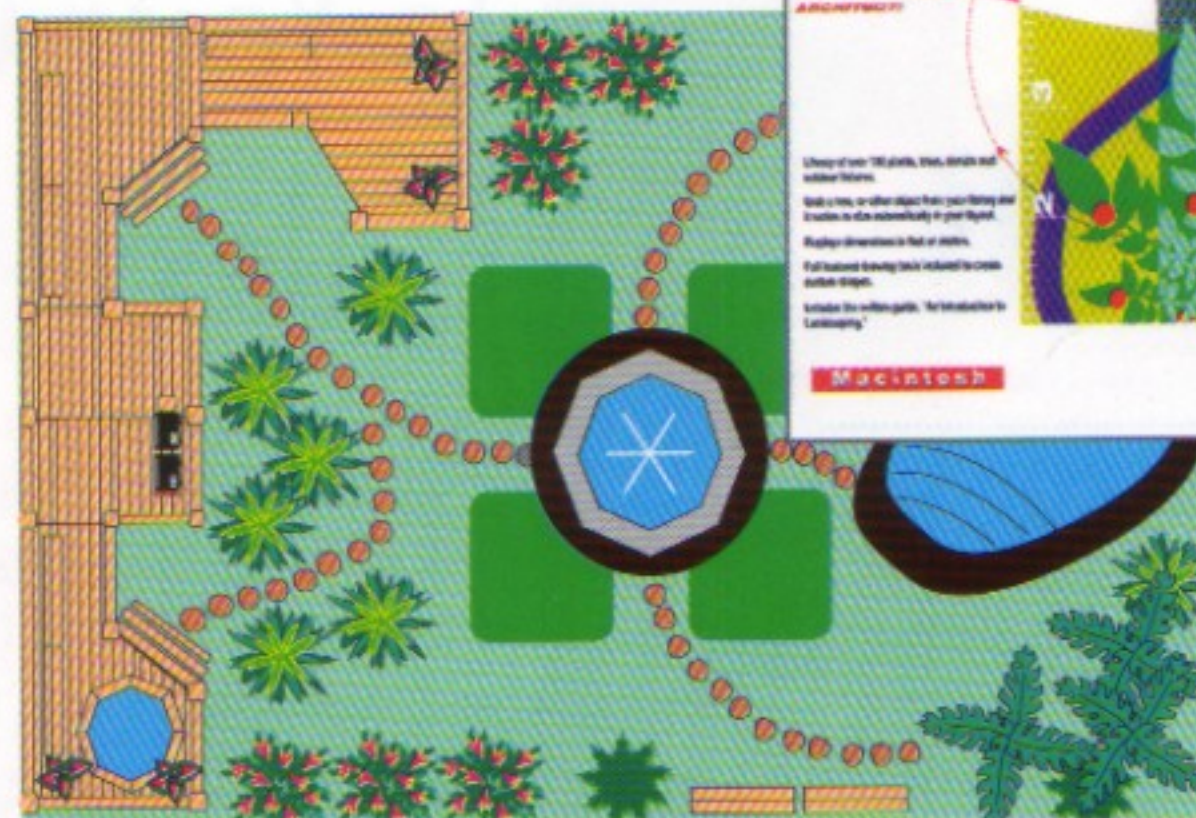




powerful compliment of drawing tools included with each program. Precise measurement and scaling controls ensure that your design is perfect, the first time and every time. You can also get more information on any element, such as height, width and square area.

- The Design Series is a real time saver and the easy, professional way to design your home interior, landscape or office.
- The Design Series includes full featured drawing tools: Lines, diagonal lines, rectangles, ovals, polygons, as well as special tools for each module such as a Window tool for Home Design, and a Fence tool for Expert Landscape Design.
- The Design Series incorporates easy-to-use Libraries: Adding a graphic from a library of designer elements is as easy as dragging the element onto your layout using library tools.
- The extensive libraries include hundreds of common useful elements, and you can even create your own libraries of custom elements.
- The Design Series allows you to import PICT file format pictures and objects to include in your layout. And you can save your layout in PICT format for use in other programs.
- The Design Series is displayed in full color on any color-equipped Macintosh and the tool palette includes also includes editable color patterns.

