Apple

Digital Photography on the Macintosh

The Photographic Industry Relies on Macintosh

Commercial

Editorial

Portrait

Pros Choose Macintosh

Photographer's Issues:	Apple Solution:
1. Speed and Compatibility	Power Macintosh G3
2. Portability	PowerBook G3
3. Color Quality	ColorSync
4. Professional Tools	Industry Standard Apps

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Power Macintosh G3
Blow Away Pentium III PCs!

BYTEmark Integer Index Processor Scores

500MHz Pentium III — 6.7

450MHz PowerPC G3 — 14.8

The World's Finest Images Are Scanned with a Mac

- High-end drum and flatbed scanners
  - Heidelberg, Scitex, etc.
- Mid-range flatbed scanners
  - Agfa, Epson, etc.
- 35mm scanners
  - Nikon, Polaroid, HP, etc.

New Heidelberg Saphir HiRes Introduced on Power Mac Only!

Scitex Eversmart Supreme Must Use Power Mac!

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PowerBook—The Standard for News Professionals

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ColorSync—Revolutionizing Color Mana

- The only system level color management system
- Supported by the industry leaders
  - Pantone, Imation, Barco, Tektronix, Scitex
- Ships with industry leading scanners and output devices
  - Heidelberg, Kodak, Agfa

ColorSync Ships with Every Macintosh!

Pros Choose Macintosh

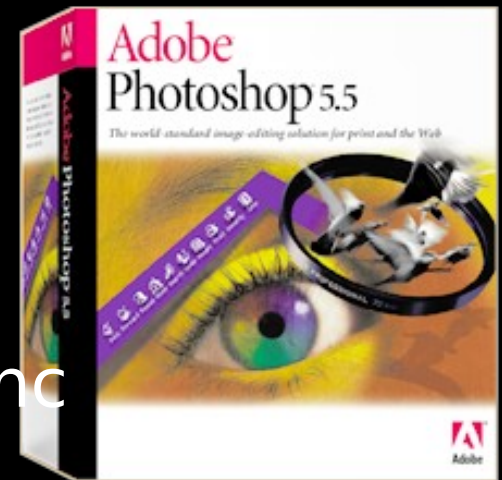| Photographer's Issues:	Apple Solution:
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Industry Standards Run on Macintosh

- Adobe Photoshop— the overwhelming choice of professional photographers and designers.
  - Fully supports ColorSync
  - Fully supports AppleScript with Photoscripter plug-in

Universal Serial Bus

Flexibility and Compatibility

- Hot-pluggable
- Simple Installation
  - Easy connections
  - Greater expandability

USB B
UNIVERSAL SERIAL BUS

FireWire—Speed

FireWire

Speed, Speed!

- Already the interface of choice for professional digital cameras

Kodak Professional DCS 315 Digital Camera

Kodak Professional DCS 520 Digital Camera

Kodak Professional DCS 560 Digital Camera

Kodak Professional DCS 620 Digital Camera

Dicomed LittleBigShot Cameras

Phase One LightPhase Digital Camera Back

…and more coming every week!

New Power Macintosh G3 Systems include two **FireWire** ports that Operate at up to 400 megabits per Second

Think different.™