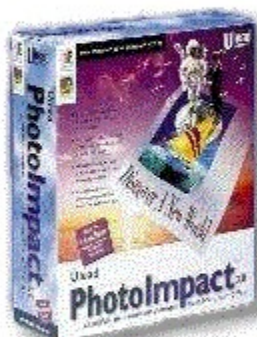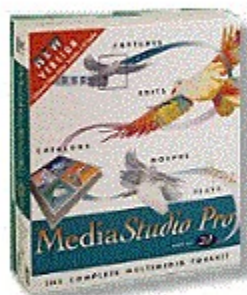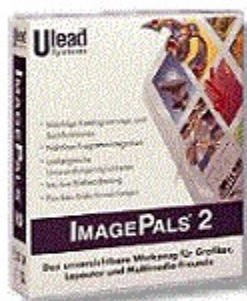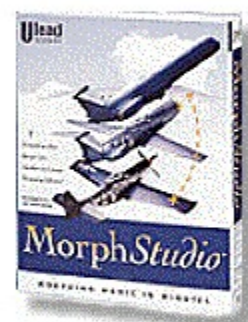# Ulead Systems

Innovative Software Solutions

The Standard in imaging for Microsoft Office Users

The new standard in digital video editing

The indispensable management tool for graphics, publishing and multimedia users

Transform one image into another to create stunning effects!

More Cool Stuff...

Profile

Contacting Ulead

With a vision of developing exciting software for creative communication, Ulead Systems was founded in 1989. Setting our goal in making vague and complex ideas to simple and easy ones, we produced award winning multimedia programs to help you get your message across the international market.

- **Outlook**   About the Ulead Systems' mission.
- **Company History**   How the first products of Ulead Systems entered the software market.
- **Notable Events**   Corporate milestones and accomplishments.

Awards   Shows the reputation gained by our products.

- **Ulead PhotoImpact**
- **MediaStudio**
- **ImagePals**

Contacting Ulead

Ulead PhotoImpact

Ulead PhotoImpact is the quick and simple answer to conveying visible information when words lack assertion in your documents and presentations. Create stunning images that will impress and attract your audience. Use the Guided Workflow Tools™ to make scanning and enhancing images simple or the Pick-and-Apply™ tool where you can choose an action from galleries of styles, effects, gradients, and textures in the EasyPalette™. All these features and lot more variations are available in this valuable package.

PhotoImpact The new generation of image editing

Album The ultimate multimedia file manager for your computer

Capture The photographer of anything on screen to send to any destination

Explorer The visual browsing program for locating images

CD Browser Instant catalog for your Photo CDs

Viewer The tool that lets you see virtually any graphics file quickly

What the experts say about Ulead PhotoImpact

Contacting Ulead

VideoStudio 2

VideoStudio 2 is the complete tool in making your ideas come to life. You will discover how you can capture video and sound, view and edit videos on a timeline, achieve perfect compositions, create special effects, retain color quality, and still conserve your disk space. It is a tightly integrated package consisting of three programs namely, Video Capture, Video Editor, and Image Editor, that can make your video production work easy and controllable.

MediaStudio Pro

MediaStudio Pro contains essential tools for multimedia and digital video professionals, business presenters, computer artists, and people who wants to have fun with images. And there's more, visually catalog your files, convert files from one format to any other, skim through PhotoCD's with a few clicks, or capture any image on the screen that delights your eyes.

Video Editor The producer of professional videos

Image Editor The image enhancer for impeccable appearance

Audio Editor The mixer of special sound effects for a more effective presentation

Morph Editor The creator of magical animation in minutes

Album The ultimate multimedia file manager for your computer

Viewer The tool that lets you see virtually any graphics file quickly

Video Capture Your VCR in the computer world

Multimedia Converter A one-stop location for all your file conversion needs

Screen Capture The photographer of anything on screen to send to any destination

CD Browser The viewer program for your Kodak Photo CDs

Management Organize your work effectively

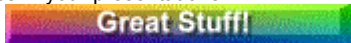**Editing** Produce your best work everytime

Capturing Include awesome features in your presentations

What the experts say about Media Studio Pro

MorphStudio

Exciting and smooth transformations of images made available in MorphStudio. A spectacular effect that will make your presentation better than ever with just a few clicks. Turn your PC into a "Hollywood" studio and morph pictures just like in the movies.

