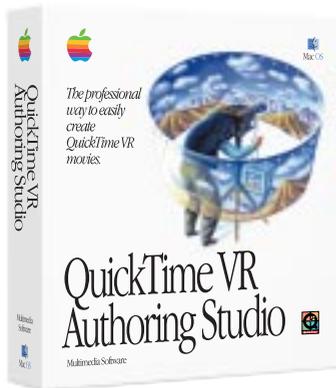




QuickTime VR Authoring Studio

Key Features

- Power plus ease of use
- Panorama movie creation
- Object movie creation
- Linking of panorama and object movies into QuickTime VR scenes
- Asset management for complex projects
- Web and multimedia content creation



Apple QuickTime VR Authoring Studio software lets you create interactive virtual-reality scenes with point-and-click simplicity. It takes full advantage of the intuitive Mac OS interface to help you easily turn photos and computer renderings into QuickTime VR scenes containing object movies and panorama movies. QuickTime VR Authoring Studio is a powerful one-stop solution for producing all kinds of QuickTime VR content.

The five tools in this package cover everything from blending individual images and linking different scenes to optimizing your movies for World Wide Web or CD-ROM use.

QuickTime VR supports 360-degree views called panorama movies, as well as object movies that allow users to view an object from all sides. Both object and panorama movies can be fully interactive, with zooming and hot spots linked to other multimedia objects.

Finished QuickTime VR movies can be viewed on computers running Windows or Mac OS software through

either the QuickTime Plug-In for web browsers or any application that can play standard QuickTime movies. The former capability makes QuickTime VR movies exciting additions to educational, entertainment, and commercial web sites. QuickTime VR Authoring Studio is also ideal for producing large, complex, interactive experiences for CD-ROMs.

QuickTime VR is based on the Apple QuickTime technology for dynamic data, so your virtual-reality scenes can take advantage of an entire suite of QuickTime services. For example, a full 360-degree QuickTime VR panorama movie saved through the QuickTime JPEG image compressor can be as little as 50 kilobytes in size. This means that a fully immersive QuickTime VR scene can be downloaded from a web site quickly even with a 28.8-kilobit-per-second modem.

