The Power Behind the Mask

How Apple Computer's technologies are helping Warner Bros. create, manage and extend the Batman™ & Robin™ brand.
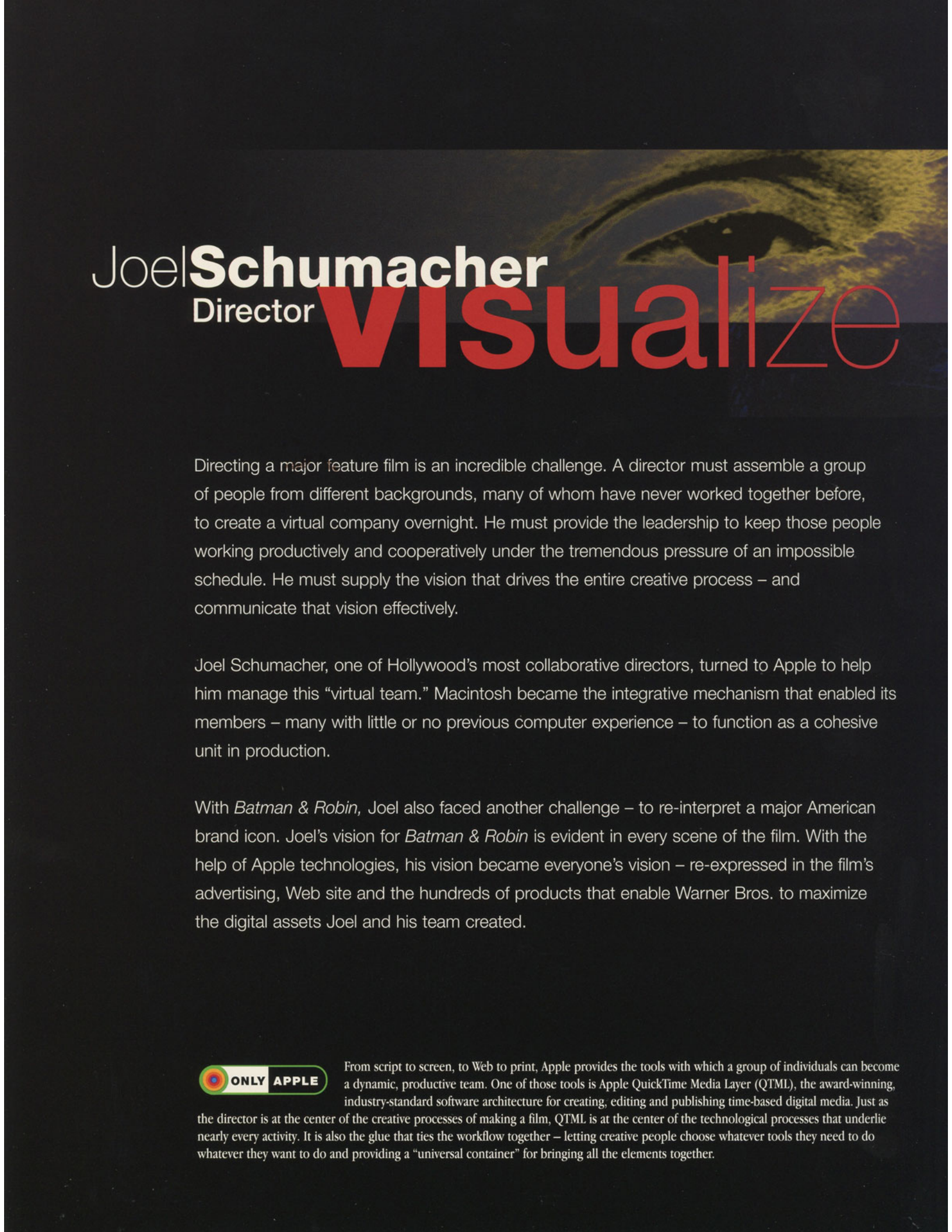
Imagine you're Time Warner, the largest media and entertainment enterprise in the world. In 1995 your film company, Warner Bros., had the No. 1 film at the box office with Batman Forever. Better yet, you realized more **value** than ever before by extending the Batman franchise **opportunities** throughout your organization: videos, TV, cable, publishing, licensed products, music, theme parks and consumer promotions.

But that was 1995. And this is 1997. In two short years, film production costs have risen dramatically and people have more entertainment choices than ever before. Is it possible to do it again? How do you meet the expectations of your audience and re-ignite the kind of demand that has made Batman one of the most powerful **category-defining brands** of all time?

To begin with, you need the vision and aesthetic gifts of a director who can foster an environment where creative people can flourish and focus. You **power** it with a well-developed infrastructure and the right communications tools to turn ideas into contributions. Tools that are a snap to learn, increase productivity, enhance communication throughout Time Warner—and that enable you to faithfully re-express the **vision** behind *Batman & Robin* in any media, around the globe.

realize the **oppor**tunities

Joel**Schumacher**
Director **VISualize**

Directing a major feature film is an incredible challenge. A director must assemble a group of people from different backgrounds, many of whom have never worked together before, to create a virtual company overnight. He must provide the leadership to keep those people working productively and cooperatively under the tremendous pressure of an impossible schedule. He must supply the vision that drives the entire creative process – and communicate that vision effectively.

Joel Schumacher, one of Hollywood's most collaborative directors, turned to Apple to help him manage this "virtual team." Macintosh became the integrative mechanism that enabled its members – many with little or no previous computer experience – to function as a cohesive unit in production.

