At the arch, the new concept Comes to Life

January 1988, the Xerox Corporation unveiled a revolutionary new interface for their desktop publishing system. Known as the "What You See Is What You Get" (WYSIWYG) interface, it transformed the way designers and typographers worked, allowing them to see exactly what their final output would look like on screen.

This groundbreaking technology was made possible by the development of powerful new microprocessors and the increasing availability of graphical user interfaces. The WYSIWYG concept revolutionized the design process, making it faster, more efficient, and more visually accurate.

As the years went on, the WYSIWYG concept continued to evolve, with advances in technology leading to even more sophisticated tools and interfaces. Today, it remains a cornerstone of digital design and publishing, shaping the way we create and communicate.

In 1995, Xerox introduced the "Archives at the Arch" project to celebrate the 25th anniversary of the WYSIWYG concept. The project involved scanning and digitizing thousands of historical documents, making them accessible to the public online.

The "Archives at the Arch" project was a major milestone in the digital preservation of historical materials, ensuring that important documents and images would not be lost to time.

In the decades since its inception, the WYSIWYG concept has continued to evolve, with new technologies and innovations driving further improvements in design and publishing. The Xerox Corporation remains at the forefront of these developments, striving to create tools and interfaces that make the creative process even more intuitive and efficient.

As we look to the future, it's clear that the WYSIWYG concept will continue to play a crucial role in the world of design and publishing, shaping the way we create and share our ideas for generations to come.