



QuickTime 7

The world's digital media standard.

The Benefits of QuickTime

High-quality audio and video

- H.264 video for delivering crystal-clear video at remarkably low data rates for a variety of uses, from 3G to iChat AV to full HD
- Multichannel audio for a surround sound experience on your Mac or Windows PC
- Full-spectrum audio support for working with audio files at 24-bit sampling rates at up to 192kHz and beyond

Industry-leading support for standards

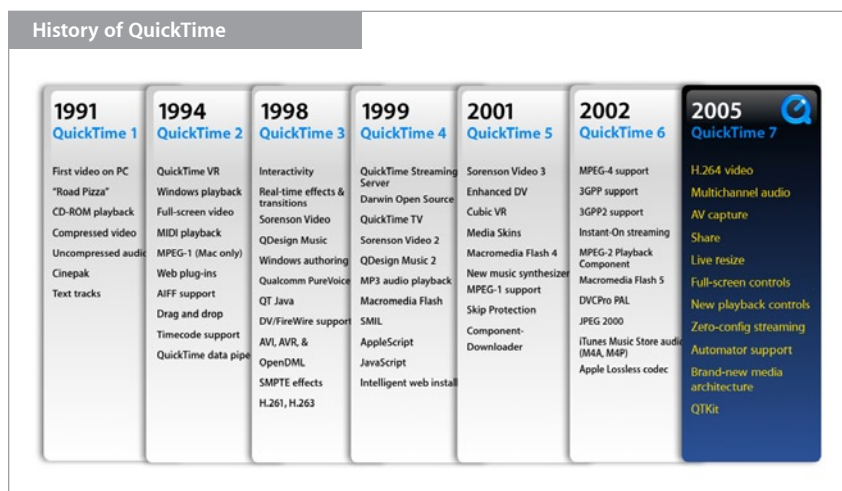
- H.264 video and AAC audio
- Creation and playback of ISO-compliant MPEG-4 (.mp4) files
- Creation and playback of 3GPP (.3gp) and 3GPP2 (.3g2) files, the worldwide standards for mobile multimedia
- Support for dozens of other industry standards including still image formats, streaming protocols, SMPTE effects, and much more

End-to-end solution for digital media

- QuickTime Player for cross-platform playback of digital media
- QuickTime Pro for authoring audio and video content on Mac and Windows PCs
- QuickTime Broadcaster for producing live events for delivery over the Internet quickly and easily
- QuickTime Streaming Server for delivering live and on-demand media in real time to an audience of any size

QuickTime is Apple's award-winning technology for creating, delivering, and playing high-quality audio and video on Mac and Windows PCs. Pioneering the digital media industry almost 15 years ago, QuickTime was the first software on a personal computer to take film out of the canister and put it on the computer. Today QuickTime 7 redefines the digital media experience for movie watchers, moviemakers, and everyone in between. With a host of new and exciting features, including H.264 video, QuickTime 7 continues its legacy as the world's digital media standard.

Designed from the ground up for stability, scalability, and extensibility, QuickTime is the most powerful and comprehensive platform for developing and deploying digital media solutions. Beginning with a rock-solid, cross-platform multimedia architecture and the time-tested file format that has been chosen by the International Organization for Standardization (ISO) as the basis for the MPEG-4 file format, and ending with a powerful suite of applications, QuickTime provides all the tools for creating the most immersive, high-quality, and media-rich experience in the industry.



Unparalleled Quality

Since QuickTime was introduced in 1991, its mission has been to provide the best and most comprehensive platform for creating the highest-quality multimedia experience on the web. Continuing this legacy, QuickTime 7 is a groundbreaking release with the latest innovations in audio and video technologies—including H.264 video and surround sound audio—delivering the ultimate digital media experience on your Mac or Windows PC.

The Benefits of H.264

Unprecedented video quality. H.264 uses the latest innovations in video compression technology to provide consistently crisp and clear video for the best possible viewing experience.

Ultra-efficient. H.264 delivers incredible video quality at data rates one-fourth to one-half the size of previous video formats.

Scalable from 3G to HD. Use a single codec for all your delivery needs. H.264 delivers great results for everything from mobile multimedia to Internet to HDTV and beyond.