Morph Editor The creator of magical animation in minutes

What the experts say about MorphStudio

ImagePals 2

With ImagePals, you can visually catalog and search for files, capture and enhance images, edit and convert files, create slide shows, and quickly access your favorite programs in one click.

Album The ultimate multimedia file manager for your computer

CD Browser The viewer program for your Kodak Photo CDs

Image Editor The image enhancer for impeccable appearance

Viewer The tool that lets you see virtually any graphics file quickly

Screen Capture The photographer of anything on screen to send to any destination

What the experts say about ImagePals

Company History

In 1990, we developed PhotoStyler to create a sophisticated image processing program for graphics professionals. In the following year, Aldus Corporation exclusively licensed the program from Ulead Systems. When Adobe Systems acquired Aldus in 1994, all trademarks and rights to the said program were sold.

In 1992, an award winning image management tool made a big name in the retail market. ImagePals was born that set the imaging standard for other companies. From then on, Ulead Systems expanded the multimedia world and claimed its territory.

Among the first few known products are HQ-9000 and VideoStudio 1.0. Aiming at producing a complete multimedia toolkit for the exciting world of digital video, MediaStudio was launched. MorphStudio was released a short time later to make editing of images and adding of special effects blend for miraculous animation.

With Ulead Systems' family of image tools available, the need to produce eye-catching images is now very easy.

Notable Events

Ulead Systems

Year	Month	Event
1995	July	"Best Enterprise Image Award" at Computex
1991	December	Established the branch office in Torrance, California
1989	August	Founded the company

PhotoStyler

Year	Month	Event
1994	September	Sold to Adobe Systems
1993	October	"Readers' Choice Award from Publish
	January	"Win 100 Award" from Windows Magazine
1992	October	"Readers' Choice Award from PC Magazine (UK)
	January	"Win 100 Award" from Windows Magazine
1991	October	"Readers' Choice Award" from Publish
	May	Granted worldwide distribution rights to Aldus Corporation
	April	Began shipping
1990	November	Announced at Comdex

MediaStudio & MediaStudio Pro

Year	Month	Event
1996	January	Began shipping MediaStudio Pro 2.5, Windows 95- and NT-compatible version
1995	November	Announced MediaStudio Pro 2.5, Windows 95 compatible version
	August	"Best Multimedia Product of the Year Award" from PC Magazine (France)
	June	"Best Multimedia Software Award" at Computex
	April	Began shipping MediaStudio Pro
	March	Announced MediaStudio Pro at CeBit
	February	"Awesome Product Award" from New Media
1994	October	"Highly Recommended Award" from PC Graphics and Video Magazine
		"Editor's Choice Award" from DOS Extra
	September	"Editor's Choice Award" from DOS International

	June	"Best Multimedia Software Award at Computex
	March	Announced at CeBit

ImagePals

1994	**September**	"Best Multimedia Product of the Year Award" from PC Magazine (France)
	August	"Recommended Award" from Windows Magazine
	March	Began shipping ImagePals 2.0
	January	"Win 100 Award" from Windows Magazine
1993	**July**	"Best Buy" recommendation from Windows User
	May	"Buyer's Assurance Seal" from InfoWorld
	January	"Award of Merit" from BYTE
1992	**July**	Began shipping ImagePals
	May	Announced at Windows World

Ulead PhotoImpact

1996	**May**	"Buyer's Tip" from PC Shopping (Germany)
	April	"Top Produkt" from PC Anwender (Germany)
	February	Began shipping Ulead PhotoImpact for Windows 95 and NT 3.51
1995	**November**	Announced at Comdex

Other Products...

