

APPLIED  
*magic*<sup>™</sup>

Professional Quality Video Editing  
Lightning-Speed Performance  
Drag-and-Drop Simplicity  
Exceptional Stability  
Mastery In No Time

# ▶ SCREENPLAY<sup>™</sup>



**Nonlinear Video Editing  
Doesn't Get Any Easier, Faster, Better!**





*"Despite ScreenPlay's modest price, this is a very powerful NLE editing system."*

— Jack Lloyd, Video Systems Magazine

**Are you looking for the best value  
for your video-editing dollar?**



**Do you crave stability and  
reliability to magnify your  
creativity and efficiency?**



**Do you wish for professional  
features and functionality that  
sizzle and sing?**



**Look, crave and wish no more.  
Applied Magic's video editors  
have what you're looking for!**



*"ScreenPlay sells for less than \$4,000  
and comes as close to an Avid™ as  
anything I have ever seen."*

— John Dvorak, PC Magazine

## Don't Render Your Life Away

With Sequel and ScreenPlay's speedy and efficient real-time features you can instantly:

- Capture and edit professional quality video and audio
- Edit four stereo channels, including full audio envelope control and audio scrubbing
- Add titles: outline, drop shadow, character extrusion & more
- Add transitions: wipes, dissolves, page turns, reveals & more
- Add special effects, including variable slow motions, fast forward/backward, letter box & more
- Add color effects: B&W, posterize, sepia tone & more.

### Real-Time Transitions

ScreenPlay and Sequel let you view transitions instantly at 30-fields per second and each transition is crisp and clear. Go instantly out to tape without rendering. Want 60-field transitions? Use the AUTO MERGE function to enhance transitions at 60-fields splendor at a rate of ONLY 10:1. Complex 3-D Page turns are the only transitions that require merging for playback.

### Real-time Color & Special Effects

All color and special effects are truly real-time at a full 60-fields per second. All effects can be applied and output instantly!

### Real-Time Color Processing & White Balance

Very popular with wedding videographers, Applied Magic's Auto White Balance instantly adjusts video color correction, contrast, brightness and saturation. The Auto White Balance feature will correct your mistakes at seemingly warp speed.

### Image Support for Photos

Creating a photomontage is easy with ScreenPlay's digital connectivity. Easily import images from Smart Media or Compact Flash cards, or a Kodak Picture CD. Sequel requires the Optional DV Upgrade to perform this function.

Each Applied Magic editor comes with a mouse, custom keyboard and 1-year warranty. The size and weight of a VCR, each editor is portable and connects easily to a television or monitor. Monitor and camera sold separately.



# Sequel™

*"The Sequel is a quick, easy and inexpensive way to get into real-time editing."*

— Joe McCleskey, Videomaker Magazine



ScreenPlay and Sequel are turnkey, PC-free editors, therefore the potential for hardware and software incompatibility and conflicts are eliminated. Our editors are designed to do one thing, and only one thing well, edit video.

The size and weight of a VCR, each is easily portable and can be used in the classroom, home, office, studio, remote truck or even a hotel room.

## Sequel Most Affordable

Sequel is Applied Magic's most affordable editor and is great for creating home, educational, training and corporate videos. Sequel features S-VHS video quality, and of course, real-time performance.

## ScreenPlay Most Powerful

ScreenPlay features broadcast digital quality video (DV-1394) and is ideal for editing broadcast productions, including cable access programming, documentaries and news programming. ScreenPlay is also used extensively for educational, training, wedding and corporate videos.

## 5 Minute Installation

Just plug in your ScreenPlay or Sequel, connect it to a monitor or television, attach an AV source, and start editing with the intuitive user interface. It's that easy!



For information on Applied Magic's NLEs and accessories call toll-free (888) 624-4255 or go to [www.applied-magic.com](http://www.applied-magic.com)

## The First Easy Editors for Education

With the ScreenPlay or Sequel administrators and teachers can easily create high-quality videos to meet a variety of needs, including videos for:

- Education
- Training
- Distance Learning
- Communicating
- Coaching
- Archiving

**Students will have great fun creating videos for:**

- Class Projects & Reports
- Entertainment
- Cultural & Sporting Event Documentation
- Scholarship Applications
- Career Exploration
- Video Yearbooks
- Community Service and more

With password protection and multiple storyboards, ScreenPlay and Sequel are ideal for the classroom or other multi-user environments.

