Apple Media Tool

Tools for creative producers
- Uses event- or card-based metaphor
- Integrates media elements by direct manipulation and assembly of those elements—including QuickTime movies, PICT files, text, and sound files
- Allows creative team members to work simultaneously on various aspects of the same project
- Maintains existing interactive relationships and connections between media elements when you replace work-in-progress with finished content—thanks to its object-oriented environment
- Stores media separately from the application—facilitating this easy content substitution and reducing application size
- Lets creative producers spend time creating projects rather than writing scripts, resulting in higher-quality projects

Cross-platform development
- Lets you deliver interactive multimedia projects on both Macintosh (including Power Macintosh) and Windows-based systems using the same content
- Takes advantage of Apple's industry-standard QuickTime technology

Performance
- Runs completed projects faster than many of today's tools, which is especially important for delivery on CD-ROM discs
- Reduces overall multimedia project production time

Tools for creative programmers
- Works with the Apple Media Tool Programming Environment—a powerful, fully object-oriented programming language and framework that lets programmers add functionality to projects created with the Apple Media Tool

With the Apple Media Tool, you don't need to learn a scripting language to create corporate and commercial multimedia projects like interactive titles, sales training modules, interactive portfolios, and educational projects. As a creative producer, you can now easily assemble media elements and add interactivity to your projects without writing a single line of code. All the while, you maintain complete creative control over your projects.

The Media Tool is a visual, cross-platform multimedia authoring environment. It lets you assemble media elements such as QuickTime movies, PICT files, text, and sound files and then easily add interactivity through a direct manipulation interface. It consists of two programs: Apple Media Tool software for creating prototypes and producing interactive multimedia projects, and Runtime Maker software for creating player files from your completed project. Using Apple's industry-standard QuickTime technology, these

files run on Macintosh personal computers (including Power Macintosh) or on personal computers running Microsoft Windows.

With the Apple Media Tool, you can develop projects faster and deliver faster projects—that's especially important if you deliver on CD-ROM discs.

For complex projects requiring features such as database access or a serial-port interface for kiosks, Apple has created the Apple Media Tool Programming Environment. With this product's object-oriented language and application framework, your programmers can optimize and extend the projects you create with the Apple Media Tool.

The Apple Media Tool for creative producers and the Apple Media Tool Programming Environment for creative programmers provide a complete multimedia solution. Together, these tools can help you redefine the multimedia production process.
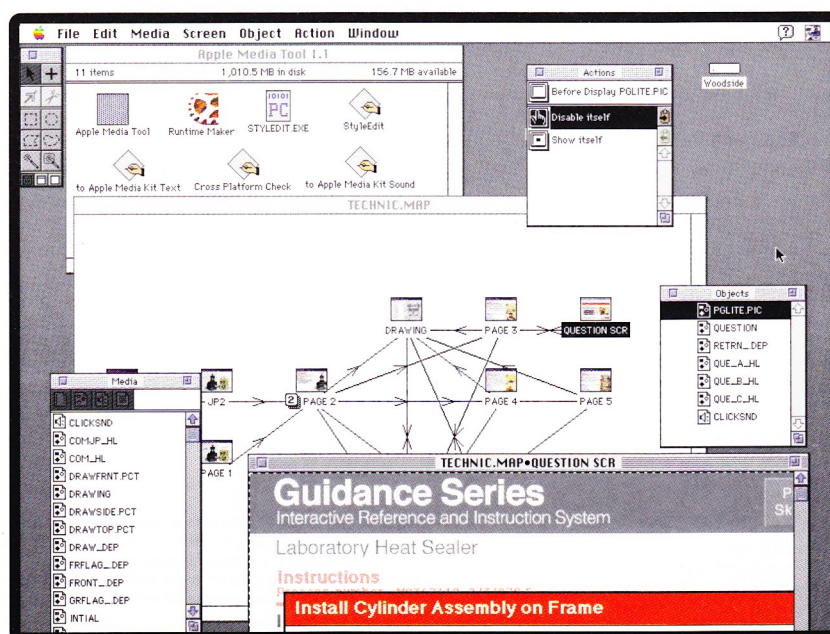
Ordering Information

Apple Media Tool

Order No. M3871LL/A (in the U.S.)
Order No. M3871Z/A (outside the U.S.)

- Apple Media Tool and Runtime Maker software on seven 1.4MB floppy disks
- A CD-ROM disc that contains Apple Media Tool software, Runtime Maker software, and four sample projects
- *Apple Media Tool Getting Started* guide
- *Apple Media Tool User's Guide*
- Registration and warranty card

The Apple Media Tool Programming Environment is available through the Apple Professional Developers Association (APDA) at 1-800-282-2783.
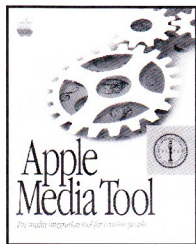
Product specifications are subject to change. Check with your Apple reseller for the most current information about product specifications and configurations.

Technical Specifications

Apple Media Tool

- Based on an object-oriented, visual interface
—Allows assembly of media elements and interactivity without scripting
—Incorporates media elements such as QuickTime movies, PICT files, text, and sound files (SND, AIFF, and WAV formats)
- Supports QuickTime technology on both Macintosh and Windows-based systems
- Works with Apple Media Tool Programming Environment

Runtime Maker

- Easy-to-use process for creating player files for both Macintosh personal computers (including Power Macintosh) and personal computers running Microsoft Windows

Demo version

- Apple Computer offers an Apple Media Tool Demo CD for $10. It includes a limited version of the Apple Media Tool, several sample projects, and full electronic documentation for the Apple Media Tool Programming Environment with source-code samples.
  Call 1-800-282-2783. (Outside the U.S. call 1-716-871-6555.)

Licensing fees

- Developers wanting to distribute titles created with the Apple Media Tool can license AMT RunTime Code, QuickTime, and QuickTime for Windows with one simple license.
- For developers, educational institutions, non-profit organizations, and personal use, there is no licensing fee.
- For commercial and enterprise use there is a flat fee of $500 per title that allows an unlimited number of copies to be made for three years.
- A licensing kit is included with Apple Media Tool and Apple Media Tool Programming Environment.
- A site license is available for enterprise users.

Awards

- 1993 *MacUser* Editor's Choice Award for Best New Multimedia Software
- January 1994 *MacWEEK* rating:
  Performance: ****
  Features: ****
  Ease-of-use: ****
  Documentation/support: ****
  Overall value: ****
- October 1994 *MacUser* magazine: Rated outstanding on Ease-of-Use and Features

System requirements

- Authoring environment
—Macintosh IIci or higher, with at least 4MB of RAM (8MB recommended)
—QuickTime 2.0 or later
—System software version 7.1 or later
—A hard disk drive
—An AppleCD 150 or 300 CD-ROM drive, or Apple SuperDrive floppy disk drive
- Player environment
—For Macintosh: QuickTime 2.0 or later, a minimum of 2MB of RAM (not including operating system), and system software version 6.0.7 or later
—For Windows: Windows 3.1 (or Windows 3.0 with MME), QuickTime for Windows 2.0, a 386 or higher processor, graphics and sound support, and a minimum of 3MB of RAM (not including operating system)

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