



QuickTime

The standard for streaming digital video
An introduction

Name

Title here

Apple Computer, Inc.

QuickTime 1991

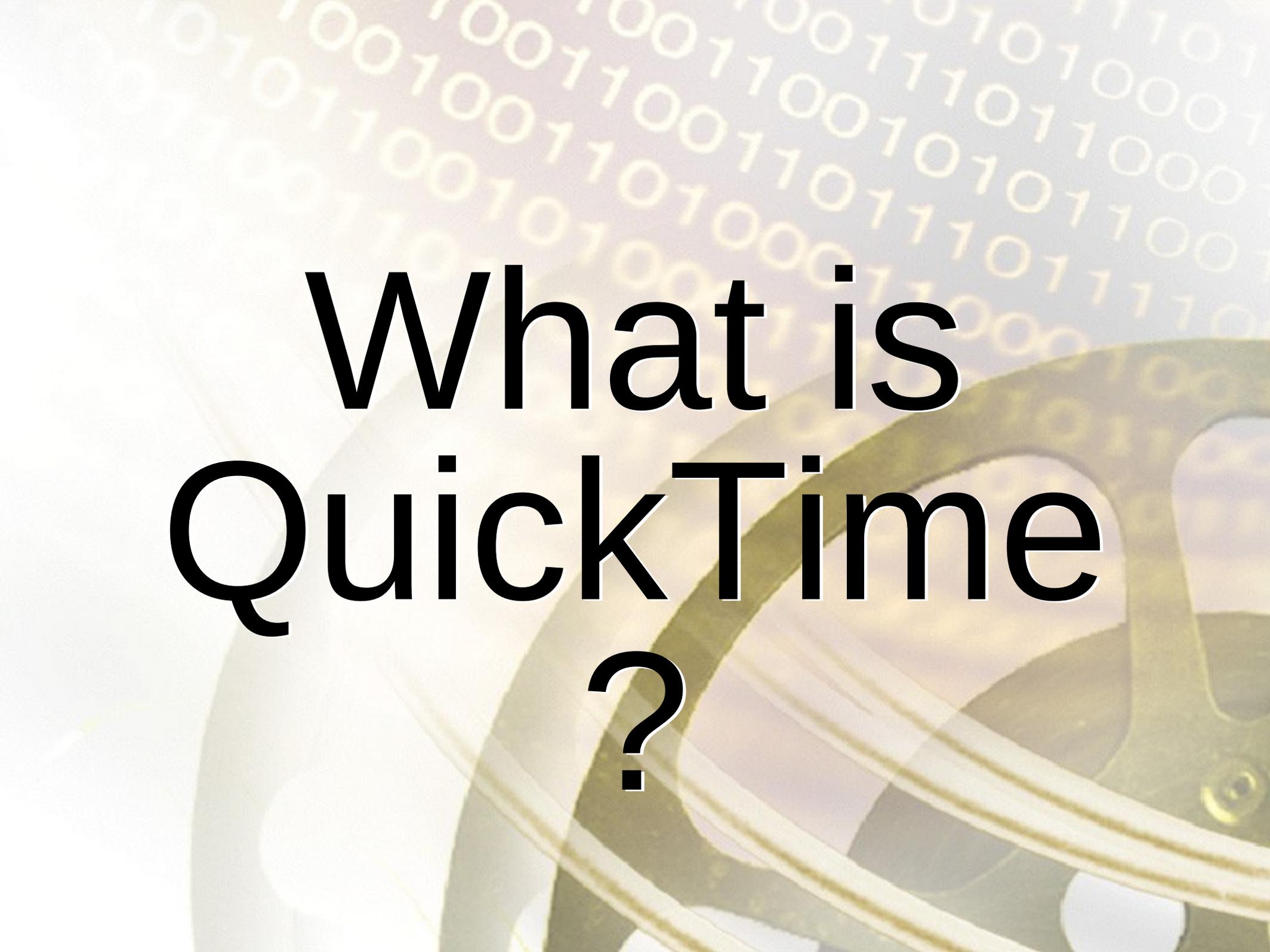
It began as a simple
idea.

QuickTime™ and a
Video decompressor
are needed to see this picture

QuickTime 1999

It became an entire
industry



The background features a soft, out-of-focus pattern of binary code (0s and 1s) in shades of yellow and white. Overlaid on this is a large, golden, semi-transparent gear or cogwheel, positioned in the lower right quadrant. The text is centered and rendered in a bold, black, sans-serif font with a white outline.

What is QuickTime ?

