

SHOW REPORT

Multimedia at MacWorld

BY BOB CONNOLLY

THE ATMOSPHERE AT JANUARY'S MACWORLD SAN FRANCISCO made me realize that the Mac is back in business, and once again, innovation is Apple's key selling point. It seemed as if everybody including Microsoft and Silicon Graphics was finally on board with the Mac. It looks like the competition sees the public's iMac feeding frenzy as a viable way to make money with Apple's new found consumers.

Colorful computers, monitors, hard drives and scanners all reflect Apple's new "Hello Again" marketing strategy. The new 400 MHz G3 is a true multimedia speed demon, featuring built-in FireWire, fast Ethernet, 1 GB RAM and 100 GB internal hard disk space! It seems well suited for production duties at Job's animation company Pixar.

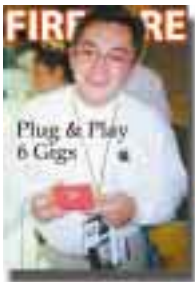
Now that FireWire is included on all new G3s, expect to see many FireWire-aware AV products from leading digital video manufacturers. Apple was showing off its new digital video editing application *Final Cut*, running from and to Firewire DV cameras.

The new FireWire hard drives are fast and small. A 6GB drive fits into your shirt pocket. Stack-em up, plug-and-play, and no power cords because they get their power from the computer. Soon to be obsolete are external fast and wide SCSI hard drives that are stripped into arrays. FireWire can pass 400 Mbits, and the drives are plenty fast enough to play DV or DV-CAM video. The video quality is astounding and I think home video producers and Avid editors now have an inexpensive solution to produce quality programming for the specialty channels.

NEW QUICKTIME APPLICATIONS

New products written especially for QuickTime 3 or later have moved QuickTime into the multimedia authoring category. *Electrifier Pro* (www.electrifier.com) is an application that gets inside QuickTime to reveal its inner workings. *Electrifier Pro* works like Macromedia's *Director*; it imports PICT, JPEG, QuickTimeVR movies, and audio, and allows you to create interactive presen-

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DVD STORAGE

LaCie set to ship new DVD-RAM drives

LaCie has announced the introduction of its new line of DVD-RAM drives for both Mac and PC. The new drives enable 5.2 GB of data to be



written to one disc, which mounts like a floppy on the desktop.

Single sided DVD-RAM discs will sell for about \$39; double-sided discs for around \$59. LaCie's new DVD-RAM drives retail for approximately \$1299, including a SCSI card if required. Visit www.lacie.com for information or call 416-530-2545.

APPLE TALK

New 400 MHz G3s and multi-color iMacs take MacWorld by storm

MacWorld was the venue for Apple's launch of the new line of iMacs in five new colors, a new line of Power Macintosh G3s, along with three new matching Apple Studio Displays, and Mac OS X Server software. In addition to Apple's new products, a growing number of third party software titles and hardware add-ons debuted at the show.

The new Power Macintosh G3 systems replace the original G3 which was launched in November 1997 and accounted for more than \$3 billion (US) in sales. The new line includes the latest copper-based PowerPC processors running up to 400MHz, ATI RAGE 128 graphics, FireWire, USB and 10/100BASE-T Ethernet. Housed in a translucent minitower enclosure with a revolutionary door that simplifies access and expansion, the new Power Macintosh G3 line starts at an estimated retail price of \$2,499.



A faster line of new iMacs now comes in five designer colors — Blueberry, Lime, Tangerine, Strawberry and Grape. The new iMacs feature a 266 MHz PowerPC G3 processor and a 6GB hard drive. Canadian pricing is yet to be determined.

Also unveiled was the Mac OS X Server, Apple's first modern server operating system. Mac OS X is built on the high-performance Mach microkernel and BSD 4.4, and includes the Apache HTTP web server and WebObjects application server.

WEB AUTHORING

Fireworks 2 upgrade accelerates workflow

Fireworks 2, the only comprehensive application that lets Web designers work with both vector art and bitmap images, accelerates workflow with new features that enable rapid edits across multiple graphics and ensure consistent design site-wide.

