



Overview

"Electrifier Pro is a dream come true for professional web designers."

—Giles C. Hendrix, Director of Media Design, webslingerZ, Inc. (High Five "A" List Firm)

For the first time, electrify your site with an amazing range of content—images, animation, digitized sound, synthesized music (MIDI), video, 3D, VR, and over 150 special effects—to produce a truly compelling web experience.

Electrifier Pro is the ultimate tool for creating streaming, interactive rich media demanded by web users. Its powerful features, drag-and-drop authoring and seamless integration with popular tools, make it a must-have product for every web professional.

Best of all, use Electrifier Pro to deliver rich media consistently as industry-standard QuickTime or animated GIF on both Navigator and Internet Explorer, at any connection speed—from 28.8K to cable modems.

Benefits

"Electrifier Pro lets me do things that were impossible before!"

—Rob Terrell, Vice President, Multimedia Engineering, iXL - Los Angeles

- **Powerful features** let you create rich media using every kind of content conceivable—vector and bitmap animation, digitized audio, synthesized music (MIDI), video, 3-D, VR, and over 150 special effects such as fades, transitions, fire and ripples.
- **Intuitive drag-and-drop authoring** lets you create complex animations and stunning interactivity—such as highlighting and URL hotspots—in seconds. Instantly preview and edit your work without exporting.
- **Excellent, flexible compression** lets you easily produce streaming rich media which plays as it downloads. Minimize file sizes while maintaining superior quality!
- **Seamless integration with your existing content and favorite authoring tools**—such as Photoshop, Illustrator, FreeHand, PageMill and Dreamweaver—make you productive from the start.
- **Output as industry-standard QuickTime or Animated GIFs** for consistent playback on either Navigator or Internet Explorer. Deploy on Intranets and CD-ROMs without reauthoring.

Features

"Rich media on the web is now a reality instead of just a buzzword."

—Ros Garland, Senior Lecturer Digital Media, Lincoln University

UNRIVALLED POWER

- **Support for all content:** Precisely integrate and synchronize elements from any source. Work with an amazing range of content—animation, digitized audio, synthesized music (MIDI), video, 3D, virtual reality and special effects.
- **Precise control:** Create sophisticated projects with ease and precision using Electrifier Pro's powerful drag-and-drop authoring and instant preview and editing. Synchronize actors to 1/1000th of a second and control properties to the fourth decimal place.
- **Sophisticated interactivity:** Create wired movies, interactive highlighting, URL hotspots, volume controls and even animated image maps in seconds with Electrifier Pro's Modifiable Actions.
- **28.8K to cable modem streaming:** Use Electrifier Pro to author files which can automatically scale to match the viewer's connection speed, from 28.8K to cable modems, using a standard web server.

FREEDOM OF CONTENT™

- **Bitmap animation:** Animate full-color images with Photoshop alpha channels. Import formats such as GIF, JPEG, PNG, TIFF and Photoshop. Electrifier Pro animation is much smaller than comparable Animated GIFs!
- **Vector animation:** Animate smooth (anti-aliased) vector graphics to create ultra-slim QuickTime vector animation. Work with products such as Adobe Illustrator and Macromedia FreeHand.
- **Sound mixing:** Mix digitized audio and music (MIDI). Slowly fade a track in or out, change balance levels or switch between tracks. Work with products such as Macromedia SoundEdit or import tracks from audio CDs. Deliver using new QDesign Music and Qualcomm PureVoice compression.
- **Video animation:** Fly a video clip across the screen without increasing file size. Have it tilt fluidly in perspective as it plays. Or send it on a spiraling path around your screen for a look that is really high-impact!
- **Low-bandwidth video:** Play multiple video clips side-by-side. Work with products such as Terran Media Cleaner, Adobe Premiere and Strata VideoShop. Import formats such as QuickTime, AVI, DVCam and MPEG. Deliver using new Sorenson Video compression.
- **150 special effects:** Create No-Bandwidth™ media such as clouds, fire, and interactive ripples that look like the real thing! Choose from 150 TV-style transitions and special effects such as wipe, dissolve, explode, blur, emboss and more—all less than 1K. Spiff up your site without slowing it down!
- **Virtual reality:** Overlay interactive controllers on QuickTime VR panoramas. Control tilt

angle, pan angle, field of view, default view or node targeting. Integrate VR with other types of content like audio, video, and graphics.

SEAMLESS WORKFLOW

- **Integration with popular applications:** Create rich media for use in web page tools such as Adobe PageMill, GoLive CyberStudio, Macromedia DreamWeaver, Microsoft FrontPage and NetObjects Fusion; multimedia tools such as Adobe Premiere and Macromedia Director; and all other applications that support QuickTime.
- **Easy Animated GIF creation:** Avoid tedious frame-by-frame construction that can be both time-consuming and difficult to edit.
- **Automatic media asset management:** Electrifier Pro keeps track of all your original content. Modify source files, in products such as Illustrator or Photoshop, at any step in the production process, and Electrifier Pro will rebuild your rich media to accomodate the updated files.
- **Includes QuickTime 3 Pro:** Electrifier Pro includes a free copy of QuickTime 3 Pro, the professional version of Apple Computer's industry standard for digital media creation and publishing.

Contact Information

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