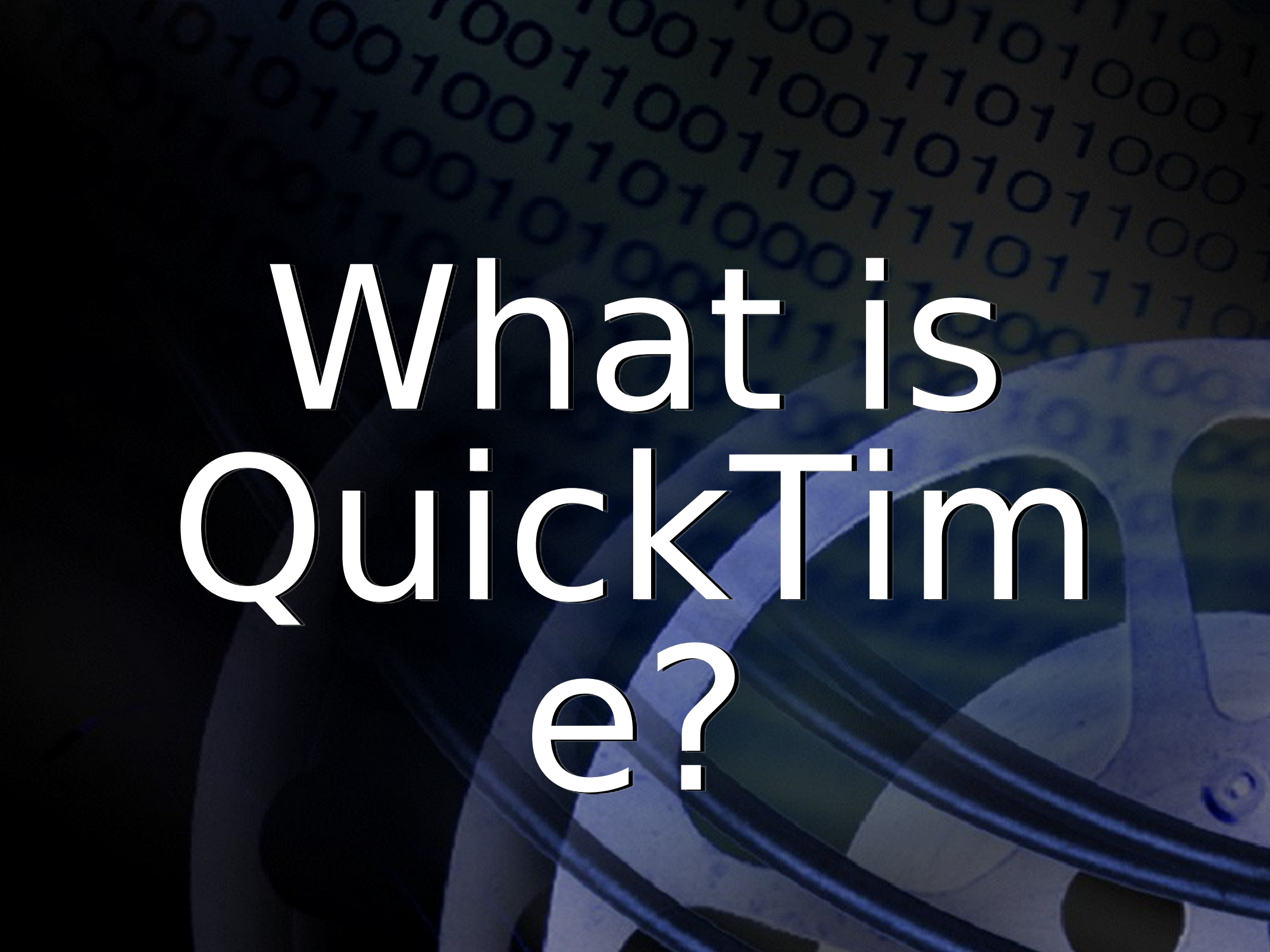
QuickTim
The standard for streaming digital video
An introduction
Name
Title here
Apple Computer, Inc.

QuickTime 1991

It began as a simple idea.

QuickTime 1999

It became an entire industry


What is QuickTime?

QuickTime Is a Suite of Applications

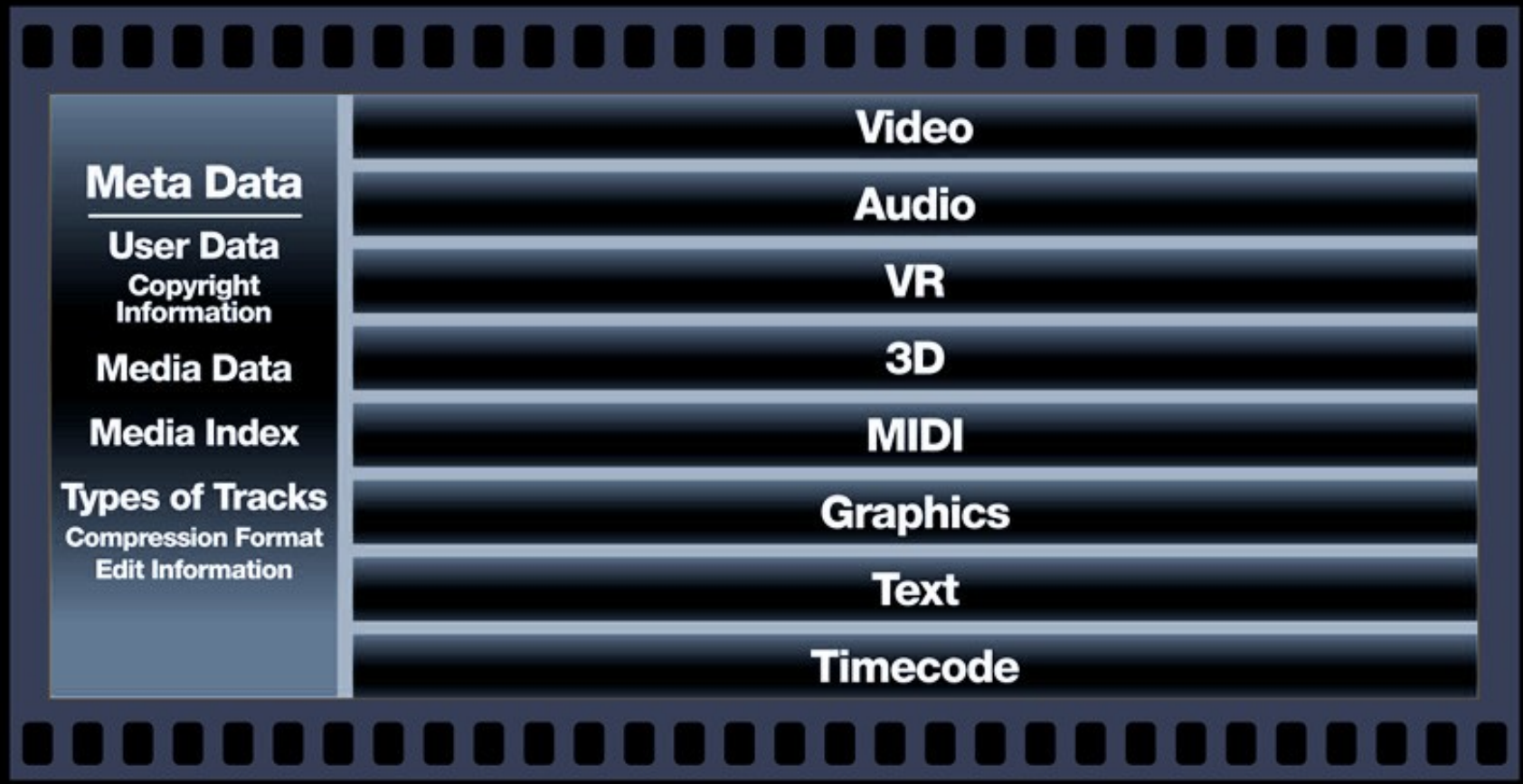
- QuickTime Player, Picture Viewer
- Plug-in for Netscape Navigator, Internet Explorer, and AOL
- A complete installation provides all 200+ components, including:
  - 3D, VR, effects, compressors, Sound Manager, Internet streaming services, and the Roland MIDI library