HD playback on today's computers. High definition H.264 video plays back seamlessly on today's G5 desktop computers. With an Apple Cinema HD Display and a dual-processor Power Mac G5 or equivalent Windows PC, the home office is now the home theater.

Ratified standard for industrywide interoperability. H.264 content created with QuickTime 7 Pro can play back on a broad range of H.264 devices, including mobile phones, set-top boxes, DVD players, and more.

H.264 video

H.264 is the biggest advancement in video codec technology since MPEG-2. Incorporating the latest innovations in video compression technology, H.264 delivers stunning video quality at remarkably low data rates for a wide variety of uses, from 3G for mobile devices to high definition (HD) for DVD and broadcast. Ratified as part of the MPEG-4 standard (MPEG-4 Part 10) and chosen as the industry-standard video codec for 3GPP, 3GPP2, MPEG-4, HD DVD, and Blu-ray Disc, H.264 represents the next generation of video across a variety of industries. Because it's an industry standard, H.264 interoperates with a wide range of devices and media players. Numerous broadcast, cable, and video conferencing groups consider H.264 the video codec of choice for their deployments. In addition, world-class content providers are embracing H.264; for example, the BBC Motion Gallery has chosen H.264 to provide pristine-quality video to its professional customers.

Use scenario	Resolution and frame rate	Example data rates
Mobile content	176 by 144, 10–15 fps	50–60 Kbps
Internet/Standard definition (SD)	640 by 480, 24–30 fps	1–2 Mbps
High definition (720p)	1280 by 720, 24p	5–6 Mbps
Full high definition (1080p)	1920 by 1080, 24p	7–8 Mbps

QuickTime 7 Pro allows you to create crystal-clear video using the state-of-the-art H.264 video codec. Developed by Apple, the implementation of this industry-standard codec in QuickTime includes a set of advanced technologies and patent-pending techniques to create pristine video at low data rates. Innovative Apple features include:

- Intelligent multipass encoding to get the best possible results at the desired bit rate with the optimal number of compression passes
- Time-saving single-pass encoding for creating draft encodes and meeting impending deadlines
- Real-time encoding for live broadcasting and iChat AV users
- Peak-constrained VBR options for limited-data-rate scenarios such as streaming and CD/DVD playback
- Advanced frame reordering (B-frame) support to more efficiently represent movie data

Surround sound audio

Not only does QuickTime video look stunning, but the audio sounds amazing as well. With support for over a dozen audio formats, including industry-standard AAC (Advanced Audio Coding), QuickTime lets you choose the codec that best suits your needs, whether it's delivery to 3G mobile devices, streaming over the Internet, or broadcast.

Designed with the audio professional in mind, QuickTime 7 provides a true surround sound experience, with support for playing back up to 24 channels of audio in nearly any configuration, including quadrasonic, 5.1, and 7.1 in the AIFF, WAV, MOV, MP4 (AAC only), CAF, and AAC/ADTS formats. QuickTime 7 also supports full-resolution audio with 24-bit sampling and up to 192kHz sample rates. Coupled with H.264 video, QuickTime 7 brings movies and games to life on your Mac or Windows PC.

Built into QuickTime

Best of all, these audio and video technologies are part of the QuickTime architecture, allowing QuickTime-based applications—from iChat AV to iTunes to the award-winning Final Cut Pro to a breadth of third-party applications on both Mac systems and Windows PCs—to take full advantage of these capabilities and more. This means that by simply upgrading to QuickTime 7, your applications can benefit from a whole new suite of capabilities.

QuickTime 7 for Developers

The QuickTime architecture includes over 2500 cross-platform APIs for enabling third-party software developers to add multimedia capabilities to their applications. QuickTime 7 includes a host of new features for developers.

