



# Tech Info Library

## Apple Media Authoring System: Description (1/94)

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Security: Everyone

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TOPIC -----

This article describes the Apple Media Authoring System.

DISCUSSION -----

Apple presents the state-of-the-art desktop multimedia development solution: The Apple Media Authoring System. This system contains the essential hardware and software tools required for media authoring, integration, and production. From three-dimensional modeling to animation, from special video effects to object-oriented authoring, this system includes the software and hardware you need to create titles, on-line presentations, video kiosks, and games.

This Apple-designed system is intended for use with your choice of high-performance Macintosh Quadra computers (800, 840AV, 950). These computers provide expandable, high-speed platforms for multimedia authors and developers. AppleDesign Powered Speakers, included in this solution, equip the Quadoras with CD-quality near-field stereo output.

DigitalFilm and ThunderStorm from SuperMac add the tools you need to go from concept, through production to mastering the video and audio portions of your CD-ROM. DigitalFilm adds capture capabilities for full-motion video and audio. The ThunderStorm image processing card accelerates the application filters in Adobe Premiere and Photoshop as well as in CoSA After Effects. Together these tools accelerate the process and generation of you final media productions, including Cinepak movies.

The system includes a complete suite of software programs: Adobe Photoshop, the industry-standard software for image manipulation and photo retouching; Adobe Premiere, a digital movie-making and video production tool; Apple Media Tool, object-oriented authoring software

for rapid prototyping without programming and cross platform playback; CoSA After Effects for advanced digital compositing and effects; Macromedia Macromodel for 3D modeling, Macromedia Director integrates animation, sound, QuickTime movies, and interactivity; Macromedia Action! with ClipMedia, for producing multimedia presentations; Macromedia Sound Edit Pro for sound digitizing and editing; and Kodak Shoebox, an image database manager.

With the Apple Media Authoring System, you'll have just about everything you need to build the ultimate multimedia authoring studio.

## FEATURES

### AppleDesign Powered Speakers

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- High-quality stereo separation and sound
- Excellent frequency response using transducer, tuned-port design and active equalization
- Built-in noise-reduction circuitry for clear sound

### SuperMac DigitalFilm

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- NuBus video card for full-motion, full-screen video and audio capture and editing
- Hardware-accelerated Apple Photo JPEG compatible image compression and decompression
- 24-bit accelerated graphics on up to 17-inch displays at 832 x 624 resolution

### SuperMac ThunderStorm

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- Nubus card accelerates multimedia filters for Adobe Premiere and Photoshop and CoSA After Effects
- Ideal for CD-ROM Cinepak video production

### Apple Media Tool

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- Multimedia production software allows media element assembly without programming

### Adobe Premiere Deluxe CD-ROM Edition

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- Digital video production and editing software allows nonlinear, off-line editing and production of QuickTime movies

### Adobe Photoshop Deluxe CD-ROM Edition

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- Photo manipulation, image editing, and production software

### CoSA After Effects

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- Video special-effects software puts production-house-quality tools

on the desktop

Macromedia Director

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- Authoring software for multimedia production combines text, graphics, animation, sound and digital and analog video from different sources

Macromedia MacroModel

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- Three-dimensional, spline-based modelling software allows fast creation of three-dimensional objects from two-dimensional reference objects

Macromedia Action!

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- Multimedia presentation software

Macromedia Sound Edit Pro

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- Software for digitizing and editing sound

Macromedia ClipMedia

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- Provides video, animation, music and sound clips for your multimedia presentations

Kodak Shoebox

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- Image database package for Kodak Photo CD users supports an index of multiple Photo CD discs

ORDERING INFORMATION

Apple Media Authoring System

Order No. M2699LL/A

Suggested computers:

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- Macintosh Quadra 800 with 32MB of RAM, 1000MB hard disk drive, and external AppleCD 300 double-speed CD-ROM drive
- Macintosh Quadra 840AV with 32MB of RAM, 1000MB hard disk drive, and internal AppleCD 300i double-speed CD-ROM drive
- Macintosh Quadra 950 with 32MB of RAM, 1000MB hard disk drive, and external AppleCD 300 double-speed CD-ROM drive

Suggested displays:

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- Apple AudioVision 14 Display
- Macintosh 16-inch Color Display
- SuperMac SuperMatch 17•T Display

- SuperMac SuperMatch SmartTouch Touch Screen
- E-Machines T16 II Display

Suggested keyboards:

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- Apple Extended Keyboard II
- Apple Adjustable Keyboard

Other suggested products:

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- Sony CDW-900E Write Once drive and CD-ROM Formatter Series Software from Sony Electronic Publishing
- Additional SuperMac ThunderStorm card and Cinepak Accelerator Software for Cinepak compression acceleration
- SuperMac DigitalFilm Player card
- SuperMac Cinepak Acceleration Kit
- 2GB FWB Hammer hard disk drive

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