**Suggested Retail Price: \$49.95 each**



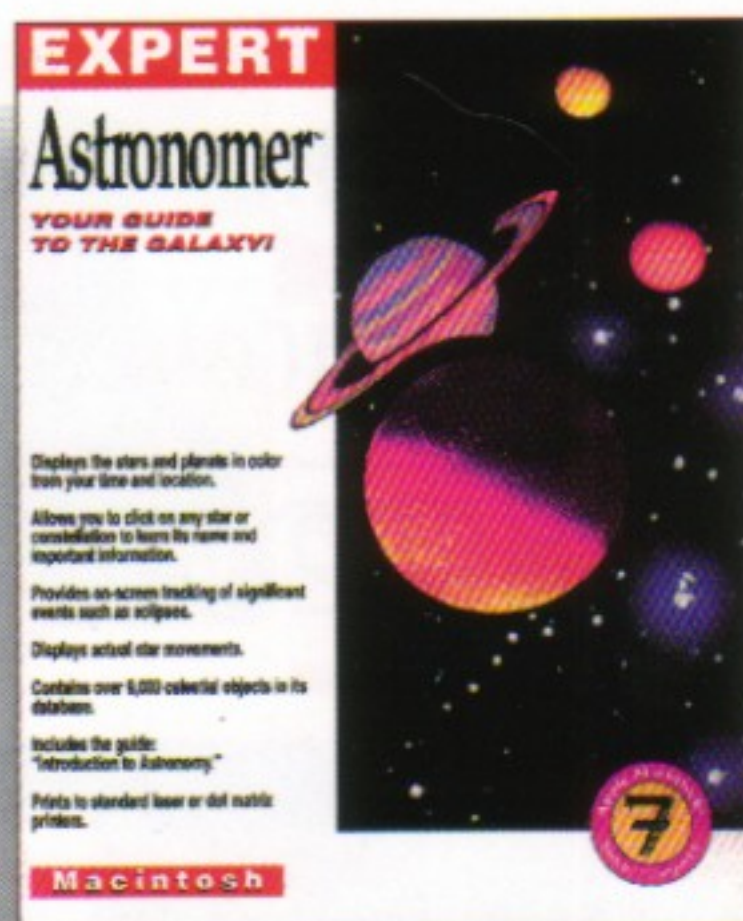
**"With the larger complement of drawing and editing tools (including zoom for close detail, scale, rotate and multiple layering), the Expert Design Series gets my vote as the best value for non-architect designers. It has all the power needed for tackling everything from room additions to a new kitchen or bathroom design, and is customized for the amateur designer willing to devote study time to weekend projects."**

**Mac Home Journal**

*System Requirements: Macintosh Plus or higher with 2 MB RAM (4MB recommended for System 7) and a hard disk drive. System 6.0.5 or later. System 7.0, TrueType and 32-bit compatible.) Printers: Apple ImageWriter II, StyleWriter and LaserWriter.*

**To Order: Call Toll Free 1-800-759-2562 or Fax us at 1-305-448-2074**





# Expert Astronomer Is Your Guide to the Galaxy!

Display a map of the night sky and learn about the fascinating science of astronomy! Designed for educa-

tion and entertainment, with features for be-

ner and advanced hobbyists, Expert Astronomer displays the stars and planets as they appear in the night sky from any selected location.

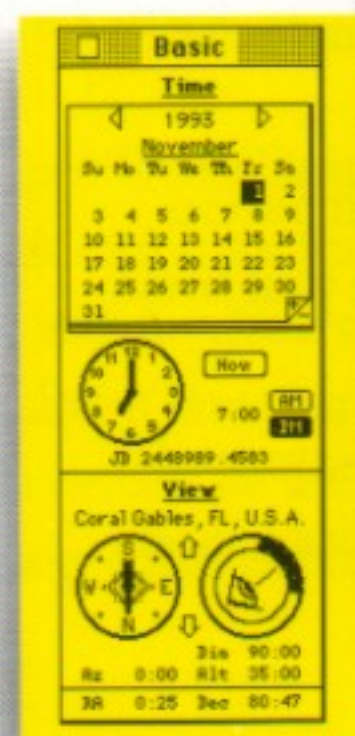
You can get detailed information about stars, planets or constellations simply by pointing and clicking on them. Or ask the program to locate a specific object for you and it will tell you about that object and even center it in your display!