With *Batman & Robin,* Joel also faced another challenge – to re-interpret a major American brand icon. Joel's vision for *Batman & Robin* is evident in every scene of the film. With the help of Apple technologies, his vision became everyone's vision – re-expressed in the film's advertising, Web site and the hundreds of products that enable Warner Bros. to maximize the digital assets Joel and his team created.
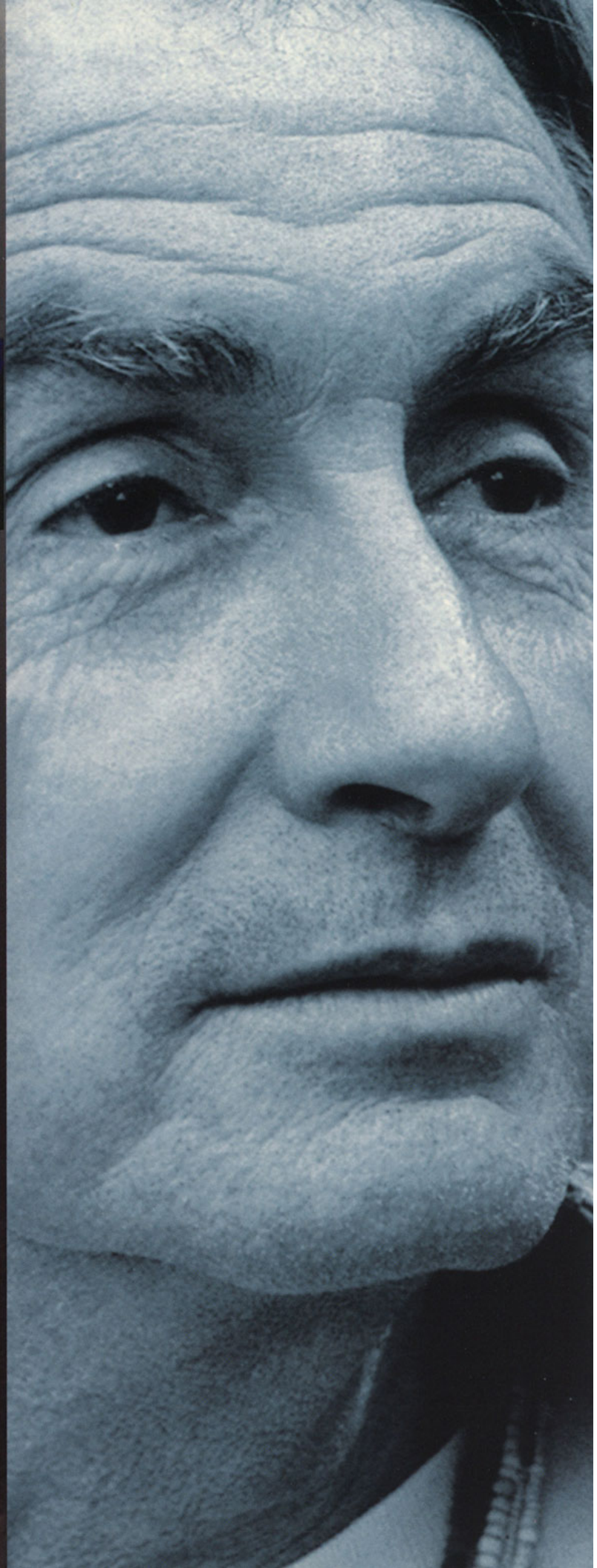
◉ ONLY APPLE
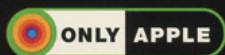
From script to screen, to Web to print, Apple provides the tools with which a group of individuals can become a dynamic, productive team. One of those tools is Apple QuickTime Media Layer (QTML), the award-winning, industry-standard software architecture for creating, editing and publishing time-based digital media. Just as the director is at the center of the creative processes of making a film, QTML is at the center of the technological processes that underlie nearly every activity. It is also the glue that ties the workflow together – letting creative people choose whatever tools they need to do whatever they want to do and providing a "universal container" for bringing all the elements together.
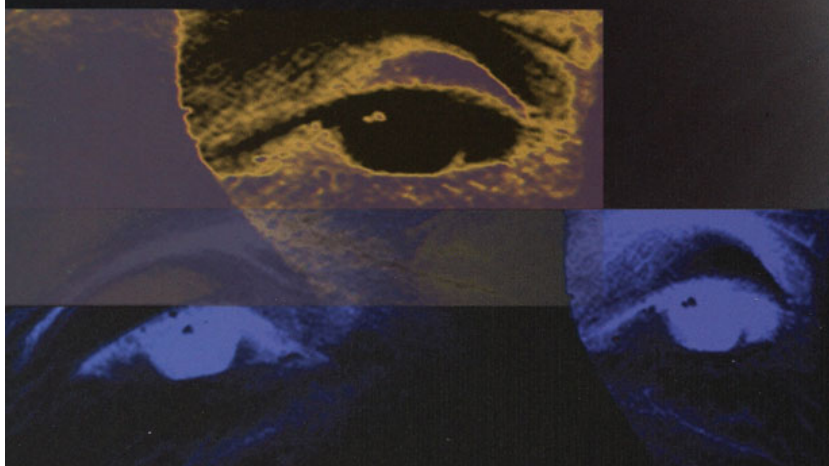
"The challenge with Batman is to stay true to the original essence of the character while re-interpreting it for a new context. Batman has been around since 1939, and has been portrayed in many different styles. This time I wanted Batman to be less dark and more accessible – and to create a familial spirit between Batman, Robin and Batgirl.