For Mac OS X

- QTKit, the new Cocoa development framework for QuickTime
- New Cocoa browser plug-in for Mac OS X
- All-new sound architecture built on Mac OS X Core Audio, supporting multichannel audio capture, import, playback, and export
- New video architecture supporting complex media types such as B-frames
- New Visual Context APIs for leveraging Core Image and Core Video in Tiger
- QuickTime for Java enhancements

For Windows

- New COM/ActiveX control that exposes the QuickTime APIs via ActiveX (COM) interfaces
- All-new sound architecture supporting multichannel audio import, playback, and export
- Native support for VB Script, enabling both application development and QuickTime workflow automation
- QuickTime for Java enhancements

Rock-Solid Platform

The heart and soul of QuickTime is its underlying framework. A rich multimedia layer that drives thousands of software applications, the QuickTime architecture was designed to be a powerful, extensible, and flexible platform for creating digital media, while maintaining backward compatibility with previous versions as new ones come to market. For example, files created using QuickTime 1 play smoothly today in QuickTime 7, a feat that no other multimedia technology has achieved.

QuickTime provides Mac and Windows PC developers with a fully documented software development kit (SDK) that includes more than 2500 application programming interfaces (APIs). These APIs offer the ability to display, import, export, modify, and capture over 200 different media types, including audio, video, still images, text, Macromedia Flash, and many more. With full support for standards, including H.264, MPEG-4, 3GPP, and 3GPP2, QuickTime ensures that the files created in your application will play back on the widest range of media players and devices available in the market.

QuickTime 7 introduces a completely redesigned architecture, enabling QuickTime-based applications to take advantage of hardware-accelerated video processing by leveraging the new Core Media Services in Mac OS X version 10.4 Tiger. In addition, QuickTime 7 includes a modernized programming interface called QTKit, a set of Cocoa classes that enable Mac software developers to leverage QuickTime capabilities in their applications using the native Mac OS X programming environment.



Over the last 15 years, the QuickTime architecture has grown into a multimedia foundation that includes a wide variety of innovative technologies enabling users to create the most cutting-edge multimedia experiences for their customers. This commitment to innovation makes QuickTime the obvious choice for thousands of applications on the Mac and PC that have based their existence on its platform.

The Benefits of Standards

Confidence. Quite simply, standards build confidence. Because of standards, you can be sure that any CD plays in any CD player; any television station can be viewed on any brand of television; any DVD plays in any DVD player.

Innovation and new markets. Instead of a world of small competing technology fiefdoms, standards create the foundation for widespread adoption of innovative new consumer products. Satellite television is based on the MPEG-2 standard developed in 1994. Standard audio formats have made MP3 players commonplace.

Economy. As standards are ratified, the industry can focus on how to deploy them at a lower cost instead of developing redundant technologies. The adoption of the MPEG-2 standard allowed the broadcast and DVD industries to focus their efforts on developing innovative tools for creating and delivering MPEG-2 rather than developing alternatives, ultimately lowering delivery costs. And with the emergence of H.264, HDTV—crystal-clear video—can be delivered in much smaller files, reducing bandwidth and storage costs.

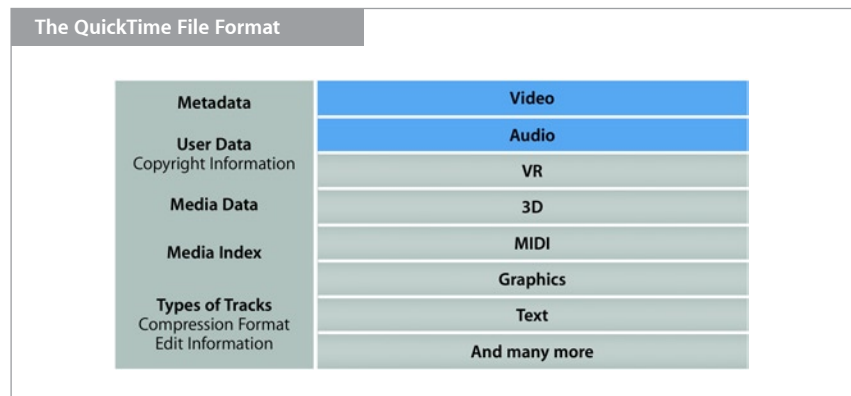
Choice. Standards enable the builders of media networks to select products from a number of vendors and integrate them into a single, scalable system. Competition among vendors results in a broader choice of products varying in cost, performance, and features.

Reduced costs. Using standards, content providers can eliminate the time-consuming and costly process of encoding and managing the same material in multiple formats.