You have complete control over what you see and how you see it! Clear, colorful and precise graphic images enhance the program.

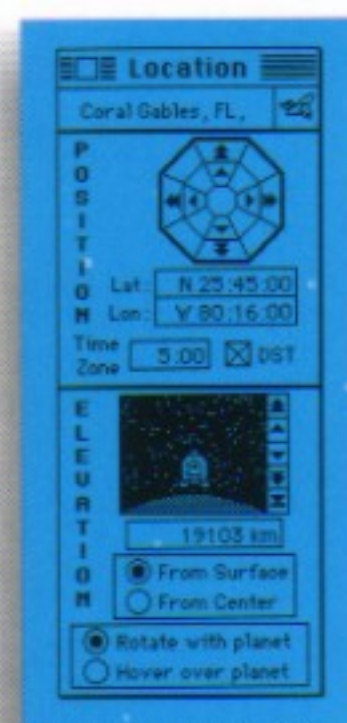
Suggested Retail Price \$49.95

**FREE BONUS!**  
**A written guide,**  
**"An Introduction to**  
**Astronomy," is included.**

*System Requirements: Macintosh Plus or higher with 2 MB RAM (4MB recommended for System 7) and a hard disk drive. System 6.0.5 or later. (System 7, TrueType and 32-bit compatible.)*



*The Basic window  
gives you easy graphic  
control.*



*Select your location  
in time and space.*

## Features:

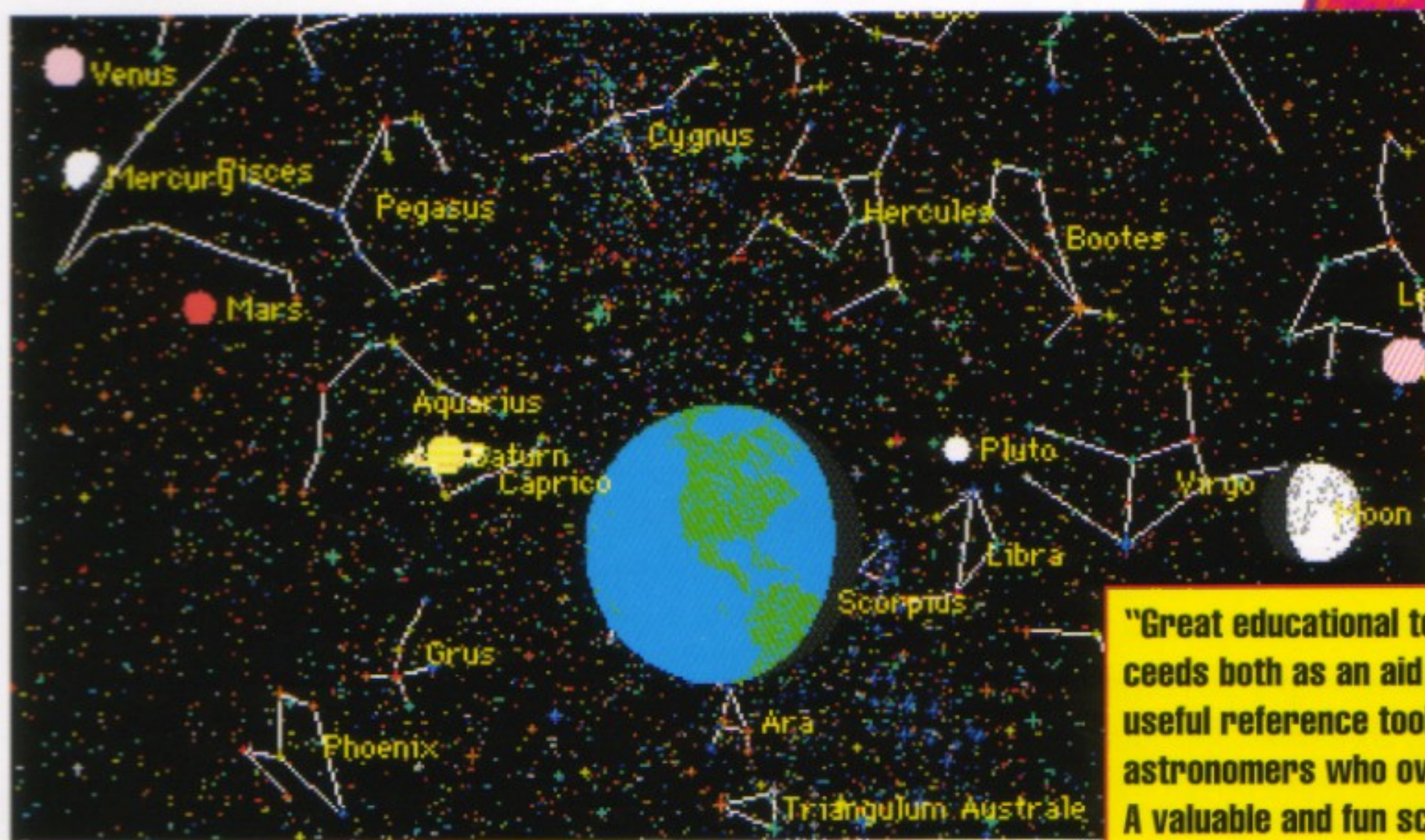
- Displays the Star Map in beautiful color or black and white.
- Provides realistic planet images.
- Displays any part of the sky from anywhere in the solar system.
- Contains over 9000 celestial objects in its database.
- Identifies objects and provides a description just by clicking.
- Locates objects by name
- View the sky anyway you want: with objects labeled by name, with constellation lines, etc.
- Display object movements and trails with complete time lapse settings.
- Prints Star Map to standard laser or dot matrix printers.