1995	**November**	MPEG Converter - "Best of Comdex" finalist from BYTE
	September	Began shipping Multimedia Converter
	August	Began shipping MPEG Converter
	June	Began shipping InstaMedia
1994	**January**	Began shipping VideoStudio
1993	**May**	Began shipping HQ-9000
1990		La Palette and iPhoto (later combined as iPhoto Plus)

Notable Events

🗁 **Ulead Systems**

Great Stuff!   PhotoStyler

Great Stuff!   MediaStudio

Great Stuff!   ImagePals

Great Stuff!   Ulead PhotoImpact

Great Stuff!   All

Great Stuff!   Other Products

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Great Stuff! Ulead Systems

Great Stuff! PhotoStyler

📁 **MediaStudio**

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Great Stuff! Ulead PhotoImpact

Great Stuff! All

Great Stuff! Other Products

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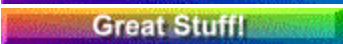|		
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Notable Events

Great Stuff! Ulead Systems

Great Stuff! PhotoStyler

Great Stuff! MediaStudio

📭 **ImagePals**

Great Stuff! Ulead PhotoImpact

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Great Stuff! Other Products

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1990		La Palette and iPhoto (later combined as iPhoto Plus)

Outlook

Nowadays, computers are considered as one of the vital means of communication. Ulead Systems then makes it its goal to create powerful and easy-to-use software applications for creating and integrating images, sound and video without encountering time, cost, and psychological barriers. Your time spent in creating is more important than teaching you how to create.

Ulead PhotoImpact Awards

Click below for more information about each award.

MediaStudio Awards

Click below for more information about each award.

ImagePals Awards

Click below for more information about each award.

PhotoImpact's strengths

Being one of the trendsetters in image editing, here are some of the reviews that PhotoImpact has received so far:

"Ulead Systems scored a real hit. The imaging software PhotoImpact with its intuitive user interface offers an astonishing versatility and flexibility...."

--PC Intern

"If you're looking for a quick way of cleaning up your scans and adding images to your Office documents, you'll find PhotoImpact up to the task."

"No need to be an artist to use PhotoImpact. From the interactive tutorials to the EasyPalette catalog of textures, gradients, filters and other effects, everything is accessible to novice users."

"...With PhotoImpact, you can have it all. Its automated interface offers a fast and easy imaging with enough features to satisfy advanced users."

MediaStudio Pro's strengths

Find out what other desktop video program users have discovered about MediaStudio Pro.

"...easy to use and 'instinctive' for anyone possessing even a vague notion of video editing."

--SVM Multimedia

France, March, 1996

"...the most cost effective means of carrying out professional level post production of digital video on a desktop PC running Windows 95."

--Windows Plus

UK, March, 1996

"A test showed no weaknesses... The video editing process is professional... The price in relation to the amount of features, the user gets a lot for his money."

--PC Video

Germany, March, 1996

"When I heard of MediaStudio Pro, ... I wondered if it was ready for professional users. I can stop wondering. It's ready." "While initially a good basic-beginners editing system, it now represents a professional application with power features for power users."

--Digital Video

USA, August, 1995

"MediaStudio Pro provides a powerful video and graphic suite...offers better audio filters, and its companion program such as Album and Multimedia Converter add value to the package."

--PC User

Australia, July, 1995

Management

Control Center The door to the entire set of MediaStudio Pro programs and it allows you to arrange the programs by function on your desktop.

Album The visual file management system that accesses, stores, and organizes files.

Multimedia Converter A one-stop location for all your file conversion needs.

CD Browser The viewer program for your Kodak Photo CDs.

Viewer The tool that lets you see virtually any graphics file quickly.

Editing

Image Editor The image enhancer for impeccable appearance.

Morph Editor The creator of magical animation in minutes.

Audio Editor The mixer of special sound effects for a more effective presentation.

Video Editor The producer of professional digital videos.

Capturing

Screen Capture The photographer of anything on screen to send to any destination.

Video Capture Your VCR in the computer world.

MorphStudio's strengths

Making the name MorphStudio known in the international market, its entry did not pass unnoticed. Here are some of the strengths that our users have discovered:

"MorphStudio's capabilities are some of the most comprehensive we've seen in a Windows morph program....a can't miss winner for both multimedia professionals and novices."

