



# QuickTime

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

STAR WARS  
EPISODE I  
THE PHANTOM MENACE

WWW.STAR  
WARS.COM

The background features a dark blue gradient with faint, repeating binary code (0s and 1s) in a lighter blue color. In the lower right, there is a semi-transparent, blue-tinted image of a film reel, showing the circular frames and the central hub.

What is  
QuickTime  
e?

# QuickTime Is a Suite

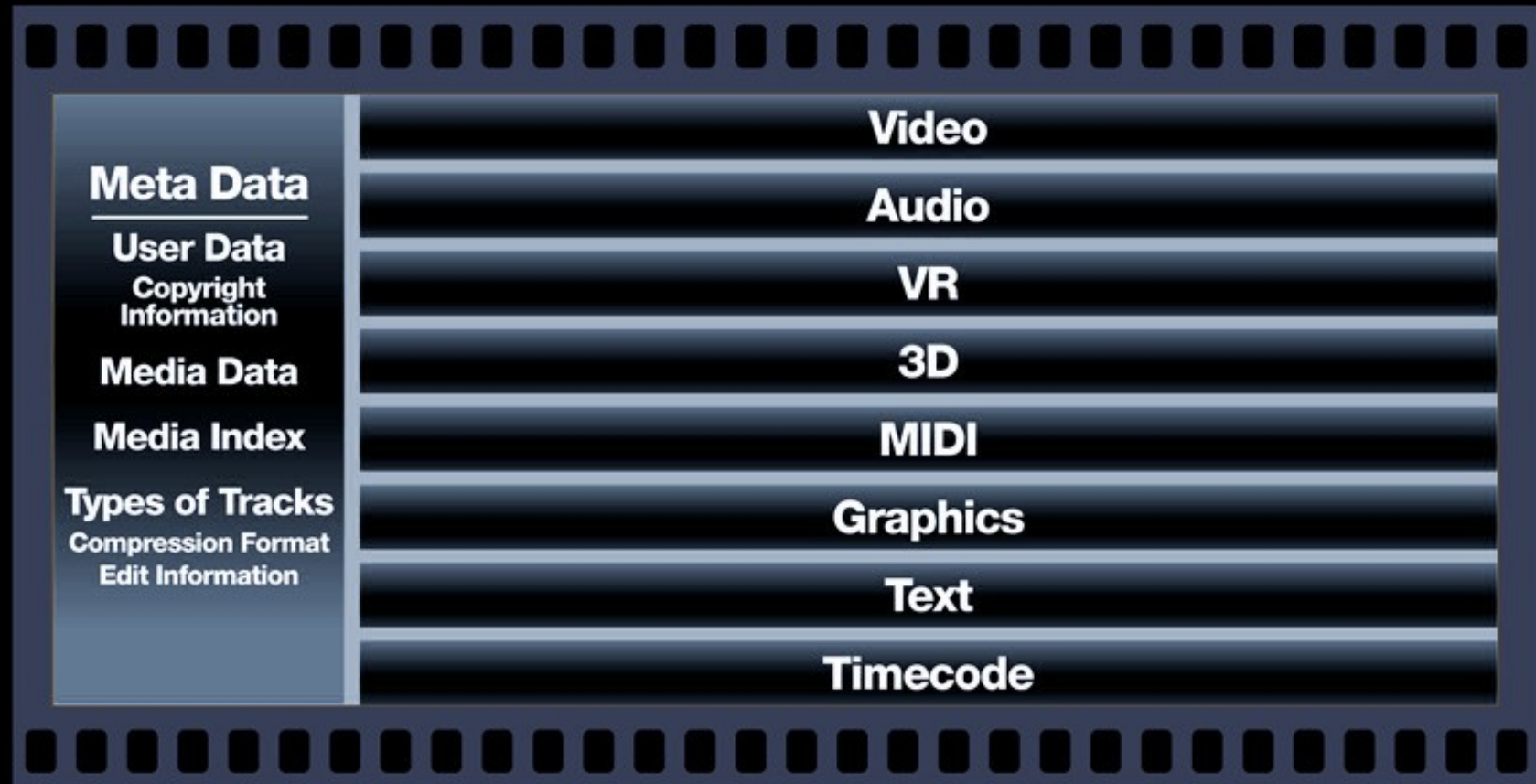
## of Applications

- 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



# 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  
SoundDesign  
er  
Wave

## Image

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

## Video

DV-NTSC/PAL  
AVI  
Cinepak  
CCIR601  
H.263, H.261  
Indeo  
M-JPEG A & B  
MPEG-1  
Sorenson  
Uncompresses  
d  
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