QuickTime Is a Suite

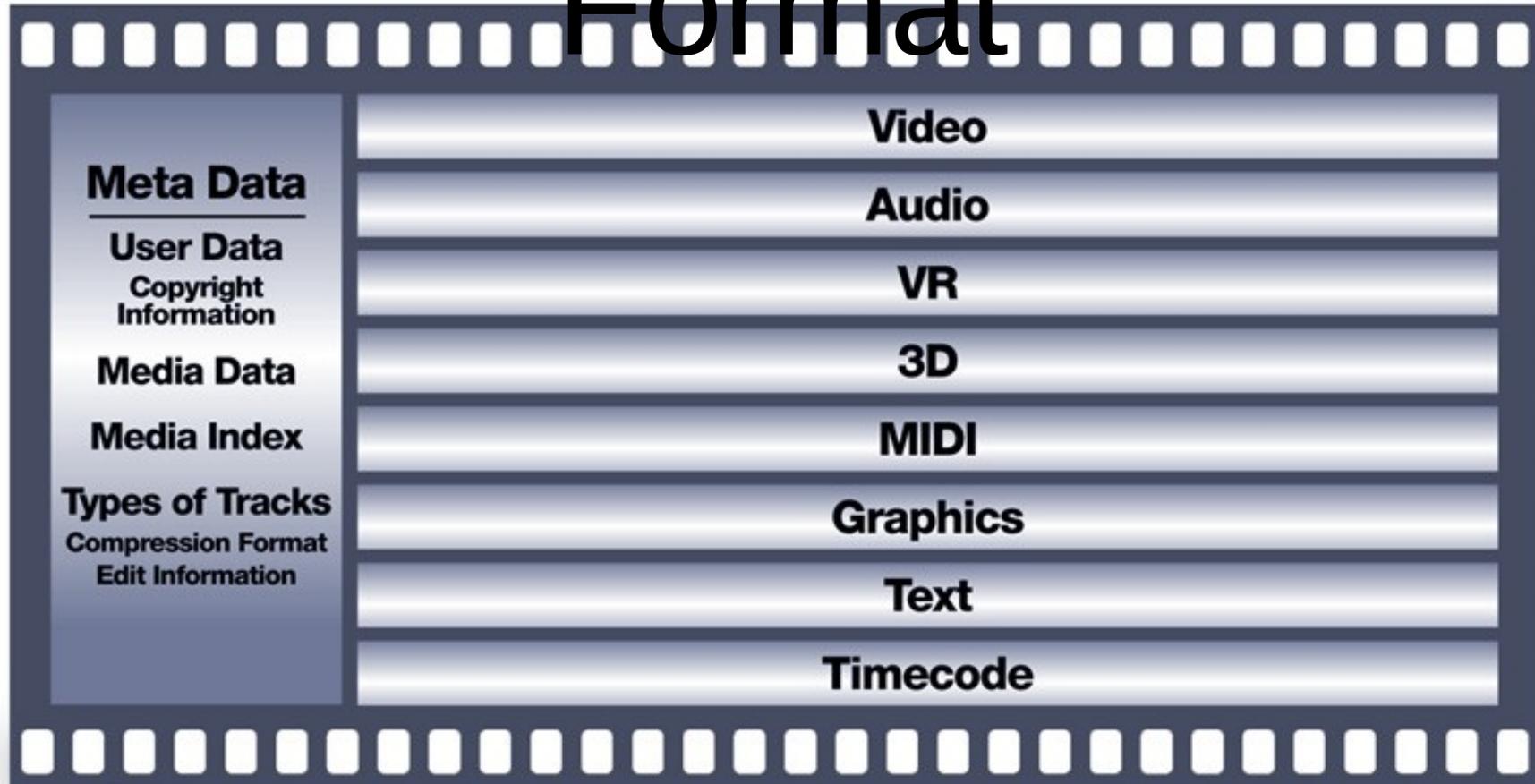
of Applications

- QuickTime Player, Picture Viewer
- Plug-in for Netscape Navigator, Internet Explorer, and AOL
- A complete installation provides all 200+ components, including:
 - 3D, VR, effects, compressors, Sound Manager, Internet streaming services, and the Roland MIDI library