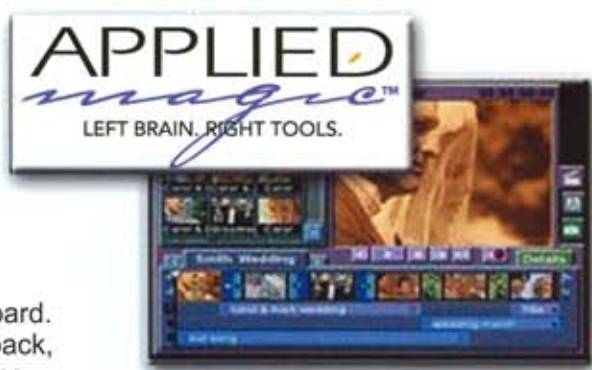
**The ScreenPlay & Sequel Academic Editions include:**

- Royalty Free Music & video
- Digital Juice Package of Jumpbacks, Motionbacks, graphics and clip art
- Luma Key Effect
- Curriculum & Tutorial Tape
- 3-Year warranty

*"I thank you for the best editing system I have ever used. ScreenPlay should be in every university, high school and school system in America."*

— David Hessler, Professor Emeritus  
School of Information, Univ. of Michigan





## Be a ScreenPlay/Sequel Power User

### Take Your Video Productions to a Higher Level With Optional ScreenPlay & Sequel Software & Hardware

**A/B Roll:** Edit between two cameras easily, accurately on one storyboard. A/B Roll emulates real-time switching using the keyboard during playback, then "records" the switches and creates a storyboard based on the clips you created.

**Chroma Key:** Chroma Key replaces the color background with alternate video footage. Most importantly, Applied Magic's Chroma Key has the ability to key out ANY color you choose. You are not limited to just blue or green.

**Luma Key Effect:** This effect replaces an animation's black/white matte with a video clip within an animation, thereby creating depth and creativity to your video production.

**RAB-BYTE Animations:** 21 keyable animations for use with Luma Key.

**Page3D:** 24 customizable variations of 3D Page Turns & 15 Filters.

**Digital Juice NLE Package:** More than 1,500 graphic, texture, paper backgrounds, photos, clip art.

**Digital Juice JumpBacks & MotionBacks:** A variety of collections: High Impact, Wedding, Sports.

**Sequel to ScreenPlay Upgrade Software:** Allows you to move up to ScreenPlay functionality.

**DV-1394/PC Card Upgrade**

Product Specifications	Sequel	ScreenPlay	ScreenPlay Plus
<b>Video In Connections:</b> 2 S-video (Y/C), 2 Composite	•	Plus Digital I/O (DV-1394)	Plus Digital I/O (DV-1394)
<b>Video Out Connections:</b> 2 S-video (Y/C), 2 Composite, SCART, VGA	•	Plus: RGB, Betacam YUV (NTSC) SMPTE YUV (PAL), Digital I/O (DV IEEE-1394)	Plus: RGB, Betacam YUV (NTSC) SMPTE YUV (PAL), Digital I/O (DV IEEE-1394)
<b>Audio In Connections:</b> RCA: VCR L/R, Camcorder L/R, Aux Audio L/R, 1/4" microphone	•	•	•
<b>Audio Out Connections:</b> RCA: VCR/L/R, SCART L/R 1/4" stereo headphone	•	•	•
<b>Audio Format:</b> 16-bit stereo	•	•	•
<b>Internal Video Format:</b> 16-bit YUV capture: 4:2:2 ITU-BT.601 (CCIR 81601)	•	•	•
<b>Compression Technology:</b> Wavelet (hardware codec)	•	•	•
<b>Compression Ratio</b>	Variable 8:1-25:1	Variable 5:1-25:1	Variable 5:1-25:1
<b>Highest Picture Quality</b>	Corporate/S-VHS 1.5 hrs. (S-VHS) 3 hrs. (home quality)	Broadcast/ DV IEEE-1394 3.5 hrs. (broadcast quality) 9 hrs. (home quality)	Broadcast/ DV IEEE-1394 7 hrs. (broadcast quality) 18 hrs. (home quality)
<b>System Format:</b> NTSC 525/60Hzr PAL 625/50 Hz	•	•	•
<b>Time Code Format:</b> VITC, MIDI MTC, DV timecode	•	•	•
<b>Internal Hard Drive</b>	20GB & 40 GB	60GB	120 GB
<b>Flash/Smart Media PCMCIA Interface</b>	Optional	•	•
<b>Media Entry &amp; Access:</b> 48X CD-ROM drive	•	•	•
<b>Audio Envelope</b>	Fade In/Out Only	Multiple Variables	Multiple Variables
<b>Graphics &amp; Transition Envelopes</b>	Fade In/Out Only	Multiple Variables	Multiple Variables
<b>Multi-layering</b>		•	•
<b>Transitions</b>	50	130+ Customizable	130+ Customizable
<b>Special Effects</b>	5 Individual	10 Individual	10 Individual
<b>Color Effects</b>	6 Individual	21 Individual	21 Individual
<b>Chroma Key, Luma Key, A/B Roll, Page 3D</b>	Optional	Optional	•
<b>1-Year Warranty, Extended Warranty Available</b>	•	•	•

**For more information on Applied Magic products, call toll-free (888) 624-4255 or [www.applied-magic.com](http://www.applied-magic.com)**