QuickTime Is Cross-Platform

Mac

MICROSOFT WINDOWS

QuickTime Is a File Format



QuickTime Is Fully

QuickTime Is Highly Compatible

Audio

MP3
ADPCM
Alaw, AU
AIFF
General MIDI
GSM
G.728, G.723
IMA
Karaoke
SoundDesigner
Wave

Image

Flash
FlashPix
BMP
GIF
JPEG/JFIF
PNG
Photoshop
PICT
PICS
SGI
Targa
TIFF

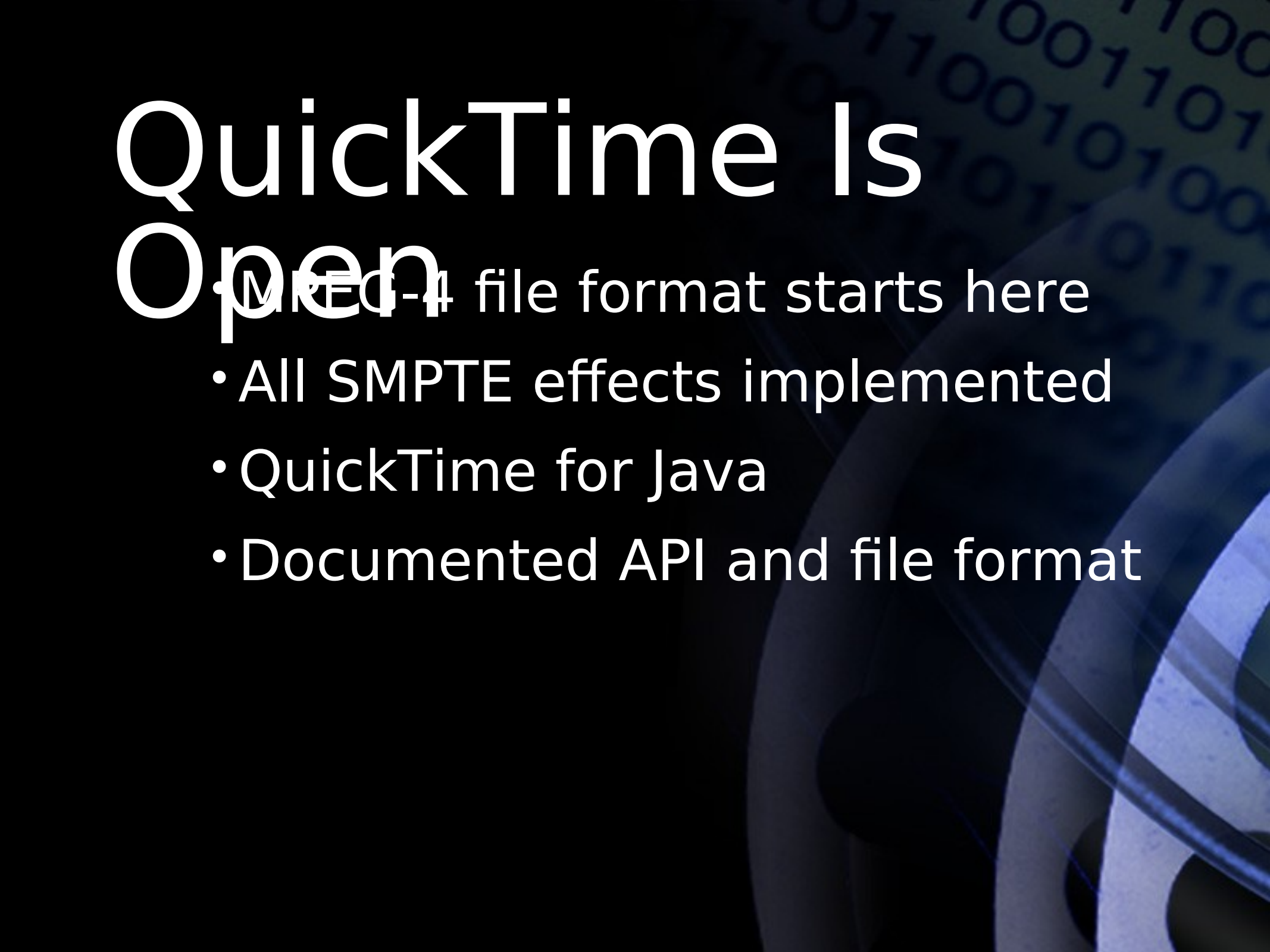
Video

DV-NTSC/PAL
AVI
Cinepak
CCIR601
H.263, H.261
Indeo
M-JPEG A & B
MPEG-1
Sorenson
Uncompressed
YUV 4:2:2

And many more...