"I often use pictures I find in books or magazines to help communicate my vision for how a particular costume or set or visual element should look. With Macintosh, I could send an image to someone across town and be able to discuss it within minutes – instead of the hours it used to take. This streamlined the communication process and made it much easier to keep things flowing."
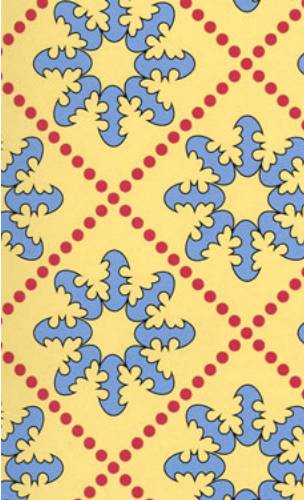
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3

Peter **Macgregor-Scott**
Producer

Computers have revolutionized the business side of filmmaking, automating areas such as scheduling, budgeting and administration. But when people are using different computer platforms, problems of incompatibility can undermine potential gains in efficiency and productivity. With Macintosh, those problems are solved.

When the staff of the *Batman & Robin* production office came together, some of them brought their computers with them. Others chose to start using Macs. Apple's unique integration capabilities made it possible for them to easily send files back and forth. They could even exchange files with Warner Bros. legacy systems. At the core of the production office was a fully integrated relational database developed with Claris Filemaker Pro. This system automated everything from deal memos and production reports to interoffice mail. In other productions, these tasks are labor-intensive and often manually retyped.

Thanks to Macintosh, the production office kept the lines of communication open, kept the entire *Batman & Robin* operation running smoothly – and saved Warner Bros. a great deal of time and money by reducing errors and speeding up the approval processes.

manage

● ONLY **APPLE**

The Macintosh platform offers unparalleled power, PC compatibility, and a wide range of specialized application software for movie industry professionals. Products such as Movie Magic – originally developed for Macintosh – leverage the ease of use of the Mac while maintaining seamless integration with legacy business systems, saving the studio time and money.

"The big difference with this film was Macintosh computers. I was amazed at how easily our staff adopted them – even people that had never touched a computer before. It changed the way we worked in a thousand different ways, and provided the 'glue' that held things together."

"The Mac enabled us to create designs and execute complex shots we couldn't have attempted otherwise. It also saved us an enormous amount of money because we were able to do so much in-house. It's a tool not just for people who are trained on computers, but for artists. It means there are no more limits to design."

Barbara**Ling**
Production Designer

Academy Award-winning production designer Barbara Ling had never used a computer before *Batman & Robin* – and she will never work without a Mac again. Macs helped Barbara and her team design 90 sets and hundreds of props – creating more of them in-house than ever before.

With the Mac, they moved buildings around, placed an actor on an elephant and created a solar system. Their crowning achievement is Poison Ivy's lair – a giant mosaic of Turkish tiles covering 14,000 feet of walls, floors and staircases. The team conceived and designed the tiles entirely on the Mac–then "wall-papered" a live set with the printed image.

◉ ONLY APPLE Macintosh lets you go beyond where you've ever gone creatively.

It lets you do things you could only have dreamed of doing before – more quickly and less expensively than you could ever have dreamed of doing them. It lets you run industry-leading design applications such as Adobe Photoshop and Adobe Illustrator, which were conceived for the Mac and are optimized to take advantage of the Power PC, with seamless "drag and drop" performance and incredible speed. And with Mac's legendary ease-of-use, you don't have to be a computer operator to express your vision.

create

John**Dykstra**
Visual Effects Supervisor

When audiences go to a Batman movie, they expect to be dazzled by special effects. For John Dykstra, Academy Award winner and legendary special effects artist, that means pushing the envelope a little bit further each time. For *Batman & Robin*, John and his team created 350 visual effects shots, many with up to 20 elements.

John chose Macintosh for its graphics, but he got a lot more. The Mac became an all-purpose tool for the team, used for conceptualization, design, presentation, budgeting, tracking and communication. It enabled them to move information and images seamlessly between the design environment and the office, and to manage a complex operation with efficiency and grace.

The Mac also gave them a creative edge. With it, they invented a process called 'stereopsis' that used multiple cameras in different positions to recreate a city of miniatures in 3D model form. The Mac allowed them to cover Gotham City with ice in the computer – and to push the envelope just a little bit further.

innovate
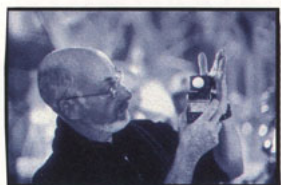

"Great ideas have a huge attrition rate. The Mac is an idea refrigerator – we can put an idea in the box and easily find it again. With Batman & Robin, we started out with the very foundations of the images being built in the Macintosh – the first line laid on paper in the design environment was also laid down digitally."

◉ ONLY APPLE

With Macintosh, you can easily and seamlessly integrate 3D into almost any application.

With a powerful 3D architecture built right into the Macintosh operating system, Apple provides a standardized format for 3D data. QuickDraw 3D provides a cross-platform application program interface (API) for creating, rendering and distributing real-time, workstation-class 3D graphics.

