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Microsoft Word for Windows vs. WordPerfect Brochure
Writer: Christy Gersich

Front flap headline:

Still wondering why Microsoft Word for Windows is a better word processor than WordPerfect? Just look at 'em.

Inside headline:

Face to face.

Inside body copy:

We could just *tel* you that with Microsoft® Word for Windows™ you can create better-looking, more accurate output with less effort than with WordPerfect. But the real impact comes when you see them. Face to face.

We'll put these two word processors up against each other. And to make it a fair comparison, we'll create the exact same document in each and put them side by side. On the left, WordPerfect. On the right, Microsoft Word for Windows. Take a look...

CUI module, left side:

One screen of WordPerfect with a word processing document open.

Because WordPerfect is a character-based application, creating even a simple document can be tedious. The lack of graphical aids in WordPerfect means more keystrokes, which can be frustrating if you're unfamiliar with WordPerfect's unique keystroke combinations. And you can't rely on the mouse to help you out-- the mouse cursor doesn't have the capability to let you select a specific area of text, such as a line or paragraph. In WordPerfect you can work with a maximum of two documents at the same time, but you can view and edit only one document at a time. If you want to close or resize a window you'll have to do it strictly by keystroke, and you'll be

Prepared to trash these when WordPerfect for Windows comes out?

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~~you want to close or resize a window you'll have to do it strictly by keystroke, and you'll be limited by a horizontal split in the main window.~~

(appears on 1st page also)

GUI module, right side:

One screen of Word with a word processing document open in the foreground and a chart or graph open in the background (this will eventually be integrated into the documents. We want to keep it in the background at all times to reinforce the fact that you can run Excel even while in Word.)

Microsoft Word for Windows features a graphical user interface that lets you work intuitively, which means you can be highly productive right from the start. Forget about memorizing command sequences or menu paths—with Word for Windows, pull-down menus lead to dialog boxes that prompt you for instructions while your document remains visible in the background. And graphical aids on the ribbon and ruler make formatting, like changing regular type to bold, a cinch. Word for Windows helps you create any document quickly and easily. In fact, with the built-in templates you don't even have to create documents—just customize the template! And with Microsoft Word for Windows you can work on your PC as you would at your desk, with many files open at once, all visible. (You can even move from file to file with just the click of a mouse!)

WYSIWYG module, left side:

Two screens of WP showing the before and after of changing a font size--nothing changes on-screen but the color

Let's change the heading of the document to 48-point type. Choose Edit, then Block and move the cursor down past the areas you want to change (or choose Select and then choose Sentence, Paragraph or Page from the cascading menu). After that, go to the Font

menu and make a choice (WordPerfect's font menu gives you vague choices like "small," "large," and "very large" to adjust sizes.) We'll guess and try "very large" for 48-point type. Now, if our guess is right, the change is made. But once the type is changed, you still can't see the change on-screen—WordPerfect can display only bold text on-screen. What you do see is type in a different color, and that's it. If you want to look at different fonts, font sizes, or graphics you have to go to Print Preview. But if you don't like what you see in Print Preview you have to go back, because you can't edit in Print Preview.

WYSIWYG module, right side:

Two screens of Word, before and after the point-size change, which is plain to see on screen. (Chart is still in the background.)

Microsoft Word for Windows has WYSIWYG (what you see is what you get) display, which makes changing the heading to 48-point type a breeze. Just highlight the heading, click the number 48 on the ribbon right above your document, and see your change immediately. With the power of WYSIWYG you'll see your document on the screen exactly as it will print—including font size and style, graphics, footnotes, and multiple-column text! If you don't like how it looks on-screen, you can change the formatting with just a couple mouse clicks, and see the changes right away. No guesswork, no changing screens. It couldn't be simpler.

Time, never any exceptions?

Formatting module, left side:

Three screens showing the steps you have to take to create a style.

Now let's save the enlarged heading as a style so we can automatically repeat that style anywhere else in the document. To create a style in WordPerfect you have to go through several steps that launch you into a series of full-screen menus. (It's a lot like filling out

forms.) If you want to position margins or indents relative to the text in your document you'll have to guess, as you won't be able to see the impact of the adjustments while you're specifying the style.

*Formatting module, right side:
One screen with the style highlighted and the style box open. (Chart is in background.)*

With Word for Windows, saving or redefining a style is a cinch (it's called style by example). If you want to save the 48-point bold headline as a style, just highlight the text, go to the Define Style option on the Format menu, and then name the style. That's it. To reapply the style, simply highlight the text you want formatted and click the preferred style in the Style box. If you want to change the size of your headings to 40-point type, redefine the style and it will automatically reformat all instances of that style throughout your document. It sure beats filling out forms!

*Integration module, left side
No screens, just this text:*

We'd like to show you the steps it takes to import and resize a graphic into this document, but we simply don't have room for 24 screens.

Tap tap. That's how many keystrokes it takes just to import and resize this graphic in WordPerfect. And after you've imported it, you still don't see it--what you do see is a blank box. Need to reposition it? Tap tap tap tap tap tap...well, you know the rest. Plus, every time you change your spreadsheet program you have to reimport the new information into your document. What's more, once you've updated the chart there's *still* no way to see it to confirm that it's been updated. So unless you move the document to Print Preview or reiterate the

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update, there's no guarantee that you're working with the current spreadsheet .

Integration module, right side:

Two screens: the first now has the chart in front of the wp document; the second, the wp document with the chart integrated into it. (Excel still shows in the background.)