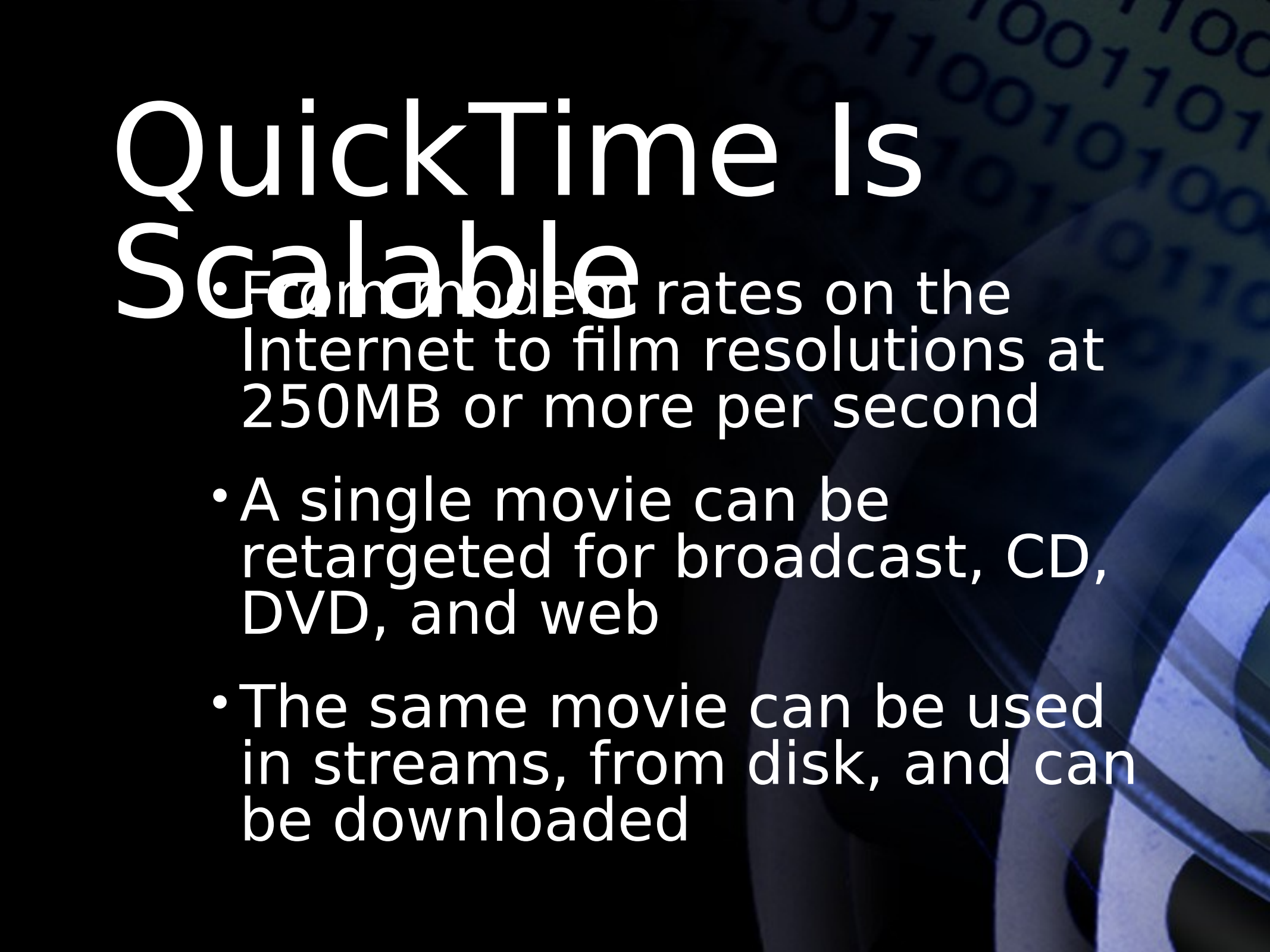
QuickTime Is Open

- MPEG-4 file format starts here
- All SMPTE effects implemented
- QuickTime for Java
- Documented API and file format



