



Compress for success...

Three Ways Zipping Saves Money, Time, Trouble

Q. In the August 2009 issue of *Overnight Lite*, you talked about “zipping” print files before uploading them. Is this still necessary in today’s broadband environment?

A. It’s true that compression isn’t as common as it used to be due to the faster transmission speeds and greater bandwidths available from internet providers.

Nowadays, almost all files are sent over the internet one way or another, making compression, if anything, more important today.

Three Good Reasons

Copresco’s technical bulletin *Tech-Topics* No. 3 File Compression Utilities delineated three very good reasons to stuff your files.

Copresco believes these reasons are as valid as ever:

1. **Size.** By reducing the size of a file, it travels faster in the cyber world and takes less time to transmit.

Lightning connection speeds suddenly don’t seem so fast when sending groups of large files, as is typical of the high-resolution color graphics needed for quality digital printing output.

Won’t Go Through

Most large corporations and some internet providers still block e-mail that exceeds a maximum file size.

Did you know that both dsl and cable connections are asynchronous?

This means much slower speeds for uploading (sending) than for downloading (as in browsing or receiving e-mail).

2. **Organization.** Compressing multiple files into a single zipped folder makes document management more efficient.

For example, a book with 20 separate chapter files can be combined into one easy-to-transfer file. The extra minute spent zipping your files into

one zip archive will save you all the time you would spend selecting each file for up-loading as individual e-mail attachments.

Integrity Maintained

3. **Protection.** Compression protects the integrity of your files. It’s essential for internet transmission where the possibilities of core file corruption are significantly increased as the file travels through various servers and operating systems.

The article from August *Lite* that mentioned zipping was all about making Mac e-mails more universally friendly. Zipping is still the single most important thing you can do to make sure that Mac attachments are received properly in a Windows world.

Never Been Easier

The good news is that file compression has never been easier, faster or more convenient.

Compression once required the installation and use of a separate utility such as StuffIt or WinZip. Now, zip compression is built into both Windows and Macintosh operating systems.

Here’s How to Do It

Windows Zip compression is built right into Windows XP, Vista and 7.

Highlight the files and/or folders to be compressed. Pull down the File menu (or simply right click) and choose Send To > Compressed (zipped) Folder.

Windows will create a .zip folder named after one of the files or folders you’ve compressed. The file can be renamed if you wish.

Mac Users Zip compression is included with all versions of OS X.

In the Finder, select the files and/or folders to be compressed. From the File

menu, select Compress. The menu will also list the number of files and folders to be zipped, which is useful as a double check.

The Finder will create a file called archive.zip. This archive file may be renamed if desired, but be sure to retain the .zip extension.

Old “Apple hands” may be interested to know that the zip compression format is not the same as the StuffIt .sea or .sit formats that were most popular in the days of Quadra and PowerMac. The results of using OS X’s built-in compression, however, is exactly the same.

PDF Compression

Q. Aren’t PDF files automatically compressed when they are created?

A. Built-in compression, specifically of images, is an added bonus of submitting files as PDFs.

Using PDF addresses the file size issue; that is, if the PDF is properly prepared!

Don’t Forget

Remember that our three primary reasons for compressing print files are size, organization and protection. Even if you correctly prepare PDF files for print, the need for organization and protection is still best addressed by the creation of a zip archive before sending.

There You Have It

File compression will save you time, money and trouble.

So, when you need help with books, manuals and other publications, call the company that can help you every step of the way.

Call Copresco.

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Address Correction Requested

I just came upon a new, interesting variant of the martini. It's called a Sherlock Holmes—instead of an olive, you add a caper.



Why do ghosts write in Latin? It's a dead language.



Two men were walking home after a Halloween party and decided to take a shortcut through the cemetery just for laughs. Right in the middle of the cemetery they were startled by a tap-tap-tapping noise coming from the misty shadows. Trembling with fear, they found an old man with a hammer and chisel, chipping away at one of the headstones. "Holy cow, Mister," one of them said after catching his breath. "You scared



us half to death—we thought you were a ghost! What are you doing working here so late at night?" "Those fools!" the old man grumbled. "They misspelled my name!"



WITCH PARKING ONLY
VIOLATORS WILL BE TOAD

Q: What size costume does a fortune-teller wear?



A: A medium.



Mistakes are the dues one pays for a full life.—Sophia Loren



Fred and Ernie were walking home late at night, when a man in a trench coat jumped out of the shadows and pointed a gun at the two. "Give me all your money," the robber commanded. As Fred reached for his wallet, he felt Ernie's hand in his pocket. "For crying out loud, what are you doing?" Fred whispered. "Quick, take it!" responded Ernie, nudging him. "What is it?" "It's the \$50 I owe you."



If you don't go to other people's funerals, they won't go to yours.—Yogi Berra



My brother-in-law is an actor, and he always wants to be the center of attention. At a recent funeral, he was jealous of the corpse.

Overheard at the funeral of an atheist: "Poor Sam. All dressed up; no place to go."



Heard in the locker room: "I want to gain 1,500 or 2,000 yards, whichever comes first."



A real executive goes around with a worried look on his assistant's face.
—Vince Lombardi.



We're the only family I know that played catch not facing each other.
—Center Joel Hilgenberg, whose brother Jay played the same position



My brother-in-law was arrested for trespassing during a weekend hunting trip. "Didn't you see the sign?" the sheriff asked. "Yes, but it said 'PRIVATE,'" he explained, "so I didn't read the rest."



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Subscriptions: Subscriptions to *Overnight Lite* are complimentary and available only within the United States of America. To subscribe, visit www.copresco.com/lite.htm

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ISSN 1930-2274

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