



The Macintosh for Digital Photography

When it comes to the finer details, nobody takes a closer look than photographers. Perhaps that's why more digital photographers choose Macintosh. With integrated Apple technologies for managing color consistency and print quality, the Macintosh is the easiest way to scan, manipulate, and print your photos. In many cases, it's the shortest distance between the camera and the layout. So if you haven't been looking your best lately, maybe it's time to focus on Apple.



Galeri Prowell/Mountain Light



Power Mac G4 adds velocity to Photoshop

In digital photography, Macintosh is the platform of choice for professionals who want to scan their images once and publish them repeatedly. To ensure compatibility with this growing industry, the Power Mac G4 processor has been engineered to maximize performance inside today's most popular graphics applications. For example, programs like Adobe Photoshop have been rewritten to take advantage of the G4's Velocity Engine—which accelerates common filter calculations like lens flares, color corrections, and Gaussian blurs.

Macintosh—the industry standard

Manufacturers such as Heidelberg, Scitex, and others often optimize their hardware and software solutions for the Mac—delivering professional design tools and business applications that are used by news organizations like CNN, Time, and *Newsweek* magazine. Along with digital cameras, key products like drum scanners and flat scanners are routinely introduced first, and sometimes only, on the Mac platform. Overall, Macintosh boasts a tremendous range of affordable hardware and software for image capture, photo manipulation, and color output.

Digital cameras

With the adoption of USB and FireWire technology, Apple computers have ignited a revolution in image capture with digital cameras. Photojournalists around the world are bringing fast-breaking news swiftly to publication with professional-quality digital cameras. Consumers are discovering how to rapidly move images into the Macintosh through these ultrafast connectors. Even non-USB cameras can transfer their images with new USB Flash card readers. Best of all, the Power Mac G4 can dramatically accelerate the efforts of commercial and catalog photographers, who are shooting larger formats digitally with the next generation of equipment.

ColorSync 3

Along with Mac OS 9, Apple has introduced new developments in ColorSync technology, Apple's advanced color management software. ColorSync 3 now features a workflow architecture to streamline the process from image capture to final output. In addition, ColorSync 3 now includes profiles for a wider spectrum of today's most popular devices—digital cameras, scanners, printers, proofing devices, and color presses. As well, there are now user-defined controls that can be saved and restored to help you customize color configurations between different devices.



Solution Sheet

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Solutions for Digital Photography

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

Photo Editing, Paint, and Image Processing Software

- Adobe Photoshop**
Adobe Systems www.adobe.com
- Adobe PhotoDeluxe**
Adobe Systems www.adobe.com
- Corel Photo-Paint**
Corel www.corel.com
- Debabelizer**
Equilibrium www.equilibrium.com
- Eye Candy**
Alien Skin Software www.alienskin.com
- Genuine Fractals**
Altamira Group www.altamiragroup.com
- IntelliHancePro**
Extensis www.extensis.com
- Kai's Power Tools**
MetaCreations www.metacreations.com
- Mask Pro**
Extensis www.extensis.com
- Painter**
MetaCreations www.metacreations.com
- PhotoFrame**
Extensis www.extensis.com
- PhotoGraphics**
Extensis www.extensis.com

For More Information

For more details about solutions for digital photography, visit www.apple.com/creative.

For information on FireWire technology, visit www.apple.com/firewire, and for ColorSync 3 technology, visit www.apple.com/colorsync.

Asset Management Software

- Canto Cumulus Network/Desktop**
Canto www.canto.com
- Extensis Portfolio**
Extensis www.extensis.com
- FileMaker Pro**
FileMaker www.filemaker.com

FireWire Photographic Devices

- Nikon D1**
Nikon www.nikon.com
- Professional DCS Digital Camera Family**
Kodak www.kodak.com

USB Photographic Devices

- DC Digital Camera Family**
Kodak www.kodak.com

Larger-Format Digital Cameras

- HotLink PCI Card**
Orange Micro www.orangemicro.com
- Leaf Volare, Catchlight, DCB**
Scitex www.scitex.com
- LightPhase Digital Camera Back**
Phase One www.phaseone.com
- LittleBigShot Cameras**
Dicomed www.dicomed.com

Other Digital Cameras

- CoolPix Camera Family**
Nikon www.nikonusa.com
- ePhoto Camera Family**
Agfa www.agfa.com
- PhotoPC Camera Family**
Epson www.epson.com
- Powershot Camera Family**
Canon www.canon.com

USB Scanners

- Artec 1236USB for iMac**
Artec/Ultima www.artecusa.com
- Avison 260CS Plus Flatbed Scanner**
Avison Inc. www.avision-labs.com
- CanonScan FB 620U Scanner**
Canon Computer Systems www.ccsi.canon.com
- Epson Perfection 636U**
Seiko Epson www.epson.com
- Microtek SlimScan C6 USB**
Microtek www.microtekusa.com
- SnapScan 1212u**
Agfa www.agfa.com
- Umax Astra 1220 Series**
Umax Data Systems www.umaxweb.com.tw

Other Scanners

- Eversmart Supreme and Pro**
Scitex www.scitex.com
- LS-2000 and Coolscan III**
Nikon www.nikonusa.com
- Professional RFS**
Kodak www.kodak.com
- Quickstep, Topaz, Tango**
Heidelberg www.heidelbergusa.com
- Snapshot Photo Scanner 1**
Kodak www.kodak.com

Photo-Quality Printers

- Epson Stylus Photo 1270**
Epson www.epson.com
- Epson Stylus Photo 1200**
Epson www.epson.com
- Epson Stylus Photo 870**
Epson www.epson.com

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