

DVD Authoring Tools



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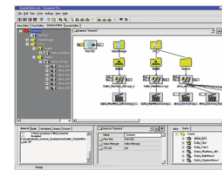


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DVD Authoring Tools

Consumer to Professional

- **Disc Suites, Video Editing Tools**
- **Personal / Automated DVD Authoring**
 - Capture - Layout – Burn, Direct to DVD, \$30 - \$100
 - Apple iDVD, Sonic MyDVD, Ulead DVD MovieFactory
- **Corporate / Professional DVD Authoring**
 - Customized menus & navigation
 - Multiple tracks, \$300, \$500 - \$700
 - Apple DVD Studio Pro, Adobe Encore DVD
 - Sonic DVDit / ReelDVD, Ulead DVD Workshop
- **“Hollywood” / Feature**
 - Commercial titles, hardware encoders, \$10K's
 - Sonic DVD Producer, Sonic Scenarist
- **Enhanced: eDVD / WMV HD**



Disc Suites, Video Editors

Disc Burning Suites and Video Editing

- **CD / DVD Data Suites (~ \$75 - \$100)**
 - Burn data files, audio, photos, videos
 - Roxio Easy Media Creator, Nero
 - Copy, extract and reduce to fit, DVD to CD
- **Video Editors, export to DVD**
 - Consumer (~ \$75 - \$150)
 - Adobe Premiere Elements
 - CyberLink PowerDirector, InterVideo WinProducer
 - Pinnacle Studio, Roxio VideoWave
 - Sony Vegas Movie Studio+DVD, Ulead VideoStudio
 - Professional (~ \$500 - \$700)
 - Adobe Premiere Pro, Pinnacle Edition
 - Sony Vegas Video, Ulead MediaStudio Pro



Personal DVD Authoring Tools

Automation, Simplified Editing, with Customization

- Drag and Drop Authoring
 - Capture / Assemble Clips
 - Layout Menus
 - Template-driven: Menu, Titles
 - Customize
 - Compress and Burn
-
- **Direct DV to DVD**
 - Capture, compress, layout, burn
 - Real-time, like set-top recorder



Assisted DVD Authoring



Assemble Clips

- Capture from tape
- Detect video scene changes
- Import clips, photo slide shows
- Simple edits, trim, split / merge

Create Menus and Navigation

- Linked or nested menus
- Automatically create chapter thumbnails
- Design templates
- Personalize titles, background, audio

Burn to Disc

- Automatic compression, Dolby AC-3
- Burn to DVD
- Burn to CD (VCD & SVCD)
- Create disk volume, disc image

Play

- Play on home DVD players
- Play on PCs with playback software

Re-Edit

- Update existing disc (RW/VR)

Personal DVD Authoring Tools

Templates & Automation

• Features

- Capture, Record: Direct to DVD
- Edit: Trim video
- Organize: Nested menus, auto navigation
- Slideshows: Photos with audio, transitions
- Design: Templates, titles
- Burn: DVD and VCDs
- Revise: Edit on DVD



neoDVD™ standard

• Products (~ \$30 - \$100)

- Apple iDVD
- MedioStream NeoDVD
- Sonic MyDVD
- Ulead DVD MovieFactory



Sonic MyDVD



- **Input**
 - Record: Direct-to-Disc
 - Capture: Video to hard disk
- **Organize / Edit**
 - Edit: Trim video
 - Organize: Auto navigation, linked, nested submenus
 - Slideshows: Audio, transitions
 - Templates: Customize, styles
- **Burn**
 - Burn: DVD and VCDs
- **Re-Edit**
 - Revise: OpenDVD / Edit-on-DVD



Ulead DVD MovieFactory

Add/Edit Media



Setup Menu



Re-Editing DVD Discs

Open Up DVD to Update Contents

- **Re-Edit Existing Disc**

- Save project data on disc
- Add new clips, chapters
- Update in place: RW
- The DVD is the master

neoDVD[™] standard



- **Products**

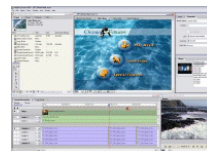
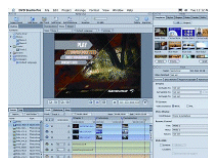
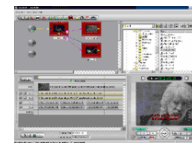
- OpenDVD: Sonic MyDVD
- DVD-VR: Video Recording format
- MedioStream NeoDVD
- Ulead DVD MovieFactory



Professional / Corporate Tools

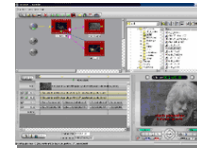
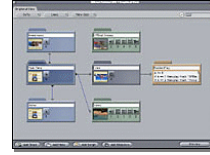
More Control, More DVD Features