To Order: Call Toll Free 1-800-759-2562 or Fax us at 1-305-448-2074



You can have full screen display or zoom in on your favorite planet. While viewing the planets and stars, you can also choose to display their names or even outline the constellations (like The Big Dipper!) for easy identification. After viewing on screen, print out your star map and stand in the backyard to find the real objects in the sky.

In addition, Expert Astronomer tracks significant events, like eclipses, right on screen, with time lapse settings and it displays over 9000 celestial objects. Expert Astronomer has easy-to-use graphic controls for beginners and advanced options for the knowledgeable user. And, Expert Astronomer includes *"An Introduction to Astronomy."* This written guide provides an excellent introduction to astronomy and after reading it you will appreciate the advanced features of the program even more. Expert Astronomer is the astronomy program for both novices and experts.



The Star Map brings the night sky to your computer screen in breathtaking color.

**"Great educational tool...the program succeeds both as an aid for beginners and as a useful reference tool for more expert astronomers who own a telescope... A valuable and fun science tool."**

**MACWORLD**

To Order: Call Toll Free 1-800-759-2562 or Fax us at 1-305-448-2074



# Expert Writer lets you cut your daily Letter, Fax and Memo writing time in half!

Expert Writer is a simple word processor that you can learn to use in minutes. Expert Writer was specifically designed to simplify the process of day-to-day correspondence. Now you can write letters, create faxes and memos, print envelopes with bar codes - all your written communications - in **HALF THE TIME** of an expensive word processor.