Fireworks 2 enables users to create graphics with sophisticated behaviors such as rollovers, then export graphics and code in a format immediately recognized by an HTML editor without the need for time-consuming modification. *Fireworks* exports clean, compact HTML in the native formats of professional editors such as Macromedia *Dreamweaver* as well as tools for office users such as Microsoft *FrontPage*.

Fireworks' HTML export templates are fully customizable. While working in *Dreamweaver*, developers can launch the full set of *Fireworks* editing features, then return to *Dreamweaver* once graphics work is complete.

Fireworks addresses the needs for consistent design and the ability to rapidly make changes across multiple graphics with a host of new features, including graphic and text styles that can be shared among workgroups, and a Find and Replace function that can globally update text, fonts, colors, and URLs. *Fireworks'* powerful batch processing feature automates common, time-consuming tasks and generates JavaScript Scriptlets. A new URL manager helps keep links consistent throughout a site; a Behaviors palette facilitates interactivity; and a Project Log assists in task management.



Fireworks 2 for Windows 95/98, Windows NT 4.0 or later, and MacOS 7.5.5 or later, has an ESP of \$199 (US). Registered users can upgrade for \$129 (US). It can be purchased as part of the *Dreamweaver Fireworks Studio* for \$399 (US). Call 800-457-1774 or buy directly from Macromedia's Web site at www.macromedia.com. Customers who own *Fireworks 1* plus any other Macromedia product can upgrade online for \$39 (US) until June 15.

SHOW NOTES

A 12-step Canadian Guide to looking, feeling and acting like a veteran MacWorlder

BY LORNE CHERRY

1. If you need to do real work during the show, do not bring your Wintel laptop. Secretly load SoftWindows on your PowerBook and run at 30% speed instead.
2. If you bring your Wintel spouse, they'll only be mildly interested/amused at the whole Mac thing—give them lots of money and send them far away. A relative in the area also helps. (Thanks, Neil.)
3. Completely change your personality by being overly opinionated and overt. Pretend to listen to others that are also overly opinionated and overt—you'll fit right in.
4. Be prepared to have endless discussions about stuff that doesn't exist with people you don't know at restaurants you don't like.
5. Attend at least one demo or seminar about a product that is, and probably always will be, vapourware. Then share your experiences using Guide #3 and #4 above.
6. Never wear anything remotely approaching conservative dress. (Matching at least one of the new iMac flavours is permitted.)
7. Wee Willie Winkie and Dot Matrix, were show attendees.
 8. Bring much money; this is America and our Canadian dollar is just like your aging Quadra—almost worthless. And be sure to have a good stiff drink before opening your VISA statement the next month.
 9. If you value your life, do not stray into the unknown parts of these big American cities at night. (Ignore this if you are single and under the age of 27, or work for PhotoDisc—you'll probably have a good time.)
 10. If you don't heed Guide #9, then do not eat at any Lebanese restaurants in the seedy part of San Fran. (The ever-smiling proprietor charged my VISA an extra \$100 and hoped I wouldn't notice when I got my statement.)
 11. Do not even attempt to count calories—American trade show food is way better than ours. Besides, according to the amazing new Trade Show Diet, snacking between snacks cancels all of the previous day's calories. (The same diet also encourages drinking between the snacks that come between the snacks.)
 12. Don't try to fly out to MacWorld during this century's worst snowstorm—you'll spend 15 hours at the airport like we did. (The only amusing part of which was when they paged passenger Howard Stern—also caught in the storm. Obviously God has finally taken in Howard's show—and that in itself may explain all the bad weather we've been having.)

— LORNE

QUICKTIME VR

Panoramic head now available in Canada

Be Here Corporation has announced the Canadian availability of its Portal S1 Plus Panoramic Capture System.

According to Be Here, this QTVR panoramic head is a breakthrough for photographers who specialize in shooting virtual reality photography. The Portal S1 Plus captures a 360-degree image in one shot, using a so-



phisticated system of lenses, mirrors and a standard Nikon camera. It allows for shooting in tough situations where there is a great deal of motion in the scene, and no stitching is required to produce a panorama, allowing the photogra-

pher to spend more time shooting additional locations that can be linked together using QTVR authoring software. Long exposures stopped down to obtain a great depth of field can be used to shoot dark interiors.

For additional information check www.behere.com.