Increased revenue. Content providers can leverage standards to offer their content via new platforms such as mobile networks, the Internet, and digital television.

Trusted file format

What really sets QuickTime apart from its competitors is the MOV file format. Structured as a versatile and scalable “container,” it can hold a variety of media types—audio, video, Macromedia Flash, text, images, Sprites, and more. Each of these media types is stored as a separate “track,” allowing them to be manipulated easily while maintaining backward compatibility with previous versions. The MOV file format is also extremely extensible, allowing developers to add new media types by creating QuickTime components.



The stability, extensibility, and flexibility of the QuickTime file format has made it a worldwide digital media standard. In 2000, Apple enjoyed the honor of having the QuickTime format selected by the Moving Picture Experts Group (MPEG) as the basis for MPEG-4. When creating the specification for MPEG-4, the MPEG committee chose to base this new standard on the QuickTime file format because of its rich history and scalable, track-based design, which gives the standards community the ability to easily add new technologies. With its roots deeply ingrained in the MPEG-4 standard, wherever the standard goes, so goes QuickTime. For example, when the 3GPP and 3GPP2 standards bodies decided to base their respective file formats on the MPEG-4 file format, Apple was able to easily add these new file formats into the QuickTime architecture, allowing users to create content that interoperates with standards-compliant mobile devices.

Standards at the Core

Industries are built on standards. Standards build markets, fuel innovation, and support compatibility and interoperability among vendors. The result is minimal reliance on a single vendor and maximum power of choice for the customer. Countless examples can be seen around the home: Your choice of DVD player or television is based not on the content, but rather on the price and features. In the digital media industry, the MPEG family of standards (MPEG-1, MPEG-2, and MPEG-4) has a long history of providing exceptional quality whether delivered on video CDs, on DVDs, or over IP (Internet Protocol). Recognizing this trend in the market, Apple has added support for these standards and more to QuickTime as it has evolved.

Standards Support in QuickTime				
H.261	H.263	MPEG-4	H.264	TIFF
DV	ALaw	SMPTE 258M	AAC	Unicode Text
CCIR 601	MPEG-1	RTP	SMIL	AMR
PNG	MIDI	MPEG-2	3GPP	3GPP2
GIF	QCELP	IEEE 1394	XML	JPEG2000
JPEG	IMA	MP3	IIDC	RTSP
μLaw	Java	SDV	SDP	3G Timed Text

From still image formats to DV to MPEG to 3G and beyond, standards have embraced new technologies and driven new industries, and QuickTime has been a key part of these initiatives. The result of this commitment is the assurance that the content you create using the QuickTime platform takes advantage of the latest industry-standard technologies and can be played on the widest range of devices and media players.

Innovative Technologies

Each new version of QuickTime has included breakthrough technologies that have pushed the digital media industry forward. From the video compression format “Road Pizza” in QuickTime 1, enabling digital video to play back smoothly on a personal computer for the first time; to full support for ISO-compliant MPEG-4, 3GPP, and 3GPP2 in QuickTime 6; to H.264 in QuickTime 7—QuickTime has proved its leadership in the industry with every release.

QuickTime means more than just great audio and video. It also provides breakthrough capabilities for streaming, photography, and interactivity.

Instant-On streaming

Instant-On streaming, a patent-pending technology from Apple, gives you an immediate and smooth playback experience of real-time streams—and instant access as you jump or “scrub” through a movie using the time slider. An advancement in Apple’s Skip Protection, a patent-pending streaming technology that prevents skips or interruptions in streams due to network congestion, Instant-On changes the way you experience streaming media.

QuickTime VR

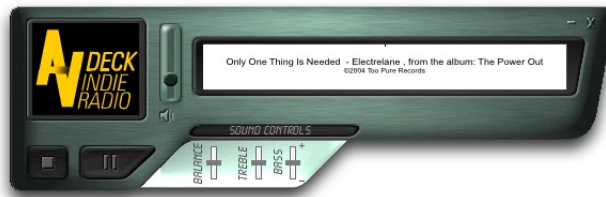
QuickTime VR (Virtual Reality) is Apple’s award-winning technology that transforms photographic images from the flat 2D world into a more immersive experience, allowing you to explore places as if you were actually there. QuickTime movies that contain a VR provide a panorama of an image or object using nothing more than your Mac or Windows PC, QuickTime Player, and your mouse.

