



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 portion, 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

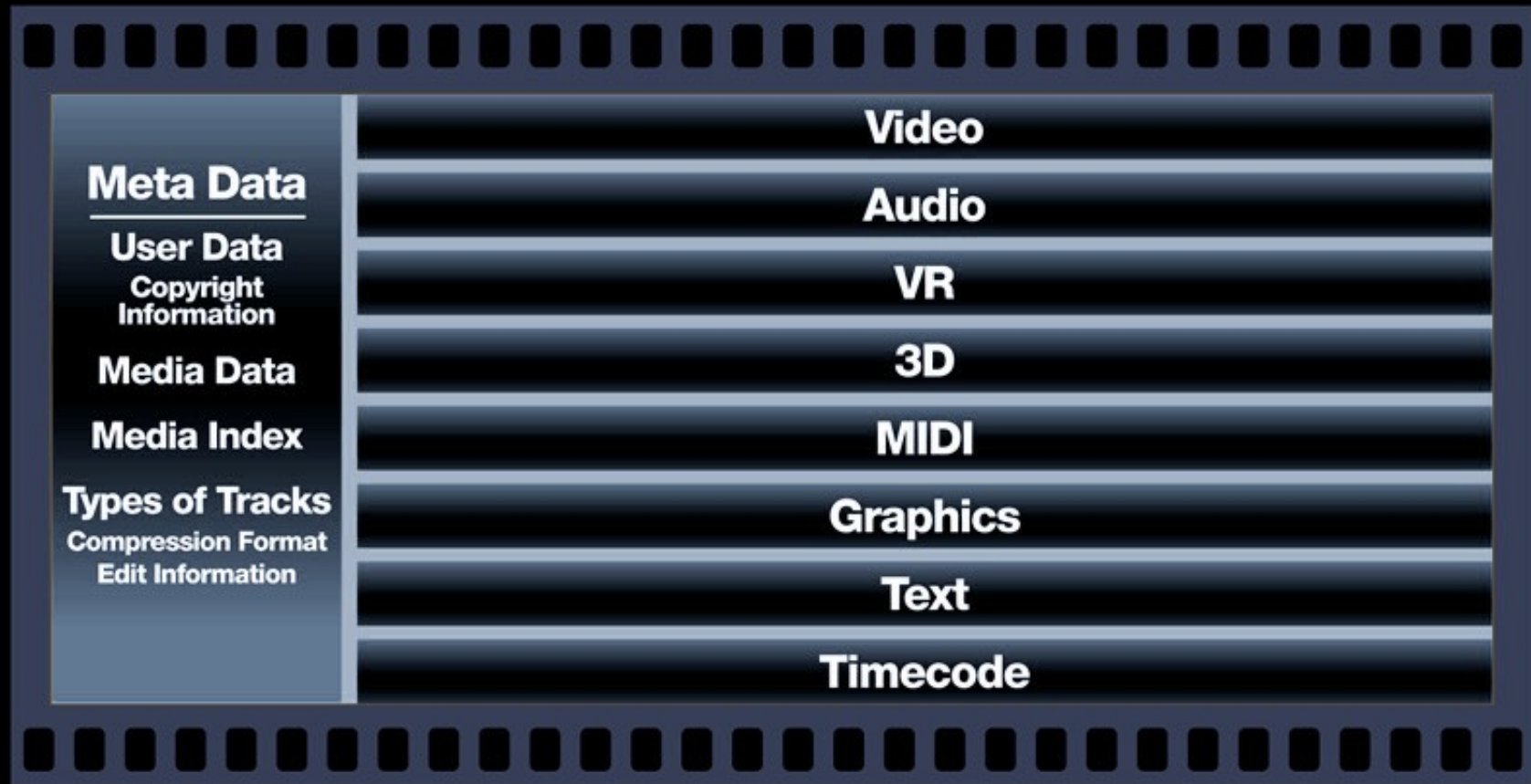
of Applications

- 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

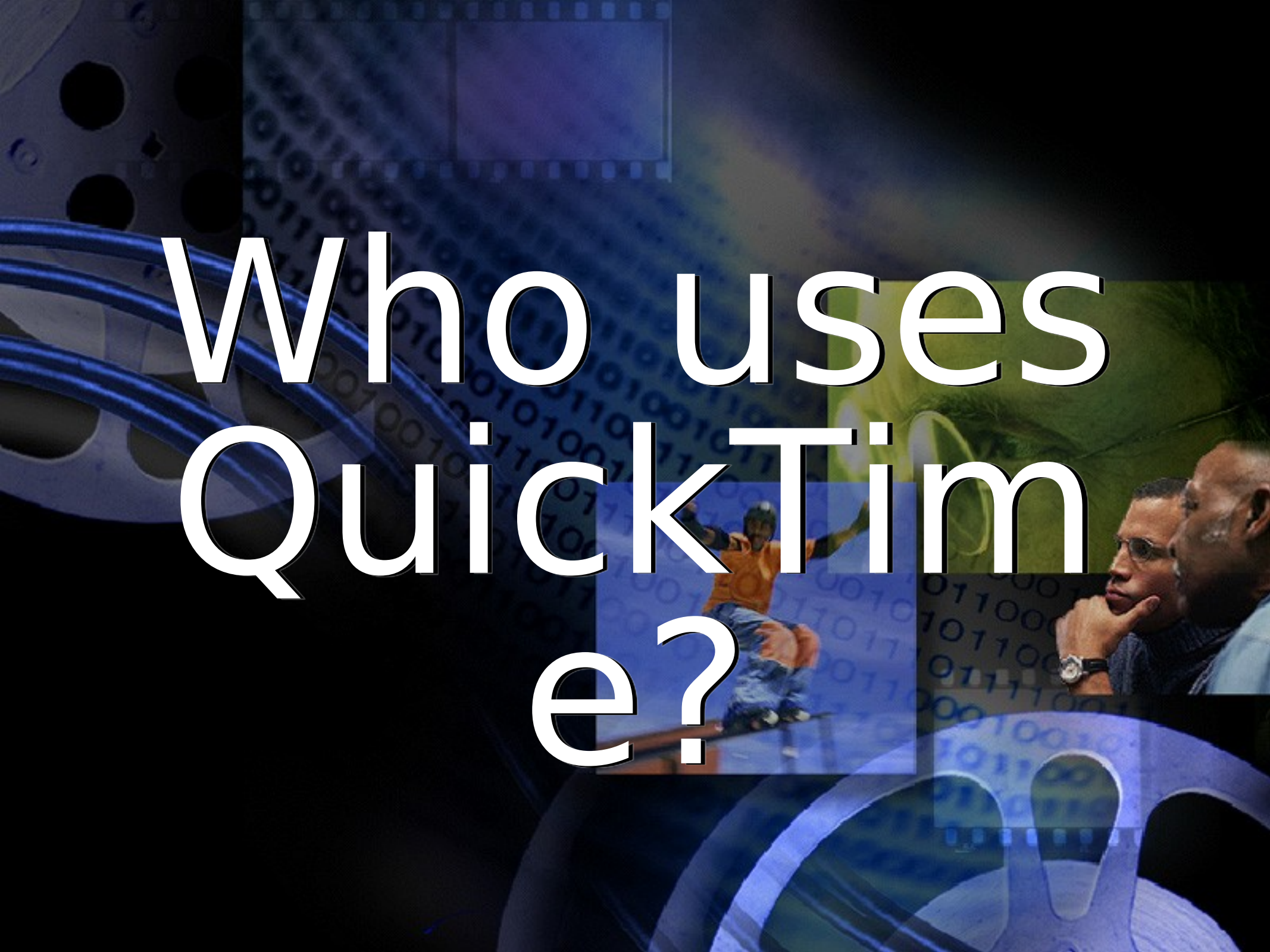
QuickTime Is Scalable

- 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

MICROSOFT ENCARTA 98 ENCYCLOPEDIA DELUXE EDITION

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find and view articles

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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 98
encyclopedia

Start | Internet Explorer | Encarta | C:\WIND... | \VIL2 3rd... | Lego.bmp... | SPLASH... | My Comp... | Microso... | 10:56 PM

Lego



Technic



Simon &



STAR TREK

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Arista

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

Sarah McLachlan
"Sweet Surrender"

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the DAILY show

QuickTime 3.0

viva variety

SOUTH PARK

DR. KATZ
PROFESSIONAL THERAPIST

COMEDY CENTRAL

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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 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](#).

Favorites History Search Page Holder

The background is a dark collage. At 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 bottom left corner, there is a blue gear-like shape. On the right side, there is a green rectangular frame containing a person's face, possibly from a video or film. 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



The background features a dark blue and black color scheme with abstract digital elements. On the left, there are faint binary code strings (0s and 1s) and a circular pattern resembling a film reel or a data disk. On the right, a glowing green rectangular frame is visible. The text 'QuickTime' is prominently displayed in the center, with a large '4' positioned below it.