REMOVABLE STORAGE

New USB connectivity for Jaz drives

Iomega is developing a new adapter for Jaz drives with a Universal Serial Bus (USB) interface that will support users with new connectivity to USB-enabled computers. The Jaz USB dongle will be compatible with USB-enabled PCs running Windows 98 and NT 5.0 as well as iMac computers.

The Jaz USB dongle will allow users of Jaz drives to connect the drive to any laptop or computer equipped with a USB port. One end of the dongle plugs into the Jaz drive and the other end into a USB port. The system will recognize the Jaz drive when it is plugged into the USB dongle, so users do not have to reboot before using their Jaz drive.

The USB dongle will be similar to the existing SCSI cable currently shipped with the Jaz drive. A power source will not be required for the dongle; it will work as long as the Jaz drive and the computer are powered. The Jaz USB dongle is expected to be available in the second quarter of 1999.

Visit www.iomega.com to check out the latest info.

ACQUISITIONS

Adobe buys GoLive CyberStudio

Adobe Systems has acquired the assets of GoLive Systems, including GoLive *CyberStudio*, the professional Web



design and publishing software, and the GoLive *Web Publishing System*. Adobe says the acquisition underscores its strategy to lead Web publishing with a complete suite of applications. *CyberStudio* has been used to produce Web sites for Music Boulevard, Cartoon Network, Warner Bros. and Associated Press, among others.

"Combining GoLive *CyberStudio* with Adobe *Photoshop*, *ImageReady*, *ImageStyler*, *Illustrator* and *Acrobat* gives Adobe the only full suite for professional Web design and publishing," said John Warnock, co-founder and CEO, Adobe Systems.

STANDARDS INITIATIVE

Magazines Canada studies digital specs

Magazines Canada is launching a Digital Magazine Advertising Canadian Specifications (dMACS) initiative in response to the growing need for practical digital standards in print workflows. dMACS will investigate how digital advertising will be developed, proven, transmitted and printed for the advertising community and the magazine production industry at large.

The dMACS specifications are to be released by the summer of 1999. Interested companies can contribute to the process by taking part in the dMACS on-line surveys available on the project's website. All qualified survey participants will receive a free copy of the final results and analysis. Working under the auspices of Magazines Canada, the dMACS is an extension of "MAC standards", the de facto industry standard for the preparation of film

and proofs in Canada. Through its committee work, Magazines Canada will continue to investigate and endorse promising new technologies as it did in the case of the TIFF/IT-P1. Other digital file formats currently under study include Quark's DCS 2.0 and Adobe's PDF-X (Extreme Workflow).

The dMACS agenda is led by Shane Steinman, an expert in graphic imaging processes who has actively participated in varied industry associations.

This initiative has received financial backing from industry leaders such as Adobe Systems, Maclean Hunter Publications, Quebecor Printing, Reader's Digest, St. Joseph Printing, Telemedia Communications, Time and Transcontinental Printing.

For more information, visit the www.dMACS.org web site or contact Shane Steinman at 416-410-3355 or by e-mail at shane@dMACS.org.

IMPOSITION SOFTWARE

INposition Lite for Mac just released

DK&A Prepress' new *INposition Lite 3.0* is a slimmed-down Mac version of its popular *QuarkXPress*-based imposition software.

INposition Lite supports up to 4-up plates and repeat signatures as well as individual page rotation, and, like the original *INposition* program, provides WYSIWYG previews of imposed flats, output to any PostScript device supported by *QuarkXPress* and adjustable colorbars, grayscale bars, trim, bleed and registration marks. It also automatically compensates for creep.

INposition Lite 3.0 for Macintosh is priced at \$395 (US). A Windows (only) version, which will include an 8-up signature style, will ship in March at a suggested retail price of \$495.

Check DK&A Prepress at www.dka.com or call 800-598-8118.

WORKFLOW MANAGEMENT

DoubleCheck guarantees PostScript & PDF quality

The unique application and core technology of *Enfocus DoubleCheck 1.0* guarantees correct document output in client-to-service provider PDF and Adobe PostScript workflows. The Client and Server modules work in concert to greatly enhance productivity throughout the workflow.

