

MORE THAN JUST A PRETTY FACE

But graphics are more than just a simple tool to organize data colourfully. As humans, we rely on visual data in the real world to convey and make sense of most of the information we receive. Any computer medium which disregards this fact cannot achieve its potential. The general public's experience with and demand for high quality graphic communications, spawned by the popular video arcade games, is maturing. And graphics will be the key to extension of database use from specialized or business clients, the mainstay of today's computer communications applications, to a more widespread general public use. Futurists point out that, given the costs and distribution problems inherent in conventional publishing and information dissemination techniques, it's only a matter of time before electronic publishing — with all that implies — comes to the living room. Widespread electronic publishing without the use of high-quality graphics is inconceivable.