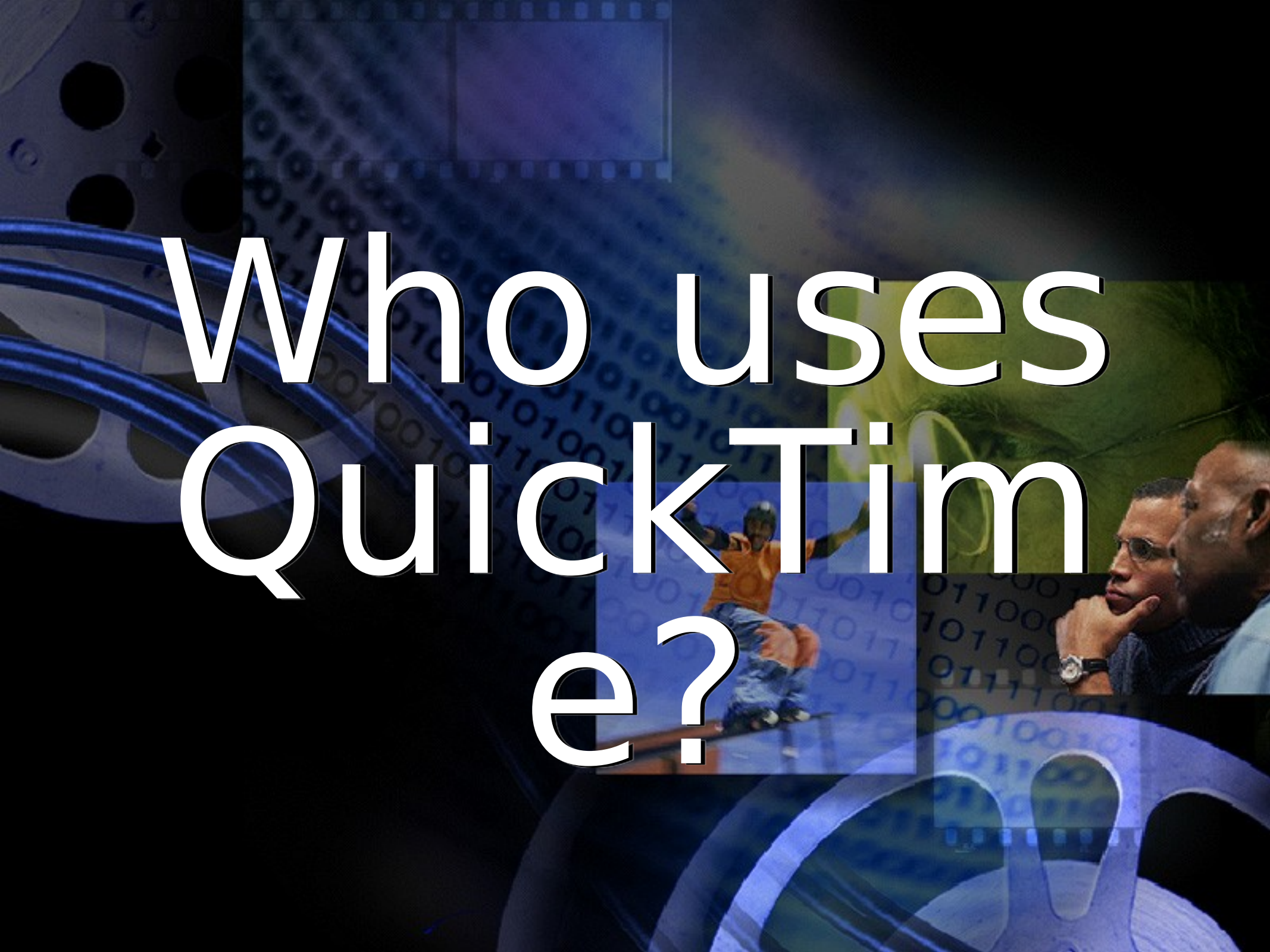
# QuickTime Is Scalable

- 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

- Adapts 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  
Activision

ADAM Software  
Addison -Wesley  
Adobe Systems  
AIMS Multimedia  
Aspyr Media  
BBC Worldwide  
Berkeley Systems  
Cendant Software  
Columbia  
Cyber Ed, Inc.  
Deutsche Telekom  
Diadem  
Productions  
Eidos Interactive  
Electronic Arts

ESPI  
Fujitsu Learning  
Graphisoft  
Grolier Interactive  
HBO & Co.  
Houghton Mifflin  
IDG Books  
Kodak Japan  
The Learning Co.  
LEGO Media  
Maris Multimedia  
Mattel Media  