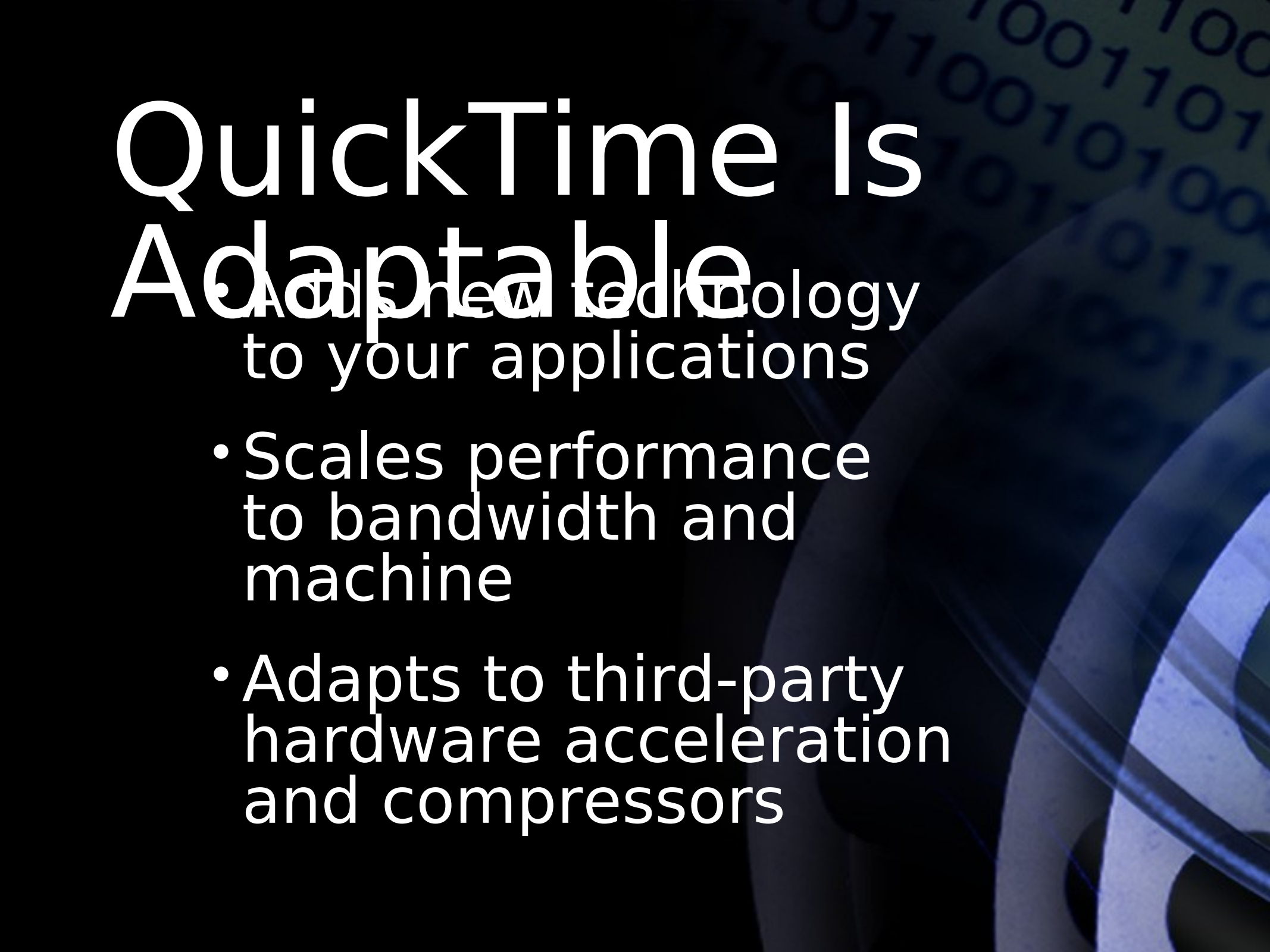
QuickTime Is Scalable

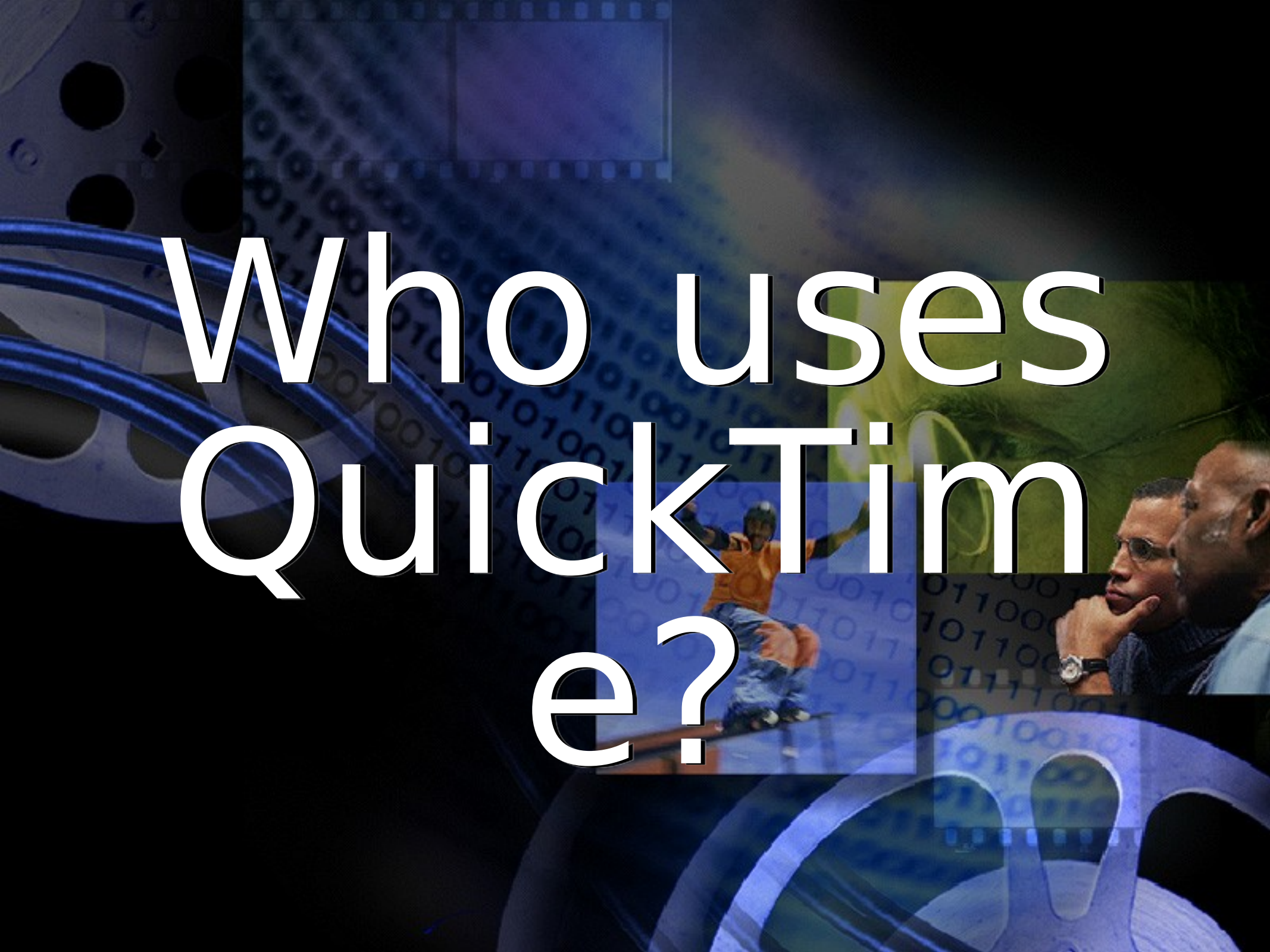
- From modem rates on the Internet to film resolutions at 250MB or more per second
- A single movie can be retargeted for broadcast, CD, DVD, and web
- The same movie can be used in streams, from disk, and can be downloaded



QuickTime Is Adaptable

- Adds new technology to your applications
- Scales performance to bandwidth and machine
- Adapts to third-party hardware acceleration and compressors



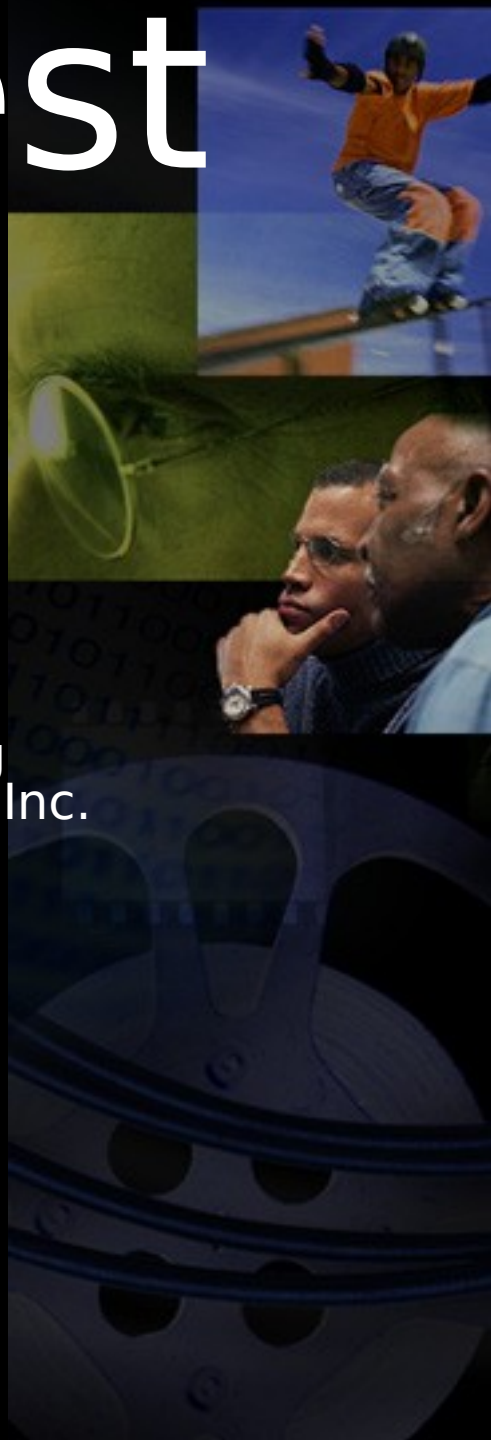

Who uses QuickTime?

