Commodore® Multimedia

# A Better Way To Communicate

MULTIMEDIA.

It's a term increasingly used by computer companies anxious to assure consumers that, technologically speaking, they offer the latest and greatest.

Trouble is, most of the computer industry is just trying to catch up to where Commodore® and the Amiga® line have been since 1985. The Amiga is recognized by many of the leading developers as the computer for multimedia.

With the impressive range of third party multimedia software, and a widely adopted set of file standards, it is simple to create presentations that combine video, text, stereo sound, and animation. And because of the Amiga's unique multimedia architecture, there's no need to assemble the costly, potentially incompatible add-ons that other computers require. Finally, with its simple, elegant, point-and-click operation, you can start creating with the Amiga shortly after taking it out of the box.

Our mission has always been to make multimedia a tool that you can use – with spectacular results – quickly and easily.

The A1200 is the most powerful entry-level multimedia computer ever built. Based on the Advanced Graphics Architecture™ Chip Set, it provides an inexpensive, but powerful way to deliver multimedia communications.
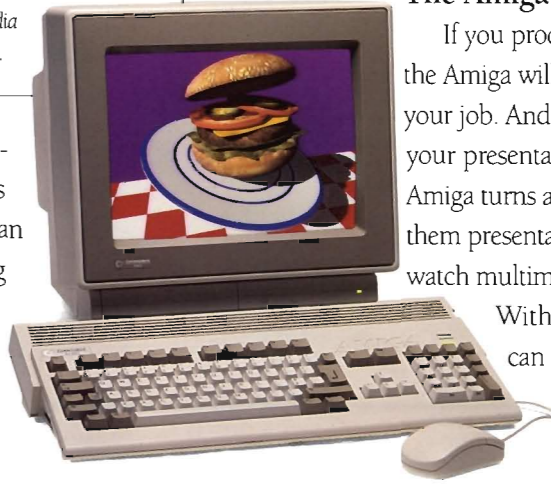
We Started The Multimedia Race

Only Amiga can provide you with the "most complete multimedia platform you can get in a single box."¹ That's because only Amiga has Commodore's proprietary custom co-processors.

Every Amiga delivers video overscan (so screen images completely fill the monitor), the ability to run at NTSC scan rate (for direct video input/output capability), two-channel/four-voice sound, and speech synthesis circuitry – without costly add-on cards. At the heart of Amiga lies a powerful, multitasking operating system that allows it to perform many complex functions simultaneously, making it a true multimedia machine.

Simply put, Amiga is the premier computer in the desktop multimedia industry. If you need to create exciting presentations; deliver information in a dramatic, interactive way; or train and educate people; Amiga can make you better at what you do.

The Amiga Videographer

Amiga's initial claim to fame was its reputation as "the video computer." Unlike other microcomputers, the Amiga is built ready for sophisticated video applications. Broadcast studios, corporate video departments, cable channels, production companies, educational institutions, and videographers around the globe know the Amiga is a world-class video engine.

It is being used for character generation, image processing, paint graphics, 3-D imaging, animation, and as a switcher or teleprompter. The Amiga is so flexible, and has such a wealth of software and peripherals designed for it, that its value in videographic applications is almost as unlimited as your imagination.

The Amiga Presenter

If you produce or deliver presentations, the Amiga will revolutionize the way you do your job. And could improve the results your presentations generate. Because the Amiga turns a standard, everybody's-doing-them presentation into a persuasive, fun-to-watch multimedia show.

With virtually any Amiga, you can deliver presentations on a TV monitor, output to a slide recorder or videotape,

and produce hard copy. You can also have a CD-ROM disc produced and then present your message on Commodore Dynamic Television (CDTV™), the lowest cost CD-ROM-based multimedia delivery system available. Amigas can also communicate with your Macintosh® or MS-DOS® computers in a Novell® network, so you can import text, data, and graphics files for use in your presentation.ˮ

In short, Amiga helps you communicate more effectively. More creatively. Better.

The Amiga Trainer

Used as a training tool, Amiga helps students take a more active role in their learning. An interactive training program that combines live video, animated graphics, and sound can give students a realistic, hands-on learning experience.

Training programs created with powerful authoring software, such as AmigaVision® can be made truly adaptive to students' needs. They can learn at their own pace, repeating segments, getting additional information, or going back for refresher courses – simply and quickly.

The bottom line? Amiga lets you train more people, more effectively – for less money than virtually any other multimedia computer system available.