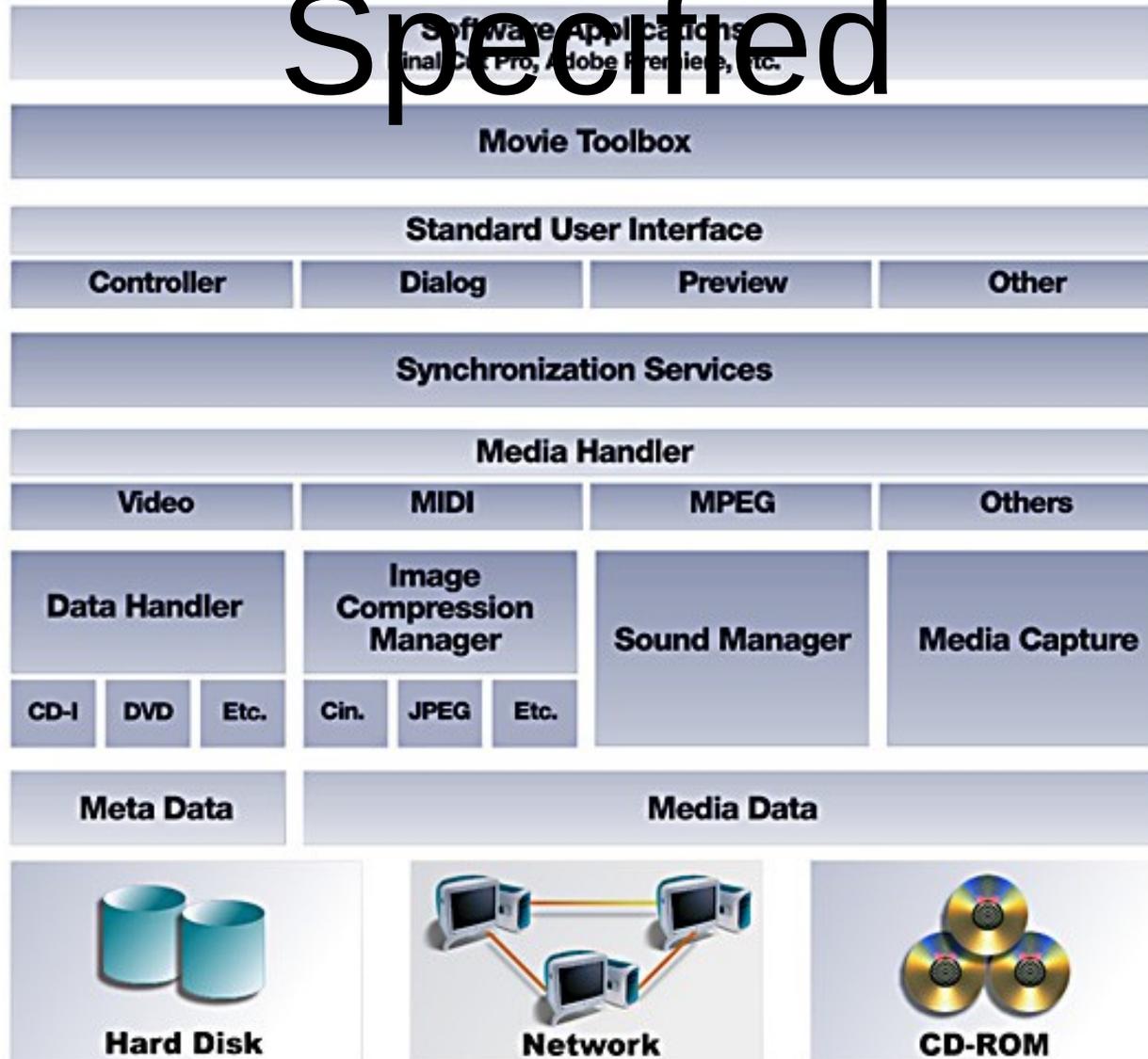
QuickTime Is Cross-Platform



QuickTime Is a File Format



QuickTime Is Fully Specified



QuickTime Is Highly Compatible

Audio

MP3
ADPCM
Alaw, AU
AIFF
General MIDI
GSM
G.728, G.723
IMA
Karaoke
SoundDesigner
r
Wave

Image

Flash
FlashPix
BMP
GIF
JPEG/JFIF
PNG
Photoshop
PICT
PICS
SGI
Targa
TIFF

Video

DV-NTSC/PAL
AVI
Cinepak
CCIR601
H.263, H.261
Indeo
M-JPEG A & B
MPEG-1
Sorenson
Uncompressed
YUV 4:2:2

And many more...

QuickTime Is

Open

• MPEG-4 file format starts here

- All SMPTE effects implemented
- QuickTime for Java
- Documented API and file format

QuickTime Is Scalable

- From modern rates on the Internet to film resolutions at 250MB or more per second
- A single movie can be retargeted for broadcast, CD, DVD, and web
- The same movie can be used in streams, from disk, and can be downloaded

QuickTime Is Adaptable

- Adds new technology to your applications
- Scales performance to bandwidth and machine
- Adapts to third-party hardware acceleration and compressors

Who uses
QuickTime
?

The background is a complex collage. It features a grid of binary code (0s and 1s) in a light blue color. A yellow film strip with sprocket holes is visible at the top. In the center, there is a small inset image of a person in a blue shirt and brown pants riding a skateboard. To the right, there is a photograph of two men in a discussion; one is wearing glasses and a white shirt, and the other is wearing a blue shirt. The overall color palette is dominated by light blue, yellow, and white.