Every Major Developer

20th Century Fox	ESPN	Nippon
Activision	Fujitsu Learning	NHK Educational
ADAM Software	Graphisoft	NTT Hokkaido
Addison -Wesley	Grolier Interactive	Oracle Corp.
Adobe Systems	HBO & Co.	IBM World Book
AIMS Multimedia	Houghton Mifflin	Prentice Hall
Aspyr Media	IDG Books	Roland
BBC Worldwide	Kodak Japan	Sanyo Electric
Berkeley Systems	The Learning Co.	Sierra On-Line
Cendant Software	LEGO Media	Scholastic
Columbia	Maris Multimedia	Software
Cyber Ed, Inc.	Mattel Media	Segasoft
Deutche Telekom	McGraw-Hill	SPSS Inc.
Diadem	MetaCreations	Sony Corp.
Productions	Microsoft	Victor Co. of Japan
Eidos Interactive	Microspot, LTD	Voyager Japan
Electronic Arts	NEC Interchannel	Walt Disney

World's Largest Content Suppliers

20th Century Fox
ADAM Software
AIMS Multimedia
Aspyr Media
Barron's SAT
BBC Worldwide
Berkeley Systems
Bertlesman
CNN
Cendant Software
Columbia Pictures
Cromwell Productions
Cyber Ed, Inc.
Davidson & Associates
Deutche Telekom
Diadem Productions
Eidos Interactive
EMI Music
Fisher Price
Greenberg News
HBO
Kiplinger's Financial
Launch Magazine
The Limited
MacNeil-Schwendler
Muzak
The NFL
NPPA
National Geographic
Nikkei
Peter Gabriel
Philips Media
Pioneer Video
Playboy
Reuters News
Solitudes Ltd.
Sylvan Learning
Takarajimasha, Inc.
Tampa Bay Buccaneers
Time Life
Tristar Pictures
U.S. Library of Congress
Walt Disney
Warner Music
WEA
WGBH



Millions of Customers

AT&T Wireless
Arthur Anderson
Bass Hotels
Boeing
BMW
Compaq
EDS
Queensland Australia
U.S. Army, Navy, CIA
Hewlett-Packard
Honda Motors
John Deere
Kenneth Cole
KLM
Medtronic, Inc.
Mitsubishi Motors
Motorola
Nikon Inc.
Nissan Motor
Nortel
Olympus Optical
Price Waterhouse
Ryobi Ltd.
SAIC Corp.
Schlumberger
Senko Corp.
Shogakukan, Inc.
Siemens AG
Sony Communications
Steinway & Sons
Tektronix, Inc.
Texaco
Toshiba Medical
U.S. Library of Congress
University of:
- Adelaide
- Carnegie Mellon
- Central Florida
- Texas at Austin
- Hong Kong
- Kentucky
- Miami
- Minnesota
- Michigan
- Oxford
- Vanderbilt
- York

State University of:
- Iowa
- Colorado

How
popular
is
QuickTim

Very Popular

- Total installed base upwards of 100 million
- 400 titles released each month
- Nearly 20,000 licensed products

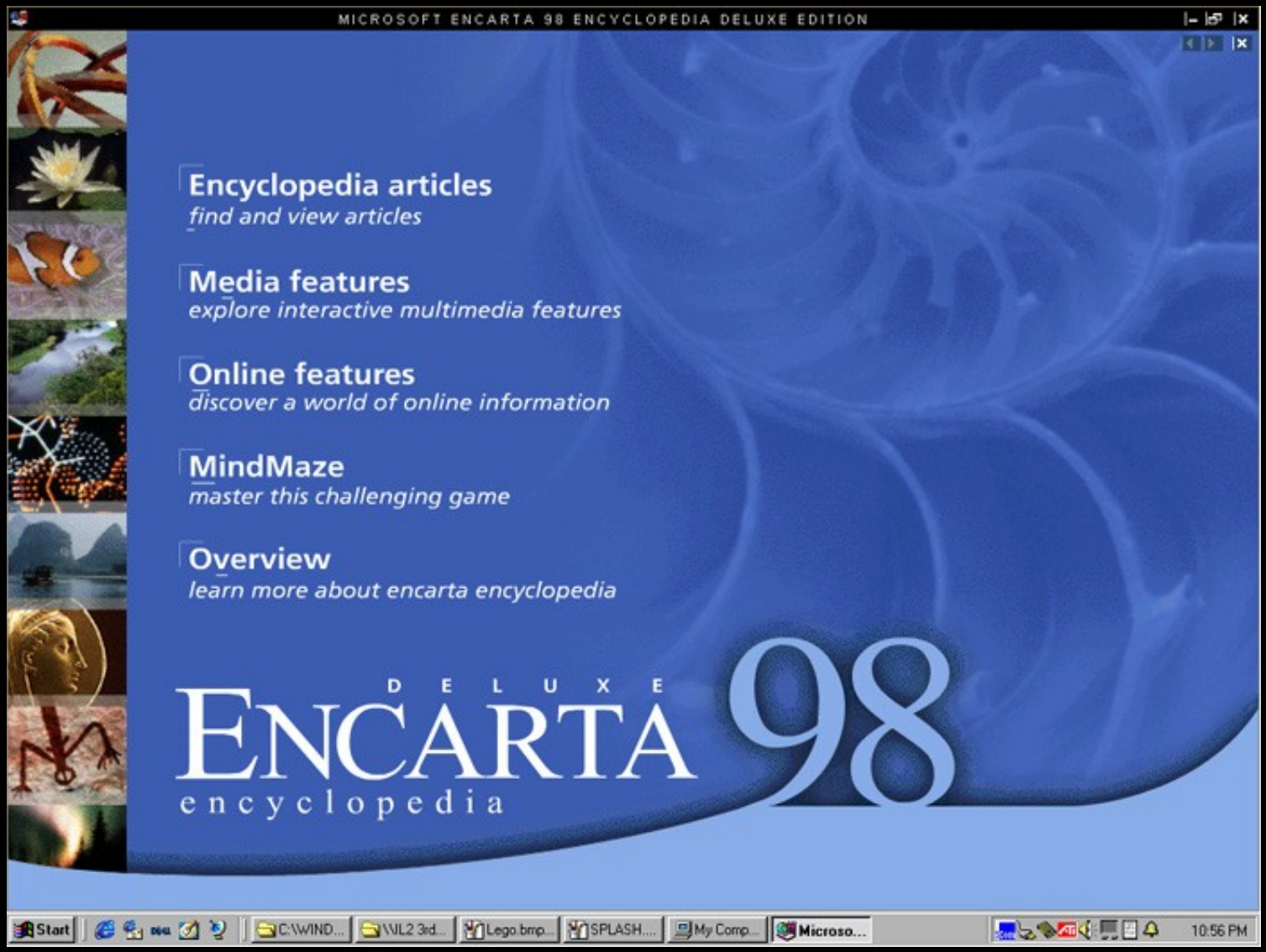
QuickTime has won every major multimedia award

