



Welcome



Contacting Ulead



**Welcome to the world of Ulead Systems!**

This introduction to our company will give you a better idea of who we are and what we do. Choose a folder to learn more about us and our products.



Who are we?



History



Philosophy



Milestones



Ulead is a producer of award winning multimedia software in the international market. Founded in 1989, a handful of talented programmers had a vision of creating exciting software to enhance creative communication. Since then, "vision" has been the watchword of the company. All our programs use real world metaphors and images to help you see vague complex concepts as simple ideas that enable you to get your message across.



## What Is



The Programs



Management



Editing



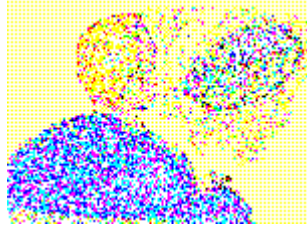
Capturing



Awards & Reviews



Features



MediaStudio Pro is a collection of programs designed to manipulate and manage multimedia, with a special accent on creating video. This suite of programs and utilities has all the tools you need to work in a video environment. Imagine creating and capturing video, enhancing images, editing and recording sound, visually cataloging your files, and animating transitions between images all with one integrated package! You can convert files from one format to virtually any other, browse through Photo CD's like a racehorse, and capture anything displayed on your screen. MediaStudio is the complete solution for any multimedia environment!

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ImagePals provides you with the best file management and image editing software available. ImagePals combines our visual file management system, Album, with Image Editor, the perfect program for creating and touching up images, and Screen Capture, the program to turn to for capturing anything you see on your screen. While ImagePals is the perfect file management system for the office, you'll also want to use it at home.

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You've seen the magic of Hollywood at the movies and on your TV. Now you can do it yourself on your computer. MorphStudio is a magic box of morphing tricks that combines image editing with a special effects magician, letting you transform one image into another. With point and click ease, you can produce the same "oohs and aahs" you always dreamed of. A single click of the mouse and you can check your morph, then go on to create the magic of morphing in minutes!

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**Other Ulead Products**



ArtWall



HQ-9000



Multimedia Converter



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

**ArtWall** a multimedia screen saver and presentation utility.

**HQ-9000** a full featured CD player and audio mixing system for your computer.

**Multimedia Converter** a handy utility for batch conversion of virtually any multimedia file format.

- Who are we?
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In 1990, we developed PhotoStyler, a sophisticated image processing program for graphics professionals. Aldus Corporation exclusively licensed the program from us in 1991. When Adobe Systems acquired Aldus in 1994, all trademarks and rights to PhotoStyler were sold.

In 1992, Ulead made a big splash in the retail market with ImagePals, an award winning image management tool that set the standard for others to follow. From there, Ulead expanded into the multimedia arena. Our first products were **HQ-9000** and **VideoStudio 1.0**. A short time later, **MediaStudio**, a complete multimedia tool kit for those interested in the exciting world of digital video, and **MorphStudio**, where editing and special effects meld for miraculous animations were released.

Now Ulead's complete family of products is sure to meet anyone's most general or specific needs.

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At Ulead, we believe the computer is an important communication tool for all to use. It is this concept that drives us to create powerful, easy to use programs at a cost everyone can afford. We want you to spend your time creating, not trying to figure out how to create.

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Here are high points in our history:

- 1990** Our first two programs: La Palette and iPhoto. (later combined as iPhoto Plus.)  
Ulead PhotoStyler (our first major program.)  
US Sales and Marketing office opens
- 1991** Licensed PhotoStyler to Aldus Corporation.
- 1992** ImagePals (Complete media management.)
- 1993** HQ-9000 and VideoStudio (Audio and Video for Windows.)
- 1994** ImagePals 2.0 (Your best friend gets even better.)  
MediaStudio (Complete Multimedia tool kit.)  
MorphStudio (The magic of Morphing in Minutes)
- 1995** MediaStudio Pro 2.0 (High-end, easy to use digital video.)

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MediaStudio is ten integrated programs that comfortably work together to manage any multimedia project. The beauty of this system is that you can do specialized work using a small module instead of tying up system resources with memory reserved for unnecessary tasks. MediaStudio divides the programs into three categories:

**Management** - where organizing and viewing files is always in sight. Album, Multimedia Converter, Viewer, and CD Browser satisfy every need.

**Editing** - where your creative talents come to life. Image Editor, Morph Editor, Audio Editor, and Video Editor give you total control.

**Capturing** - where any image, video or audio source is yours for the taking. MediaStudio is TWAIN compliant and has Screen Capture, Video Capture, and Audio Editor to help you obtain anything.

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**Control Center** - a front end to help you organize and arrange programs on your desktop.

**Album** - the ultimate visual file management system for Windows.

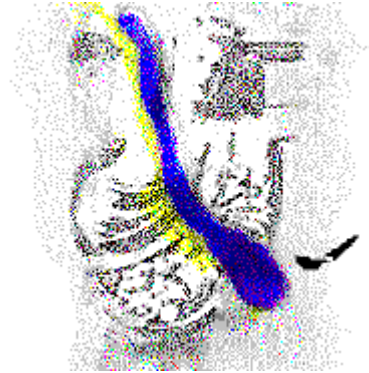
**Multimedia Converter** - a one-stop location for all your file conversion needs.

**CD Browser** - organizes your Kodak Photo CDs quickly.

**Viewer** - lets you see virtually any graphics file quickly.

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**Image Editor** - puts the finishing touches on your images.

