



# Tech Info Library

## Avid Cinema: Description (8/96)

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TOPIC -----

This article contains a description of Avid Cinema, a digital video editing system for Macintosh Performa and Power Macintosh computers.

DISCUSSION -----

Discover how much fun movie making can be with Avid Cinema!

This complete hardware and software solution from Apple lets you create professional-looking movies right on your Macintosh computer - easily and inexpensively.

Avid Cinema is designed especially for people with no prior video editing experience. It guides you through making your own movies in four easy steps.

First, design your own movie by using the storyboard templates provided for home, school, and business projects. Each template suggests camera shots as well as filming and editing tips to help create an interesting and exciting movie.

Second, shoot your video and bring it into your Macintosh computer. Third, use Avid Cinema's editing features to combine your video clips, create interesting transitions between clips, and add titles and credits. Finally, record your finished movie on videotape, or save it as a QuickTime movie for use in multimedia presentations or on a World Wide Web site.

With Avid Cinema you can produce a high-quality videotape with the click of a button, then hand out copies to classmates, friends, or customers. Produce movies of birthday parties, weddings, graduations, reunions, recitals, sporting events, award ceremonies, and other important occasions. Or create video presentations for association or professional group meetings.

Schools can use Avid Cinema to publish video yearbooks or to capture highlights of sports, music, and arts events. Students can use it to design attention-getting multimedia reports, and teachers to create virtual field trips.

Avid Cinema can help businesses produce sales presentations and training tapes quickly and easily. These important materials can be up to date at all times,

because it's easy to make new tapes whenever information changes.

Avid Cinema: It's never been so easy - or so much fun - to edit and publish movies for home, school, or work.

What's In The Box?

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Avid Cinema ships with the following items in the box:

- \* Avid Cinema card
- \* Avid Cinema software [CD]
- \* Two triple-head composite video cables
- \* One S-Video cable
- \* Y-adapter cable
- \* Getting Started manual
- \* User's Guide

Features

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Easy to use

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- \* Provides ready-to-use storyboard templates with suggested camera shots and editing tips
- \* Requires no video editing experience
- \* Lets you import video, add text, record live voice-over, and add transitions with a simple click of the mouse

Versatile

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- \* Includes more than 20 storyboards for home, school, and business projects
- \* Allows you to incorporate video, QuickTime movies, digital images, sound, voice, and other media into your movies
- \* Accepts input from a variety of sources, including a VCR, a camcorder, the Internet, audio and photo CDs, and a microphone
- \* Lets you save movies to videotape or as QuickTime files optimized for presentations, World Wide Web sites, or Internet exchange

Sophisticated

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- \* Provides Motion JPEG compression and decompression, so you can view and edit movies frame by frame just as professionals do
- \* Adds impact to your movies with more than two dozen special effects, including popular transitions such as gradual fade or clockwipe
- \* Supports multiple audio tracks, so you can integrate music from audio CDs and add your own voice-overs
- \* Lets you type in titles or scrolling credits

Ordering Information

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Avid Cinema

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Order No. M4561LL/A

- \* Avid Cinema card
- \* Avid Cinema software
- \* Two triple-head composite video cables
- \* One S-video cable
- \* Y-adapter cable for providing two-channel audio from your Macintosh Performa to a VCR
- \* Getting Started manual
- \* User's guide

Related Products

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Apple Video System

Order No. M2894LL/D

Apple TV/FM Radio System

Order No. M4586LL/A

Apple Presentation System

Order No. M2895LL/A

Apple MPEG Media System

Order No. M4243LL/A

NOTE: Product specifications are subject to change. Check with your Apple reseller for the most current information about product specifications and configurations.

Part numbers mentioned in this article are accurate as of this writing. Before ordering, verify that they are still correct as they are subject to change.

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