QuickTime Is Everywhere

- 57% of web sites that incorporate video use QuickTime *
- 62% of animators author in QuickTime †
- 68% of video producers author in QuickTime †
- 50% of all QuickTime installations are on Windows §
- 90% of all video used on RealNetworks servers were authored with QuickTime †

*Hot Bot 3/9/99 †GISTICS QuickTime Payback Assessment Spring 98 §Apple Computer 1999

Microsoft


MICROSOFT ENCARTA 98 ENCYCLOPEDIA DELUXE EDITION
Encyclopedia articles
find and view articles
Media features
explore interactive multimedia features
Online features
discover a world of online information
MindMaze
master this challenging game
Overview
learn more about encarta encyclopedia
DELUXE
ENCARTA
encyclopedia
98
Start
C:\WIND...
\VL2 3rd...
Lego.bmp...
SPLASH....
My Comp...
Microso...
10:56 PM

Lego

Simon &

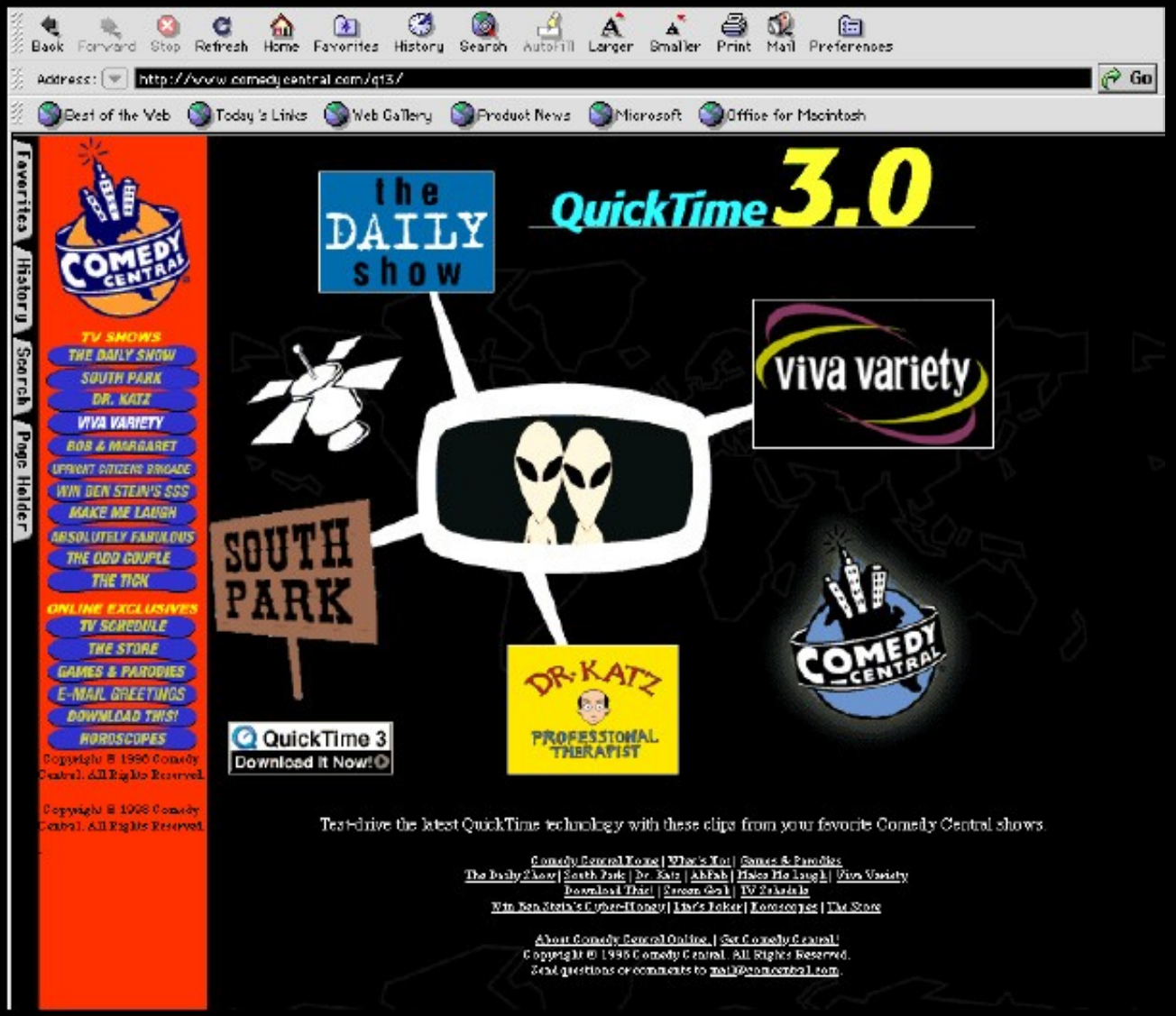
STAR TREK
THE NEXT GENERATION
インタラクティブ テクニカル マニュアル 日本語版
インストーラー

