## Apple AudioVision 14 Display: Q & A (7/93)

Article Created: 29 July 1993

TOPIC -----------------------------------------------------------

This article addresses questions on the AudioVision 14 Display.

DISCUSSION ------------------------------------------------------

Q: Why is incorporating sound important?
A: First, Apple has pioneered in the application of sound on personal
   computers since the advent of the Macintosh. This puts Apple in an
   excellent position to provide high quality sound output that meets the
   unique requirements of today's media-rich computing environment. The
   Apple AudioVision 14 Display provides a complete integrated solution to
   computer audio output that conventional speaker systems do not.

   Second, Apple believes that high-quality audio output is and will
   increasingly be a critical part of computing. More software than ever is
   incorporating CD-quality audio content, and customers are looking for
   ways to take advantage of the high-quality sound their computers can
   deliver. With AudioVision, Apple is making high-quality sound output
   available to all computer users.

Q: Does AudioVision only work with the new AV computers?
A: No. AudioVision will simplify and enhance the sound-in and sound-out of
   ANY modular Macintosh CPU.

Q: How does AudioVision differ from just adding separate high quality
   speakers and a high quality microphone?
A: While AudioVision's sound performance is equivalent to many highly
   priced speaker and microphone alternatives, the all-in-one integrated
   hardware and software solution offers several advantages you just can't
   get by adding on separate components.  This integration advantage
   translates into simplicity of purchase and set-up, convenience in usage,
   and software Flexibility.

Q: What do you mean by Purchase and Set-up Simplicity?
A: With the integrated design from Apple, the whole user experience --
   purchase, set-up, and usage -- is made simpler.   The AudioVision
   solution provides  a single, uncomplicated purchase option for getting
   high quality sound in and sound out of your Macintosh.  And because
   it's from Apple you know it works well together.  The all-in-one design

also means no loose items hanging off your computer or taking up more
desk space. It means fewer cables, fewer misconnections, and fewer
hassles. The goal of simplicity is witnessed in the sleek and
inconspicuous industrial design.

Q: What do you mean by Usage Convenience?
A: With AudioVision, touch buttons for controlling sound and screen
   settings are now quickly within reach.  Brightness, contrast, volume,
   mute, and microphone controls are right on the AudioVision front panel.
   Furthermore, when you want to connect other peripherals (headphones,
   external speakers, CD-players, keyboard) to your computer, you no
   longer have to reach around to the back of your CPU.  All these ports
   are now conveniently located on your display.

Q: Can you describe the features of the sound-in port?
A: There are three special features.
  1) Loop Through:  You can loop sound coming in from that port right out
     to the AudioVision speakers without going through the CPU.  Sounds
     from the CPU will be mixed in automatically.  Since most Macintosh
     CPU's can't process CD-quality sound, this is a big win.  In fact,
     your computer could be turned off and you could still use the
     AudioVision speakers.

  2) Flexible sound-in options: Macintosh computers only have one sound-in
     port.  The AudioVision sound-in port, however, gives you an easy way
     of swapping between two inputs.  For example, you may want to digitize
     music from a CD player, but when the phone rings you want to use
     AudioVision as a hands-free speakerphone.  With AudioVision you can do
     both without any plugging and un-plugging.  When you want to use the
     internal microphone, you simply hit the microphone enable button and
     internal microphone will cut over.  Without AudioVision and its
     alternative sound-in port, you'd have to manually plug and unplug
     different sound-in devices from the back of your CPU.

  3) Built-in pre-amp saves you power and money:  For special recordings
     you may want to plug in a professional stereo microphone.  Such a
     microphone usually requires extra power, but not with AudioVision.
     AudioVision's built-in pre-amp supplies this power to the microphone.
     CPU's do not.

Q: What do you mean by Software Control & Flexibility?
A: AudioVision software allows the user to customize their own sound and
   screen settings.

Q: How does AudioVision differ from the Macintosh Color Display?
A: AudioVision provides the exact same high quality video characteristics
   as the Macintosh Color Display, plus new sound functionality and
   convenience.

Q: What is the Integrated Desktop Cable (IDC)?
A: It's a new high-density cable for plug-and-play set-up.  The IDC
   replaces five cables that would normally have to run from your computer
   to your display to provide the same AudioVision functionality (sound-in,

sound-out, ADB, video-in, video-out). Now with a single "snap" you'll
   be connected.

Q: When do I need the AudioVision Adapter?
A: It is required on all modular Macintosh models that do not have the
   high-density connector on the back panel of the computer. The part
   number is M1243LL/A. Future Apple CPU's will support the new integrated
   desktop cable and, therefore, will not require the AudioVision adapter.

Q: Why do you refer to the AudioVision as a 14-inch Display?
A: As with the Macintosh Color Display, Apple adopted the 14"
   specification because most vendors offering monitors with the 640 x 480
   pixel viewing area have standardized on the 14" measurement, which
   actually measures tube size.  Whether it's called 13" or 14" doesn't
   really matter.  What does matter is the number of pixels.  We've simply
   tried to conform to the industry norm in order to allow customers to
   compare monitors accurately.

Q: What does the AudioVision software do?
A: The AudioVision software provides integrated sound and video
   capabilities that allow you to take advantage of multi-media and voice
   technology applications.

Q: Who is the target audience?
A: The AudioVision is for customers interested in today's multimedia
   applications and customers interested in emerging voice technology
   applications (speech recognition, telephony, videoconferencing, and so
   on.)

Q: Who makes the speakers?
A: Apple has more than one supplier that meet the very strict proprietary
   Apple designs.

Q: Does this display conform to low emissions standards?
A: Yes, the Macintosh Color Display is fully compliant with the world's
   strictest guidelines for magnetic emissions, as are all Apple Macintosh
   color displays. The Macintosh Color Display along with Apple's 21-inch
   display are among the only displays in the industry that currently
   conform with both magnetic and electric ELF/VLF emissions standards, in
   accordance with SWEDAC MPR-2.

Q: Does this display meet the EPA's Energy Star requirement?
A: Yes.  Both the Macintosh Color Display and the Apple AudioVision 14
   Display meet the EPA's requirement for power savings when they are used
   with certain CPU's.
Copyright 1993, Apple Computer, Inc


Keywords:   <None>

==================================================================

This information is from the Apple Technical Information Library.

19960215 11:05:19.00

Tech Info Library Article Number:   12720