Stephen**Goldblatt**
Director of Photography

"Macintosh helped in the communication between director, producer and cinematographer. If I needed to refer to Joel's direction notes, I could easily retrieve them from his log on the Macintosh server. Also, the Mac allowed me to drastically reduce the time required to record all of my notes by hand."

capture

Academy Award winning Director of Photography Stephen Goldblatt is a long-time Macintosh aficionado. His home studio is a state-of-the-art digital technology center where he uses Mac systems to document the process of shooting feature films.

For *Batman & Robin,* Stephen used a Mac to digitize his pre-production and production notes. The Mac also enabled him to turn his notes into a narration track that runs over selected footage – transforming what was once a "bible" with a storyboard into a complete, multimedia record of his filmmaking experiences. And the process took only two days – compared to the two months it previously took to record all his notes by hand.

The digital diary is a personal document as well as a guide for production of the next Batman film. It is also a teaching aid that is enabling Stephen to capture his knowledge, and pass it along to future generations of filmmakers.

Cinebase offers the only Digital Media Management System capable of handling massive volumes of digital imagery – video, audio and graphics – from gigabytes to terabytes. It allows you to easily capture, retrieve and manage digital images. It lets you connect to legacy studio systems so the use of images can be tracked and billed – helping you extract the full value out of the assets you create.
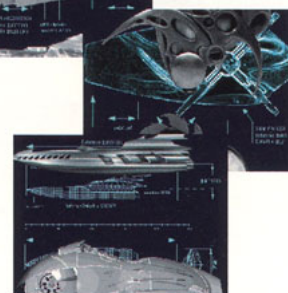

2
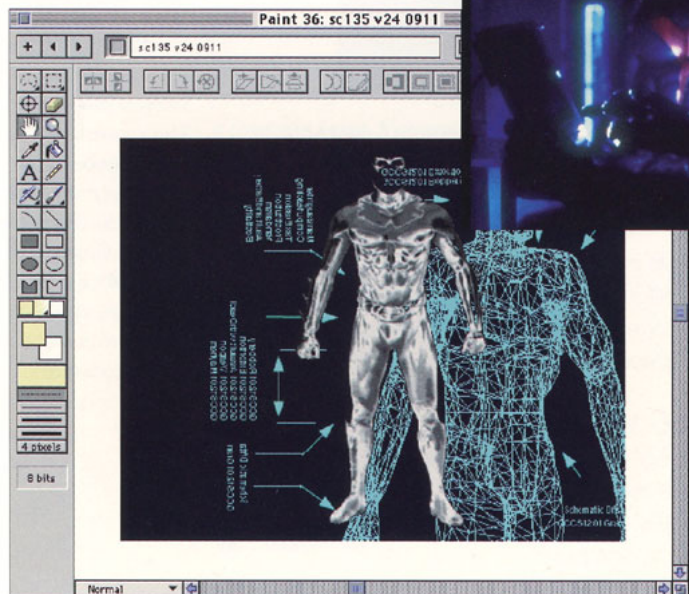
3

1 Macromedia Director was used to create on-screen animations **2** Digital video editing made easy with Media 100 **3** The QuickTake 200 digital camera and PowerBook 3400 are the perfect mobile solution for capturing images into a database
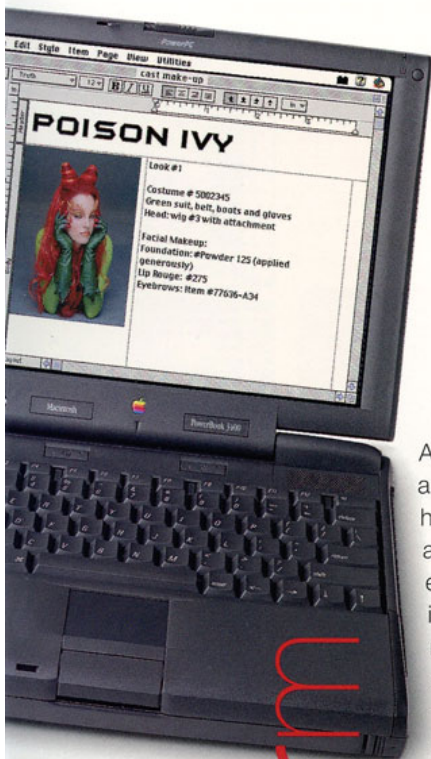
1

Liz**Radley**

Video & Computer Graphics Supervisor

"We had an insatiable appetite for Macs. No one wanted another platform unless they were already committed to that platform. There were dozens of new converts to Macintosh during the production."

integrate

Computer expert Liz Radley wore two hats on *Batman & Robin*. As Video & Computer Graphics Supervisor, her team created the stunning graphics seen on the Macintosh displays in the film – including the new E-Mate and 20th Anniversary Limited Edition Macintosh. In fact, every computer in Gotham is a Mac.

On the huge BatComputer in the Batcave, 35mm film images of Mr. Freeze and Alfred were built into real-time interactive animations with audio that synchronized exactly to *Batman & Robin's* live action and dialogue. This combination of interactivity and image quality has never been achieved before and could only be done on a Mac.

Liz' other hat was that of technology wrangler, guiding and supporting other departments in their use of computers. Demand for Macs began in pre-production when both creative and administrative crew members began requesting them because of their power, expandability, straightforward networking capabilities and ease-of-use. Demand continued to grow through shooting to the end of post-production, as people saw that even new Mac users were able to spend less time achieving more.