McGraw-Hill  
MetaCreations  
Microsoft  
Microspot, LTD  
NEC Interchannel

Nippon  
NHK Educational  
NTT Hokkaido  
Oracle Corp.  
IBM World Book  
Prentice Hall  
Roland  
Sanyo Electric  
Sierra On-Line  
Scholastic  
Software  
Segasoft  
SPSS Inc.  
Sony Corp.  
Victor Co. of Japan  
Voyager Japan  
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  
Deutsche Telekom

Dialer Productions  
Ed's 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

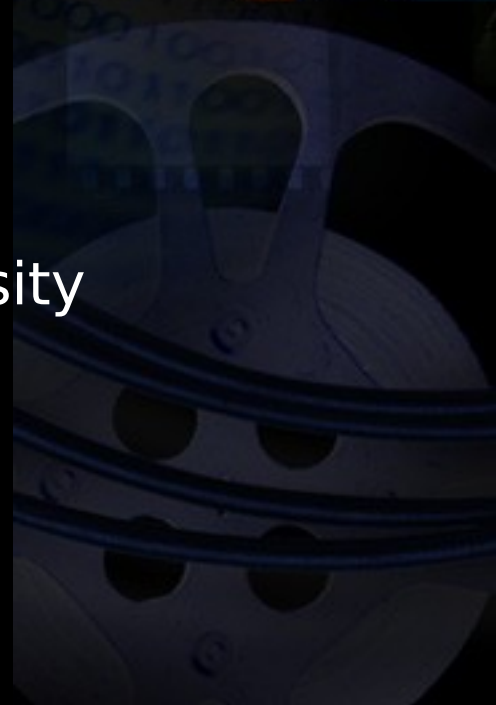


# Millions of Customers

AT&T Wireless  
Arthur Andersen  
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 \*

