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Apple Professional Video Production System: Description (8/94)

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Topic -----

This article describes the Apple Professional Video Production system, which brings professional video production and special effects capabilities to the desktop.

Discussion -----

Apple presents the state-of-the-art desktop video and special effects solution: The Apple Professional Video Production System. The system delivers a high-quality digital video production studio anywhere you can put a computer. It gives CD-ROM based Macintosh Quadra class machines (800 and 950 (see note below about the 840AV)) full-screen, full-motion video capabilities without pixel doubling. And it contains everything you need to quickly and easily capture, display, edit and output professional-quality video to video tape, and also includes professional-quality stereo sound mixing and editing capabilities.

These Macintosh Quadra computers are the perfect choice for video professionals who demand speed, expandability, and high-quality video capabilities. AppleDesign Powered Speakers, included in this solution, equip the Quadras with CD-quality near-field stereo output.

These computers are complemented by VideoVision Studio, Radius' newest and most advanced JPEG video capture card. This NuBus card puts hardware compression and decompression of full-frame, full-motion digital video at your fingertips. It allows you to capture, display, edit, and output 640-by-480-pixel digital video at 30 frames and 60 fields per second.

Equipped with VideoVision Studio and a 2-gigabyte disk array, Macintosh Quadra computers have ample processing power to exercise the capabilities of the system's video-production software: Adobe Premiere and VideoFusion. These programs bring professional-quality post-production capabilities to the desktop and offer an affordable alternative to costly special-effects hardware and outside production services.

To help create your sound tracks, the system includes digidesign's Audiomedia II 16-bit CD-quality sound card. This NuBus card puts a digital recording studio in your Macintosh. Its Sound Designer II stereo waveform-editing software makes it easy to edit and finesse sound for your

videos.

The Apple Professional Video Production System. Just about everything a video producer needs. At a price just about every video producer can afford.

Features

- Radius VideoVision Studio
 - Nubus video card allows video capture and editing
 - Full motion, full-screen, flicker-free video at 640 x 480 resolution, at 30 frames, 60 fields per second
 - Professional quality output to video tape

- Storage Dimensions Macinstor Speed Array
 - External disk array provides 2 gigabytes of storage space
 - Connects to high-speed macintosh processor direct slot

- digidesign Audiomedia II
 - Nubus digital stereo sound card provides direct-to-disk recording, and playback
 - 16-bit, 44.1 Khz And 48 Khz sample rates
 - Digital and analog input and output

- AppleDesign Powered Speakers
 - High-quality stereo separation and sound
 - Excellent frequency response using transducer, tuned-port design and active equalization
 - Built-in noise circuitry for clear sound

- Adobe Premiere Deluxe CD-ROM
 - Digital video production and editing software includes non-linear, off-line editing capabilities and production of QuickTime movies
 - Exports to video tape

- VideoFusion
 - Special effects software combines video, graphics, and text in QuickTime movies
 - Unlimited layering, field rendering and alpha channel support
 - Extensive libraries of transitions, color transformations, DVE moves, 2D warps, and filters

Customer Profile

The Apple Professional Video Production System is designed for:

- Independent video producers
- Corporate marketing and PR departments responsible for producing sales and other promotional video presentations
- Training departments
- Ad agencies
- Multimedia designers and producers
- Students and educators
- Quicktime producers

System Capabilities

The Apple Professional Video Production System includes all the hardware and software you need to:

- Capture, edit, playback and compress full-motion, full-screen digital video
- 640 X 480 NTSC at 30 frames and 60 fields/second
- 768 X 576 Pal at 50 fields/second
- Produce quick, low-cost videos for presenting new concepts
- Creating training and motivational video presentations
- Editing rough-cuts (offline editing) of high-end video for edit decision list production
- Integrating video into multimedia presentations
- Transferring multimedia presentations to video tape

Ordering Information

Apple Professional Video Production System

Order No. M2703LL/A

- Radius VideoVision Studio
- Storage Dimension 2 Gb Array
- 16-bit Sound Card
- VideoFusion (software)
- Adobe Premiere Deluxe CD-ROM Edition
- AppleDesign Powered Speakers
- AppleCD 300

Suggested Computers:

- Macintosh Quadra 800 with 32MB of RAM, 1000MB hard disk drive, and an external AppleCD 300 double-speed CD-ROM Drive.
- Macintosh Quadra 950 with 32MB of RAM, 1000MB hard disk drive, and an external AppleCD 300 double-speed CD-ROM drive.

NOTE: The Professional Video Production Solution is not compatible with the Macintosh 840AV or the Power Macintosh. The Video Production Solution bundle contains the Storage Dimensions MacinStor SpeedArray 2GB external hard drive which interfaces with the processor direct slot (PDS) on the Quadra 800 and 950. The 840AV and Power Macintosh computers do not support a disk array through PDS and are therefore incompatible with the Storage Dimensions drive.

Suggested Displays:

- Apple AudioVision 14" Display
- Apple Macintosh 16" Color Display
- Apple Macintosh 21" Color Display
- Radius Intellicolor Display/20

Suggested Keyboards:

- Apple Extended Keyboard II
- Apple Adjustable Keyboard

Article Change History:

18 Aug 1994 - Changed wording in NOTE section to show Power Macintosh as incompatible.

16 Aug 1994 - Added Power Macintosh as incompatible due to PDS disk array card.

Support Information Services

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