POISON IVY

ONLY APPLE

Mac OS provides the preferred multimedia authoring platform that enables easier, more efficient and less costly authoring and distribution of digital assets. Macromedia Director is the leading multimedia authoring program, and was developed to take advantage of Mac OS features. It is a stage on which you can take all the assets of a production – QuickTime movies, audio, 3D animations, photographs and graphics – and put them together to create distributable standalone applications. And with cross-platform compatibility, Director under Mac OS takes the confusion out of working with different file types, letting you concentrate on the things you do best.

transform

Academy Award winning make-up artist Ve Neill, a first time computer user, was up and running on her Macintosh in a matter of hours. She created a database of digital photographs showing how each of *Batman & Robin's* 220 characters looked in each scene. The database also provided records of make-up formulas and colors and other notes about how looks were created, so they could be easily re-created for later filming of the same or another scene.

This system was especially useful for the second unit, which often had to duplicate entire sequences days or weeks after they were initially shot. Equipped with bags of make-up and a hardcopy of the scanned images, the team re-created each character's look – easily, quickly and faithfully.

The make-up database remains an ongoing asset to Warner Bros. long after the production is wrapped. The image library Ve turned over to the studio is a valuable resource for protecting and extending the *Batman & Robin* brand. Now, if a merchandising partner wants to create a new Poison Ivy commercial or doll, there is a clear guide to recreating any – or all – of her seven unique looks.

Ve**Neill**

Make-up Artist

"If Taco Bell wants to do a Batman & Robin tie-in commercial in six months, they won't have to hunt me down at another studio to find out what Robin's hair or Poison Ivy's make-up looked like. The studio has a book of digital photographs with all the information they need, laid out in an organized way."

ONLY APPLE

Apple computers defined the concept of "plug and play," and are designed for simple operation that allows even a first-time user to be productive straight "out of the box." By taking the labor out of documenting what you do, Apple technologies free you to focus on the creative process. Plugging a QuickTake camera into the back of a PowerBook makes it easy to capture images and take them anywhere you need them. With Claris FileMaker Pro, you can create records that are easily accessible for future reference. And with Apple ColorSync technology, you can ensure that the color of your original image is the color you'll see on your Apple Display, on your Color LaserWriter or on the Web.

Massey**Rafani**

Vice-President of Creative Advertising, Warner Bros.

"Batman has always been a very high-end, sophisticated-looking vehicle for Warner Bros. From a design point of view, it's the coolest of all the comic books. Batman logos have to be gorgeous. With Batman & Robin, we knew it was within our reach to finish the logo digitally. Doing it on the Mac gave us a million times more control. We could fine tune subtle elements like the light shafts until they were perfect."

Long before the cameras started rolling, Creative Advertising VP Massey Rafani had to begin conceiving the images that would later appear in a diverse array of *Batman & Robin* products. For Massey, the creative director and designer of the print campaigns for the last three Batman films, creating the look of *Batman & Robin's* advertising was about adding value to a legendary property – one that has always been associated with exquisite design.

In 1992, Massey made the decision to build an in-house, Macintosh-based facility. With just a few Macs, he was able to expand in-house digital imaging capabilities to include finishing – an expensive step that previously had to be done outside. With Macs and 3D software, the *Batman & Robin* motion logo was 100 percent digital for the first time, resulting in tremendous cost savings and better control over quality.

Massey's designs are re-created by dozens of marketing partners and Warner Bros. divisions – and brand consistency has been a longstanding challenge. Now that reproducing an image is as simple as clicking and dragging the mouse, third-generation transparencies are a thing of the past.

ONLY APPLE

Only Apple includes color management technology in every computer, protecting your vision from script to screen to Web to print. With Apple ColorSync technology, your designs can be re-expressed by dozens of merchandising partners with predictable color results and the same unique, vibrant colors you envisioned. Using Adobe Illustrator or Macromedia Fontographer, you can create specialized typefaces, such as the Batman font family, for distribution cross-media and cross-platform.

ONLY APPLE
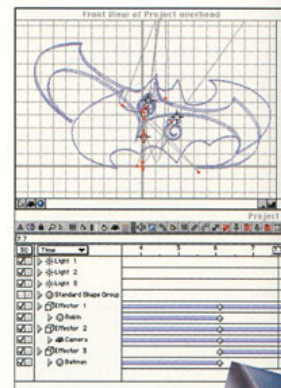
Color is an important part of any trademark, and Apple ColorSync technology enables you to control the application of color predictably and with fidelity across any network of distribution. By creating a ColorSync profile that extends across different types of media, you can communicate the color of your brand through documents, images and graphics to people all over the world for accurate, consistent replication every time.

As brand consultant for the Batman franchise, DC Comics is responsible for design quality and consistency. David Erwin, Creative Director of Licensing for DC Comics, turned to Macintosh to help him manage brand assets digitally.

With the Mac, Dave and his team produced the *Batman & Robin* style guide on CD-ROM for the first time. Previously, DC had created this bible of line art digitally, but distributed it to hundreds of licensees worldwide in hardcopy. By doing the entire process digitally, in-house, they were able to produce the guide in half the time at a quarter of the cost.

Doing the style guide in-house gave Dave the creative control and freedom to innovate. He pioneered a new approach in which he broke up the *Batman & Robin* property, stylistically, into five segmented markets – extending the Batman brand to a wider range of products than ever before. He created the largest merchandise program of any Batman film – and set a precedent for theatrical merchandising – all on the Mac.

David**Erwin**

Creative Director, DC Comics

"Producing our licensing style guide on CD-ROM saved a lot of time because we didn't have to do the work over again. Since we composed the designs initially on the Mac, re-expressing them was quick and easy, with guaranteed image quality and consistency. We also saved about 75 percent over the cost of previous hardcopy style guides."

