Tech Info Library

Apple Media Kit: Description (2/95)

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TOPIC ---

The Apple Media Kit is a multimedia authoring and digital publishing tool.
Products developed with the Apple Media Kit use QuickTime to play back on
Macintosh computers and on computers using Microsoft Windows.

DISCUSSION --

The Apple Media Kit includes two tools:

• The Apple Media Tool

• The Apple Media Tool Programming Environment

Both tools are designed to work together for cross-platform multimedia
development.

The Apple Media Tool

Here are some features of the Apple Media Tool:

• Lets you assemble media elements and add interactive features without writing
any code.

• Uses object-based authoring, for rapid creation of prototypes using
rough-draft media elements.

• Preserves interactive connections when finished media elements are substituted
for rough-draft media elements.

• Optimizes hard disk-based and CD-ROM-based projects.

• Lets you author on Macintosh and simultaneously deliver projects on Macintosh

and Microsoft Windows systems.

Apple Media Tool Programming Environment

Features of the Apple Media Tool Programming Environment:

• Combines the power of an object-oriented programming language with the ease of use of a scripting language.

• Makes project code portable between Macintosh and Intel-standard computers running Microsoft Windows.

• Gives access to both Macintosh and Microsoft Windows toolboxes through a C-language interface.

• Includes both a new programming language and a new application framework.

Article Change History:
10 Feb 1995 - Added keyword; made several technical updates.
28 Sep 1994 - Reviewed for technical accuracy.
26 Aug 1994 - Updated for FAX/TIL/QRG maintenance.

Support Information Services

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