The Amiga Kiosk

Presenting information to large numbers of people in a captivating, interactive way is what Amiga kiosks are all about. Amiga kiosks are stationed at airports to give travellers "live action" tours, in stores as information systems that can produce coupons right at the point of sale, and in corporate settings to provide information to visitors or employees.

Amiga kiosks are technically sophisticated, but simple to create and program for. They can run video from CD-ROM, a hard drive, or an external video source such as a laser disc player. They can be networked, and simultaneously updated on line, even from a remote location. Our experienced VARs can assist you in developing the custom application that fits your needs and budget.

Commodore Dynamic Television (CDTV) unites CD-ROM with Amiga technology in an integrated, remote controllable delivery system.

And of course, Amiga kiosks can be backed by our national service program to keep them up and running.

Whether you need one kiosk to take to trade shows, or you're a manufacturer looking for the engine to make your line outperform the competition, Amiga is the one name to remember.

The Amiga Promise

Every Amiga is backed by the Commodore service and support program, one of the most comprehensive in the computer industry. It includes a 24 hour a day, 7 day a week toll-free help line. Support specialists troubleshoot problems right on the phone and, depending on the options you choose, can schedule an on-site service call or arrange for a pick-up of equipment for repair, return, or exchange.

Professional systems are covered by Commodore Express™ Gold Service, which offers advantages like free overnight shipping and priority repair and return of your unit.ˮ Options, such as next day, on-site service, and weekend service are available. Commodore also offers a flexible leasing program for Amigas that can be tailored to meet your specific needs, whether you need one or one hundred computers.

The Amiga People

Open these pages and find how Amiga helped four people accomplish their communication goals through multimedia. If you see yourself or your challenges in these stories, call us for more information. Or better yet, visit an Amiga reseller. They'll show you how multimedia, the Amiga way, can be an effective, inexpensive, exciting means to communicating with your audiences. No matter who they are.

With the AGA™ Chip Set providing high-resolution color output, video compatability, and 60 FPS animation, the A4000 sets new standards for multimedia computing.

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MULTIMEDIA
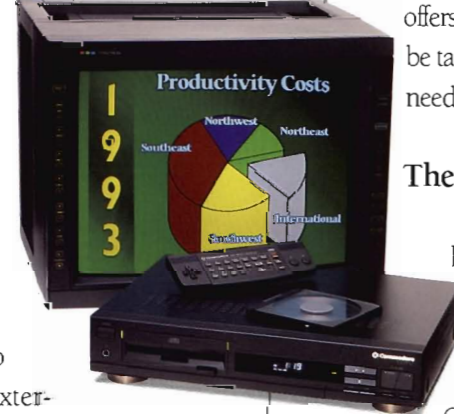
Want To Know More?

We know your company could benefit from the power of multimedia. Here is a list of the companies, software, and peripheral equipment featured in this brochure. Ask your Amiga reseller for more information or a demonstration of multimedia – the Amiga way.

Philadelphia College of Osteopathic Medicine
4150 City Avenue
Philadelphia, PA 19131
215-871-1000

ColorVision™
1701 N. Harrison Street
Fort Wayne, IN 46808
219-424-5000

Abracadabra Animations®
64 Loughlin Avenue
Cos Cob, CT 06807
203-869-3646

Impact Vision 24™
G-Lock®
Great Valley Products
600 Clark Avenue
King of Prussia, PA 19406
215-337-8770

Scala MM200™ or
Scala MultiMedia™
SCALA Inc.
12110 Sunset Hills Road
Suite 100
Reston, VA 22090
703-709-8043

Video Toaster®
NewTek Incorporated
215 S.E. Eighth Street
Topeka, KS 66603
800-843-8934

Studio 16/AD516
hard disk recording
system
SunRize Industries
2959 S. Winchester Boulevard
Suite 204
Campbell, CA 95008
408-374-4962

Novell NetWare®
Oxxi, Inc.
P.O. Box 90309
Long Beach, CA 90809-0309
310-427-1227

Art Department Professional®
ASDG, Inc.
925 Stewart Street
Madison, WI 53713
608-273-6585

AVM card
America Multimedia, Inc.
620 S. Dora, Suite 200
Ukiah, CA 95482
707-462-4878

Deluxe Paint® IV AGA
Electronic Arts
1450 Fashion Island Boulevard
San Mateo, CA 94404
415-571-7171