Fox Interactive

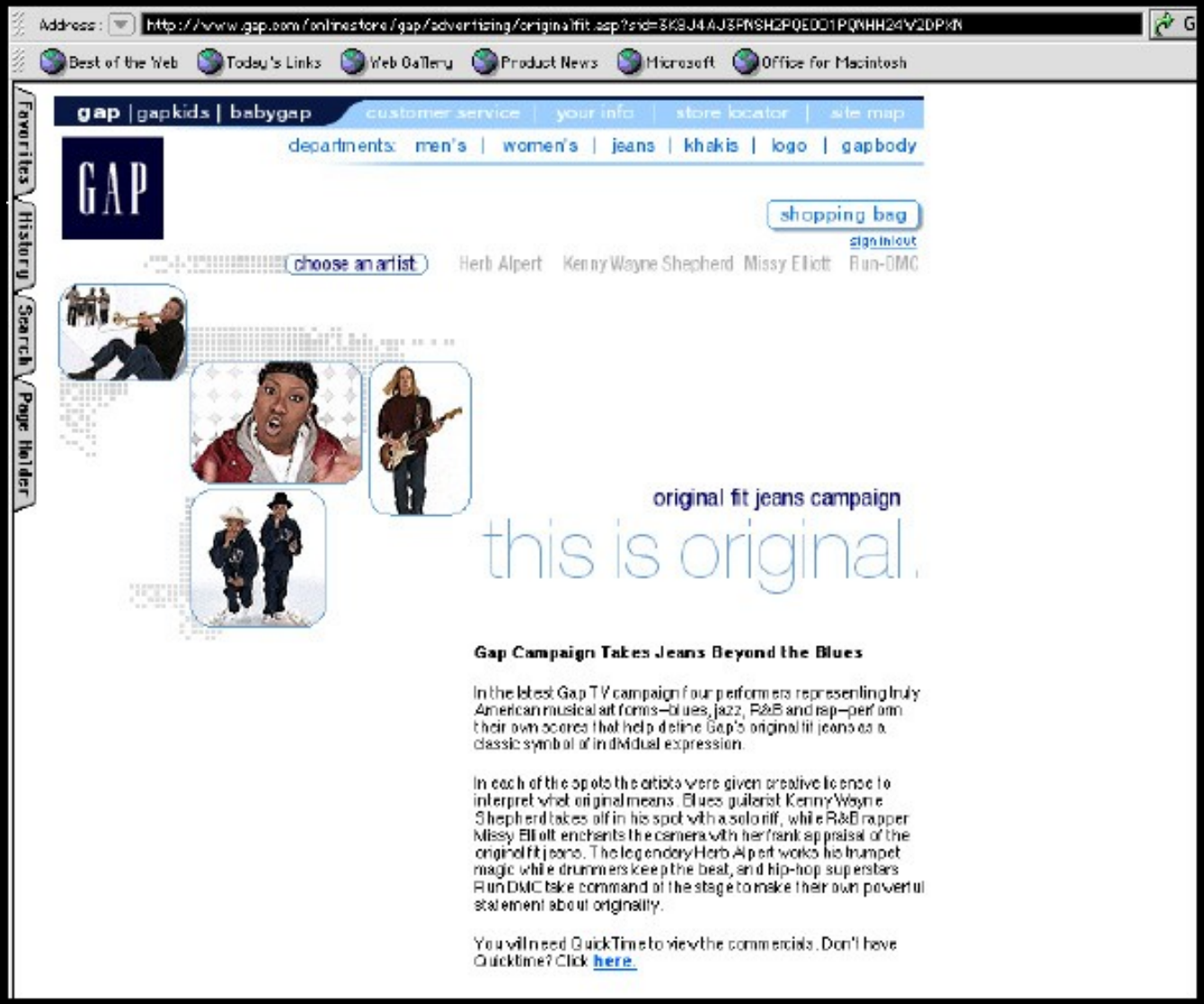
Arista

Address :
Go
Best of the Web
Today's Links
Web Gallery
Product News
Microsoft
Office for Macintosh
Favorites
History
Search
Page Holder
QuickTime 3.0
Streaming Video, Music/MIDI, MPEG, 3D, and VR.
Sarah Mclachlan
"Sweet Surrender"
Arista
DINER
Home
Chat
Audio/Video
Weekly Word
Live Online
Internet zone

Comedy Central



The Gap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Best of the Web
Today's Links
Web Gallery
Product News
Microsoft
Office for Macintosh
Favorites
History
Search
Page Holder
gap | gapkids | babygap
customer service | your info | store locator | site map
departments: men's | women's | jeans | khakis | logo | gapbody
GAP
shopping bag
sign in/out
choose an artist
Herb Alpert
Kenny Wayne Shepherd
Missy Elliott
Run-DMC
original fit jeans campaign
this is original.
Gap Campaign Takes Jeans Beyond the Blues
In the latest Gap TV campaign four performers representing truly American musical art forms—blues, jazz, R&B and rap—perform their own scores that help define Gap's original fit jeans as a classic symbol of individual expression.
In each of the spots the artists were given creative license to interpret what original means. Blues guitarist Kenny Wayne Shepherd takes off in his spot with a solo riff, while R&B rapper Missy Elliott enchants the camera with her frank appraisal of the original fit jeans. The legendary Herb Alpert works his trumpet magic while drummers keep the beat, and hip-hop superstars Run DMC take command of the stage to make their own powerful statement about originality.
You will need QuickTime to view the commercials. Don't have Quicktime? Click here.

How do you use QuickTime?

It’s a Complete Solution

QuickTime VR Object

QuickTime Panorama

QuickTime Interactive Pictures

· BMP · FlashPix
· GIF · JPEG/JFIF
· PNG · Photosho
· PICT · SGI
· Targa · TIFF

QuickTime
4
The standard in streaming digital video

What’s New?

- Live video and audio streaming
- First truly open Internet streaming product (RTP/RTSP)
- QuickTime Streaming Server
- New compressors & decompressors
- New QuickTime Player & installer

Live Streaming

- Real-time
- Rebroadcast
- Video on demand

Benefits of Live Streaming

- No file resides on your system
- Live streaming scales with connection speed
- Streaming provides random access of stored content
- Streaming your movie is easy