Every Major Developer

20th Century Fox
Activision

ADAM Software
Addison -Wesley
Adobe Systems
AIMS Multimedia
Aspyr Media
BBC Worldwide
Berkeley Systems
Cendant Software
Columbia
Cyber Ed, Inc.
Deutsche Telekom
Diadem
Productions
Eidos Interactive
Electronic Arts

ESRI
Fujitsu Learning
Graphisoft
Grolier Interactive
HBO & Co.
Houghton Mifflin
IDG Books
Kodak Japan
The Learning Co.
LEGO Media
Maris Multimedia
Mattel Media
McGraw-Hill
MetaCreations
Microsoft
Microspot, LTD
NEC Interchannel

Nippon
NHK Educational
NTT Hokkaido
Oracle Corp.
IBM World Book
Prentice Hall
Roland
Sanyo Electric
Sierra On-Line
Scholastic Software
Segasoft
SPSS Inc.
Sony Corp.
Victor Co. of Japan
Voyager Japan
Walt Disney

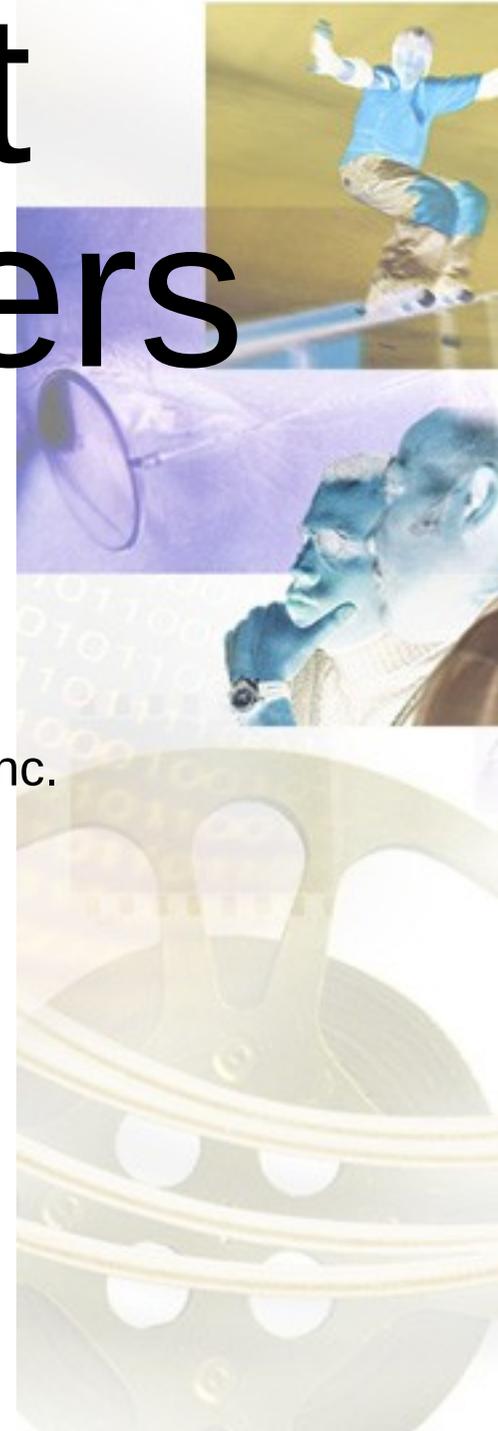


World's Largest Content Suppliers

20th Century Fox
ADAM Software
AIMS Multimedia
Aspyr Media
Barron's SAT
BBC Worldwide
Berkeley Systems
Bertlesman
CNN
Cendant Software
Columbia Pictures
Cromwell
Productions
Cyber Ed, Inc.
Davidson &
Associates
Deutsche Telekom

Diadem Productions
Eidos Interactive
EMI Music
Fisher Price
Greenberg News
HBO
Kiplinger's Financial
Launch Magazine
The Limited
MacNeil-Schwendler
Muzak
The NFL
NPPA
National Geographic
Nikkei

Peter Gabriel
Philips Media
Pioneer Video
Playboy
Reuters News
Solitudes Ltd.
Sylvan Learning
Takarajimasha, Inc.
Tampa Bay
Buccaneers
Time Life
Tristar Pictures
U.S. Library of
Congress
Walt Disney
Warner Music
WEA
WGBH



Millions of Customers

AT&T Wireless
Arthur Andersen
Bass Hotels
Boeing
BMW
Compaq
EDS
Queensland
Australia
U.S. Army, Navy,
CIA
Hewlett-Packard
Honda Motors
John Deere
Kenneth Cole
KLM
Medtronic, Inc.
Mitsubishi Motors
Motorola

Nikon Inc.
Nissan Motor
Nortel
Olympus Optical
Price Waterhouse
Ryobi Ltd.
SAIC Corp.
Schlumberger
Senko Corp.
Shogakukan, Inc.
Siemens AG
Sony
Communications
Steinway & Sons
Tektronix, Inc.
Texaco
Toshiba Medical
U.S. Library of
Congress