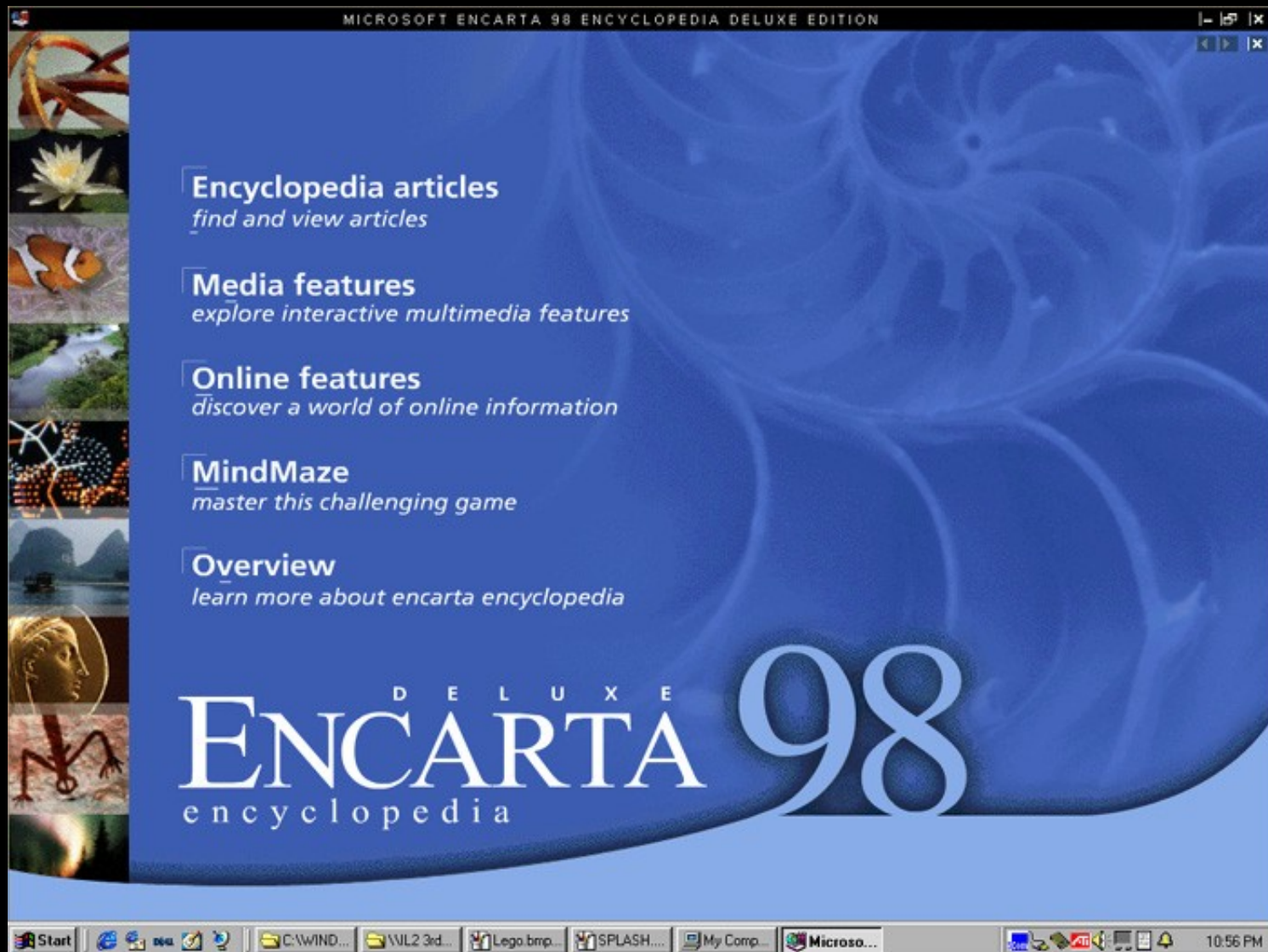
62% of animators author in QuickTime †

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 †

# Microsoft



# Lego



## *Technic*



# 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



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# Arista

Address: <http://www.aristadiner.com/quicktime3/> Go

Back of the Web Today's Links Web Gallery Product News Microsoft Office for Macintosh

