

Synapse Prepare: Bridging the Creative-to-Prepress Gap

In many ways, the PDF format has revolutionized the way that files are prepared and sent to prepress departments around the world. A properly created PDF will contain all the information needed to ensure that the press prints what the designer created. The biggest problem with the PDF workflow has been that PDFs can have lots of uses, and it is much easier to create a bad PDF than to create a press-ready one.

J.S. McCarthy is happy to give our customers the option to use Synapse Prepare, the easiest way to create, preflight, and send press-ready PDFs.

One-click print-ready PDFs

Synapse Prepare is a program that works with Quark Xpress, InDesign, and Acrobat on your Macintosh to make PDF creation, proofing, and transmission simple. Once it's installed, creating a press-ready PDF is as easy as selecting "Send to Prepare" from a menu in Quark or InDesign. Other programs can also use Prepare by printing to the Send2Prepare print driver.

Automatic PDF Creation

Synapse Prepare will create a press-ready PDF based on either J.S. McCarthy-specific or industry standard settings. There is no need to worry about loading the correct options in Acrobat or choosing all the right settings from the print dialog. You pick the type of print job from a menu and Prepare handles the rest.

Automatic Preflight

Synapse Prepare will automatically check the PDF for common prepress problems. It will highlight issues with PDFs *before* they are sent, enabling you to find and fix problems that could otherwise stop production of your job. The preflighting feature will find low-res graphics, font, or color issues—and show you exactly where the problem is in the PDF file. You have more control over your files and get more feedback about your file integrity than ever before.

Automatic Upload

After preflighting PDFs, Synapse Prepare can be set to automatically upload the approved pages to the JSM Remote Proof server. Sending us your files has never been easier.

Benefits

- The process of creating a PDF and checking it for errors is automated into one simple step.
- File integrity is improved. Mistakes are caught earlier, eliminating costly alterations, extra proofs, and overnight shipping charges.
- Clean PDF files are processed more quickly resulting in fewer prepress charges and shorter turn-around times.

Contact your Sales Representative or J.S. McCarthy Technical Support for more information.

Call: 207-622-6241 or
email: techsupport@jsmccarthy.com