4

Tom**Merchant**
**Senior Vice President
Intralink Film Graphic Design**

Rex**Cook**
**Vice President Motion Graphics
Intralink Film Graphic Design**

animate

Massey Rafani chose Intralink, a leading motion picture advertising firm, to design *Batman & Robin*'s motion graphic animated logo. And through their relationship with Joel Schumacher they also designed the main titles for the feature. Intralink started its in-house motion graphics division with a single Macintosh in 1994. The group now has four Macs, and goes head to head with competitors who spent millions on their equipment.

With their Macs, Intralink designers can create large 3D motion logos such as the one they did for *Batman & Robin*. They can create killer presentations with broadcast-resolution animatics. So instead of relying on storyboards, clients can see 3D motion graphics on the screen and experience their drama directly.

With two networks linking Macs to dozens of sophisticated devices, Intralink is a creative environment in which motion graphic designers and editors work side by side on visual effects, titles, sound and special effects design, music and picture editing, digital animation and 3D motion graphics. When it comes time to cut these different elements into a final product, Macintosh's integrated suite of tools allows the finished piece to come together seamlessly.

⊙ ONLY APPLE

The multiprocessor Power Macintosh, coupled with Electric Image software, give you a desktop 3D solution with superior performance and richer features than many expensive workstation-based systems – at a fraction of their cost. You can create high-end graphics, special effects and 3D animations at blindingly fast rendering speeds. You can meet both your demanding production schedule and your budget by integrating visual assets and creating animations with broadcast and cinematic quality, right on your desktop.

"The Mac is really empowering because of the wide range of tools and the ability to have them all communicate so well and so fluidly. We do a lot of film finishes straight out of the Mac, which is incredible."

1 The *Batman & Robin* trailer animation was created with Electric Image **2** Macromedia Fontographer is used to create specialized typefaces **3** Distributing the *Batman & Robin* Style Guide on CD-ROM saves time and money **4** Apple ColorSync ensures color fidelity throughout all media

GEORGE CLOONEY
BATMAN

GOTHAM CITY ICE AGE

CHARACTER MODELS

COLOR PA

BATMAN™ & ROBIN™
STYLE GUIDE

Batman, Robin and all related characters, names and indicia are trademarks of DC Comics © 1996.
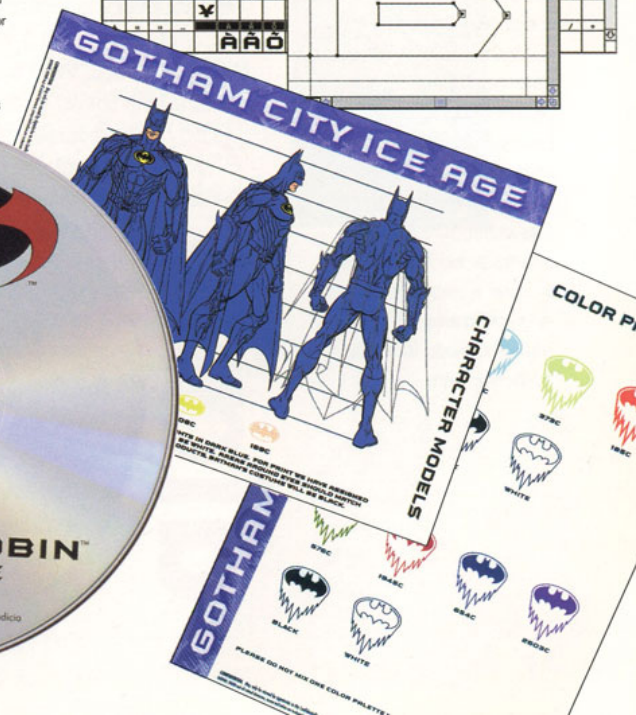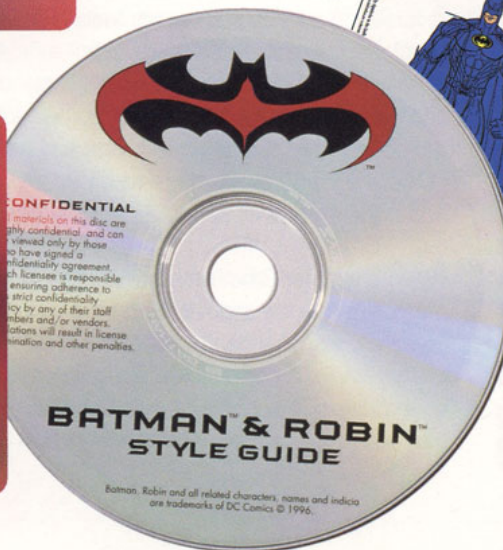
visualize   manage   create   innovate   capture   integrate   transform

from **script** to **scre**

launch protect animate re-express digitize extend realize

en to web to print

From script to screen to Web to print, Apple is your partner in turning production into product. Individual creative contributions take on a new life when "re-expressed" as **QuickTime** movies, **QuickTime VR** scenes or **QuickDraw 3D** graphics. Collaboration and communication are enhanced in real-time across the studio lot or across the continent. Everyone can be up-to-date no matter where they are, day or night, with **Apple Remote Access**, **Apple Talk** or through the Internet. And with **Applescript** capabilities, you can automate production management tasks with application tools that work the way you do.