QuickTime

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

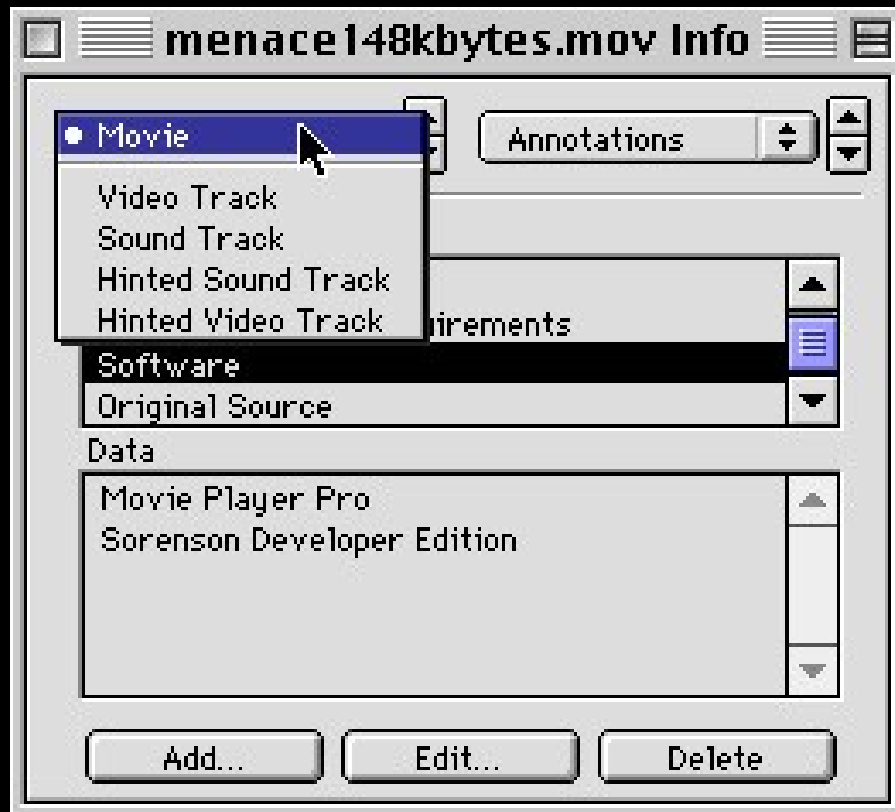
- Built into Mac OS X Server
- Available from third parties
- No charge per stream



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



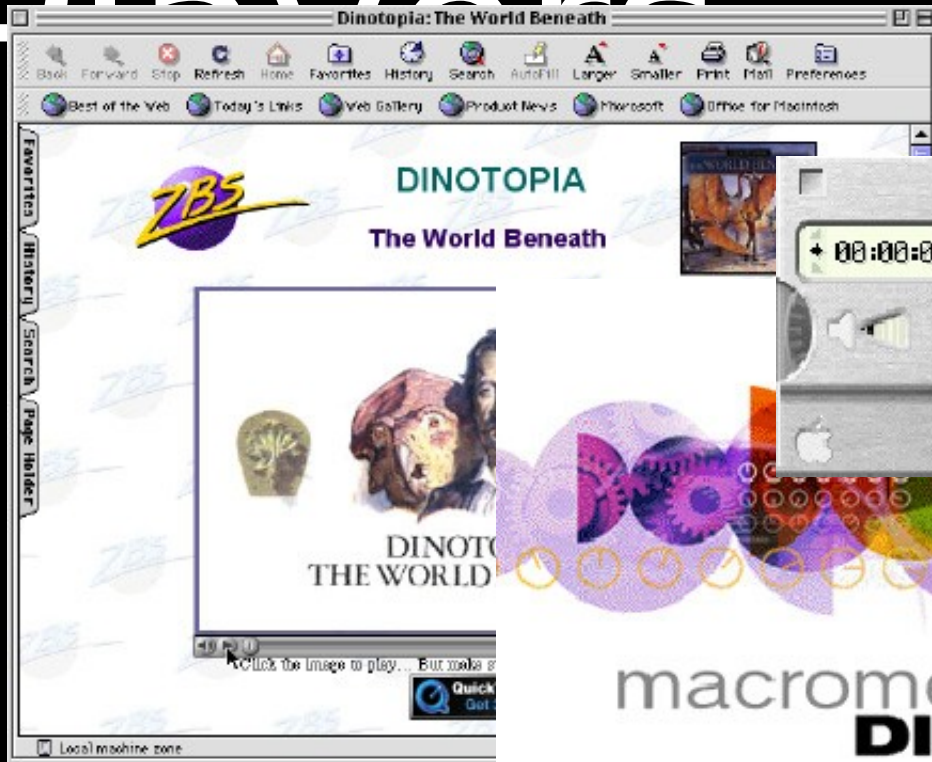
QuickTime



- 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