OpalVision®
4451B Redondo Beach Boulevard
Lawndale, CA 90260
310-542-2226

Infrared Total Touch
System touchscreen
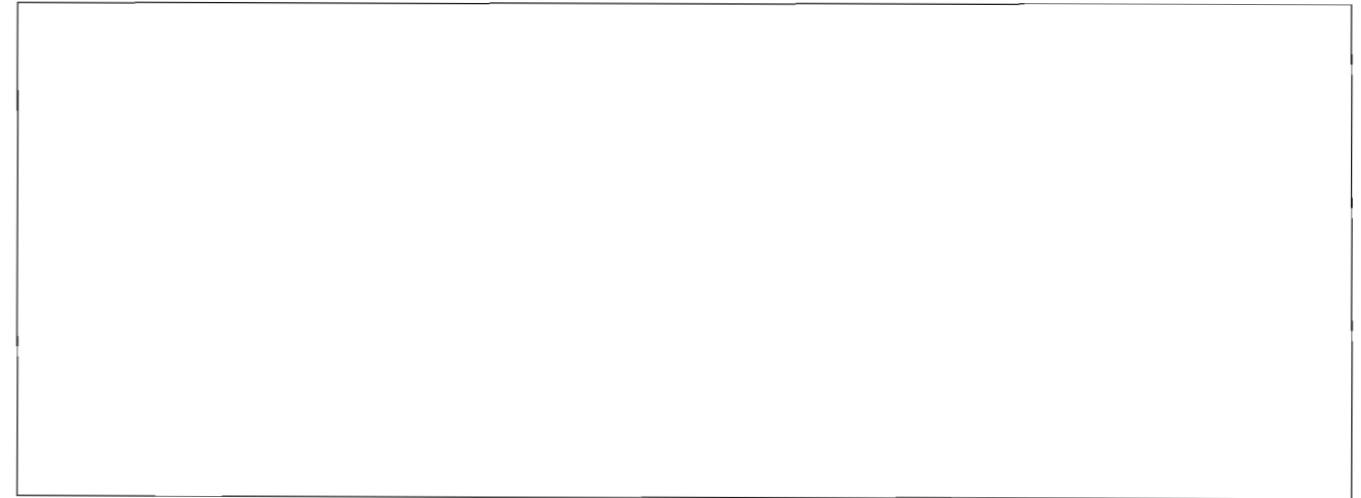Carroll Touch
P.O. Box 1309
Round Rock, TX 78680
512-244-3500

40/60 column kiosk
printer with cut/transport/eject
mechanism
Magnetec Corporation
61 West Dudley Town Road
Bloomfield, CT 06002
203-243-8941

TBCard plug-in time
base corrector with
external remote
LDEN Videotronics Corp.
9620 Chesapeake Drive
Suite 204
San Diego, CA 92123
619-492-9239

AmigaVision™ Professional
authoring software
Commodore Business Machines, Inc.
1200 Wilson Drive
West Chester, PA 19380
215-431-9100
1-800-66-Amiga

Commodore Business Machines, Ltd.
3470 Pharmacy Avenue
Agincourt, Ontario
Canada M1W3G3
416-499-4292
1-800-661-Amiga

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Color Them Successful

CHOOSING PAINT COLORS by using little swatches or a printed palette can be a frustrating experience. But a company called ColorVision™ is taking the guesswork out of color selection with interactive point-of-sale kiosks. At the heart of these kiosks, located in paint and home improvement stores, lies the power of Amiga.

Major paint manufacturers like Benjamin Moore, PPG, and Ace Hardware know that helping customers see what a paint color will look like in their home makes the purchase decision easier. Phil Kenyon, President of ColorVision, says the Amiga kiosk helps customers make more informed decisions in a number of ways.

> "The Amiga is the only machine that can do the job in our kiosks while keeping them at a realistic price point."

Using a trackball, a customer chooses from a wide range of architectural styles or room layouts. Then they select from colors offered by the manufacturer and actually "paint" the walls, trim, or other surfaces – right on the kiosk's monitor!

In addition, these interactive kiosks graphically display over 40 common paint-related problems (such as cracking, flaking, and blistering), suggest solutions, and recommend products. And because Amigas are built for multimedia, the kiosks include interactive audio, so customers can get voice help messages if they have a question. The kiosk can also supply the customer with a printout of the information they've just seen so they can make the appropriate purchases.

With over 2000 kiosks sold in 14 countries, ColorVision is currently working with Amigas to build kiosks that display products such as laminates, brick, and tile in almost photographic quality. Also under development is a kiosk that displays carpeting in 3-D, so customers can see colors, texture, shading, and other subtleties of a particular floor covering as it would appear in their homes.

For retailers, it's a better way to sell. For consumers, a more confident way to buy. All made possible by Amiga.