University of:
Adelaide
Carnegie Mellon
Central Florida
Texas at Austin
Hong Kong
Kentucky
Miami
Minnesota
Michigan
Oxford
Vanderbilt
York
State University of:
Iowa
Colorado





**How
popular
is
QuickTime**

Very Popular

- Total installed base upwards of 100 million
- 400 titles released each month
- Nearly 20,000 licensed products





QuickTime has won every major multimedia award

QuickTime Is Everywhere

57% of web sites that incorporate video use QuickTime *

62% of animators author in QuickTime †

68% of video producers author in QuickTime †

50% of all QuickTime installations are on Windows §

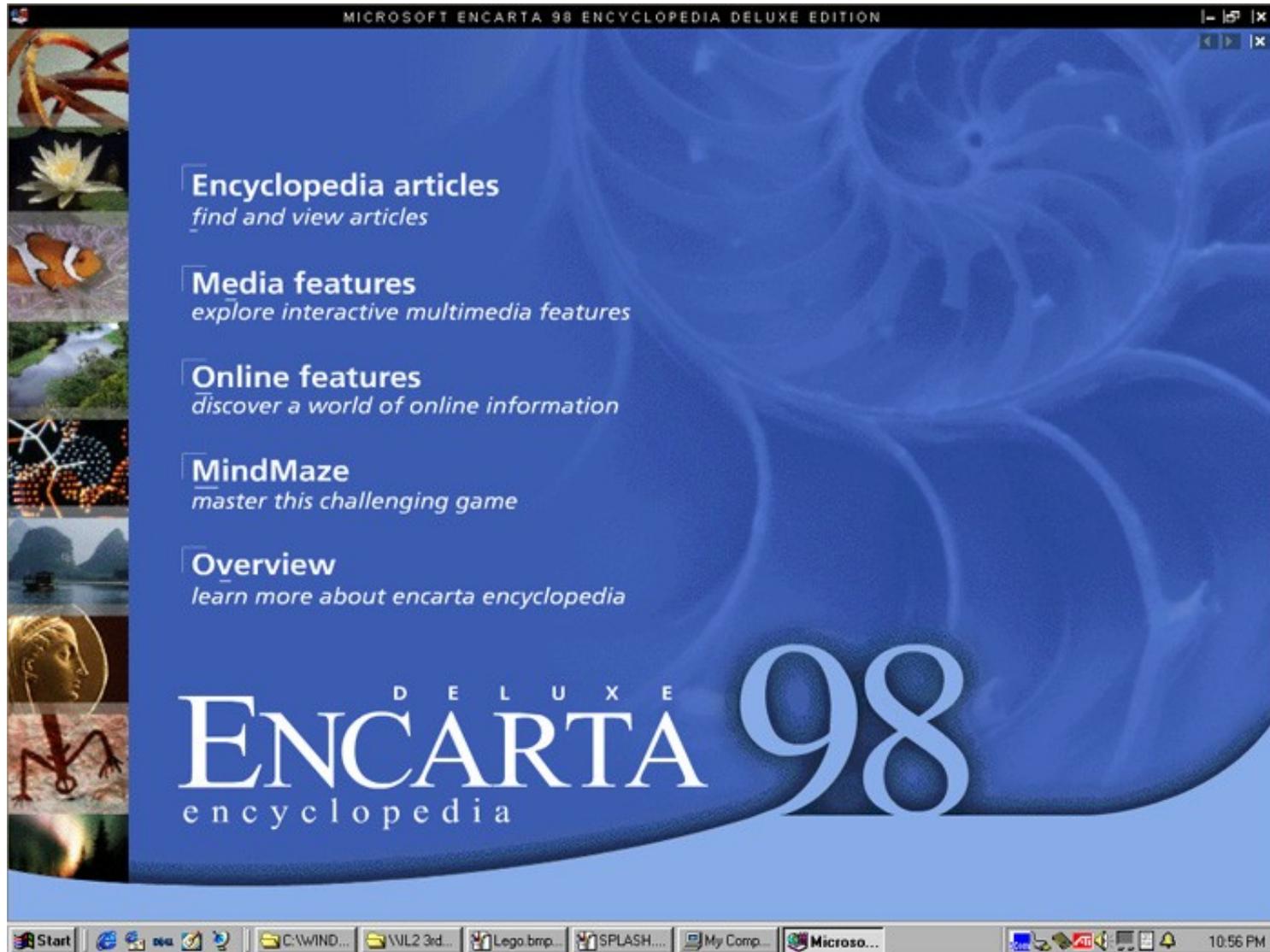
90% of all video used on RealNetworks servers were authored with QuickTime †

*Hot Bot 3/9/99

†GISTICS QuickTime Payback Assessment Spring 98

§Apple Computer 1999

Microsoft



Lego



Simon & Schuster



Fox Interactive



The X-Files™
G H M E

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Arista



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- MAKE ME LAUGH
- ABSOLUTELY FABULOUS
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The Gap