DoubleCheck verifies documents before they leave the creator, and then auto-corrects them on arrival at the production site, regardless of the originating application or computer platform. *DoubleCheck* also generates a preflight report that pinpoints any other problems within the document that have not been auto-corrected.

DoubleCheck 1.0 for Windows 98/95/NT and MacOS includes one Server and 25 clients and lists at a list price of \$995.00 (US). Additional clients are available at separate package pricing. For sales inquiries call 888-363-6287 or visit www.enfocus.com.

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Fresh on the heels of his prediction that the most popular soft drink in the world in 20 years will be Coke but the world's leading OS may not be Windows 2020, Chairman Bill hedged his bets by selling off 1.5 million shares of Microsoft in January -- and ordering in 2.1 million cases of Coca Cola Classic...Hmmmmm, maybe Bill should just buy Coke outright?...Worried about having your art stolen off the web? A San Francisco company is ready to launch an image tracking service to monitor unauthorized usage -- check out www.imagelock.com...If you're thinking of using LaCie's Silverling Lite or D2 v2.2.1 on a G3, look out! Your hard drive will be corrupted and unbootable...Seems Apple's resounding success with the iMac has made them no more benevolent toward web poachers than before, just ask the Calgary teenager who registered www.appleimac.com -- legal letters are flying...Meanwhile latest sales tallies to determine the favorite iMac designer color has blueberry out in front, followed closely by grape, with lime, strawberry and tangerine nipping their heels...MacWorld won't be going back to Boston after all -- a late summer opening materialized at Javits Center in New York, so it will be MacWorld NY July 21-23...Corel is celebrating its successful rebuff of an invisible Adobe takeover bid by releasing yet another iteration of CorelDraw; version 9 is due out in the spring...A venerable institution in the Mac community bit the dust when eMediaweekly (formerly MacWEEK) stopped publishing February 1...Lockheed Martin cut off its funding to CalComp and down went another vendor of wide format output...For a sneak preview of 'something new' from Adobe and other good stuff, check out Vistek's Digital Imaging Product Fair being held at its Toronto location March 9-12...

MONITORS

Apple debuts three new Studio Displays

At MacWorld San Francisco, Apple unveiled three new Apple Studio Displays: 21- and 17-inch CRT displays, and, a new version of its 15-inch flat-panel active matrix Liquid Crystal Display (LCD).

The 21-inch Apple Studio Display with ColorSync (19.8-inch viewable image size) offers Trinitron CRT performance, flicker-free viewing, ultra-fine resolution (1600 x 1200 at 85Hz), a four-port USB hub and It features lifetime color calibration using ColorSync technology and provides intuitive push button access to software controls for all screen adjustments.



The 17-inch Apple Studio Display (16-inch viewable image size) combines a high performance DiamondTron CRT with a super-fine 0.25mm aperture grille pitch and support for multiple resolutions up to 1600 x 1200 at 60Hz. Both models feature a tilt-and-swivel stand that allows you to slide a keyboard underneath for extra desktop space.

The 15-inch flat-panel Apple Studio Display is built with thin film transistor active-matrix LCD technology. The display is bright and sharp, with a contrast ratio that eliminates distortion and provides flicker-free images. It includes a tilt-and-swivel base for optimal viewing, and offers a space-saving small foot print that can be further reduced with the alternate Picture Frame stand.

Estimated retail prices are \$2,309 for the 21-inch Studio Display with ColorSync; \$769 for the 17-inch Studio Display; and \$1,699 for the 15-inch flat panel Studio Display. Surf to www.apple.ca for additional information.

H I - R E S O L U T I O N

RenderView enables Internet proofing

Scitex' *RenderView* is the first fully interactive solution that allows all the participants in the prepress process to quickly examine images in real-time and at maximum resolution via standard Internet connections. This encourages clients to keep their print job files on the trade shop's LAN and enables producers to provide around-the-clock services, slash turnaround time, and reduce the costs of error.

The *RenderView* technology handles all industry standard files in their native formats, with no need for conversion or compression, and utilizes progressive on-demand image rendering to preserve the quality of the original image data. Users can zoom in and comment on different aspects of the image even as the system fills in the detail, significantly shortening the proofing cycle.

For more information contact Scitex Canada at 905-206-9800 or visit www.scitex.com.