Capturing and digitizing production assets, such as costumes, sets, vehicles, character likenesses and visual effects is easy with **Apple scanners** and **QuickTake** digital cameras. And powerful **Apple servers** can safely store these resources in a centralized place, or distribute them worldwide through the internet whenever they are needed. Apple's **QuickTime Media Layer (QTML)** provides the tools for crew members to design, print, create new media and build image databases. These brand assets can then be gathered together into a digital style guide and protected by **ColorSync** to ensure a faithful, accurate presentation from **Apple Display Monitors**, to **Color LaserWriters**, to digital video, to the Web. And with **AppleGuide** as an electronic tutor, you will never miss a beat.

The source that makes all this possible today is the **Macintosh Operating System (MacOS)**, designed to work seamlessly with Apple's RISC-based **Power Macintosh** computers, so that every stage of the film-making process is part of an integrated solution. Only Apple can provide this kind of power behind your production, from script to screen to Web to print.

Pre-Visualization & Planning

Apple Printers and Imaging Products

If you can create it on a Macintosh screen, you can print it on a Apple printer. Apple StyleWriter and LaserWriter printers can be used with all Macintosh, Power Macintosh and PowerBook computers. From storyboards to planning, proposals to contracts, Apple printers provide exceptional print quality.

Apple QuickTake digital cameras and Color OneScanners combine high-quality and extraordinary ease-of-use. They provide plug-and-play operation with all Macintosh, Power Macintosh and PowerBook computers and are the ideal way to capture images for everything from storyboard concepts or staff information sheets.

http://imaging.apple.com

Power Macintosh 7000 series

The Power Macintosh 7000 series combines affordability and high performance to provide an ideal system for professionals working in planning and administration. The PowerPC processor provides the power needed to boost your productivity.

http://www.powermacintosh.apple.com

AppleVision 17 inch monitor

The AppleVision 17 inch (16.1 inch viewable) monitor is a superior-quality color display that offers a clear, sharp image that is a perfect match for the Power Macintosh 7000 series.

http://powermacintosh.apple.com/Display/display.html

PowerBook 3000 series

The PowerBook 3000 series is ideal for mobile professionals who need unparalleled performance, multimedia, and communications capabilities, in the office or on the road. It features a powerful PowerPC processor, fast internal CD-ROM drive and built-in Ethernet networking.

http://www.powerbook.apple.com

Third-Party Developers

Digital Video
Avid
D.P.S.
Media 100
MiroVideo
ProMax
Radius
Scitex
TrueVision

Pre-Production & Planning Solutions
CE Software
Claris
Microsoft
Power Production Software
Screenplay Systems

Utilities
Equilibrium
Imagine Publishing
Production Magic
Terran Interactive
Trakker Technologies

Media Production

Apple Printers and Imaging Products

If you can create it on a Macintosh screen, you can print it on a Apple printer. Apple StyleWriter and LaserWriter printers can be used with all Macintosh, Power Macintosh and PowerBook computers. From deal memos to itineraries, production reports to frame grabs, Apple printers provide exceptional print quality.

Apple QuickTake digital cameras and Color OneScanners combine high-quality and extraordinary ease-of-use. They provide plug-and-play operation with all Macintosh, Power Macintosh and PowerBook computers and are the ideal way to capture still images for design and compositing applications.

http://imaging.apple.com

Power Macintosh 9000 series

The Power Macintosh 9000 series combines a top of the line PowerPC processor with a new tower design that provides incredibly easy system access and six industry-standard PCI slots. The outstanding performance of the 9000 series handles everything from digital video editing to robust data management.

http://www.powermacintosh.apple.com

AppleVision 17 inch monitor

The AppleVision 17 inch (16.1 inch viewable) monitor is a superior-quality color display that offers a clear, sharp image that is a perfect match for the Power Macintosh 8000 series.

http://powermacintosh.apple.com/Display/display.html

Third-Party Developers

2D Animation
Linker Systems
PaceWorks

2D Graphics & Typography
Adobe
Fractal Design
Live Picture
Macromedia

3D Effects
Fractal Design
ThinkFish
XAOS Tools

3D Hardware
3DFX Interactive
ATI Technologies
Newer Technologies
Radius

Asset Management
Bulldog Group
Canto Software
Cinebase Software

Audio Software
BIAS
Digidesign
Macromedia
Mark of the Unicorn
Opcode
Steinberg
Waves

Digital Video
Avid
D.P.S.
Media 100
MiroVideo
ProMax
Radius
Scitex
TrueVision

Modeling & Animation
Electric Image
FormZ
Fractal Design
Macromedia
MetaTools
Newtek
Strata3D
Vertigo

Utilities
Equilibrium
Imagine Publishing
Production Magic
Terran Interactive
Trakker Technologies

Video Editing Software
Adobe
Avid
Intelligence at Large
Macromedia
Strata

Third-Party Developers Contact Information

3DFX Interactive www.3dfx.com (408.935.4400) **3DO** www.3do.com (415.261.3000) **Adobe** www.adobe.com (408.536.6000) **Artel** www.artelsoft.com (617.451.9900) **ATI Technologies** www.atitech.com (905.882.2600)

Avid www.avid.com (508.640.6789) **Bare Bones** www.barebones.com (617.778.3100) **BIAS** www.bias-inc.com (415.331.24460) **Blue World Communications, Inc.** www.blueworld.com (206.313.1051)

Bulldog Group www.bulldog.ca (416.594.9207) **Canto Software** www.canto-software.com (415.905.0300) **CE Software** www.cesoft.com (515.221.1801) **Cinebase Software** www.cinebase.com (818.907.3865)

