QDESIGN MUSIC CODEC 2

AUDIO COMPRESSION SOLUTION FOR QUICKTIME 4

QDesign

Have You Heard?

QDesign is **better** than MP3!

The new QDesign Music Codec 2 for QuickTime 4 is now better than ever. The QDesign Music Codec 2 is all about QUALITY and PERFORMANCE. Whether you are encoding sound for the Web or for CD-ROM, the new features and technologies result in even GREATER FIDELITY.

There are two versions of the encoder, a Basic Edition and a Professional Edition.

BASIC EDITION

The Basic Edition is for casual users who want to produce audio for the Web. Built into QuickTime 4, the Basic Edition allows you to create high quality audio at data rates from 8 to 48 kbits/s.

PROFESSIONAL EDITION

The Professional Edition is designed for audio and multimedia professionals who want to deliver the highest quality audio with the least amount of time and effort.

Quality

• Better than MP3-quality at ALL compression levels, up to 128kbits. Store MORE high quality audio using LESS disk space. Stream higher quality audio at lower data rates.

• Extended data rates make the Professional Edition the most complete audio compression solution for streaming Web audio and for Internet music distribution.

Ease of Use

• New "Autopilot" technology intelligently and dynamically optimizes audio quality so producing the best results is effortless.

Speed

• Encodes up to 3X faster than previous versions.

• Real-time encoding for "live" QuickTime streaming.

QDESIGN VS MP3

	MP3	QDesign Music Codec Professional Edition
QUALITY	Minimum scalability Quality degrades significantly below 128kbits/s	Maximum scalability Full bandwidth, stereo audio at 24 kbits/s
STREAMING	No standard MP3 streaming architecture	Download Files HTTP Streaming RTSP Streaming (Live & On-Demand)
MULTIMEDIA	Limited to ID3 tag: can add only text, image, link	Standard in QT4: Add to over 150 Quicktime media types: VR, Wired Sprites, Slide Shows, MIDI, etc.
LEGAL USE	Royalty on Encoded Content	Use it freely! Open and supported within QT4 for developers.

GENERAL FEATURES:

• Decoders fully integrated into QuickTime 4 for MAC OS and Windows 95/98/NT

• Supports QuickTime 4's industry standard RTSP Streaming

• New QDesign packetizer technology maximizes streaming audio quality by minimizing effects of network dropouts

• Combine audio with over 150 media types within QuickTime, including Sorenson video, QTVR, sprites and interactive images.

• Encode from any application supporting QuickTime 4 export, including Apple QuickTime Pro, Terran Media Cleaner, and others.

Near CD-quality stereo audio at Web data rates. Amazing."

"By far the best way to deliver music on the Web.

Top Tools - The Best of 1998
Interactivity. December, 1998

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Macworld

NewMedia LAB

PRODUCT OF THE YEAR

Have You Heard?

Version 2 now...
Sounds Better
Encodes Faster
and is Easier to Use

"Autopilot" offers intelligent, dynamic control over basic audio processing and advanced perceptual coding parameters that were in Version 1.0. With AutoPilot, optimizing audio quality is fast and easy. You get the best results each and every time.

Choose from 8 to 128 kbits/s. That's over 150:1 compression!

Recommendations for sound settings depending on the bitrate you select.

Optimize for Speed or Quality - Speed enhancements encode up to 40% faster with minimal quality tradeoffs.

Fine tune audio results with these advanced settings that offer even greater control over particularly sensitive source material.

FOR OEM/VAR DEVELOPERS

The QDesign Music Codec audio encoding and decoding technology is available as a Software Development Kit (Macintosh and Windows 95/98/NT) to OEM and VAR licensees. The SDK includes professional development libraries, sample source code, application programming interface (API) documentation and development licenses.

For licensing and detailed SDK specifications, please contact QDesign at enquiries@qdesign.com.

ABOUT QDESIGN CORPORATION

Since 1995, QDesign Corporation has been delivering state-of-the art audio solutions for digital media production, archive and distribution to the broadcast and new media industries. The QDesign MPEG-2 Layer II and the QDesign Music Codec technologies are unsurpassed in quality and performance for digital audio compression. These technologies appear in hardware processors, digital audio production systems, broadcast automation systems, broadcast distribution networks, professional multimedia systems as well as consumer multimedia applications. QDesign's customers include broadcasters such as the Associated Press, ABC Television, Sony Worldwide and the BBC as well as leading media and computer vendors, such as Iomega, C-Cube Microsystems and Apple Computer.

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