



# Tech Info Library

## PhotoFlash 2.0: Description (10/94)

Revised: 5/7/96  
Security: Everyone

PhotoFlash 2.0: Description (10/94)

=====  
Article Created: 13 October 1994

TOPIC -----

This article describes PhotoFlash 2.0.

DISCUSSION -----

Apple PhotoFlash software quickly and easily catalogs and enhances digital photos, then places them into documents for high-impact results. The package consists of three key components: catalog windows that simplify organization and selection of images; unique photo-preparation tools that enhance images; and direct links that make it easy for users to place images into popular page-layout, presentation, and word processing applications. It also features scripting capabilities, enabling you to save time by automating routine imaging tasks.

The catalog window in PhotoFlash makes it easy to organize and find photos—as well as to place them quickly—by examining or searching on thumbnails (small previews) of images that have been saved in industry-standard file formats. Catalog windows also provide a direct link to other applications, so you can simply "drag and drop" or select a script to place one or more images into page-layout or other applications.

PhotoFlash includes optimized tools to enhance images immediately, with advanced options available for finer control. You can adjust the color or brightness and contrast of photos; remove scratches and dust from pictures; straighten scans; and quickly sharpen, blur, resize, rotate, and crop images.

Because it supports AppleScript, PhotoFlash allows you to record scripts to automate tasks, as well as to link PhotoFlash to other software applications for streamlined work-flow. Using single-button scripts that are included with the product, you can automatically place photos into documents created with applications such as Aldus PageMaker, QuarkXPress, Aldus Persuasion, Microsoft Word, and Claris FileMaker Pro. In addition, the integrated script recorder makes automating repetitive tasks a snap, even for people with no scripting

experience.

So if you use your computer to work with photographic images—whether you're a professional publisher or just beginning to work with pictures—PhotoFlash can make your life a whole lot easier.

#### Features

-----

##### Ease of use

- Lets you add color or black-and-white photos to documents quickly and easily
- Enables you to organize and browse through thumbnails of photos stored on your computer
- Includes integrated scripts that automatically place photos in documents with just a click of the mouse
- Offers unique photo-enhancement tools for removing scratches and dust, adjusting the exposure, and more

##### Efficient design

- Uses memory efficiently, so you can run PhotoFlash simultaneously with your page-layout, presentation, and word processing applications
- Comes with integrated image-compression capabilities, so your files take up less space on your hard disk, and your data-trans-mission costs are lower when you send files
- Provides highest performance possible in a single application that is PowerPC native and optimized for 68k

##### Compatibility

- Works with images created using a digital camera or a scanner
- Is optimized for use with the Apple QuickTake 100 camera
- Is well-suited for use with images from Kodak Photo CDs and clip-art volumes
- Supports a number of industry-standard formats, including PICT, TIFF, JPEG, Kodak Photo CD, EPS, DCS, and Adobe Photoshop
- Supports Adobe Photoshop plug-in modules for acquisition from supporting scanners, opening and saving additional file formats, and special effects
- Allows automatic placement of photos into the following applications:
  - QuarkXPress 3.2
  - Aldus PageMaker 5.0
  - Aldus Persuasion 3.0
  - Microsoft Word 6.0
  - Claris FileMaker Pro 2.1
  - Applications that support Macintosh Drag and Drop

##### Scriptability

- Features full scriptability, allowing you to automate repetitive tasks and to link PhotoFlash with other applications

##### Technical Specifications

-----

##### PhotoFlash catalog

- View images by thumbnails in catalog window

- Display filenames
- Enter caption text
- Create and open as many catalogs as needed
- Create catalogs for individual projects or for any folder, volume CD, or remote server
- Save disk space through JPEG compression of thumbnails for smaller catalog files
- Search on caption text and filenames
- Find photos similar to the current selection, using Search For Similar Images
- Find photos similar to a sketch, using Search By Sketch
- Put search results into a new catalog
- Drag to rearrange thumbnails within a catalog
- Drag and drop thumbnails between catalogs and other applications
- Batch-process photos by selecting multiple thumbnails in a catalog
- Work with PICT, TIFF, EPS, DCS, JPEG, Photoshop, and Photo CD file formats