Interactivity

QuickTime lets you take your movies to the next level by adding an interactive element, making your audience part of the experience and not simply spectators. This can be achieved using Macromedia Flash or QuickTime Sprites, small vector-based graphics that can be animated. QuickTime allows you to add a Flash track to your movie (.mov) right alongside the audio and/or video track, to provide anything from navigation buttons to full animations. As a track type in a QuickTime movie, Sprites allow you to animate portions of the movie, dynamically generate media from a database, have your movie communicate with other movies, and much more.

Media Skins

Another powerful technology is the Media Skin, which allows you to bring together all of the capabilities of QuickTime and present them in an environment that can be any shape, size, and appearance. Unlike conventional skins that only allow users to decorate their media players, QuickTime Media Skins give the author the power to control the environment in which the digital media is displayed. The skin is simply another track in the QuickTime movie that is delivered with the movie file. The result is a unique interface for the movie combining any of the media types and technologies that QuickTime understands, including audio, video, still images, Sprites, QuickTime VR, and more.



The QuickTime commitment to innovation provides users with the ultimate digital media experience, taking them beyond just audio and video. This is all made possible by the MOV file format, which allows all of these technologies to be combined into a single movie.

Powerful Suite of Applications

The QuickTime platform includes a powerful suite of applications that together provide an end-to-end, standards-based solution for the creation, delivery, and playback of the industry's best multimedia, from 3G to HD.

QuickTime Player

QuickTime Player is an easy-to-use, free application for playing, interacting with, or viewing video, audio, VR, or graphics files on a Mac or Windows PC. Simple and elegant, QuickTime Player lets you focus on the media, with clear and straightforward controls that work the way you expect them to. There's no confusing interface with distracting advertisements. With support for playing back over 200 media types, QuickTime is the ideal media player for everything from watching web content to reviewing dailies of a feature film.

QuickTime 7 Player features

- H.264 video playback that delivers stunning video quality at remarkably low data rates
- Multichannel audio playback that delivers full surround sound to your desktop
- Live resize for silky-smooth playback while changing the size of your player window
- Zero-configuration streaming for a no-hassle viewing experience on the web
- New and improved playback controls for control over your movie experience
- VoiceOver compatibility for users who are visually impaired
- Spotlight searching to find your media instantly in Mac OS X v10.4 Tiger
- All-new content guide for quick and easy access to the best content on the web