Tap tap tap tap. That's how few keystrokes it takes to import the same graphic in Microsoft Word for Windows. And Word even lets you see the graphic. With Dynamic Data Exchange (DDE) you can create a "hot link" between your Microsoft Excel spreadsheet and your document--and then relax. Not only will you know that any changes you make to your spreadsheet will automatically be reflected in your document, but you'll actually see the change.

Print Preview module, left side:

Two screens, one of print preview, the other of editing mode.

In WordPerfect when you want to take a look at your entire document, you go to Print Preview. But if you want to edit it immediately, you're out of luck. You have to get out of Print Preview and go back to the editing mode. And then back to Print Preview to look at the whole document. And then back to editing mode to change anything. And then back to Print Preview...

Print Preview module, right side:

One screen of document in editing mode, boundaries showing.

When you go into Print Preview in Microsoft Word for Windows, you can see how the whole document looks. If you don't like something, change it--right there in Print Preview. Want to reposition a graphic? Simply hit the Boundaries icon then click on the graphic with the mouse and drag it to a new

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position; with an absolutely positioned object the text will automatically wrap around it. You can even adjust all four margins by just clicking and dragging (in WordPerfect you would need 12 commands and numerical specifications for the margin widths to do this simple thing!).

*Workstation integration module, left side:
On-screen representation of the finished document, box of WP next to the monitor.*

WordPerfect's macro language is limited. Its interface is not customizable. It cannot create automatically updated links with other programs. And it cannot launch other applications from within it.

So if you wanted to set up a *truly* integrated workstation with WordPerfect, you'd be out of luck. Because WordPerfect integrates with nothing.

*Workstation Integration module, right side:
On-screen representation of the finished document, boxes of all products that WinWord is considered to be integrated with.*

When it comes to integrated workstations, Microsoft Word for Windows comes very well connected. You can import text and graphics from any of the 13 products shown here. You can directly link Microsoft Word for Windows to your fax machine, graphics scanner, a database, electronic mail, or online information services through customized menu selections. And you can open and save documents from almost all other popular word processors--including WordPerfect.

Call to action:

If you would like to see all the features of Microsoft Word for Windows for yourself, we'll be happy to send you a free working model. Or if you now own WordPerfect and would like to swap it for Word for Windows,

Mark

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send us proof that you ~~own~~ ^{are a licensed user} WordPerfect and we'll ship Word for Windows to you for just \$129. For more information about these offers, please call _____.

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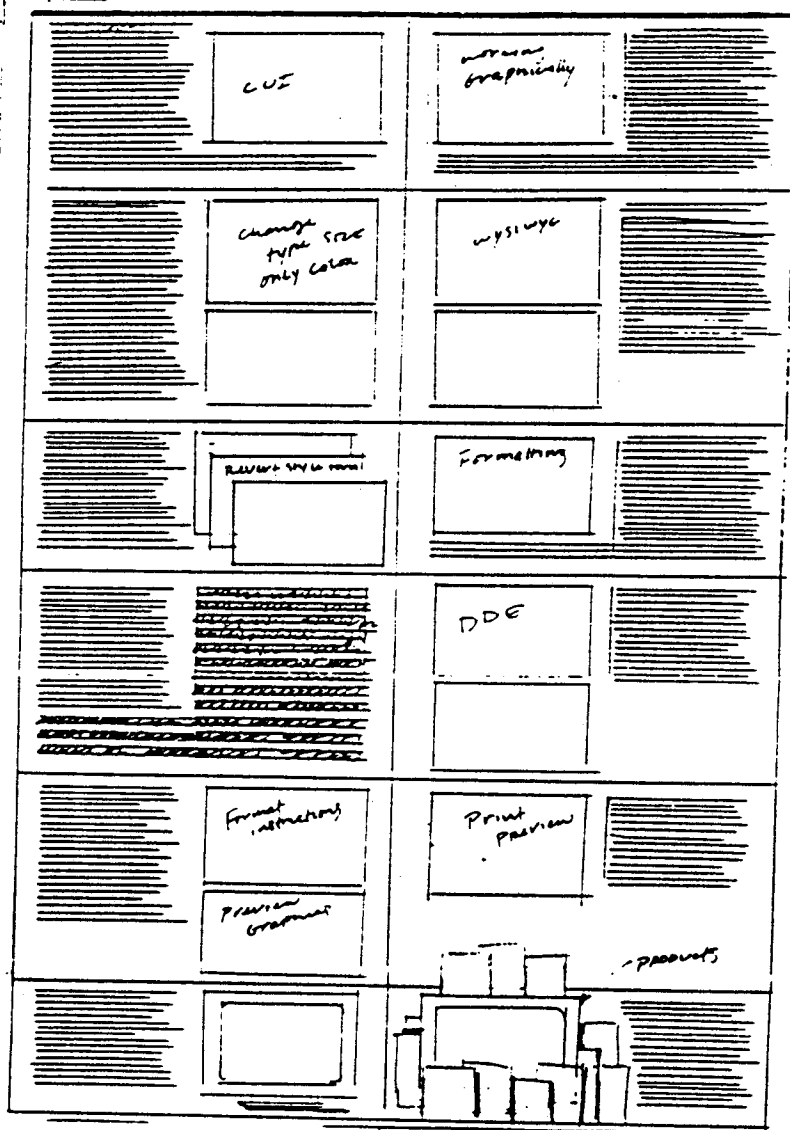
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