Address: <http://www.gap.com/onlinestore/gap/advertising/originalfit.asp?cid=3K9J4AJ3FNSH2PQEDD1PQVHH24V2DPKX>

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departments: men's | women's | jeans | khakis | logo | gapbody

shopping bag

choose an artist: Herb Alpert | Kenny Wayne Shepherd | Missy Elliott | Run-DMC



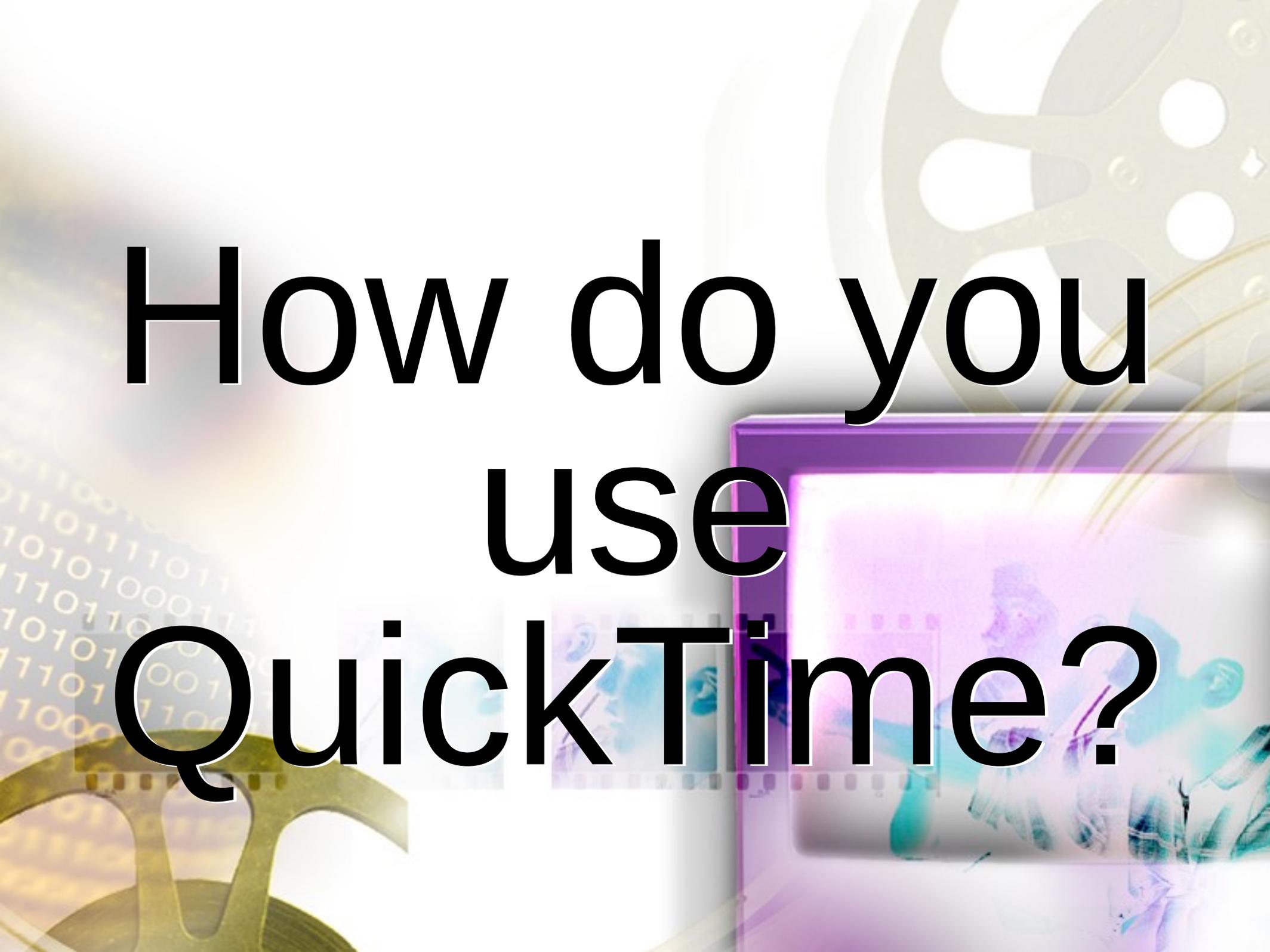
original fit jeans campaign
this is original.

Gap Campaign Takes Jeans Beyond the Blues

In the latest Gap TV campaign four performers representing truly American musical art forms—blues, jazz, R&B and rap—perform their own scenes that help define Gap's original fit jeans as a classic symbol of individual expression.