TYPICAL SYSTEM CONFIGURATION
For Development
- *Amiga 4000/040*
- *6 mb memory*
- *120 mb hard drive*
- *AmigaVision® Professional*
- *DeluxePaint® IV AGA*
- *OpalVision®*
- *Studio 16 AD 516*

For Delivery
- *Amiga 1200*
- *40-60 mb hard drive; 2 mb RAM*
- *Total Touch System*
- *Public Access printer*

A Marriage of Technologies

BY HARNESSING THE UNIQUE CAPABILITES OF AMIGA, the husband and wife team of Craig and Gail Hollenback have built a video production company for the 90s – responsive, flexible, and above all, cost effective. The Hollenbacks own and operate Abracadabra Animations,® and five Amigas, which they use to produce corporate videos, animations for television, and package design. Amiga's versatility and low cost have allowed them to stretch their creativity without straining their – or their clients' – budgets.

> "With our Amigas, we feel like anything is possible. Without them, we couldn't do what we do."

Because of Amiga's flexibility, it can be used for video titling, 3-D animation, or as the heart of a video editing system; so Abracadabra can invest less in expensive, single purpose video hardware – without compromising quality. With its inherent video capabilities, including NTSC scan rate compatibility, a dedicated video expansion slot, overscan, and powerful graphics co-processors, Amiga helps Abracadabra provide clients with sophisticated, high-tech videos less expensively than many of its competitors.

Abracadabra has also carved out a niche for itself by using creativity – and Amiga's additional functionality as a desktop publishing platform – to produce an innovative multimedia communications package. Called VidKit,™ it combines a videotape featuring live footage, animation, computer graphics, stereo sound, and text, with a brochure or other sales literature. All in coordinated, information-filled packaging designed to entertain, inform, and most important, sell.

Without the power of Amiga, the Hollenbacks say they might still be able to do what they do, but the cost – in terms of the equipment and the add-ons necessary to equal Amiga's capabilities, and the time spent making it all work together – would deprive them of some pretty important things. Time, money, and their competitive edge.

TYPICAL SYSTEM CONFIGURATION
- *Amiga 3000T/040*
- *9 mb memory*
- *200 mb hard drive*
- *NewTek Video Toaster®*
- *2 1084S RGB/composite monitors*
- *TBCard*
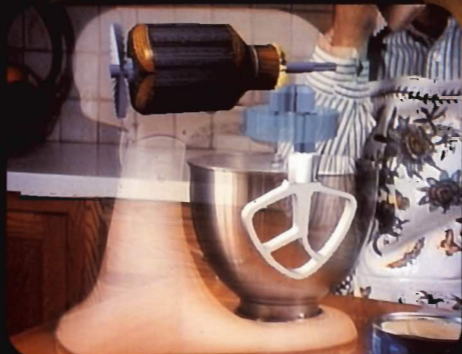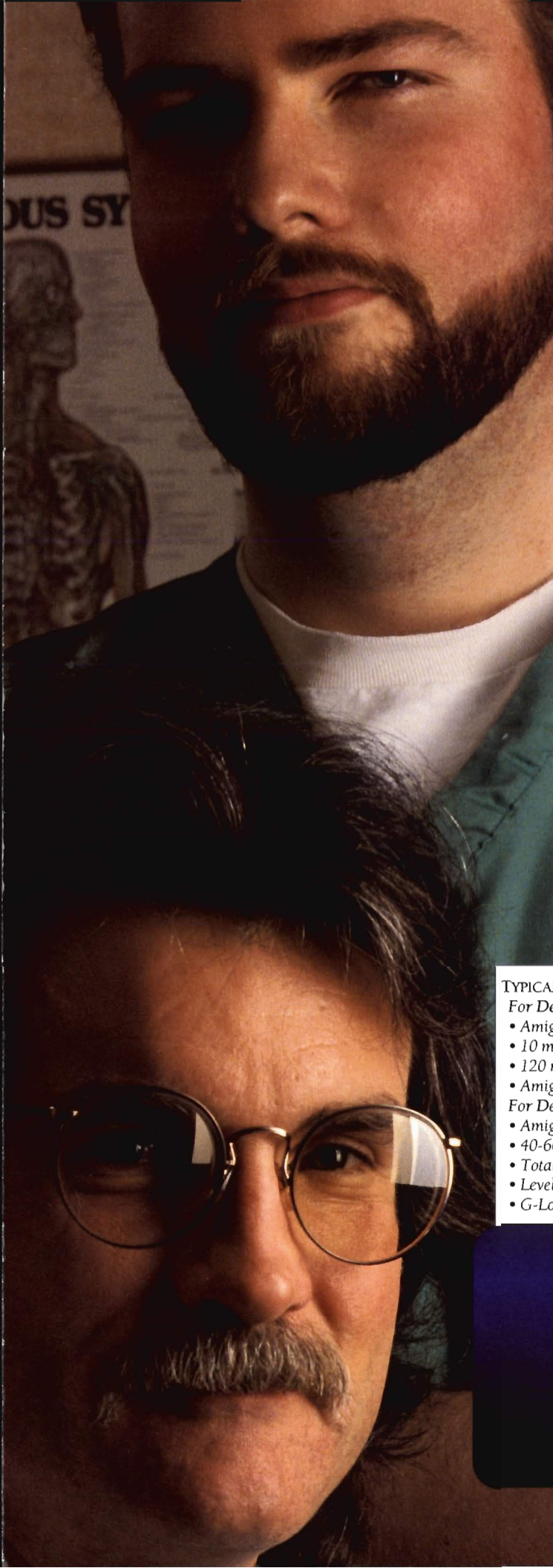
Physician, Teach Thyself

