

DON'T RENDER YOUR LIFE AWAY

APPLIED
magic
LEFT BRAIN. RIGHT TOOLS.

EASY TO USE

ScreenPlay & Sequel are reliable, stable and functional editing appliances with point-and-click simplicity. These high-powered editing appliances feature an intuitive and easy-to-use interface that can be mastered in no time.

REAL TIME SPECIAL EFFECTS

With up to 16 individual real-time special effects at a full 60-fields per second you can transform your production. Effects include variable slow motions, fast forward/backward, letterbox, mirror, film rate and more. All special effects can be instantly applied to your video.

COMPLETE TURNKEY

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.

SCREENPLAY™



FULLY LOADED

Each ScreenPlay or Sequel comes with a custom keyboard, mouse and 1-yr warranty. Each editor is portable and ready to be used in your studio, office, classroom, home, hotel room or other remote location.

REAL TIME COLOR EFFECTS

With up to 21 individual real-time color effects at a full 60-fields per second the sky is the limit. Effects include B&W, sepia tone, etc, posterize and more. All color effects can be instantly applied to your video.

REAL TIME INPUT/OUTPUT

Easily import images from Smart Media cards, Compact Flash cards or a Kodak Photo CD. Creating a photo montage or picture-in-picture is easy with ScreenPlay's digital connectivity!

(Sequel requires the optional DV Upgrade to perform this function).

OPTIONAL SOFTWARE TO ENHANCE YOUR PRODUCTION

NEOTYPE CG - Sophisticated CG creates spectacular titles, overlays, lower third graphics, scrolling and crawling all in real-time.

MAGIC AUDIO - Adjust & perfect your audio. Control stereo equalization, speed, echo, noise gate, compression, volume, balance and more.

PAN & ZOOM PLUS - Zoom in & out, pan up & down, and rotate digital still images, photos and video. Includes a new batch rendering feature.

A/B ROLL* - Easily edit between two cameras on one storyboard.

CHROMA KEY* - Replace ANY color background with alternate stills and video footage. You are not limited to green or blue.

LUMA KEY* - Replace an animations black or white matte with alternate stills and video.

3D PAGE TURNS* - 24 customizable variations of 3D Page Turns plus more than 15 other filters.

AND MORE - Visit our website for a listing of all add-on software.

* Included with the purchase of ScreenPlay Plus

"ScreenPlay sells for less than \$3,300 and comes as close to any Avid™ as anything I have ever seen."

-John Dvorak, PC Magazine

Avid™ is a registered trademark of Avid Technology, Inc.



For more information on any of our products or to place an order visit our website

www.applied-magic.com

888.624.4255

E.R.D. BUNDLES

THE POWER OF THREE



1 EDIT

EDIT YOUR VIDEO WITH EASY-TO-USE SCREENPLAY

ScreenPlay is a complete, stand alone video-editing appliance featuring high-powered, high-quality digital video and instant real-time performance. ScreenPlay meets the editing demands of professional editors while offering an easy-to use interface.

APPLIED MAGIC SCREENPLAY



2 RECORD

RECORD YOUR VIDEO USING THE LITE-ON 'ALL WRITE' RECORDER

Master your final production using the 'All Write' DVD Recorder from Lite-On. 'All Write' technology writes to both popular DVD formats and CD Recordable discs. Nothing else comes close in functionality, ease of use and Lite-On quality.

LITE-ON DVD RECORDER



3 DUPLICATE

DUPLICATE YOUR DVD ON THE APPLIED MAGIC DVD DUPLICATOR

The new Applied Magic Duplicator is powered by the latest Lite-On (8X+/4X-) DVD ReWritable drives, this duplicator is twice as fast as the competition!

APPLIED MAGIC DVD DUPLICATOR POWERED BY LITE-ON DVD REWRITABLE DRIVES

BUY ALL 3 AND SAVE A BUNDLE!

PRODUCT SPECIFICATIONS

For a complete listing of product specifications: visit our website at www.applied-magic.com

SEQUEL

SCREENPLAY

SCREENPLAY PLUS



PRODUCT SPECIFICATIONS	SEQUEL	SCREENPLAY	SCREENPLAY PLUS
Highest Picture Quality	Corporate/S-VHS 1.75 hrs (S-VHS) 4.5 hrs (home quality)	Corporate/S-VHS 5 hrs (S-VHS) 13 hrs (home quality)	Corporate/S-VHS 7 hrs (S-VHS) 18 hrs (home quality)
Internal Hard Drive	40GB	80GB	120GB
Compression Ratio (Wavelet)	Variable 8:1-25:1	Variable 5:1-25:1	Variable 5:1-25:1
Flash/Smart Media PCMCIA Interface	Optional	Standard	Standard
Media Entry & Access (48X CD-ROM Drive)	Standard	Standard	Standard
Audio Envelope	Fade In/Out Only	Multiple Variations	Multiple Variations
Graphic & Transition Envelopes	Fade In/Out Only	Multiple Variations	Multiple Variations
Multi-layering	Not Available	Standard	Standard
Transitions	50	130+ Customizable	130+ Customizable
Special Effects	10 Individual	16+ Individual	16+ Individual
Color Effects	12 Individual	29+ Individual	29+ Individual
Add-On Software	Optional	Optional	Standard