In each of the spots the artists were given creative license to interpret what original means. Blues guitarist Kenny Wayne Shepherd takes off in his spot with a solo riff, while R&B rapper Missy Elliott enchants the camera with her frank appraisal of the original fit jeans. The legendary Herb Alpert works his trumpet magic while drummers keep the beat, and hip-hop superstars Run-DMC take command of the stage to make their own powerful statement about originality.

You will need QuickTime to view the commercials. Don't have QuickTime? Click [here](#).



How do you
use
QuickTime?

It's a Complete Solution



QuickTime VR Object

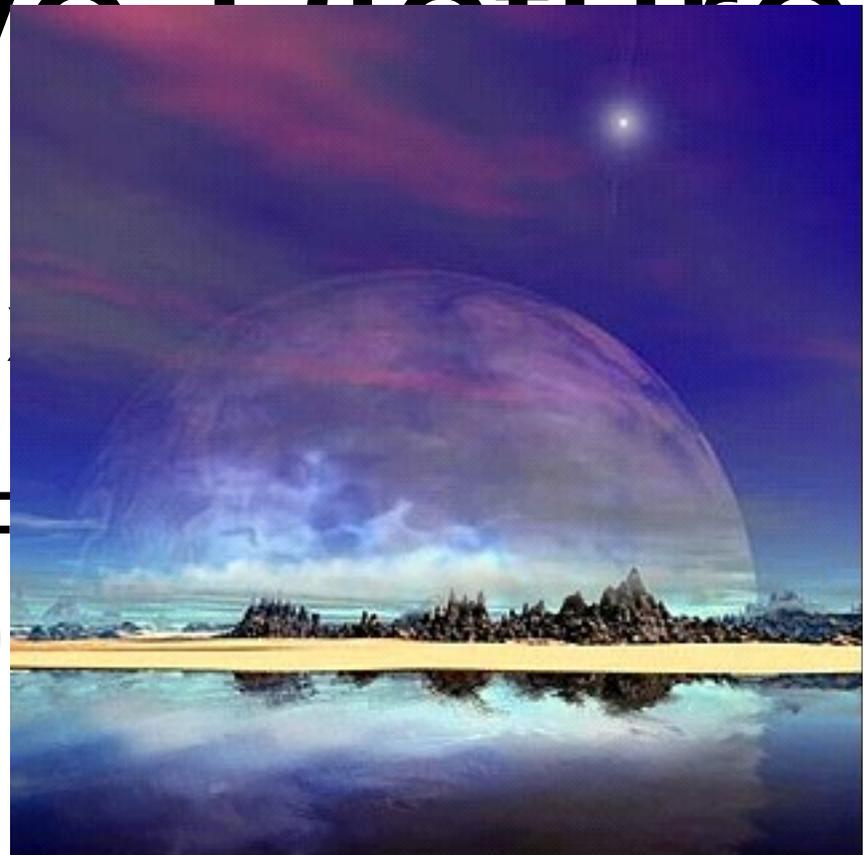


QuickTime Panorama



QuickTime Interactive Pictures

- BMP
- GIF
- PNG
- PICT
- Targa
- FlashPi
- JPEG/JFIF
- Photoshop
- SGI
- TIFF





QuickTime

The standard in streaming digital
4
video

What's New?

- Live video and audio streaming
- First truly open Internet streaming product (RTP/RTSP)
- QuickTime Streaming Server
- New compressors & decompressors
- New QuickTime Player & installer



Live Streaming

- Real-time
- Rebroadcast
- Video on demand



Benefits of Live Streaming

- No file resides on your system
- Live streaming scales with connection speed
- Streaming provides random access of stored content
- Streaming your movie is easy



Open Streaming

- First Internet streaming product based on standards
- Interoperable with:
 - RTP/RTSP, HTTP, FTP
 - MPEG-4 file format



QuickTime Streaming Server

- Open Source Darwin Streaming Server available today
- Built into Mac OS X Server
- Available from third parties
- No charge per stream