D R. PATRICK M. COUGHLIN, and medical student Mark Hysell, armed at first with only a novel idea and an Amiga 500, came up with a revolutionary way for tomorrow's doctors to take a more interactive role in their education.

Coughlin, who holds a PhD in Anatomy and Cell Biology, is an Associate Professor in the Department of Anatomy at the Philadelphia College of Osteopathic Medicine. Along with Hysell, he created a program called "Dynamic Spine" to help medical students study the anatomy and mechanics of the spine in greater depth and with more flexibility than was possible through the conventional means, dissection of cadavers.

> *"The interactive capabilities of the Amiga are helping to change the way we look at medical education."*

For Dynamic Spine, Hysell created renderings of vertebrae on the Amiga and animated them to show how the spine's biomechanics worked in 3-D detail – something never before possible, even with a cadaver. And when the team upgraded to a faster, more powerful Amiga and more sophisticated software, he was able to transfer his work seamlessly, because of Amiga's interchange file format (IFF). A feature of all Amigas, IFF allows virtually complete compatibility between software titles and different Amiga models. Dr. Coughlin's finishing touches were to add text, graphics, and audio to Dynamic Spine, and then combine it with "live" video of physicians treating patients.

The result? A learning tool that allows his students to supplement their classroom learning with a view of the human anatomy that they could not get anywhere else.

TYPICAL SYSTEM CONFIGURATION
For Development
- Amiga 4000/040
- 10 mb memory
- 120 mb hard drive
- AmigaVision™ Professional
For Delivery
- Amiga 1200HD
- 40-60 mb hard drive; 4 mb RAM
- Total Touch System
- Level III video disc player
- G-Lock®

Bringing Them To Their Feet

M ARV GORDON IS A SOFTWARE ENGINEER for BlueLine™ Software, Inc., a leading company in the IBM® mainframe software industry. But when he needed to put together a presentation for a particularly tough audience – his company's sales and marketing representatives – he turned to his Amiga.

With his Amiga 3000 and AmigaVision authoring software, Marv created a 90-minute presentation about one of his company's new products for the annual sales meeting. He created an opening animation that had the product name fly through a space scene toward the audience. An animated spaceship crashed through the product name and past the "camera," which then seemed to pan around to watch it fly away. Throughout the presentation, he combined screen images imported from an IBM mainframe with Amiga-created backdrops that featured a 3-dimensional BlueLine logo.

> *"I've tried to do presentations on PCs; they were slow, dull, and had no sound. Nothing comes close to what the Amiga can do."*

He also scanned in existing ads about his company's other products and made the featured product name metamorphose into a motivational sales message. Because the Amiga has a sound chip built in, he was able to add stereo sound (recorded from his home entertainment system) and narration to transform what could have been a dry, technical presentation into a vivid multimedia event.

And he created the entire presentation in four days.

The response was overwhelming. The presentation got two rounds of applause. Marv got kudos from the boss and a request to take the show on the road to his company's European offices. Not to mention a Gold Medal for Best Presentation at this week-long meeting.

Perhaps the highest praise for this internal presentation was that many of the sales representatives in the audience asked how they could get a copy – and an Amiga – so they could use it as a sales tool with their customers.

TYPICAL SYSTEM CONFIGURATION
For Development
- Amiga 4000/040
- 120 mb hard drive
- 10 mb memory
- Scala MM200™
- DeluxePaint® IV AGA
- Amiga client software for Novell® network
- Ethernet card
For Delivery
- Amiga 1200 or CDTV Interactive Player
- 40-60 mb hard drive; 2mb RAM
- AVM card for CDTV