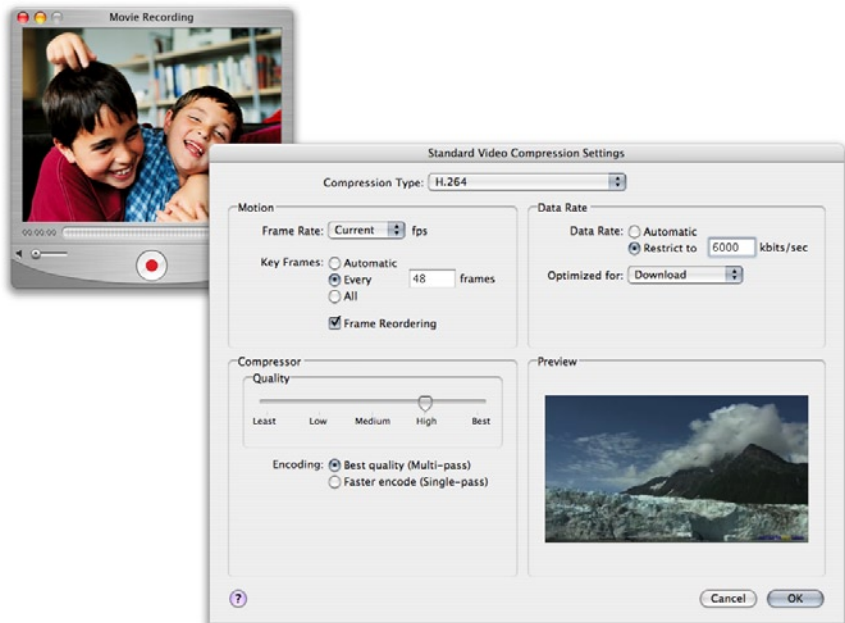


QuickTime 7 Pro features

- H.264 encoding for creating stunning video quality at any data rate
- Multichannel audio creation for creating 5.1 surround files
- Video recording for single-click capture of video (Mac OS X only)
- Audio recording for producing podcasts or narrating slideshows
- Movie sharing to easily create beautiful video for delivery via email or .Mac (Mac OS X only)
- Full-screen controls for easy playback
- Concurrent exports to let you encode multiple movies while continuing to work on another project (Mac OS X only)
- Improved Movie Properties panes for authoring and manipulating movie tracks with ease
- AAC constant-quality mode for a consistently high-quality listening experience

QuickTime Pro

QuickTime Pro is an incredibly powerful yet easy-to-use application for content creation on Mac computers and Windows PCs. Loaded with features for creating professional-quality content with just a few clicks, QuickTime Pro will convert you from movie watcher to moviemaker in no time. For everything from making quick edits or replacing an audio track, to creating a full HD video or playing movies in full screen, QuickTime Pro is the perfect application for all of your media needs.



QuickTime 7 Pro for Mac OS X provides single-click audio and video recording for easy creation of video postcards. Both Mac and Windows users can easily create stunning H.264 video.

QuickTime Broadcaster features

- H.264 live broadcasting (requires QuickTime 7)
- High performance for delivering broadcast-quality live events at 640 by 480 pixels at 30 fps
- 3GPP support for delivering live events to mobile phones
- Easy-to-use interface for novices
- Advanced features for professionals
- Instant video on demand for providing an immediate rerun of live events

QuickTime Broadcaster

QuickTime Broadcaster is Apple's live encoding software that enables you to produce professional-quality live events for delivery over the Internet and high-speed wireless networks quickly, easily, and affordably. Taking full advantage of the QuickTime architecture, QuickTime Broadcaster allows you to broadcast using any codec that QuickTime supports, including H.264 video and AAC audio. Designed for both beginners and advanced users, QuickTime Broadcaster will have you broadcasting in no time while giving you complete control over all of the settings.

QuickTime Streaming Server features

- Native streaming of standard MPEG-4 and 3G files for reaching a wide range of devices and media players
- Instant-On streaming for dramatically reduced buffer times and a smooth playback experience
- High performance for delivering streams to audiences of any size
- QTSS Publisher for secure, remote management of all of your server-side media and publishing
- Plug-in API architecture for extending the functionality of the streaming server
- Darwin Streaming Server open source project for delivering streams from other platforms

QuickTime Streaming Server

QuickTime Streaming Server (QTSS) is an industrial-strength, standards-based streaming server for delivering live, simulated live, and on-demand media over IP-based networks, including high-speed wireless networks. Included with Mac OS X Server, QTSS does not require any streaming license fees, allowing you to scale your delivery without increasing your budget. Included with QTSS is QTSS Publisher, an easy-to-use application for managing all of your server-side media from any Macintosh computer with an Internet connection. For everything from creating playlists to generating web pages, QTSS Publisher takes the guesswork out of streaming.

Darwin Streaming Server

Darwin Streaming Server is the open source version of QuickTime Streaming Server. Using the same code base as QuickTime Streaming Server, Darwin Streaming Server is highly customizable and runs on a variety of platforms, so you can manipulate the code to fit your needs.

What QuickTime Means for You

QuickTime enables end users, software developers, and media professionals to experience, produce, deliver, and archive digital media on many platforms and devices. The following are examples of common experiences that each of these groups has with QuickTime.

Why QuickTime?

QuickTime gives you a powerful set of tools that are easy to use, and it is easy to adopt throughout your organization or institution.

Cross-platform. Users on Mac computers and Windows-based PCs share the same high-quality experience. Because QuickTime is available as a free download, you can rest assured that everyone will be able to enjoy your media.