Multimedia at MacWorld

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tations using a timeline interface. These elements are called wired sprites (same as *Director*) and stored as layers in QuickTime. Your final production is saved as a QuickTime movie and can be played in *Director*, *MoviePlayer* or in a web browser that has a QuickTime 2.0 plug in.

Unlike *AfterEffects*, which renders a series of frames and saves out a QuickTime movie that has a large file size, *Electrifier Pro* uses the Macintosh processor to render the effects, dissolves, 3D movements, etc. on the fly. This has great implementations for the web because the QT movie's final file size is only based on the sum of the elements that make up the presentation. A 200K audio track and ten 20K JPEG files will give you a final QuickTime movie of around 410k that literally flies over the whole screen using spins, zooms and smooth dissolves, all under interactive control. Look for more web pages that have only one big QuickTime 3 movie presenting everything, including URL triggering in perfect sync with the digital video QT movie. (*Shockwave* users take note).

Sound SavR (www.smgvr.com) is another application that allows you to add sound to QuickTimeVR. Using the same wired sprite formula, you can now include sound effects in stereo that are wired in sync with the moving panoramic image. If you shoot QTVR with a video camera, you have a great chance to capture the location sound.

SOFTWARE UPDATES

Director 7 fixes the 6.5 QuickTimeVR bugs that caused jittery motion, but at the same time it adds a few to movies with wired sprites. Macromedia has finally gone out and bought all the good third party Xtras from developers and has incorporated them into the application. Alpha channels, Internet linking, and *PhotoShop* layers are now standard. They have

totally revamped their Lingo behaviors and it is now much easier to program. Linking your *Director* projector to the Internet is now drag-and-drop.

The G3's new 1 GB RAM limit goes quite nicely with QuickTime multimedia applications such as Adobe's updated *AfterEffects 4.0*. Its new "preview from RAM" feature allows you to test your animations in real time. This is a big improvement for us Mac multimedia guys who savored similar capabilities usually found only on SGI. Check out Puffin's *Commotion* special effect software targeted to professional film and video companies. It's like a *Photoshop* paint program for uncompressed real-time video playback in RAM and is a tenth of the cost of SGI software. The Mac moves to Hollywood!

QuickTime 4 wasn't presented at the show but everybody was talking about it. The new architecture is almost ready for Internet video broadcasting and will feature real-time video compression and live video streaming.

QuickTime 4 has been separated into smaller chunks for faster Internet downloading. For example, if you're a Windows user, you might not need or want QuickDraw 3D if you just want to watch web movies in your favorite browser. So no more 15 MB downloads unless you want it all.

A side note: When I flew to San Francisco, I was seated next to two ex-patriot Canadians that were returning to work after visiting relatives in Canada for the holidays. One worked for Apple developing Mac OS X and the other worked for Cisco Systems developing ADSL Internet modems. I probably gained more insight into the world of on-line multimedia from them than I did at MacWorld.

It seems that ADSL high speed broadband video for the masses is just around the corner. The demand for ADSL modems capable of 1.5 to 6 Mbits data transfer over copper wire phone lines is so great, that Cisco Systems can't keep up with the orders



Electrifier Pro renders effects on the fly.

that are being placed by the telephone companies. The telephone companies are planning to rent them to the public for about \$20 per month plus the \$40 monthly fee for the ADSL line (ADSL is currently available in some Canadian cities).

Now 1.5 Mbits is plenty fast enough for 320 x 240 15 fps Sorenson compressed video in real time. Digital video on demand over the Internet is here — now — and it's just working its way to a computer near you.

But where will this video come from? How can thousands of users all log on to a web site at the same time and get video on demand?

From Mac OS X servers, according to the engineer from Apple. He said OS X is basically UNIX and Apple's new multimedia servers running OS X are currently being targeted to broadcast television stations such as CNN.

Internet search engines such as Yahoo stand to become the new Internet TV Guide by directing you to Internet TV Web servers capable of delivering ADSL digital video.

One search site called *Scour.net* targets its engine to search for multimedia data instead of text to build a database. *Scour.net* examines the links to filenames containing .mov extensions, opens the file, and captures the pertinent information.

It's now easier to see why there is such a feeding frenzy on Internet search engine stocks. Keep your eye on Sherlock. *