--David Haskin

Computer Shopper, March, 1995

"If you think morphing is a high-end special effect found only in music videos and movies, think again."

--Hailey Lynne McKeefry

Windows Magazine, March, 1995

"An intuitive, full-featured morphing and special-effects-creation tool"

--Byte, January, 1995

"Most special effects!"

--Matthew Lake

ComputerLife, November, 1994

ImagePals' strengths

Proving to be a complete set of tools for media management,   here are some of what the experts say about ImagePals:

"ImagePals 2.0...offering a friendly interface, tight integration between features, and powerful, professional-quality tools--including the most sophisticated image editor reviewed."

<div align="right">

--Windows Magazine

August, 1994

</div>

"Managing images is easier than ever with ImagePals 2.0's enhanced cataloging and searching capabilities - and it does multimedia, too."

<div align="right">

--Publish

August 1994

</div>

"Best all-around image and multimedia management package; impressive cataloging, strong file management, image editor, can catalog, manage, and launch audio, video, animation, and applications-linked files."

<div align="right">

--InfoWorld

June, 1994

</div>

"Its image-editing module comes with a subset of features we could compare to those of high-end packages like Adobe Photoshop or Micrografx Picture Publisher."

<div align="right">

--PC World

December, 1993

</div>

MULTIMEDIA SOLUTIONS

Ulead Systems is always developing solutions to your diverse multimedia needs. Here are some more of our creations:

MPEG Converter   Your gateway to the exciting world of MPEG production

VideoStudio 2   An integrated package that makes your video production work easy

Multimedia Converter   A handy utility for batch conversion of virtually any multimedia file format

ArtWall   A multimedia screen saver and presentation utility

HQ-9000   A full featured CD player and audio mixing system for your computer

ArtWall

When you don't have the time to prepare for a full presentation, Ulead Systems offers ArtWall. By using this program, you can create a quick slide show from image, video, and animation files on your system, complete with soundtrack. This also provides a convenient, customizable screen saver using your favorite image and video files and makes it possible for you to use any image as a Windows wallpaper.

HQ-9000
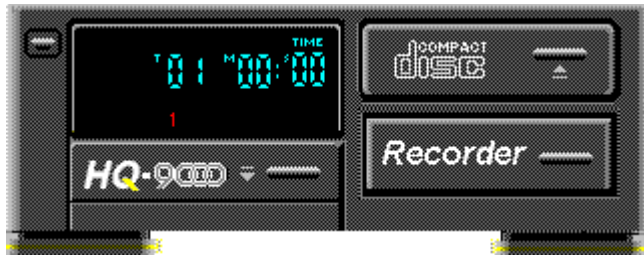
PC Graphics & Video magazine said, "The HQ-9000 mixer, recorder, and CD player [program] gives you all you need to bring voice, effects, and music to your presentations." But it offers other advantages too. For the times when you are working alone, and want a little company, pop your favorite CD in your drive, and work to music. The full-featured player and mixer allows you to control volume, bass, treble, and a multitude of other settings for the perfect listening experience.

Multimedia Converter

A master in file conversion. No more worries on the different file formats needs. Convert your files into over 40 different file formats that specifically suit your needs.

Batch Conversion allows you to perform an unlimited number of conversions at one time.

Preview image conversions before starting.

Create configuration files for loading frequently needed conversion settings.

Drag and Drop files from Album or File Manager directly to Multimedia Converter for conversion.

MPEG Converter

Ulead Systems MPEG Converter is the cost-effective way to convert AVI video files to high-quality MPEG and back again. Offering good quality at an affordable price, it allows you to make multiple selections within AVI files for generating many MPEG files. Batch conversion makes for hands-free operation, and a handy preview feature lets you view files before and after conversion. Change data, sampling, frame rates and audio channels during conversion, and convert WAV audio to and from the new MP2 standard. Other features include saving of settings and file lists for future batch processing, a "Browse" dialog box for quick file searches, an Information dialog box for displaying file details and a Windows-style toolbar and tooltips.

Contacting Ulead Systems

Click on an icon for more information on contacting us.