**Morph Editor** - creates magical animations in minutes.

**Audio Editor** - adds dimension to your sound.

**Video Editor** - produces professional digital video.

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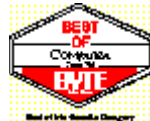
**Screen Capture** - copies anything on screen to any destination.

**Video Capture** - puts a world of video at your fingertips.

**Audio Editor** - soundtracks made simple.

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ImagePals programs are a tightly knit suite of image handling and management tools to help you with every aspect of your graphics needs. Central to ImagePals is **Album**, a visual database that lets you track, identify, and convert files effortlessly. When it's time for a change, **Image Editor** helps you add the perfect touch and **Screen Capture** collects and copies anything that appears on your screen. For a quick look at images, **Viewer** loads and displays them fast. And **CD Browser** makes all your KODAK Photo CDs easier to search and manage.

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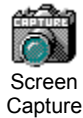


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***"MorphStudio's capabilities are some of the most comprehensive we've seen in a Windows morph program.....a can't miss winner for both multimedia professionals and novices."***

-- 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

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### Hollywood for the home:

**Point and click** to place control points and lines.

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

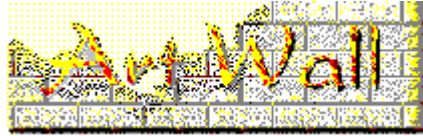
**Use predefined** effects such as whirlpool to produce special morphs.

**Create** custom effects.

**Produce** animated or single images with equal ease.

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When you don't have time to prepare a full presentation, Ulead 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 program 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.

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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.

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ArtWall



HQ-9000



**Multimedia  
Converter**



Whether working with images, audio, or video data, you are certain to find a time when the format you have is not the one you need. Multimedia Converter is here to fix that. With powerful batch management and support for over 40 different file formats, you always have the file you want in the format you need.

**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.

**Best of Computex, Byte Editor's Choice**

June, 1994 -- Computex (Taiwan)

**Editor's Choice**

September, 1994 -- Germany

**Highly Recommended**

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

-- Steve Gillmor  
October, 1994 -- USA

**Award of Excellence**

October, 1994 -- Taiwan

**Editor's Choice**

October, 1994 -- Germany



**Editor's Choice**  
**"...a joy to use!"**

December, 1994 -- France

**Best Desktop Video Package, (Editor's Choice)**

January, 1995 -- Australia

**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**

May, 1993 -- USA

**Buyer's Assurance Seal**

***"ImagePals sets the standard for others to match."***

-- Thomas Marshall  
June, 1994 -- USA

**Best Buy**

July, 1993 -- USA

**Top Produkt**

September, 1994 -- Germany



**Editor's Choice**

September, 1994 -- France

***"ImagePals is powerful and flexible enough to  
become indispensable"***

-- David Haskin  
July, 1994

***"If you work with graphics, you need ImagePals."***

-- Clifton Carnes  
August, 1994

## Album Features

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 Features

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 Features

Visual, nondestructive 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.

**2- and 3-D** moving paths including spherical and cylindrical.

**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

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

## Audio Editor Features

[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 from 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 Features

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 Features

The most powerful cutting room:

**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.

## Screen Capture Features

### 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 Features

Brings the images up fast:

**View** and compare multiple images quickly.

**Crop** images quickly.

**Easy** and instant file conversion.

## CD Browser Features

[Instant catalog for your Photo CDs:](#)

**Directly** browse Kodak Photo CDs.

**Export** PCD files to any other Ulead Program.

**Instantly** view a picture in Viewer.

## MultiMedia Converter Features

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.

**"You can't find a more complete set of image  
capture, conversion, and cataloging tools."**

-- Barry Simon  
May 17, 1994 -- USA



Welcome



Contacting Ulead

Click on an icon for more information on contacting us.

North and South America  
International



Phone



Fax



Mail



BBS



E-Mail



Mailer



Give us a call at

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Send a fax to

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Write us a letter at

**Ulead Systems, Inc.**  
**12F-A, 563 Chung Hsiao E. Rd., Sec 4,**  
**Taipei, Taiwan, R.O.C.**

Dial up the Ulead BBS at

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

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ImagePals



MediaStudio



MorphStudio

Name \_\_\_\_\_ Telephone \_\_\_\_\_  
 Company \_\_\_\_\_ Fax \_\_\_\_\_  
 Address \_\_\_\_\_ E-Mail \_\_\_\_\_  
 \_\_\_\_\_  
 Zip/Post code \_\_\_\_\_ Country \_\_\_\_\_

Where did you find this product? \_\_\_\_\_

*Please use the other side for comments.*

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 Taipei, Taiwan, R.O.C.



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ImagePals

MediaStudio

MorphStudio

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 Address \_\_\_\_\_ E-Mail \_\_\_\_\_  
 \_\_\_\_\_  
 Zip/Post code \_\_\_\_\_ Country \_\_\_\_\_

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



Give us a call at

**(310)-523-9393**

or toll free in the USA at

**1-800-858-5323**

Send a fax to

**(310)-523-9399**



Send a letter to us at

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**Torrance, CA 90502**

Dial up the Ulead BBS at

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Send E-Mail to us at

**[support@ulead.com](mailto:support@ulead.com)**

**Symbol of Excellence**

March, 1995 -- Taiwan

**Award of Excellence 1994**

InfoMonth, March 1994 -- Taiwan