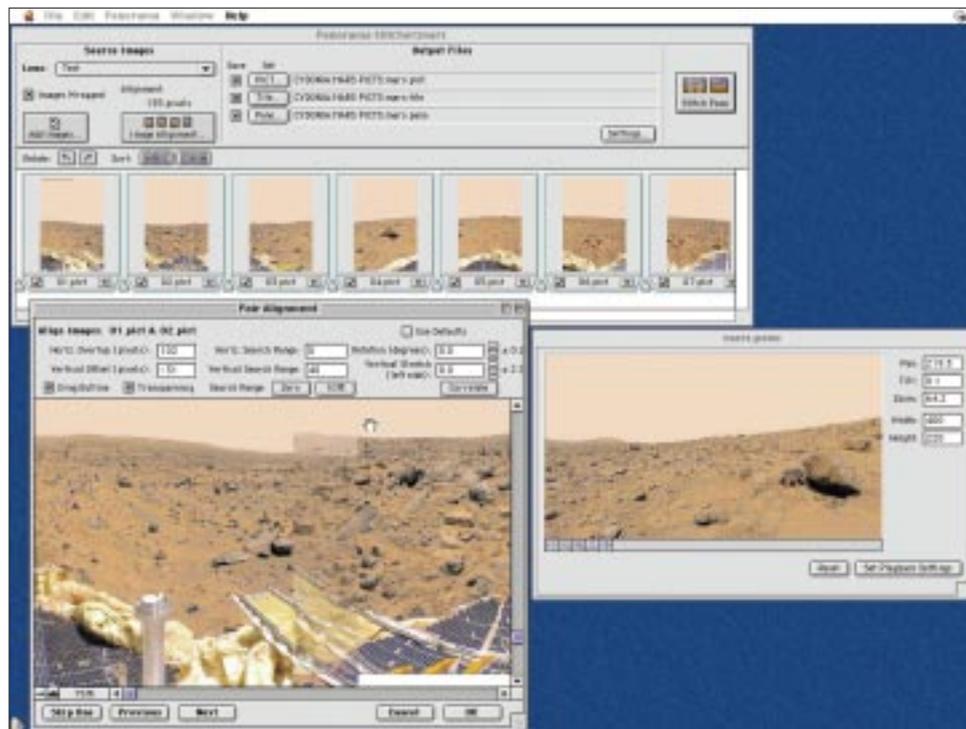


Mac OS

Easy-to-make, fun-to-use virtual-reality scenes for web sites and CD-ROMs

| Feature | Benefits |
|---------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Power plus ease of use | |
| Mac OS graphical user interface | Anyone familiar with the Mac OS interface can use QuickTime VR Authoring Studio. |
| Simple drag-and-drop authoring | Simply drag images from your desktop to the Stitcher window and the program is ready to create a panorama movie. |
| Efficient use of memory | Requires only 16 megabytes of RAM, bringing QuickTime VR authoring within reach of standard multimedia-ready PowerPC processor-based systems. Also supports virtual memory. |
| AppleScript support | Lets you automate and integrate the software into production systems. Provides a mechanism for connection to third-party object-capture control equipment. |

| Feature | Benefits |
|----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Panorama movie creation | |
| No special photographic equipment required | Use anything from a simple point-and-shoot camera to a professional SLR or digital camera. No need for expensive panoramic cameras or fisheye lenses. |
| Direct import of panoramic photographs | Convert existing panoramic images from photographs taken with panoramic cameras into QuickTime VR format. |
| Support for 3-D renderings | Convert renderings of 3-D worlds to QuickTime VR panorama movies so that users of both Mac OS and Windows software-based systems can view and interact with them. |
| Editable lens dialog | Comes with descriptions of commonly used lenses (including ones for the Apple QuickTake camera) or you can create your own. |
| Manual image alignment | Allows you to view your overlapped images with transparency, facilitating fine adjustment of the registration between images. |
| Image processing | Sharpen, blend, stretch, and rotate images directly in QuickTime VR Authoring Studio. |
| Support for QuickTime compression algorithms | Optimize your QuickTime VR panorama movies for web playback by reducing them to as little as 60 kilobytes with standard QuickTime compressors such as JPEG. |



With the Panorama Stitcher module in the QuickTime VR Authoring Studio, users have power and point-and-click ease of use.

| Feature | Benefits |
|---------|----------|
|---------|----------|

Object movie creation

| | |
|----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Direct image capture | Grab 360-degree views of objects using a standard video camera and any Mac OS-based computer that has video input. |
| Conversion of a group of images to a QuickTime VR object movie | Open images in any format supported by QuickTime—PICT, Photo CD, JPEG, and even QuickTime Movie format—and convert them to QuickTime VR objects. |
| Support for standard QuickTime digitization | Adjust video brightness, contrast, and other attributes in real time. You can also use third-party digitizer boards that support QuickTime. |
| Crosshairs and alignment grids in image-capture window | Check and adjust alignment easily as you rotate an object for capture. |
| Support for object animation | Bring objects alive by animating multiple frames at a given viewpoint. |
| Postproduction capabilities | Interrupt authoring at key points to remove backgrounds or create mattes with Adobe After Effects, adjust image size or compression with Movie Cleaner Pro, and so on. |
| Support for QuickTime | Optimize your QuickTime VR object movies for web playback by compression algorithms, reducing them to as little as 150 kilobytes with standard QuickTime compressors such as JPEG. |

| Feature | Benefits |
|---------|----------|
|---------|----------|

Linking of panoramas and objects in QuickTime VR scenes

| | |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Drag-and-drop editing | Speed production of QuickTime VR scenes by dragging and dropping all media elements within the Scene Editor window. |
| Map support | Lay out VR scenes over a map that lets you visualize the links between nodes and objects. |
| Integrated hot-spot editing | Create hot-spot links directly on the content. Edit hot-spot shapes easily, down to the pixel level. |
| Support for a variety of linked media | Link all QuickTime VR content, URLs, and author-defined data to hot spots within panoramas and objects. Linked items can be stored locally or retrieved over the Web. |