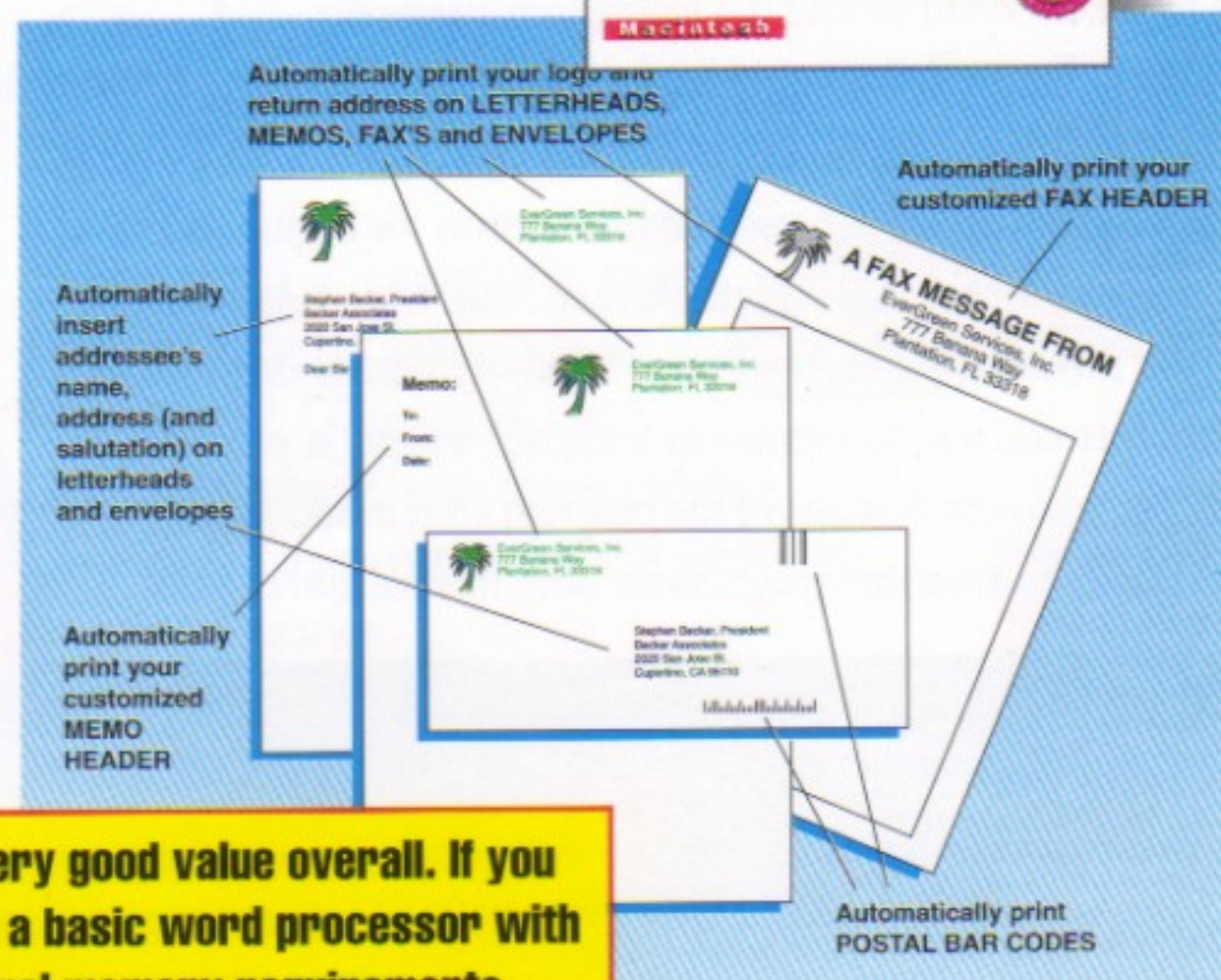
## It's Fast and Easy.

Names are automatically inserted at the top of your letter with the address and a salutation! Your logo and address are printed right on the letter. Even prints Postal Bar Codes on envelopes so your letter will be delivered faster!

## Give Your Correspondence a Professional Look.

Design your own custom letterhead, envelopes, fax covers and memos by adding a graphic to your documents. You don't have to pay to print letterheads or envelopes anymore, and your correspondence always looks sharp and professional.

**Suggested Retail Price \$49.95**



**"A very good value overall. If you need a basic word processor with minimal memory requirements, this program fits the bill."**

**MacWEEK**

## FREE Bonus Disk Included!

**A \$24.95 value! You get an extra disk packed with fax sheet and memo samples designed by an art director. Plus, you'll find professionally written letters you can adapt to your needs.**

*System Requirements: Macintosh Plus or higher with 1 megabyte of RAM and a hard drive. System 4.1 or later. (System 7, TrueType and 32-bit compatible.) Supports Apple compatible printers.*

## Features

- **Address Book.** Store and manage names and addresses.
- **Envelope Printer.** Print professional looking envelopes on your Apple compatible printer, complete with logo, return address and standard postal bar codes.
- **Create Stationary.** Save your letterheads and logos as stationary for picture-perfect documents every time.
- **Import a Picture.** For professional identity and presentation in your correspondence.
- **Spell Checker.** 93,000 word dictionary.
- **Low Overhead.** As a desk accessory, Expert Writer is quick, convenient and uses very little System memory.
- **Great for Powerbook users!**
- **Prints in Color.**

**To Order: Call Toll Free 1-800-759-2562 or Fax us at 1-305-448-2074**



Dear Reader,

I'll never forget the first time I saw a Macintosh. It was early 1984. I went to a small computer store downtown because I was planning to buy an IBM PC for my office.