Free distribution license. Licensing QuickTime—for distribution on CD-ROM titles, with hardware devices like digital cameras and personal computers, or for installation on thousands of computers in your organization—is free.¹

No streaming fees. QuickTime-based streaming solutions provide the most cost-effective way to deploy video-on-demand content and live broadcasts. With no costly streaming fees or proprietary network infrastructure required, adding streaming content to your organization's network or website is both easy and affordable.

Consumers

For everything from watching the latest movie trailers to creating short video clips for sending to friends and family, QuickTime Player and QuickTime Pro provide the best digital media experience on a Mac or Windows PC. Free from all of the distractions of advertisements and web browsers, QuickTime Player allows you to immerse yourself in the media and experience it as the author intended. The all-new QuickTime 7 Player provides silky-smooth playback even as you change the size of the movie; new controls for changing the speed of the movie playback without changing the pitch of the audio; VoiceOver controls for visually impaired users; and much more.

At just \$29.99, QuickTime Pro is the most cost-effective application for creating professional-quality results with only a few clicks. With an easy-to-use interface that allows you to record audio and video, automatically share your media via email and .Mac,² and enjoy full-screen playback for a true cinematic experience, you'll go from movie watcher to moviemaker in no time.³

Media professionals

From creation to delivery, QuickTime is integral to the everyday life of media professionals. Whether the task is reviewing digital dailies from the production of the newest feature film, creating the "teaser trailer," or editing the final movie, QuickTime is involved in every step. Recognized for its longevity and scalability, QuickTime is the ideal interchange format, allowing playback of more than a dozen audio and video formats and over 200 different media types, from uncompressed source files to DV to H.264.

QuickTime Player provides the essential tools for quickly and easily reviewing production-quality media with precision on Mac computers and Windows PCs. Frame-accurate "scrubbing" that allows reviewers to accurately analyze every frame of a movie, a jog shuttle for quickly moving backward and forward through a movie to find a particular spot, and surround sound playback to experience just what the theater audience will—these are just some of the features that make QuickTime Player a necessity for everyone in Hollywood.

Need to make a quick edit on a piece of content you are reviewing or create a version of the trailer for delivery to mobile phones? You can do all of this and more with QuickTime Pro. This powerful yet easy-to-use application allows for simple cut/copy/paste editing, audio recording for podcasting, full HD H.264 creation, and everything in between. Lightweight and affordable, QuickTime Pro is the perfect add-on for any professional who needs to go beyond watching to creating.

QuickTime and Mobile Multimedia

Industry-leading desktop player

With native support for mobile media, Apple's QuickTime Player enables playback of mobile content on desktop computers through its native support for the mobile multimedia standards 3GPP and 3GPP2.

Powerful mobile content creation tools for everyone

- Edit and encode 3GPP and 3GPP2 content using Apple's Final Cut Pro, Final Cut Express, QuickTime Pro, or iMovie applications.
- Choose from a variety of content creation applications for the Mac and PC that utilize the QuickTime architecture with native support for 3GPP and 3GPP2 authoring and playback.

Standards-based, cost-effective platform for mobile media delivery

- Deliver multimedia content to a wide range of 3GPP- and 3GPP2-based handsets with Apple's highly scalable Xserve, Xserve RAID, Mac OS X Server, and QuickTime Streaming Server.
- Provide unlimited streaming at no additional cost.

Web developers

The World Wide Web is one of the most popular channels for content promotion and distribution. It gets the word out to millions of people almost instantaneously at a fraction of the cost of broadcast television. QuickTime provides everything you need to deliver rich media to your customers via the web. Its cross-platform, free browser plug-in and media player ensure that everyone, whether a Mac or Windows user, has the same great experience.

Designed with the web developer in mind, QuickTime includes a number of features that ensure the highest-quality web experience:

- H.264 video for crisp, clear video at low data rates, saving on bandwidth costs
- Cross-platform browser plug-in
- ActiveX support
- Macromedia Flash and Sprites for creating interactive content
- Flexible delivery methods: streaming and progressive download
- Live streaming

The QuickTime suite of applications (QuickTime Player, QuickTime Pro, QuickTime Broadcaster, and QuickTime Streaming Server) provides all of the tools for creating a compelling web experience for your customers. With its full support for the MPEG-4, 3GPP, and 3GPP2 standards, you'll be able to move your content seamlessly from the personal computer to devices and platforms where QuickTime Player may not exist—without ever changing formats or applications.

