



AppleCare Professional Multimedia Series FAQ

Q. What is the AppleCare Professional Multimedia Series?

A. The AppleCare Professional Multimedia Series is a software support program designed for professionals in video, film, marketing communications, graphic design, multimedia, and web creation. It is available as either per incident support or an annual agreement. Both options offer toll-free telephone access to senior-level Apple technical support personnel. The annual agreement option also includes a private web site and e-mail support.

Q. What products are covered through the AppleCare Professional Multimedia Series?

A. Support is provided for Apple's industry-leading multimedia software products, including QuickTime and Final Cut Pro.

Q. What types of support are provided by the AppleCare Professional Multimedia Series?

A. The AppleCare Professional Multimedia Series support options are ideal for those customers requiring content creation support for multimedia software products such as QuickTime and Final Cut Pro. In addition to content creation, the program covers installation, launch, configuration, troubleshooting, and recovery. This makes it a comprehensive multimedia support solution. (Note: The QuickTime Streaming Server is covered under the AppleCare Professional Mac OS X Server Series.)

Q. Do QuickTime and Final Cut Pro come with 90 days of complimentary support?

A. Yes. Customers for both products receive 90 days of complimentary support through a toll-free phone number for installation, launch, and recovery. The AppleCare Professional Multimedia Series provides the same support (installation, launch, and recovery) beyond the initial 90 days, as well as extensive support for more complex issues such as content creation. In other words, developers who have questions within the first 90 days of ownership about content creation or another topic not covered by the complimentary support will need to purchase an AppleCare Professional Multimedia Series product.

Q. What is the difference between the AppleCare Support Line and AppleCare Professional Multimedia Series?

A. AppleCare Support Line provides basic support for the installation, launch, configuration, troubleshooting, and recovery support of Apple software products. The AppleCare Professional Multimedia Series provides assistance with content creation using Apple multimedia technologies, the use of Apple multimedia technologies, and the interoperability of Apple multimedia technologies based on QuickTime and third-party products.



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Q. What options are available in the AppleCare Professional Multimedia Series?

A. AppleCare Professional Multimedia products can be purchased as individual incidents arise or as annual agreements. Customers receive priority access to Apple technical representatives Monday through Friday, 6:00 a.m. to 6:00 p.m. Pacific Time.

Q. What does the AppleCare Professional Multimedia Per Incident option include?

A. The Per Incident plan gives you the option of paying for technical support to resolve a single incident just when you need it. More specifically, an incident is defined as a question relating to a specific, discrete issue that can be answered by isolating its origin to a single cause, that is initiated by a telephone call or an e-mail message. While Apple's goal is to resolve issues on the first call or with the first e-mail message, Apple will continue to work with each issue through resolution. Some incidents may require multiple phone calls or e-mail messages to reach resolution. (The use of Apple's web-based support does not constitute an incident for purposes of the Support Agreement.)

Q. What does the AppleCare Professional Multimedia Annual Agreement include?

A. The value-priced Annual Agreement provides e-mail or priority telephone support for up to 20 incidents, and 12 months of access to a private web site. The web site offers such resources as a multimedia version of Apple's Technical Information Library and the Tech Exchange discussion boards.

Q. I purchased a single incident agreement but I don't consider the incident resolved. Whom do I contact?

A. If you have any questions about the status of your incident, please call 1-888-APL-VALU (1-888-275-8258) and reference your case or agreement number.

Q. How is the term "content creation support" defined, and what kind of support for it is included in the AppleCare Professional Multimedia Series?

A. Content creation support includes assistance with:

- Recommending efficient workflow options
- Capturing or importing media
- Editing
- Incorporating special effects
- Generating final output for the project

Q. What support is not included with these AppleCare Professional Multimedia Series?

A. Apple will not support or assist in performing the following activities:

- Project planning
- Project resource management
- Project budgeting or financial management
- Project design
- Training
- Scripting
- Third-party product support
- Server installation, configuration and administrative support



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Q. How do I purchase AppleCare Professional Multimedia support?

A. Call Apple at 1-888-APL-VALU to order any of the options. We are open Monday through Friday from 6:00 a.m. to 6:00 p.m. Pacific Time. You can also order over the web by visiting the AppleCare Store, applecarestore.info.apple.com.

Q. What is the cost of the AppleCare Professional Multimedia Series?

A. Apple's suggested retail price for the Per Incident plan is \$199, and for the 5x12 Annual Agreement program is \$2,499 (prices are in U.S. dollars). Visit Apple's Support web site at www.info.apple.com/supportoptions/ for current options and pricing.

Q. Who can purchase AppleCare Professional Multimedia Series products?

A. Anyone in the United States or Canada can purchase a Per Incident offering or Annual Agreement.

Q. If I purchase AppleCare Professional Multimedia Per Incident support, can I upgrade it to a 5x12 Annual Agreement?

A. No, the 5x12 Annual Agreement will need to be purchased independently of the Per Incident plan.

Q. What if I want to cancel an annual agreement? Do I get a refund for unused incidents?

A. If you are not satisfied with your AppleCare Professional Multimedia Annual Agreement and would like to terminate it, you may send an e-mail message to admin@applecarestore.info.apple.com. You will receive a full refund within 30 days of the invoice or purchase date. If you have any questions about terminating your annual agreement, please call an Apple Customer Service Representative at 1-888-APL-VALU (1-888-275-8258).

Q. Where can I find a copy of the Terms and Conditions for the AppleCare Professional Multimedia Series Annual Agreements?

A. Please refer to Apple's web site at www.apple.com/supportoptions/.

Q. If I have any other questions about my AppleCare Multimedia Annual Agreement, whom should I contact?

A. You can talk with an Apple Customer Service Representative by calling 1-888-APL-VALU (1-888-275-8258) or by sending an e-mail message to admin@applecarestore.info.apple.com.

Q. Where can I get more information about the AppleCare Professional Multimedia Series?

A. Please refer to Apple's web site at www.apple.com/supportoptions/.



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Q. Where can I find current information about QuickTime and Final Cut Pro software?

A. For the latest information about these Apple multimedia products, visit the following web sites:

- QuickTime: www.apple.com/quicktime/
- Final Cut Pro: www.apple.com/finalcutpro/

Q. Where can I find the latest version of this FAQ?

A. Please refer to Apple's web site at www.apple.com/supportoptions/.