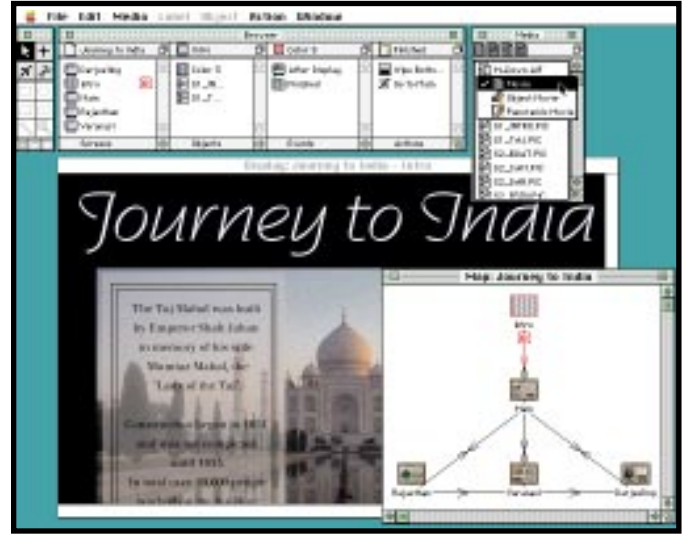




# Authoring Tools

With Apple's comprehensive development tools, you can easily **create dynamic** interactive multimedia projects, whether you require visual authoring, scripting, or object-oriented programming. Apple® offers content



developers authoring tools that effectively utilize Apple's hardware, system software, and enabling technologies to make it easier to create **exceptional multimedia** projects and CD-ROM titles. Apple Authoring Tools ensure that the creative process runs smoothly—and help products get to market **faster**. Among the tools available today are the

# Apple Media Tool (a visual authoring environment for creating cross-platform, interactive multimedia titles featuring text, graphics, sounds, and movies), AppleScript® Scriptor's Toolkit, and, of course, HyperCard® 2.3.





# Authoring Tools

Apple offers a range of authoring tools designed for the needs of different users. Apple Media Tool 2.0 is designed for designers, subject-matter experts, and teachers. With it, you can create dynamic multimedia projects for a wide range of uses, from business and education to training and entertainment. Because it is a visual programming environment,



Apple Media Tool does not require you to learn or write complex programming code or a scripting language: You simply import media elements, and then assign them actions or link them together so

they interact with one another. In fact, its intuitive visual metaphor makes it an ideal tool for prototyping.

If you want to create or extend complex multimedia projects with advanced interactive features, you can purchase the Apple Media Tool Programming Environment. Its object-oriented programming language is designed for software engineers contributing to multimedia authoring projects.

HyperCard 2.3, the newest version of this industry standard, is an ideal development tool for a wide range of applications, including multimedia presentations, front ends to host systems, and computer-based training. It also provides a robust prototyping environment for professional developers.

And at the system software level, there's AppleScript, which allows you to write scripts for automating processes, or to record your actions for automatic playback. This ability to automate production processes makes AppleScript an ideal addition to publishing and new media tasks.

## Key Features of Apple Authoring Tools

### Apple Media Tool

- Allows you to drag-and-drop media objects (such as graphics, sounds, QuickTime movies, and QuickTime VR panoramas and objects) onto screens and assign interactive actions between them through simple menu choices. Also displays a map of all project screens and the links between them.
- Features an intuitive, easy-to-learn interface and media object browser that let you create projects quickly.
- Works with AppleScript to automate tasks.
- Is extensible with the Apple Media Tool Programming Environment, allowing programmers to customize AMT features or extend Apple Media Tool projects using a powerful, object-oriented programming language.
- Offers cross-platform compatibility, allowing you to deliver the same multimedia content for both Mac OS and Windows-based systems.

### Apple Media Tool Programming Environment

- Features object-oriented language and class library for extending, enhancing, or optimizing projects created with Apple Media Tool.
- Provides source code for classes, so developers can create their own classes and methods, and build their own libraries.
- Compiles to cross-platform byte code.
- Allows programmers to link platform-specific C code to projects.
- Features fully incremental compiler and tutorial in version 2.0.

### HyperCard 2.3

- Allows you to organize information in convenient stacks of electronic cards; stacks can then be compiled and distributed as stand-alone Macintosh® applications.
- Provides you with the flexibility to create applications quickly and to integrate QuickTime movies, graphics, sounds, and even spoken text into stacks—without requiring any scripting experience.
- Allows you to use AppleScript from within HyperCard to launch, control, and exchange data with more than 100 scriptable Macintosh applications.
- Enables you to write scripts in other languages, such as French and Japanese, using international dialects of AppleScript software.

### AppleScript

- Features a natural language syntax, which allows you to easily create scripts that automate and integrate functionality across applications—even across networks.
- Allows you to create fast-executing or compiled scripts that can be customized to suit the needs of a particular individual, department, or company.
- Includes a custom interface builder that lets you create complete Macintosh user interfaces and applications built upon scripts.

### Ordering Information

The following Apple Authoring Tools for developers are available through the Apple Developer Catalog:

Apple Media Tool  
Apple Media Tool Demo CD  
Apple Media Tool Programming Environment  
AppleScript Scripter's Toolkit  
AppleScript Software Developers Toolkit

Contact the Apple Developer Catalog at 1-800-282-2732

(inside the U.S.) or (716) 871-6555 (outside the U.S.),

via e-mail: [ORDER.ADC@applelink.apple.com](mailto:ORDER.ADC@applelink.apple.com), or via the web at:

<http://www.devcatalog.apple.com/>

For more information on Apple Authoring Tools, visit the Apple Authoring Tools home page at the following Internet World Wide Web sites:

<http://www.amt.apple.com/>

<http://www.devtools.apple.com/applescript/>

<http://www.devtools.apple.com/hypercard/>