

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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Blow Away

BYTEmark Integer Processor Scores

500MHz Pentium III 6.7
450MHz PowerPC G3 14.8



BYTEmark integer processor performance score
copyright McGraw-Hill

The World's Finest Images Are Scanned with a

- High-end drum and flatbed scanners
 - Heidelberg, Scitex, etc.

- Mid-range flatbed scanners
 - Agfa, Epson, etc.

- 35mm scanners
 - Nikon, Polaroid, HP, etc.

Mac

**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!

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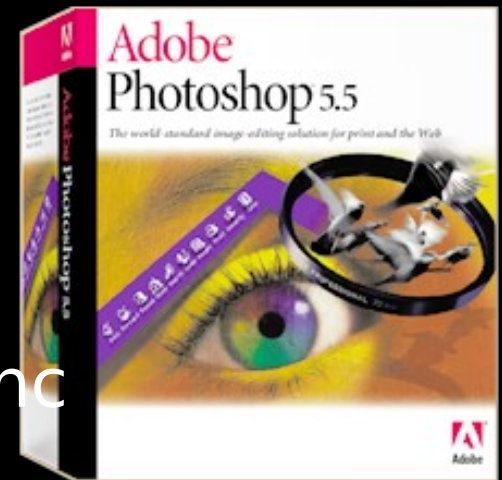
Industry Standard Apps

Industry Standards

Run on
Macintosh

Adobe Photoshop— the overwhelming choice of professional photographers and designers.

- Fully supports ColorSync
- Fully supports AppleScript with Photoscripiter plug-in




Universal Serial Bus

Flexibility and Compatibility

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



FireWire—Speed

The FireWire logo is located in the top right corner. It features a stylized yellow and black symbol resembling a signal or a camera lens, with the word "FireWire" in a white, sans-serif font positioned directly below it.

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!**

A white FireWire cable is coiled across the right side of the advertisement. The cable has a standard FireWire connector on the left and a smaller, square connector on the right. The background is black, making the white cable stand out.

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



Think different.TM