



Apple in Digital Media

The best way to prepare students for careers in the real world of film and video, music and audio, photography, and journalism is to train them on the tools the pros use. And the pros use Apple. With such widespread acceptance of Apple among creative professionals, colleges and universities have a unique opportunity to give their students hands-on experience that will make them more skilled, confident, and competitive in the job market. Students who learn on Apple technology have a great head start in life. At the same time, by offering learning tools that enable students to express themselves creatively, educators can more easily engage students—the starting point for improving academic achievement.

Give students an edge.

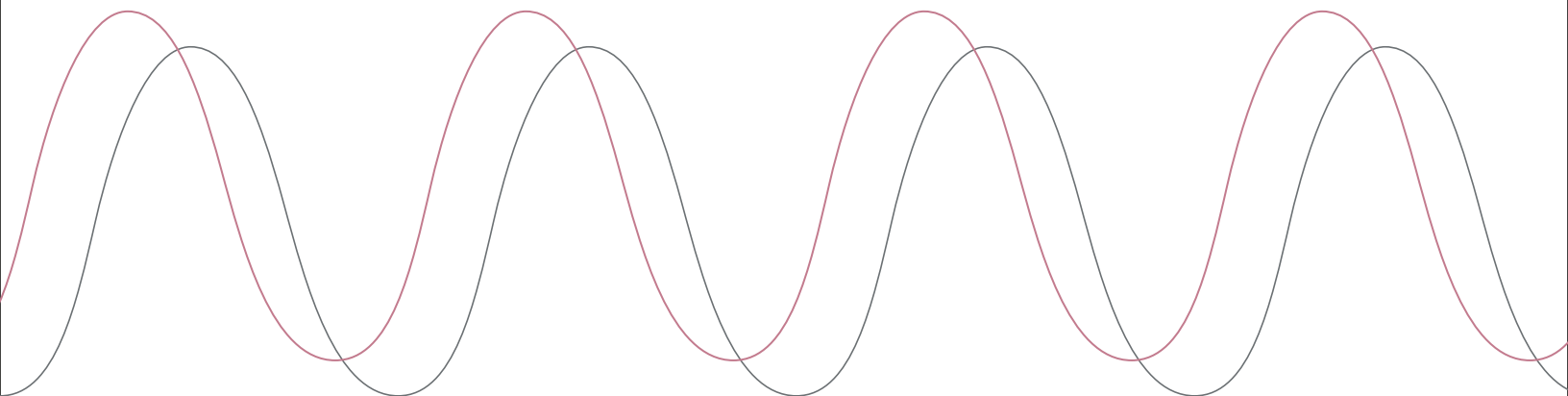
Along with the head start students get by using Apple digital media products, colleges and universities can give them an extra advantage by becoming an Apple Authorized Training Center for Education and providing Apple-certified training. With a fully developed curriculum created by industry professionals, students can become Apple Certified Pros on one or more applications, giving them an even greater edge in a highly competitive job market.

The only complete creative solution.

Apple is the only company offering end-to-end solutions, including hardware, software, IT infrastructure, and industry certification, for digital media production. The Mac OS X operating system, powerful desktop and mobile computers, and creative pro applications are all designed to optimize performance, ease of use, and stability. Many educators and institutions are already using Apple's digital media solutions in their curricula—with great results. Digital media labs complete with Apple hardware and digital media applications empower students as creators, not just consumers. With Apple solutions, students can plan, storyboard, produce, present, and share their creative work quickly and easily, regardless of which medium they choose. Whether in a lab, in a student's room, or on the go, Apple solutions are an all-in-one production studio for creative projects.

The power to create at an affordable price.

Apple's powerful and innovative solutions are often much less expensive than competing products, whether measured by purchase price or total cost of ownership. Apple education discounts, volume licensing, and maintenance programs also add up to considerable savings. And because Apple solutions are reliable and easy to deploy, manage, and maintain, IT saves support and administrative time and expense.



Film and video—a cut above.

Final Cut Studio, the editing suite of choice in the film, video, and broadcast industries, is an all-in-one package of integrated, high-performance applications for film and video motion graphics, color grading, sound design, and DVD production. Shake is an advanced digital compositing tool that provides the highest quality output for film and HD, enabling students to create convincing, photorealistic, Hollywood-caliber visual effects.

Music and audio—a perfect mix.

Logic Studio is a comprehensive suite for music creation and editing, converting the Mac into a professional audio workstation for recording. It includes a score editor to transform MIDI performance into notation as a musician is playing. Students can also fine-tune audio samples with sophisticated tools such as time stretching and pitch shifting. A virtual mixer enables them to control up to 255 audio tracks, 128 audio instrument tracks, and a nearly unlimited number of MIDI tracks.

Photography—well-connected and picture perfect.

Designed from the ground up for aspiring and professional photographers, Aperture is the first all-in-one post-production tool. Featuring a RAW-focused workflow, Aperture makes RAW as easy as JPEG, letting students import, edit, catalog, organize, retouch, publish, and archive images more efficiently and effectively than ever before. In addition, its powerful “compare” and “select” tools enable students to choose from hundreds of photographs quickly and easily, significantly reducing post-production time. Students can even design custom books and websites to market themselves to prospective employers.

A powerful creativity platform.

The Apple Mac Pro is the ultimate professional workstation with the horsepower required to create, manipulate, and edit large audio, video, and photographic files. And it provides the connectivity to work with specialized devices—from cameras

and video recorders to musical instruments. Apple’s powerful MacBook Pro notebook provides a mobile workstation for students and faculty on the go. All Apple computers use the stable and advanced Mac OS X operating system. Plus the new Intel-based Mac now runs Microsoft Windows and all associated software.*

Fits seamlessly within most IT infrastructures.

Mac OS X helps ensure that Mac works well with others. Because Mac OS X is based on open standards, it’s compatible with Windows, Mac, and UNIX networks. In addition, connecting computers and other devices into a network is virtually no work at all. Standards-based (IETF) Bonjour technology, built into Mac OS X, allows Mac computers, servers, Windows-based PCs, and networked devices such as printers to discover each other instantly with zero configuration, regardless of whether they are connected via Ethernet or wirelessly. And many “Windows-only” peripherals work fine with Mac, because every Mac ships with thousands of drivers to support most popular devices.

Apple in education.

For 30 years, Apple has been committed to building innovative products that inspire students and advance teaching and learning in a changing world. Today’s generation of students expects the latest digital tools and a learning environment that accommodates a mobile lifestyle, adapts to individual learning styles, and encourages collaboration and teamwork. Education leaders, faculty, and IT professionals require technology that works in a multiplatform world, offers rock-solid reliability and security, and delivers proven value. Apple provides the comprehensive solutions and resources that education needs to reach today’s students. With a combination of training, certification, and discounts for education purchasers, Apple has never had more to offer higher education.

To learn more about Apple’s creative pro solutions for education, visit www.apple.com/education/solutions/creative or call your Apple account representative.

*Requires the purchase of additional software, sold separately.

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