The Macintosh for Digital Video

New ideas need a new medium. All over the world, thousands of creative professionals have already discovered digital video (DV) as a powerful new communication medium. With the built-in FireWire connections on the Power Macintosh G3, it's easy to import broadcast-quality footage from your DV camcorder. Once you edit your clips with video editing software such as Final Cut Pro, you can output your movies—to tape, into presentations, over web sites, even in e-mail. People get more than just the message. They get the picture.
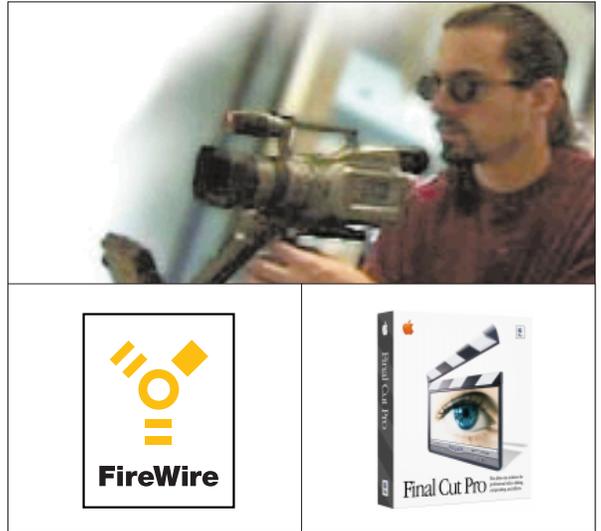
Power Macintosh G3 with FireWire

Apple's adoption of FireWire as a standard technology on the Power Macintosh G3 marks the first time that both video and computer hardware manufacturers have embraced the same technology. This means that Mac users can instantly connect FireWire-compatible DV cameras and tape decks directly to their computer. Then they can immediately capture high-quality digital video, and edit and enhance those images before sending them back to tape at pristine resolution.

QuickTime

Apple's QuickTime software is a complete technology for handling video, sound, animation, graphics, text, music, and even 360-degree virtual reality (VR) scenes. Now, with the introduction of QuickTime 4, video producers also have the ability to stream digital video over the web, delivering synchronized audio and video of remarkable clarity and quality. QuickTime allows you to use digital video footage in many different applications. And when you're ready for output, QuickTime easily exports files to any medium, including videotape, CD-ROM, and the World Wide Web.

Final Cut Pro

Apple's new Final Cut Pro software gives you all you need to create top-notch video productions. You get fast, interactive editing tools; high-speed previews and rendering; and lots of easy-to-use, eye-catching special effects. Final Cut Pro lets you drag-and-drop clips throughout most of the major edit functions. You can even add transitions and view effects before you go to tape. Final Cut Pro is a complete post-production studio-in-a-box.

Solutions for Digital Video

Here are just a few of the digital video applications available for Macintosh. For a complete list, visit the Macintosh Products Guide at www.apple.com/guide.

Video Editing Software

Adobe Premiere
Adobe Systems — www.adobe.com

Avid Cinema
Avid — www.avid.com

Avid Media Composer
Avid — www.avid.com

Avid Xpress
Avid — www.avid.com

EditDV
Digital Origin — www.digitalorigin.com

Final Cut Pro
Apple Computer — www.apple.com/finalcutpro

Media 100 family
Media 100 — www.media100.com

VideoShop
Strata — www.strata.com

Effects Software

After Effects
Adobe Systems — www.adobe.com

Boris FX
Boris FX — www.borisae.com

Commotion
Puffin Designs — www.puffindesigns.com

Effect
Discreet Logic — www.discreetlogic.com

Effetto Pronto
Videonics — www.videonics.com

ICEfx, BlueICE
ICE — www.iced.com

Paint
Discreet Logic — www.discreetlogic.com

RotoDV
Digital Origin — www.digitalorigin.com

Other Software

DigiEffects
DigiEffects — www.digieffects.com

Knockout
Ultimatte — www.ultimatte.com

Media Cleaner Pro
Terran Interactive — www.terran.com

MovieWorks
Interactive Solutions — www.movieworks.com

MPEG Professional
Heuris Logic — www.heuris.com

Qdesign Music 2
Qdesign — www.qdesign.com

QuickTime
Apple Computer — www.apple.com

Sonic DVD Family
Sonic Solutions — www.sonicsolutions.com

Sorenson Video
Sorenson Vision — www.s-vision.com

Video Hardware

Canon Optura Camera
Canon — www.canondv.com

FireWire2Go
Newer Technology — www.newertech.com

Panasonic DV Cameras
Panasonic — www.panasonic.com

Sony DCR Cameras
Sony — www.sony.com

Sony DVMC Converter
Sony — www.sony.com

TARGA Video Cards
Pinnacle Systems — www.pinnaclesys.com

For More Information

For more details about Apple's digital video solutions, including FireWire, QuickTime 4, and Final Cut Pro, visit www.apple.com/publishing/video

Apple Computer, Inc.

1 Infinite Loop
Cupertino, CA 95014
408-996-1010
www.apple.com