**QuickTime 3.0**  
*Streaming Video, Music/MIDI, MPEG, 3D, and VR.*

**Sarah McLachlan**  
"Sweet Surrender"

Home Chat Audio/Video Weekly Word Live Online

Internet 2000

The screenshot shows a web browser window with a navigation bar at the top containing links like 'Back of the Web', 'Today's Links', 'Web Gallery', 'Product News', 'Microsoft', and 'Office for Macintosh'. The main content area features a promotional banner for 'QuickTime 3.0' with a sub-headline 'Streaming Video, Music/MIDI, MPEG, 3D, and VR.' Below this is a video player area showing a still from Sarah McLachlan's 'Sweet Surrender' album. To the right of the video player is a cartoon character of a boy with black hair, wearing a white shirt, blue shorts, and red shoes. At the bottom of the page is a horizontal navigation bar with icons and labels for 'Home', 'Chat', 'Audio/Video', 'Weekly Word', and 'Live Online'. The browser's status bar at the bottom left indicates 'Internet 2000'.

# Comedy Central

Back Forward Stop Refresh Home Favorites History Search AutoFill Larger Smaller Print Mail Preferences

Address: <http://www.comedycentral.com/q13/> Go

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**COMEDY CENTRAL**

**TV SHOWS**

- THE DAILY SHOW
- SOUTH PARK
- DR. KATZ
- VIVA VARIETY
- BOB & MARGARET
- UPFRONT RIDERS BRIGADE
- WHY DEN STEIN'S SSS
- MAKE ME LAUGH
- ABSOLUTELY FABULOUS
- THE ODD COUPLE
- THE TICK

**ONLINE EXCLUSIVES**

- TV SCHEDULE
- THE STORE
- GAMES & PARODIES
- E-MAIL GREETINGS
- DOWNLOAD THIS!
- HOROSCOPES

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# The Gap

Address: <http://www.gap.com/onlinestore/gap/advertising/originalfit.asp?cid=3K9J4AJ3FNSH2PQEDD1PQVHH24V2DPKN>


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gap | gapkids | babygap | customer service | your info | store locator | site map

departments: men's | women's | jeans | khakis | logo | gapbody

shopping bag

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 all 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](#).

Favorites History Search Page Holder

The background is a dark collage. In the top right, there is a large, semi-transparent film reel. On the left side, there are lines of binary code (0s and 1s) in a light blue color. In the center-right, there is a glowing green rectangular shape that resembles a computer monitor or a video player. Overlaid on the bottom right of this green shape is a semi-transparent image of a person's face, possibly from a video recording. The overall aesthetic is digital and cinematic.

How do you  
use  
QuickTime?

# It's a Complete Solution



# QuickTime VR Object



# QuickTime Panorama



# QuickTime Interactive Pictures

- BMP
- FlashPix
- GIF • JPEG/JFIF
- PNG • Photoshop
- PICT • SGI
- Targa • TIFF







# QuickTime

The standard in streaming  
4 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