There it was. A Macintosh, circa 1984, in all its glory: monochrome screen, big clunky mouse, 128K of memory, floppy disk drives.

Instead of squandering my life savings on an IBM PC, I bit my tongue, crossed my fingers, flipped my credit card on the counter and said "Gimme one of those Macs, buddy."

Probably the best decision I ever made in my life (except, of course, when I decided to ask my wife to marry me).

Eight years later I've got nearly 100 employees - all happily using Macs. All wired up to printers, scanners, servers, E-mail, modems, and the lot. Some of the newer folks are pretty amused by the original Mac that we've kind of enshrined in our lobby.

Since the Macintosh was not compatible with the IBM, it got off to a rocky start because software was slow coming to the market. It got a reputation for being a computer with no software.

That's why we started developing a special line of Macintosh programs under the label Expert Software. Every Expert title is created with the highest standards of quality that Macintosh users expect.

**And every title is priced economically - always under \$50.**

I hope you'll enjoy this catalog and I hope you'll see a program that will be useful, or enriching, or just plain fun.

Also I want you to know that we think buying an Expert Software product goes beyond receiving a shrink wrapped box. We think service and satisfaction comes with each package we ship. So if ever you are not completely satisfied with your purchase, we'd like you to let us know. We'll give you a full refund, with no hassles. Because if you're not happy, we're not happy either.

Sincerely,

Ken Currier, Chief Executive Officer







P.O. Box 144506 Coral Gables, Florida 33114-4506

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# It's Easy To Order!

## By Phone:

Call our special toll free line to place your order with your American Express, MasterCard or VISA credit card.

**1-800-759-2562**

## By Fax:

Fill out the order form – be sure to list all the products you want, and remember to add correct shipping charges and credit card information – and fax it to us at:

**1-305-448-2074**

## By Mail:

Fill out the Order form and mail it along with your check, money order or credit card information. Be sure to list all the products you want, and remember to add correct shipping charges.

**Expert Software**

**P.O. Box 144506**

**Coral Gables, Florida 33114-4506**

<b>Expert Product</b>	<b>Item #</b>	<b>Price</b>
Expert Astronomer	30002	\$49.95
Expert Color Paint	30000	\$49.95
Expert Draw <b>NEW!</b>	30007	\$49.95
Expert Home Design	30003	\$49.95
Expert Landscape Design	30004	\$49.95
Expert Office Design	30005	\$49.95
Expert Writer	30001	\$49.95

## Risk Free Guarantee!

*We proudly stand behind every product we sell with our ironclad, 30-day return guarantee. If for any reason you're not 100% delighted with the product, just return it within 30 days. We ask only that you return ALL materials in new, resealable condition (packing material, registration cards, etc.) and the original invoice. We will immediately exchange the program or issue, less shipping costs, a refund or Expert Software credit.*



**EXPERT**  
SOFTWARE

# MACINTOSH PRODUCTS ORDER FORM

Company \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

County \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ (Required to process order)

Order Date \_\_\_\_\_

QTY	PROGRAM	ITEM #	UNIT	TOTAL
			49.95	
			49.95	
			49.95	
			49.95	
			49.95	
			49.95	
			49.95	

**SHIPPING CHARGES**  
UPS Ground \$4.95  
Fed Exp 2-Day \$6.95  
Canada add \$15.00  
All amounts in  
U.S. Dollars only

Total for items \_\_\_\_\_  
Shipping \_\_\_\_\_  
FL residents add appropriate sales tax \_\_\_\_\_  
Grand Total \_\_\_\_\_

## Method of Payment

☐ Check (Orders paid by check require 10 days to clear bank before shipment) ☐ MasterCard ☐ VISA ☐ American Express

Account Number - please include all digits

Print exact name on card \_\_\_\_\_ Expiration Date

Signature \_\_\_\_\_

Return completed form and payment by mail or fax to

**1-305-448-2074**

(Credit card only on fax orders)