



AppleCare Professional Multimedia Series

Features

Genuine Apple support

- Direct telephone access to senior Apple technical support representatives
- Private web access and e-mail support available
- Access to private Tech Exchange discussion boards

Flexibility and affordability

- Economical per incident option
- Cost-effective annual agreement

Powerful technologies need robust support, so Apple is pleased to introduce dedicated support programs for our industry-leading multimedia software products, including QuickTime and Final Cut Pro.

QuickTime is today's leading technology for delivering a variety of media content via film, video, CD-ROMs, DVDs, and the World Wide Web. QuickTime is not a single program, but a comprehensive suite of system extensions and applications for handling video, sound, animation, graphics, text, music, and even 360-degree virtual reality (VR) scenes.

Final Cut Pro is Apple's all-in-one solution for professional digital video editing, compositing, and special effects. This flexible, highly productive software combines the best features of other products—and more—in one affordable application, bringing the benefits of digital video technology to more people than ever before.

The AppleCare Professional Multimedia Series is designed to support the needs of professionals in video, film, marketing communications, graphic design, multimedia, and web creation. It is available as per incident support or as an annual agreement. Both options give you toll-free telephone access to senior Apple technical support personnel who have been specially trained on QuickTime-based multimedia products.

Per incident support is an excellent choice for individuals or businesses that are likely to need only intermittent support for QuickTime-based products and/or Final Cut Pro. Because the annual agreement is paid up front, it enables graphics and video groups or individual users with greater support needs to budget their costs for an entire year in advance.

If you rely on QuickTime-based products or Final Cut Pro day in and day out—or if you're in charge of a workgroup that does—the AppleCare Professional Multimedia Series is your best solution for fast, responsive, accurate technical support.



Specification Sheet

AppleCare Professional
Multimedia Series

Available Options

Per Incident

As its name implies, this is a pay-as-you-go plan. There's no need to sign up in advance. Just call the AppleCare hotline at 888-APL-VALU (888-275-8258) to initiate this option. That call and any subsequent calls necessary to resolve the original incident* are covered by one low fee.

5x12 Annual Agreement

The 5x12 Annual Agreement provides one year of priority telephone support and access to private web resources for questions related to Apple multimedia products. You may initiate (via phone or e-mail) up to 20 support incidents* within that year. The 5x12 Annual Agreement covers any systems under your control that are running Apple multimedia products based on QuickTime and Final Cut Pro. Telephone support is available Monday through Friday from 6:00 a.m. to 6:00 p.m. Pacific Time (except for national holidays).

This option also includes access to a private web site within Apple's support site, and e-mail support from Apple technical support personnel. The private web site includes:

- The Apple Technical Information Library (TIL), a technical knowledge base used by Apple support staff worldwide. This version of the TIL includes additional information designed for support providers.
- A private Apple Tech Exchange web site with a variety of discussion forums for multimedia-specific information and feedback.

*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, subject to the terms of the Agreement. Some incidents may require multiple phone calls or e-mail messages to reach resolution. Your use of Apple's web-based support does not constitute an incident for purposes of the Agreement, and is unlimited for as long as this Agreement remains in effect, subject to the terms of the Agreement.

Ordering Information

You can purchase the AppleCare Professional Multimedia Series by calling 888-APL-VALU (888-275-8258).

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AppleCare Professional Multimedia—Per Incident

M7538LL/A

AppleCare Professional Multimedia—5x12 Annual Agreement

Additional Apple Support Options

Apple offers a comprehensive selection of hardware and software support options for Apple products.

- AppleCare SupportLine Series
- AppleCare Support Professional Series
- AppleCare Professional Mac OS X Server Series
- AppleCare Extended Service

To learn more about these programs, visit www.apple.com/supportoptions/ or call 888-APL-VALU (888-275-8258).

For More Information

For more information about Apple products, or to find out where to buy, visit www.apple.com/products or call 800-538-9696. To purchase Apple products from the Apple Store, go to www.apple.com/store.

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All service offerings described here are available as of June 1999 and are subject to change or discontinuance without notice.

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