#### PhotoFlash photo-enhancement tools

- Automatic DeDust and DeScratch tools quickly remove dust and scratches from images
- Sharpen and Blur tools increase or decrease the focus of the photo
- Crop tool quickly removes the area of the photo that will not be used
- Rotate/Straighten tools correct crooked scans and adjust the angle of photos
- Resize function allows adjustment from 1% to 4,000%
- Flip function flips photo horizontally or vertically
- Zoom function allows scaling from 1.6% to 6,400% for detail work and easier viewing of large images
- Balance Exposure feature corrects poorly exposed originals
- Brightness/Contrast feature corrects the overall tone of a photo for best results on display or paper
- Adjust Colors corrects the color balance of photos
- Number of Colors feature adjusts photos from 2 to 256 grays or up to 16 million colors
- A variety of selection tools allow precise selection within the photo for enhancement or correction
- Full preview capability lets you view the enhancement before applying it
- Integrated JPEG compression saves valuable disk space when saving your images
- Photoshop plug-in support for scanner control, file formats, and filters

#### Direct links to page-layout and other programs

- Place in QuarkXPress script automatically places the current photo(s) onto a QuarkXPress page; PhotoFlash sizes the photo to fit inside the selected frame on the page
- QuarkXPress Xtension enables PhotoFlash to be launched and any selected photo(s) to be opened for editing
- Place in PageMaker script automatically places the current photo(s) onto a PageMaker page at 100% of current size
- PageMaker Addition enables PhotoFlash to be launched and any selected photo(s) to be opened for editing
- Place in Persuasion script automatically places the current photo(s)

onto the current presentation slide at 100% of size

- Place in Word 6 script automatically places the current photo(s) onto a Word document; PhotoFlash sizes the photo to fit inside the selected frame in the document
- Place in FileMaker Pro script automatically places the current photo(s) into the current database record; PhotoFlash sizes the photo to fit inside the first image field in the record
- Additional links can be created to other scriptable applications by writing a simple script
- You can also drag and drop photos from PhotoFlash into documents created in applications that support Macintosh Drag and Drop

#### Automation and scripting support

- Supports AppleScript, Frontier, and QuicKeys scripting systems
- Features an integrated script recorder that can record any action and save it as a single-button script (recorded scripts can be added to a hierarchical menu or a floating scripts palette for easy access)
- Includes the Automatic Folder—a configurable folder you can use for automatic unattended batch processing of images by simply dropping the images into the folder
- Includes the QuickTime and AppleScript system extensions, along with the AppleScript editor for script customization
- Provides exclusive control of the Apple QuickTake 100 digital camera with automation of common tasks such as taking a picture and downloading all photos from the camera to a hard disk drive

#### System requirements

- Any Apple Macintosh, Macintosh Performa, Power Macintosh, or PowerBook computer with a 68020 microprocessor or later
- At least 8MB of RAM (3.5MB of available RAM)
- Macintosh system software version 7.0 or later

#### Ordering Information

##### PhotoFlash 2.0

Order No. M2739LL/C (in the United States)

Order No. M2739Z/C (outside the United States)

- PhotoFlash software on 1.4MB floppy disks
- Automated scripts for use with QuarkXPress, Aldus PageMaker, Aldus Persuasion, Microsoft Word, and Claris FileMaker Pro, as well as scripts for automating PhotoFlash functions
- Automated scripts for controlling the Apple QuickTake 100 digital camera
- Photo CD sampler of royalty-free stock photos
- AppleScript and QuickTime system extensions
- User's guide and tutorial

#### Optional accessories

- PhotoFlash can be accelerated by PhotoFlash-compatible accelerator cards, including the ThunderStorm and Thunder 11 series from SuperMac Technology and Charger series from DayStar Digital.

#### Support Information Services

Copyright 1994, Apple Computer, Inc.

Tech Info Library Article Number:16530