

What Customers Are Saying About Pan And Zoom.

"I'm loving Pan & Zoom. Really sweet tool. I want to add my thanks to AM as well for what I think is the best feature so far."

Felice Verrecchia

"With Pan and Zoom, it is simple to do a moving PIP over video. I can think of many applications for this feature for music videos."

John Stewart

"This is a fantastic and amazing add-on! It is well worth the money! The power and flexibility of Pan & Zoom is only limited by the user's imagination."

Mike Vucola

"What is cool is that it is not just a simple Pan & Zoom tool that we received, but AM went all out with extra features such as key assist, border colors, reset, use of snap shot and on video and more. Simply unbelievable making this the best upgrade tool yet."

Tony Jacang

New Dealer Pricing Reflects Changes in Academic Editions

Pan & Zoom and Chroma Key to Replace Digital Juice Package

Be looking for your new Applied Magic dealer price list in October. The new price list will reflect content changes to our ScreenPlay and Sequel Academic Editions.

Many teachers and students are expressing enthusiastic interest for the Chroma Key and Pan & Zoom special effects packages. With this in mind, we will be replacing the current Digital Juice NLE package with Chroma Key and Pan & Zoom special effect packages effective Oct. 1, 2002.



By popular demand, all Applied Magic Academic Packages will include Pan & Zoom and Chroma Key after October 1, 2002

ScreenPlay & Sequel Tips & Tricks Video Available Today

Applied Magic's new *Tips and Tricks* video is available today and jam packed with time saving tips and short cuts for getting the most out of your ScreenPlay or Sequel nonlinear editor.

More than an hour long, the video is being offered for an introductory price of \$39 through Oct. 15, 2002. After Oct. 15, the video increases to \$49.95.

Unfortunately there is no dealer pricing offered on this video, but your customers will benefit greatly from viewing this tape and you should also. We are confident that once your ScreenPlay and Sequel customers view the video, they will be com-

ing back to you to buy the software spotlighted in this video.

Applied Magic sales manager John Zale hosts the video that covers everything from system set up to the finer points of using high-end features like Pan & Zoom, Luma Key and A/B Roll.

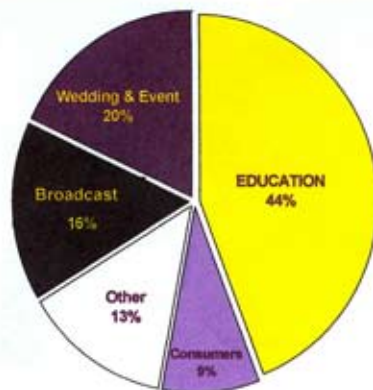
"We surveyed our customers and found that many of them were not

aware of the many "free" extras available on ScreenPlay or Sequel; or example password protection or fast forward." said Aleta Walther, Applied Magic's marketing director. "This video addresses some elementary points, however, it also offers step-by-step instructions for quickly and easily creating powerful and creative effects."

...Tips & Tricks Continued

The Tips & Tricks Video content includes:

- An Overview of System Extras
- File & Hard Drive Management
- How to do Insert Editing & Editing Digital Photos
- Video & Audio Editing
- Using Picture-In-Picture & Creating Scrolling Titles
- Introduction to Pan & Zoom and A/B Roll
- Using Luma Key with Animated Transitions
- Accenting video using Digital Juice...and more. ■



Are you targeting these lucrative Applied Magic markets? Call Applied Magic marketing if you would like assistance positioning our products in these market segments.

New 2.6 Software Arriving in Early October

The new 2.6 version of ScreenPlay/Sequel software will be officially released and distributed in October. All dealers and registered NLE product owners will receive this free upgrade. Dealers, please wait until the last week in October to call if you or your customers have not received 2.6. We have thousands of copies to distribute and it takes time. Please note that many owners have never registered their ScreenPlay or Sequel units so we do not have contact info for these individu-

als. In addition, some owners have moved and have not provided Applied Magic with their new addresses. No problem though. Just have these individuals call us toll-free, 888-624-4255 and we will send them the 2.6 software. Version 2.6 offers some new software features, bug fixes and demos of optional software, including demos of example, A/B Roll, Pan & Zoom and Luma Key. We are confident 2.6 will also generate Applied Magic optional software sales for you. ■

ScreenPlay Plus Magazine Reviews on the Horizon

Several leading video industry trade publications are currently reviewing the new ScreenPlay Plus 120GB.

ScreenPlay Plus will be highlighted in DV Magazine's upcoming December article comparing stand-alone video editors. TV Technology and Videomaker magazines and WEVA Magazine, the membership magazine of the Wedding and Event Videographer's Association have also requested to review ScreenPlay Plus, but publication dates have not been established. Of course we are always looking for new review, case study and other and publicity opportunities.

ScreenPlay sells for less than \$4,000 and comes as close to a \$100,000 Avid as anything I have ever seen."

... John Dvorak, PC Magazine

Since their introductions, ScreenPlay and Sequel have been reviewed more than 20 times, including foreign magazines in South America, Australia, Italy and the UK. Stateside, Applied Magic NLEs have been reviewed in trade publications or E-zines such as PC Magazine, Videomaker, Video Systems, Videography, Camcorder Computer Video, Wired, Church Production, ZDNet, About.com, and Digitalmedianet.com.

And like ALL previous reviews, we anticipate the upcoming reviews will be positive and supportive, and excellent tools for you use when positioning and selling Applied Magic's NLEs against competitive products. ■

Have a suggestion, questions or comment on the Dealer Times? Contact marketing@applied-magic.com or call Aleta Walther toll-free at 888-624-4255. Need more information on a product, pricing or assistance positioning Applied Magic products, contact sales@applied-magic.com or call toll-free 888-624-4255.