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QuickTime 2.5: Product Description (4/96)

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TOPIC -----

This article is a description of Apple QuickTime 2.5.

DISCUSSION -----

QuickTime is the industry-standard multimedia architecture used by software tool vendors and content creators to integrate, edit, synchronize, store, and playback video, sound, graphics, text, and music.

QuickTime is open, published, and extensible allowing developers and creative professionals to create stunning content and titles for delivery on CD-ROM, Internet, and professional video.

Available for Macintosh, Windows 3.1, Windows 95, Windows NT, OS/2, and other platforms, QuickTime makes "author once, playback anywhere" a reality.

QuickTime supports any compression/decompression standard including MJPEG, Cinepak, Indeo, and others, minimizing the size and maximizing the playback quality of your multimedia content.

For digital video professionals, QuickTime supports multiprocessing systems, enables professional-quality video editing, and supports SMPTE time code.

The powerful QuickTime Music Architecture provides music professionals and multimedia developers the opportunity to include custom sound synthesizers and instruments in music tracks, giving their content a distinctive aural presence.

Used by more Internet, content, and tool developers, QuickTime has become the most pervasive technology for creating and integrating multimedia content on CD-ROM and the Internet.

Features

- Pervasive playback standard for CD-ROM and Internet content. With more than 1,500 leading title developers already licensing QuickTime, and over 100 new QuickTime enhanced titles introduced each month, QuickTime continues as the standard format for CD-ROM and Internet content delivery.
- Support for multiple data types. QuickTime enables developers to provide

customers such unique features as multiple-language text tracks. Data types supported include video, sound, graphics, animation, text, music/MIDI, MPEG, sprite 3D, and copyright.

- Multiplatform playback. Develop once and deliver on many platforms. Avoid time-consuming platform conversion tasks and reach millions of Macintosh and Windows users. Shared Mac OS and Windows data files allow production of hybrid disks.
- Built-in synchronization. QuickTime makes it easy to synchronize sound, video, music, and other data tracks to a common time base.

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