North and South America   International

Phone

Fax

Mail

On-line Services

Mailer

Give us a call at

+886-2-764-8599

Send a fax to

+886-2-764-9599

Write us a letter at

Ulead Systems, Inc.
10F, 111 Tung Hsing Rd.,
Taipei, Taiwan, R.O.C.

WWW

http://www.ulead.com

E-Mail

mkt@ulead.com.tw

Dial up the Ulead BBS at

+886-2-764-7585 19200 bps (N,8,1)

Compuserve

GO ULEAD

Please send me more information about:

☐ **PhotoImpact**

☐ **MediaStudio**

☐ **MorphStudio**

☐ **MPEG Converter**

Name_____   **Telephone**   _____

Company   _____   **Fax**

_____

Address_____   **E-Mail**   _____

_____

Zip/Post code_____**Country**_____

Where did you find this product?   _____

Please use the other side for comments.

-- fold here if mailing --

Ulead Systems

Ulead Systems, Inc.
10F 111 Tung Hsing Rd.,
Taipei, Taiwan, R.O.C.
Ph: +886-2-764-8599   Fax: +886-2-764-9599

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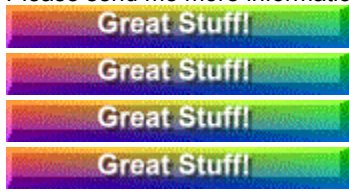
Place
Stamp
Here

From:_____

_____

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_____

To: Ulead Systems
10F, 111 Tung Hsing Rd.,
Taipei, Taiwan, R.O.C.

Please send me more information about:

Great Stuff! **PhotoImpact**

Great Stuff! **MediaStudio**

Great Stuff! **MorphStudio**

Great Stuff! **MPEG Converter**

Name_____   **Telephone**   _____

Company   _____   **Fax**
_____

Address_____   **E-Mail**   _____
_____

Zip/Post code_____**Country**_____

Where did you find this product?   _____
Please use the other side for comments.

--- fold here if mailing ---

Ulead Systems

Ulead Systems, Inc.
970 West 190th Street, Suite 520
Torrance, CA 90502
Ph: (310)-523-9393   Fax: (310)-523-9399

--- fold here if mailing ---

Place
Stamp
Here

From:_____

_____

_____

_____

To: Ulead Systems, Inc.
970 West 190th Street, Suite 520
Torrance, CA 90502

Give us a call at

(310)-523-9393

Send a fax to

(310)-523-9399

Send a letter to us at

Ulead Systems, Inc.
970 West 190th Street, Suite 520
Torrance, CA 90502

WWW

http://www.ulead.com

E-Mail

mkt@ulead.com

Dial up the Ulead BBS at

(310)-523-9389 19200 bps (N,8,1)

Compuserve

GO ULEAD

Best of Computex, Byte Editor's Choice

June 1994 -- Computex (Taiwan)

Best of Computex, Multimedia Software Product category

June 1994 and 1995 -- Computex (Taiwan)

Editor's Choice

September 1994 -- Germany

Highly Recommended

"...a tightly integrated production studio for multimedia..."

<div align="right">

-- Steve Gillmor
October 1994 -- USA

</div>

Award of Excellence

Editor's Choice Award

October 1994 -- Germany

Editor's Choice

"...a joy to use!"

December 1994 -- France

Multimedia Product of the Year

May 1995 -- France

Best Desktop Video Package, (Editor's Choice)

Awesome Product

"A Swiss Army Knife...MediaStudio is a great value and a hard act to follow."

February 1995 -- USA

Award of Merit

December 1992   -- USA

Win 100, 1993

December 1992 -- USA

Win 100, 1994

December 1993 -- USA

Editor's Choice

August 1994 -- USA

Buyer's Assurance Seal

<div align="right">May 1993 -- USA</div>

Buyer's Assurance Seal
"ImagePals sets the standard for others to match."

<div align="right">-- Thomas Marshall
June 1994 -- USA</div>

Best Buy

Top Produkt

September 1994 -- Germany

Editor's Choice

September 1994 -- France

Symbol of Excellence

March 1995 -- Taiwan

Award of Excellence 1994

Top Produkt

August 1995 -- Germany

Top Produkt

Buyer's Tip

Album

The ultimate multimedia file manager for the PC.