Claris www.claris.com (408.987.7000) **D.P.S.** www.dps.com (905.944.4000) **Daikin** www.daikin-comtec.com (415.893.7800) **Denim Software** www.denimsoftware.com (310.618.9700) **Digidesign** www.digidesign.com (415.842.7900)

DigiEffects www.digieffects.com (415.841.9901) **Digital Imaging Solutions** www.disny.com (212.388.9200) **E4** www.e4.com (408.441.6060) **Electric Image** www.electricimg.com (818.577.1627)

Equilibrium www.equilibrium.com (415.332.4343) **EveryWare Development Corp.** www.everyware.com (905.819.1173) **FormZ** www.formZ.com (614.488.8838) **Fractal Design** www.fractal.com (408.430.4000)

GoLive www.golive.com (415.463.1580) **iCat** www.icat.com (206.505.8800) **Imagina** www.imagina.com (503.224.8522) **Imagine Publishing** www.imagineproducts.com (317.843.0706) **Intelligence at Large** www.iasoft.com (215.387.6002)

Post-Production

Apple Printers and Imaging Products

If you can create it on a Macintosh screen, you can print it on a Apple printer. Apple StyleWriter and LaserWriter printers can be used with all Macintosh, Power Macintosh and PowerBook computers. From effects lists to shot logs, production notes to frame grabs, Apple printers provide exceptional print quality.

Apple QuickTake digital cameras and Color OneScanners combine high-quality and extraordinary ease-of-use. They provide plug-and-play operation with all Macintosh, Power Macintosh and PowerBook computers and are the ideal way to capture logos, photographs, and other images for post-production compositing.
http://imaging.apple.com

Power Macintosh 9000 series

The Power Macintosh 9000 series combines a top of the line PowerPC processor with a new tower design that provides incredibly easy system access and six industry-standard PCI slots. The outstanding performance of the 9000 series handles everything from digital video processing to complex visual effects.
http://www.powermacintosh.apple.com

AppleVision 20 inch monitor

The AppleVision 20 inch (19.1 inch viewable) monitor is a superior-quality color display that offers a clear, sharp image that is a perfect match for the Power Macintosh 9000 series.
http://powermacintosh.apple.com/Display/display.html

2D Animation
Linker Systems
PaceWorks

2D Graphics & Typography
Adobe
Fractal Design
Live Picture
Macromedia

3D Effects
Fractal Design
ThinkFish
XAOS Tools

3D Hardware
3DFX Interactive
ATI Technologies
Newer Technologies
Radius

Asset Management
Bulldog Group
Canto Software
Cinebase Software

Audio Software
BIAS
Digidesign
Macromedia
Mark of the Unicorn
Opcode
Steinberg
Waves

Compositing & Special Effects
Adobe
Artel
Denim Software
DigiEffects
MetaTools
Native Color
Puffin
Strata
Ultimatte

Digital Video
Non Linear Video Editing
Avid
D.P.S.
Media 100
MiroVideo
ProMax
Radius
Scitex
TrueVision

Utilities
Equilibrium
Imagine Publishing
Production Magic
Terran Interactive
Trakker Technologies

Video Editing Software
Adobe
Avid
Intelligence at Large
Macromedia
Strata

Media Distribution

Apple Printers and Imaging Products

If you can create it on a Macintosh screen, you can print it on a Apple printer. Apple StyleWriter and LaserWriter printers can be used with all Macintosh, Power Macintosh and PowerBook computers. From marketing comps and sales reports, to packaging and Web usage statistics, Apple printers provide exceptional print quality.

Apple QuickTake digital cameras and Color OneScanners combine high-quality and extraordinary ease-of-use. They provide plug-and-play operation with all Macintosh, Power Macintosh and PowerBook computers and are the ideal way to capture images for use in Web pages or marketing materials.
http://imaging.apple.com

Power Macintosh 8000 series

The Power Macintosh 8000 series combines a high-performance PowerPC processor, and a fast hard-drive that makes working with multimedia authoring and data management easy. The 8000 series includes features such as digital video-input/output, three PCI expansion slots and built-in support for most Apple displays.
http://www.powermacintosh.apple.com

AppleVision 17 inch monitor

The AppleVision 17 inch (16.1 inch viewable) monitor is a superior-quality color display that offers a clear, sharp image that is a perfect match for the Power Macintosh 8000 series.
http://powermacintosh.apple.com/Display/display.html

Apple WorkGroup & Internet Servers

Apple Workgroup and Internet servers are advanced, high performance systems that are optimized to provide outstanding file, print, and Internet services whether you are distributing large amounts of data, or serving your companies Web site. Yet despite their powerful nature, they are exceptionally easy to administer. They offer a range of performance options to meet your needs, from delivering Web content to archiving and distributing digital video and other types of media.
http://servers.apple.com

Asset Management
Bulldog Group
Canto Software
Cinebase Software

Media & Internet Authoring
Adobe
Bare Bones
Blue World Communications, Inc.
Claris
EveryWare Development Corp.
GoLive
iCat
Imagina
Macromedia
Maxum
Mfactory
Microsoft
NetObjects
Quark
SoftQuad Inc.
StarNine
Symantec

MPEG/DVD
Hardware & Software
3DO
Daikin
Digital Imaging Solutions
E4
Sonic Solutions
Wired

Utilities
Equilibrium
Imagine Publishing
Production Magic
Terran Interactive
Trakker Technologies