

HBO MEDIA RELATIONS WINTER/SPRING '95 PROGRAMMING

CD-ROM DISK: V. 1.1

WELCOME TO HBO MEDIA RELATIONS' CD-ROM PHOTOGRAPHY LIBRARY AND PRESS MATERIALS DISK FOR WINTER/SPRING '95 PROGRAMMING

It is with great pleasure that we are able to send you our first CD-ROM disk, including more than 200 high resolution photos and press materials for selected programs that will be presented on HBO and Cinemax from January through the spring.

This disk has been designed so that it may be used in either the Macintosh or Windows format. We hope you find it useful and we always welcome your feedback.

THIS DISK INCLUDES:

- * Quick Time^a clips of HBO's top new shows for the coming months
- * More than 200 photos in high resolution format
- * Press Materials for upcoming HBO Pictures and series
- * Biographies of HBO talent and executives
- * Corporate logos

HARDWARE AND SOFTWARE REQUIREMENTS:

- * Multimedia PC or compatible with a 486SX or higher microprocessor with sound card
- * 13-inch or larger 8 bit color monitor (SVGA)
- * 6MB RAM
- * Windows 3.1 or greater
- * CD-ROM drive (double speed recommended for QuickTime^a applications)
- * QuickTime^a for Windows (a copy of this .dll is included on this disk)

HOW TO USE THIS DISK:

- * Insert disk into your CD-ROM drive.
- * In File Manager, click on the drive for your CD-ROM (usually D or E drive)
- * Double click on SETUP.EXE

* Click on the ProgPrev icon when it appears on the desktop. Then click on the program you're interested in and you'll get basic background information on the show, a chance to browse through a selection of photos and QuickTime^a clips (when available).

* To get thumbnail previews of a photo library, first open the PhotoLib folder and click on the icon for the program you're interested in. This allows you to view the library of photos in a thumbnail grid. Press the "Control" key and double click on the thumbnail photo you want and you can view a larger preview.

* To view the photo caption while viewing the thumbnail library go to the pull down menu "Thumbnail". Under "Thumbnail" there is the option "View Caption."

* To scroll the text field labeled "Caption" in the caption window first click on the field itself.

* IF the caption field is not responding to the scroll bar, or the caption appears truncated quit the photo library and launch it again.

* To get high-resolution images into Adobe PhotoShop^a or other imaging applications, click on the thumbnail of the photo you want and press the "F5" key and follow the prompts to launch the picture in Adobe PhotoShop^a or other imaging application. You can also get high resolution images by going to File Manager and then opening the folder featuring the program's abbreviated title followed by "HiRs" (for example, "CitXHiRs" holds the high resolution photos for "Citizen X"). The high resolution images are JPEG compressed with NAA/IPTC captions attached. Each uncompressed image is about 10 MB.

* The "Help" pull down menu has "About Photogrid" option.

* To read more about a program, open the PressMat folder using File Manager and click on the appropriate show. Each program's folder contains a program information release, a credit sheet and cast biographies. HBO programming executive biographies may be found in the folder named "executives."

Please note: ALL MATERIALS ARE FOR HBO/CINEMAX EDITORIAL USE ONLY

We welcome your remarks, comments and suggestions for future disks. Please let us know what you think:

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Special thanks in preparing this disk to:

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