Catalog an almost unlimited number of thumbnails into a single Album.

Automatically or manually insert thumbnails into albums.

Open up to 160 albums at one time.

Change the size of your thumbnail images.

Choose compression methods for saving disk space.

Use powerful keyword, subject, and description features to make searching for and identifying files a breeze.

Assign marks to group thumbnails in an album.

Take advantage of OLE linking and embedding.

Automatically update thumbnails when associated files are modified.

Load images quickly from any TWAIN compatible device.

Relax with a full featured multimedia slide show and screen saver.

Image Editor

The skills of the masters:

Powerful painting and selection tools.

Easy cloning between or within images.

Magic Lamp for advanced touchups.

Global Viewer for focusing on portions of an image quickly.

Object Pool stores images and masks for quick retrieval.

Special effects to produce eye-catching results.

Preset and customizable color and tone adjustments.

Preview feature protects you from making an undesired change.

Crop, resize, resample, and rotate images for any purpose.

Video Editor

32-bit non-destructive digital video editing at its best:

101 Video and Audio Tracks.

Over 60 Video and Audio Filters.

Over 100 Transition Effects.

Advanced color key, alpha channel, image and video matte, and other overlay options.

Ultra-smooth 2- and 3-D moving paths with spherical and cylindrical wrapping.

Anti-aliased titling and borders for smooth, natural appearance.

Place project and clip cues to keep track of your project.

Advanced clip management make all your file and clips instantly available.

On the fly preview lets you see your results immediately.

Super rendering down to 1/256th of a pixel for professional video quality.

Plus: Proxy Mode, Trim Window, EDL output, TV Interlaced output, scratch pads, multiple file format support, and much, much more!

Audio Editor

A recording studio on your desktop:

Work with waveforms from 5 to 44 KHz.

Convert between Stereo and Mono audio files.

Change the sample rate and size.

Edit audio form digital video without affecting the video portion.

Work with powerful mix and merge tools to combine and split waveforms.

Choose from a variety of special effects including pan, fade, and echoes.

Select predefined echoes and fades or create your own.

Add, remove, and edit silence.

Place up to 1024 automatically, or custom named cues in a single waveform.

Morph Editor

Hollywood for the home:

Point and click to place control points and lines.

Automatic or manual cropping and resampling of different-sized images.

Use predefined effects such as whirlpool to produce special morphs.

Create custom effects.

Produce animated or single images with equal ease.

Video Capture

32-bit professional-level video capture

Capture live Video with sound.

Preview before capturing.

Batch or single mode capturing.

Control any MCI compatible device directly from Video Capture.

Use "Smart" Compression for optimum file size and appearance.

Capture

Seize the moment:

Capture regions, working areas, full screen, or any other portion of the screen.

Include or omit the pointer in when capturing.

Define the type of pointer to include.

Capture directly from executable files.

Add borders, drop shadows, and canvases to captured images automatically.

Choose from five different destinations for sending captured data to.

Perform continuous or delayed captures.

Assign your own hot keys.

Crop, resize, and control resolution of captured images.

Load and save capture settings.

Screen Capture

Seize the moment:

Capture regions, working areas, full screen, or any other portion of the screen.

Include or omit the pointer in when capturing.

Define the type of pointer to include.

Capture directly from executable files.

Add borders, drop shadows, and canvases to captured images automatically.

Choose from five different destinations for sending captured data to.

Perform continuous or delayed captures.

Assign your own hot keys.

Crop, resize, and control resolution of captured images.

Load and save capture settings.

Viewer

Brings the images up fast:

View and compare multiple images quickly.

Crop images quickly.

Easy and instant file conversion.

CD Browser

Instant catalog for your Photo CDs:

Directly browse Kodak Photo CDs.

Export PCD files to any other Ulead Systems Program.

Instantly view a picture in Viewer.

Multimedia Converter

A one-step solution to all your file conversion needs:

Batch Conversion allows you to perform an unlimited number of conversions at one time.