Mobile content creators and operators

The mobile revolution is here, and 3G networks are being deployed around the world, giving content creators another medium to get their media out to the world. The QuickTime platform provides all of the tools necessary to create, deliver, and play back content for the widest range of handsets on the market.

When it comes to mobile content creation, no other technology provides the suite of applications that QuickTime offers. With support for 3G deep in its architecture, QuickTime gives you a number of options for mobile content creation—from Final Cut Pro to iMovie to QuickTime Pro and even a host of third-party applications for both Mac and Windows systems. The result is a range of cross-platform choices that rely on the same foundation, QuickTime, ensuring that your content will play on mobile phones today and in the future.

QuickTime Streaming Server (QTSS) provides mobile operators with the ideal platform for delivering streaming media to multimedia-enabled devices. Based on the RTP/RTSP open standard and offering native support for streaming 3G files with no costly streaming fees or licenses, QTSS is the obvious choice for all of your mobile delivery needs. With support for over 10,000 simultaneous streams,⁴ QTSS combines the scalability for growing your business with the ease of use of Macintosh, so you'll be streaming without delay.

With many of the latest mobile phones, you can send small video clips to other phones or email them to friends and family. QuickTime Player is the perfect application for playing back these files because it supports the playback of both 3GPP (for GSM-based phones) and 3GPP2 (for CDMA-based phones). The same application your customers use to play back web content can play back content created on mobile phones.

Enterprise and education

Both large corporations and educational institutions use multimedia as a means of communication. For everything from live broadcasts from the executive team to new product training to distance learning, digital media makes it easy to communicate to an infinite number of people without incurring the cost of travel or building new classrooms. The QuickTime platform provides the most cost-effective suite of end-to-end tools for getting multimedia services up and running quickly and easily without creating a whole new department.

Combining the power of UNIX with the latest open source projects, Mac OS X Server is a standards-based server operating system that is extremely easy to integrate into existing network environments. Included with Mac OS X Server are QuickTime Streaming Server and QuickTime Broadcaster, the tools to create a distance learning solution or corporate broadcasting system that scales for audiences of any size. With no costly streaming fees or client access licenses, you will not have to adjust your IT budget every time headcount or student enrollment increases.

With a free, cross-platform media player, QuickTime ensures that all of your viewers, whether Mac or Windows users, will be able to enjoy your media immediately.

Application developers

Adding multimedia capabilities to your application can be a challenge, especially if you do not have significant experience with audio and video codecs, importers, and exporters. Learning these technologies takes time and resources, ultimately costing money and potentially delaying the project. The QuickTime platform resolves these issues by providing all of the functionality you need to do everything from capturing video to editing to exporting in a variety of formats. As a result, you can create an application with rich multimedia capabilities just by learning how to access the capabilities in the QuickTime framework, without incurring the cost of writing these functions from scratch. With QTKit, QuickTime for Java, and ActiveX support as well as over 2500 cross-platform APIs, the QuickTime architecture can do the heavy lifting while you focus on creating a great application.

QuickTime 7: The Obvious Choice

The combination of QuickTime 7 Player, QuickTime 7 Pro, QuickTime Broadcaster, and QuickTime Streaming Server delivers the industry's first mainstream end-to-end H.264 solution for the creation, delivery, and playback of high definition video. The popularity of the revolutionary H.264 technology makes the QuickTime suite of products a must-have for content providers interested in the future of high-quality video. In addition, the rich feature sets of QuickTime 7 Player and QuickTime 7 Pro make them essential for both Mac and Windows consumers who want to enjoy multimedia at its best and create incredible video to share with others. Get ready for QuickTime 7 with H.264 for a whole new digital video experience.

For More Information

For more information about QuickTime products and technologies, visit www.apple.com/quicktime.

¹Requires a distribution license from Apple. ²Mac is available to those who are 13 years of age or older. Requires Internet access (fees may apply). Additional terms and conditions apply. ³Video capture and share are available only on Mac computers. ⁴Tests were performed with modem rate live streams on a dual 2GHz Xserve running Mac OS X Server v10.4.