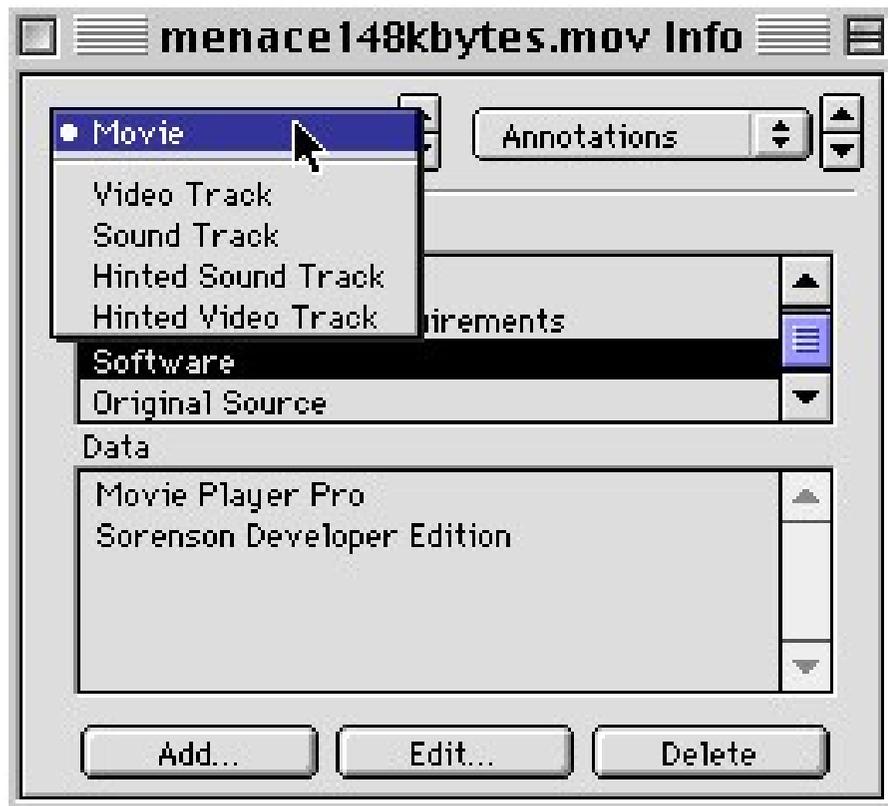


What Does the Server Do?

- Provides video and audio on demand
- Converts multicast to unicast streams via a reflector
- Streams all media types into any QuickTime 4-compatible application



QuickTime “Hint Tracks”



- Another track in a QuickTime Movie
- Allows you to stream more than just audio and video
- Lets you mix streaming media with local media

New QuickTime Codecs

- Watch and listen
 - MP3, Indeo 5, Macromedia Flash, and standards such as H.261, H.263, and GSM
- Real-time Broadcast
 - Sorenson Video 2, QDesign Music 2, and Qualcomm PureVoice



MP3 Support

- Plays in any QuickTime application
- Combines with other media types
- Streamable

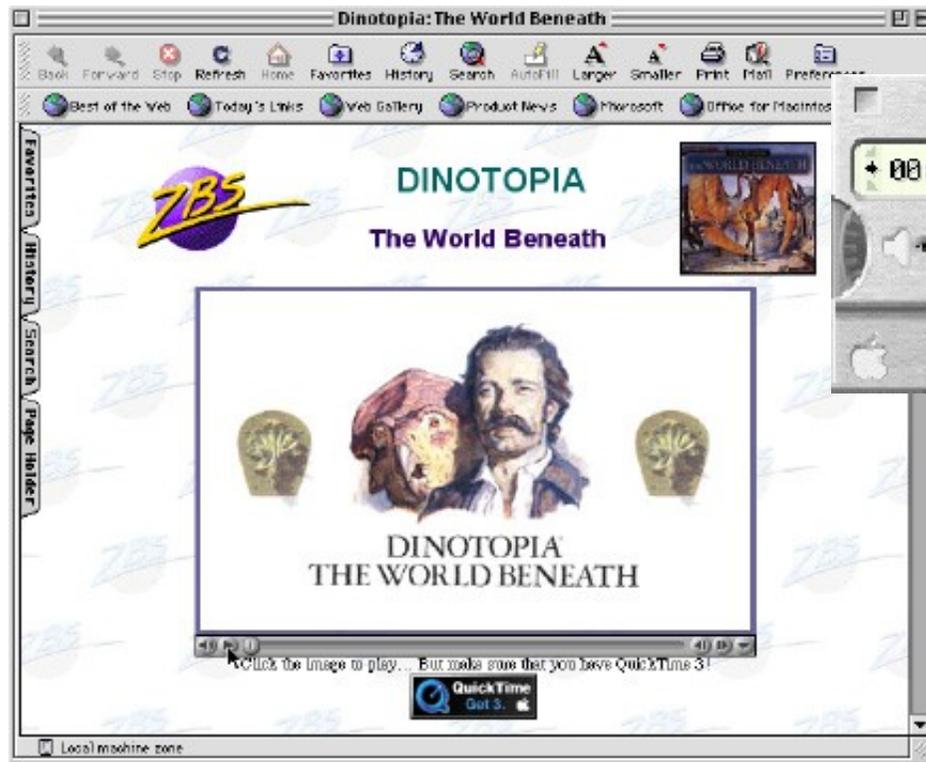


QuickTime Player



- Enhanced interface
- Easy to use
- Single-click access

QuickTime Streaming Players



Smart Installer

- Web download now only 2.5MB
- Choose your installation
 - Minimum
 - Full
 - Custom
- Update automatically



Price and Availability

- QuickTime Pro: \$29.99
- QuickTime Streaming Server in Mac OS X Server: \$499
- Worldwide availability:
Today on Windows NT,
98, 95, Mac OS



Think different.

Q & A