Preview image conversions before starting.

Create configuration files for loading frequently needed conversion settings.

Drag and Drop files from Album or File Manager directly to Multimedia Converter for conversion.

Explorer

Visually browse and locate your files:

This new program serves as a visual browsing utility for locating images in directories in the same way Explorer in Windows 95 displays file names.

PhotoImpact

The new generation of image editing

Guided Workflow Tools™ Familiar icons take you through the editing process step-by-step.

AutoProcess Tools™ Crop, straighten and enhance images instantly, and even add decorative frames and borders.

Pick-and-Apply™ Editing Select from visual galleries of enhancements from within the EasyPalette™.

Effects Gallery Double-click to apply from a wide range of effects, or import from KPT and other APS plug-in programs.

Style Gallery Change portions of an image without affecting the rest.

Gradient Gallery Choose from an array of gradients or create your own.

Texture Gallery Unlimited textures, plus wood, brick leaves and other natural textures make for outstanding backgrounds.

Text distortion Easily twist and warp text to create your own logos.

Painting and effects Several painting tools, as well as page turn, magic lighting, kaleidoscope and other effects.

Album

The ultimate multimedia file manager for the PC.

Catalog an almost unlimited number of thumbnails into a single album.

Automatically or manually insert thumbnails into albums.

Customize your albums according to your own unique needs with user-defined fields.

Open up to 160 albums at one time.

Change the size of your thumbnail images.

Choose compression methods for saving disk space.

Use powerful keyword, subject, and description features to make searching for and identifying files a breeze.
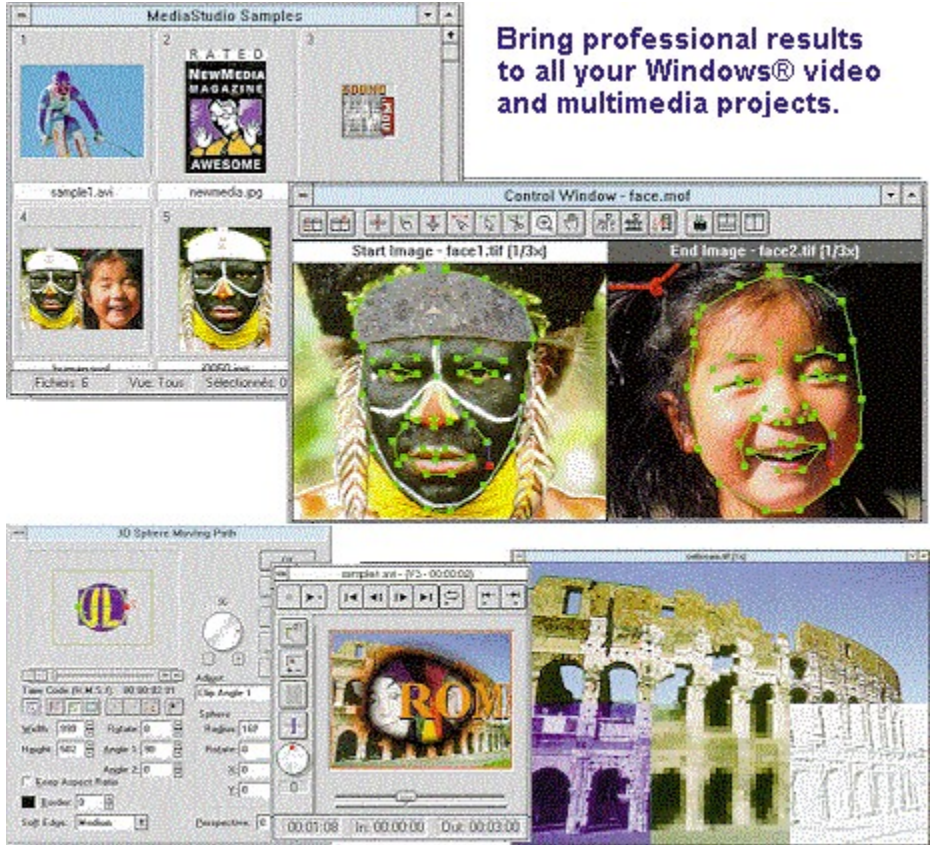
Assign marks to group thumbnails in an album.