Open Streaming

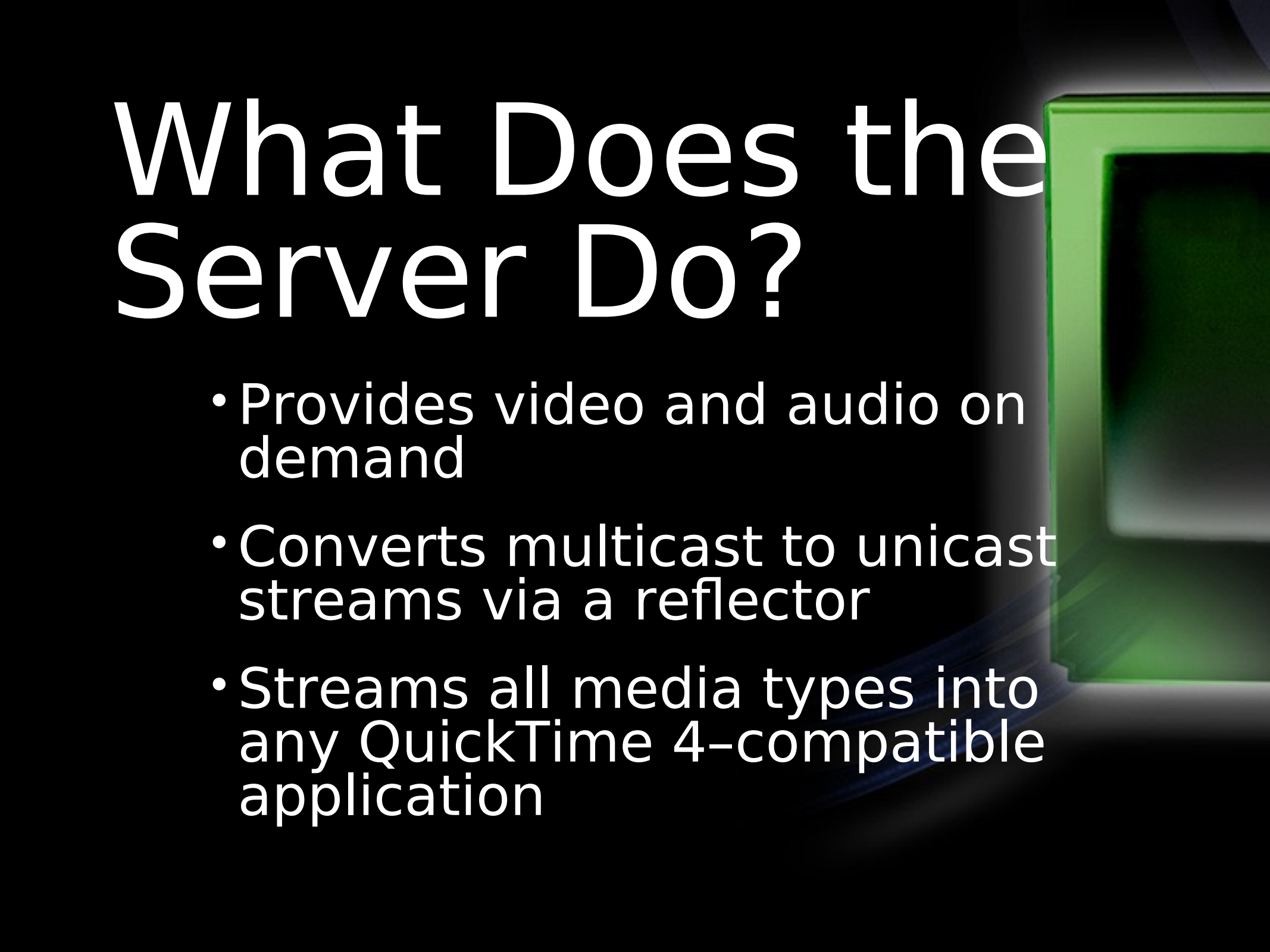
- First Internet streaming product based on standards
- Interoperable with:
  - RTP/RTSP, HTTP, FTP
  - MPEG-4 file format

QuickTime Streaming Server

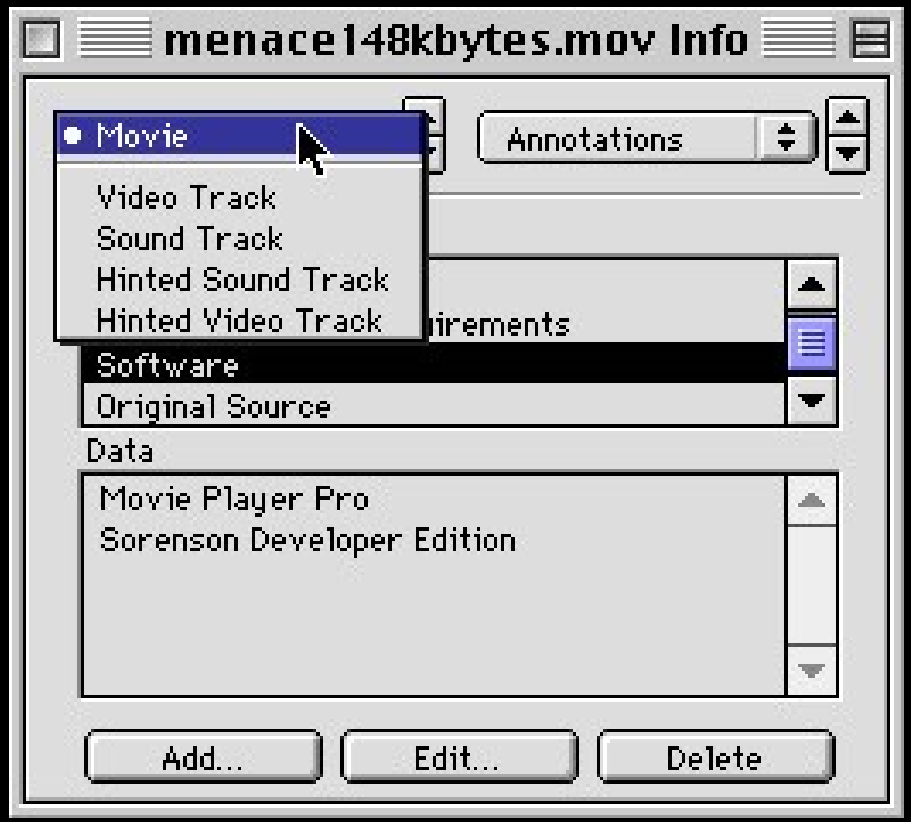
- Open Source Darwin Streaming Server available today
- Built into Mac OS X Server
- Available from third parties
- No charge per stream

What Does the Server Do?

- Provides video and audio on demand
- Converts multicast to unicast streams via a reflector
- Streams all media types into any QuickTime 4–compatible application



QuickTime “Hint Tracks”



- Another track in a QuickTime Movie
- Allows you to stream more than just audio and video
- Lets you mix streaming media with local media

New QuickTime Codecs

- Watch and listen
  - MP3, Indeo 5, Macromedia Flash, and standards such as H.261, H.263, and GSM
- Real-time Broadcast
  - Sorenson Video 2, QDesign Music 2, and Qualcomm PureVoice

MP3 Support

- Plays in any QuickTime application
- Combines with other media types
- Streamable

QuickTime Player

- Enhanced interface
- Easy to use
- Single-click access

QuickTime Streaming Players

Smart Installer

- Web download now only 2.5MB
- Choose your instal
  - Minimum
  - Full
  - Custom
- Update automat

Price and Availability

- QuickTime 4 Free
- QuickTime Pro: $29.99
- QuickTime Streaming Server in Mac OS X Server: $499
- Worldwide availability: Today on Windows NT, 98, 95, Mac OS

Think
different.

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Q&A