Asset management for complex projects

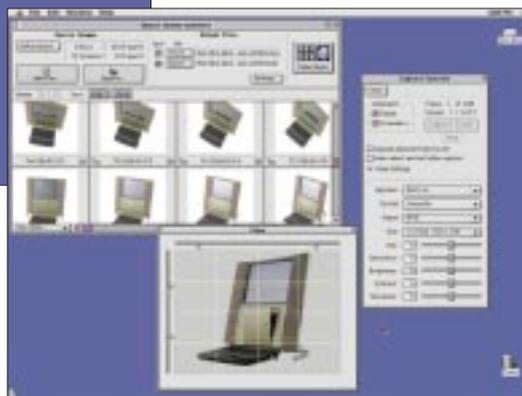
| | |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| File and image management | Track all the content required for even large multimedia projects. |
| Production management | Change content created at any step in the production process. QuickTime VR Authoring Studio then rebuilds the scene to accommodate the updated files. |

Web and multimedia content creation

| | |
|------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Playback wherever QuickTime is supported | View virtual-reality content created with QuickTime VR Authoring Studio by using any application capable of playing QuickTime, or on the Web using the QuickTime Plug-In browser. |
| A new interactive media type | Take advantage of panning, rotating, zooming, and clickable hot spots in QuickTime VR panoramas and objects to create immersive experiences in multimedia CD-ROMs and web sites. |



Create complete multinode scenes containing QuickTime VR panorama movies and object movies in the QuickTime VR Authoring Studio's powerful Scene Maker.



Capture video directly (using your video camera) or use a series of still images to create QuickTime VR object movies.



QuickTime VR Authoring Studio

Top Ten Reasons to Get QuickTime VR Authoring Studio

1. Create virtual-reality scenes with a simple point-and-click process
2. Use QuickTime compression routines to optimize panoramas and objects for fast downloading on the World Wide Web
3. Increase interactivity on your web site or CD-ROM
4. Easily manage complex QuickTime VR multimedia projects
5. Create virtual catalogs for retail or wholesale products
6. Easily build virtual-reality environments that include multiple QuickTime VR movies and links to the Internet
7. Control a motorized turntable via optional third-party software
8. Show a venue for online travel, entertainment, and Internet commerce
9. Take advantage of all the tools you need to create QuickTime VR objects or panoramas
10. Use a variety of cameras, from an Apple QuickTake camera to a 35mm or high-end digital camera to a panoramic camera

Ordering Information

QuickTime VR Authoring Studio

Order No. 459000Z

For more information about this product, or to find out where to buy Apple products—through a reseller or from the Apple Store—visit www.apple.com or call 1-800-538-9696. To order this product from the Apple Software Order Center, call 1-800-293-6617.

Product Features

Panorama Stitcher

Combines and integrates individual photographs into a seamless QuickTime VR panorama. Blends the seams between photos, and wraps the image onto a cylinder. Generates single panoramic PICT files and QuickTime VR panorama movies.

Panorama Maker

Converts panoramic images (photographic or computer rendered) into fully functional QuickTime VR panorama movies.

Scene Maker

Links panorama and object movies to create a complete immersive QuickTime VR scene for deployment on CD-ROM or the Web.

Object Maker

Works with a variety of turntable and gantry systems to capture video images (or digital still images) frame by frame. Combines single frames and outputs a QuickTime VR object movie.

Project Management

Manages and provides drag-and-drop processing of all your QuickTime VR content.

System Requirements

- Apple Power Macintosh computer or other Mac OS-based computer with a PowerPC processor
- 16MB of available RAM
- Mac OS 7.5 or later
- 20MB of hard disk space
- CD-ROM drive
- Access to the Internet requires an Internet service account. QuickTime VR Authoring Studio does not provide an Internet account for you.

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