Take advantage of OLE linking and embedding.

Automatically update thumbnails when associated files are modified.
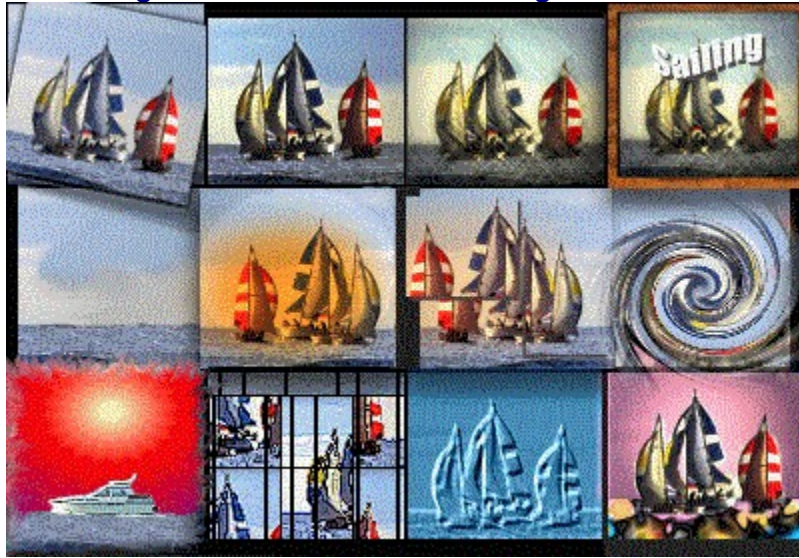
Load images quickly from any TWAIN compatible device.

Relax with a full featured multimedia slide show and screen saver.

Bring professional results to all your Windows® video and multimedia projects.

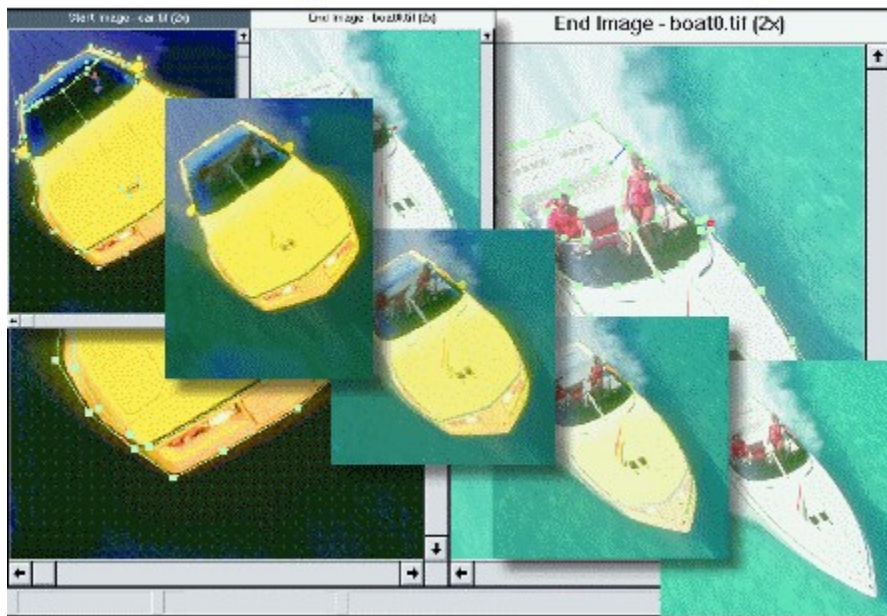**Here are some samples of the neat effects you can apply to an image to make it more interesting:**

For intuitive image editing and composition, ImagePal 2's Image Editor is your partner.

For powerful and effective media cataloging and searching, ImagePals 2's Album program is the answer.

Transform one image to another to create stunning effects.

{mci PLAY NOPLAYBAR,MSHELP1.AVI}

{mci PLAY NOPLAYBAR,TESTDEM4.AVI}