



The Desktop Movie Studio

New ideas need a new medium. All over the world, thousands of creative professionals have already discovered digital video as a powerful new communication tool. Combine the FireWire-equipped Power Mac G4 with Final Cut Pro software and you have an affordable pro-quality desktop movie studio. It's easy to import broadcast-quality footage from your DV camcorder. Then edit, composite, and add effects to your clips and export your movies—into presentations, over websites, on CD or DVD, on tape, or broadcast on TV.



Power Mac G4 with FireWire

To maximize performance in pivotal areas of digital video processing, the Power Mac G4 was engineered to let you power through rendering sequences and special effects. With the ability to process 128-bit vector data through its revolutionary Velocity Engine, the Power Mac G4 moves at speeds previously seen only in supercomputers. The result is significant increases for render-intensive functions. A Power Mac G4 will also give you bigger, clearer playback windows than ever, because the DV codec in Final Cut Pro 1.2 is optimized for the PowerPC G4 processor's Velocity Engine.

Powerful hardware additions

Apple's adoption of FireWire as a standard technology on the Power Mac means instant compatibility between most DV cameras and the computer. This unrivaled level of performance allows data to travel quickly between DV devices and the Power Mac G4, as well as simultaneous playback on the computer screen and in broadcast quality on a PAL or NTSC monitor. The Power Mac G4 also boasts outstanding expansion capabilities through its 64-bit PCI bus architecture.

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. It's also the universal standard for audio and video playback on the desktop and across a network. With the introduction of QuickTime 4, video producers also have the ability to stream digital video, delivering synchronized audio and video of remarkable clarity and quality over the web. QuickTime allows you to use digital video footage in many different applications. And when you're ready for output, QuickTime writes to any standard format, including videotape, CD-ROM, broadcast, and the World Wide Web.

Final Cut Pro

Apple's new Final Cut Pro 1.2 software gives you all you need to create top-notch video productions. It's a complete post-production studio-in-a-box. You get fast, interactive editing tools, high-speed previews, and a myriad of easy-to-use special effects, including Bézier motion path controls and audio reverb filters. Final Cut Pro lets you drag and drop clips to major edit functions. You can add popular third-party After Effects filters and import Photoshop files with all layers maintained.



Solution Sheet

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Solutions for Digital Video

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

Mac 911

19, cours LeRoy O. Suite 101
Vieux-Montréal, Québec
Canada H2W 1W4
T 514.282.6699
F 514.282.8787
E ventes@mac911.com
W www.mac911.com

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	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.borisaefx.com
Commotion DV	
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 Pro	
Apple	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 and miroMotion 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/creative.

Apple

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