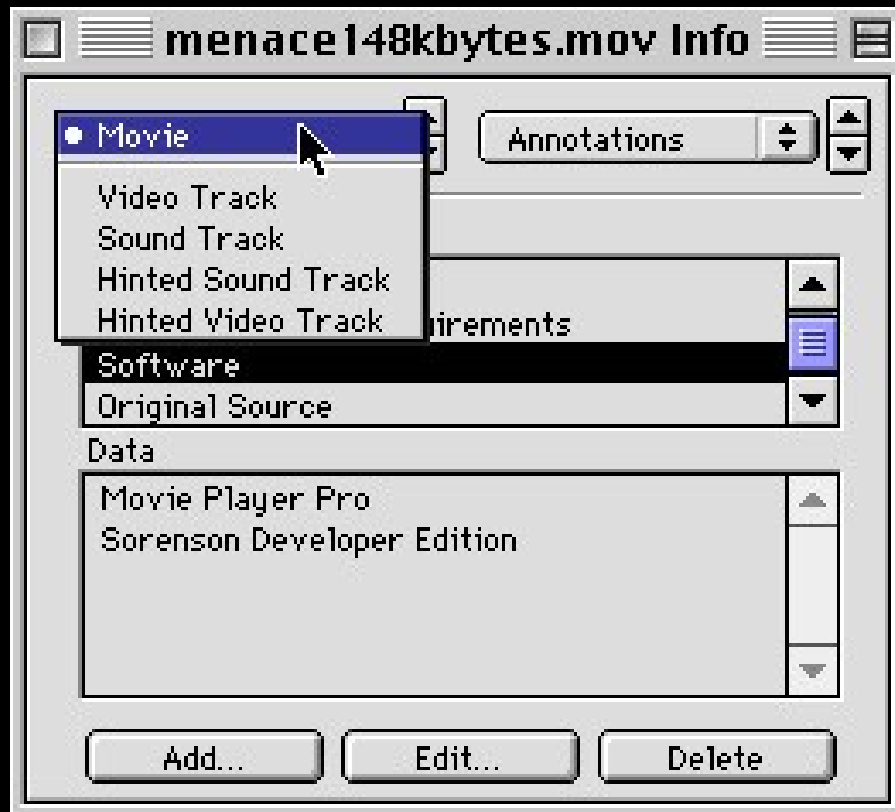
- Built into Mac OS X Server
- Available from third parties
- No charge per stream



# 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



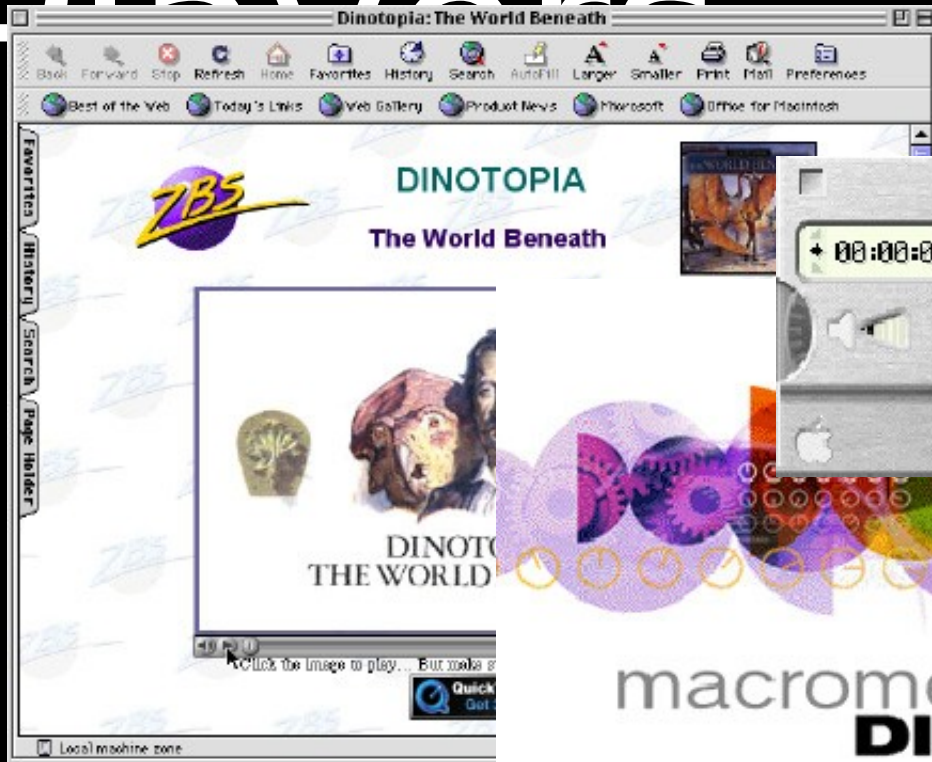
# QuickTime



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



# QuickTime Streaming Players



# Smart Installer

- Web download now only 2.5MB
- Choose your installation type
  - Minimum
  - Full
  - Custom
- Update automatically



# Price and Availability

- 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.

Q&A