- **Multiple streams: Audio, Video**
- **Subtitles: Captions, multiple languages**
- **Custom graphics: Buttons**
- **Timeline, Navigation, Track views**
- **Link Programmability: Scripting**
- **Replication: Encryption, Region coding**



Professional Features

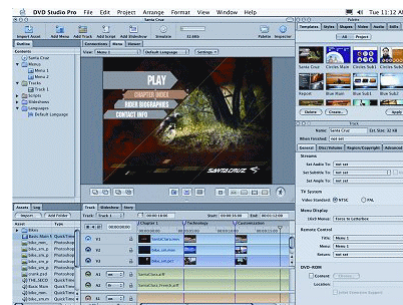
- **Advanced DVD Design**
 - Timeline, Navigation, Track views
 - Multiple Video tracks: Alternate camera angles
 - Multiple Audio streams: Soundtracks, languages
 - Subtitles: Captions, multiple languages
 - Import layered PhotoShop files - buttons
- **Advanced DVD Navigation**
 - Timeline editing / Chapter markers
 - Button programming, End actions
 - Title sets
- **Advanced DVD Features**
 - Programmability: Scripting, system parameters, GPR regs
 - Encryption, Region coding, NTSC/PAL, Widescreen
 - DVD-ROM, Web DVD



Corporate / Professional Tools

Sample Products

- **Corporate (\$300)**
 - Sonic DVDIt
 - Ulead DVD Workshop Express
- **Professional (~ \$350 - \$700)**
 - Apple DVD Studio Pro
 - Adobe Encore DVD
 - Sonic ReelDVD
 - Ulead DVD Workshop



Adobe Encore DVD



- **Automation assists**
 - Drag and drop menus
 - Integrated video and audio transcoding
- **Professional design**
 - Round-trip menus: Design in Photoshop, edit in Encore
 - Timelines: 8 audio, 32 subtitle
 - Chapters from markers
 - Motion menus from After Effects
- **Project management**
 - Properties: Sort, global changes
 - Check Links: Orphans



Ulead DVD Workshop

Edit Clips: Chapters, audio & subtitle tracks



Enhanced / Extended DVD

Beyond DVD-Video

- **Sonic eDVD 3**

- InterActual / Web DVD
- Sept. 04, \$199, stand-alone
- Local video content + Updated / interactive web
- Web & DVD-ROM links, Win 98-XP & Mac OS X
- InterActual / PC Friendly Player on 70M DVDs



- **DVD Producer – WME – WMV HD Edition**

- Windows Media Video on DVD, high-res
- End 2002, \$12,999
- Author HD titles on DVD using WMV high-definition technology
- Playable on Windows Media 9 Series player on Windows XP



High-End DVD Authoring Tools

High-End DVD Authoring

- **Multimedia Professionals**

- Extensive DVD features, Integrated with hardware encoders
- Sonic DVD Fusion - Macintosh
- Sonic DVD Producer - Windows - \$2K sw - \$5K - \$13K w/ hw encoders



- **Feature Film DVD Production**

- Commercial title production, Deepest DVD-Video feature support
- Sonic DVD Creator - Macintosh
- Sonic Scenarist - Windows - \$5K - \$35K



- **Sonic Scenarist**

- Scenarist Studio - 16:9, DVD-9, up to 3 camera angles
- Scenarist Advanced - Copy protection, region code, closed-caption
- Scenarist Professional - 9 video angles, DTS, text data, Jacket pics

Sonic DVD Producer

- **Interface**
 - Unlimited undo, Bit Budget calculator
- **Menus and Navigation**
 - Menu Editor & Compositor
 - Motion menus, Jacket picture
 - Import multi-layer Photoshop files
 - JumpAnywhere navigation, PlayLists
 - End actions, highlight button, button routing
- **Multiple Streams**
 - 99 Video Title Sets, 8 audio, 32 subtitle
- **Video Formats**
 - MPEG-1 & 2, NTSC & PAL
 - Half-height, 16:9 aspect ratio
 - DV, AVI & QuickTime transcoding
- **Audio Formats**
 - PCM 16-bit, 48 KHz, MPEG-1 Layer 2
 - Dolby Digital 5.1 surround
- **SD-Series Encoders**
 - SDI digital video I/O, S/PDIF Dolby Digital output
- **Output**
 - Dual-layer, DVD-5 & DVD-10, DVD-ROM/DVD-Video hybrid
 - WriteDirect, to CD-R, DVD-R and DLT devices (no temp files)
 - OpenDVD read and write



SONIC DVD PRODUCER

Professional / Film Tools

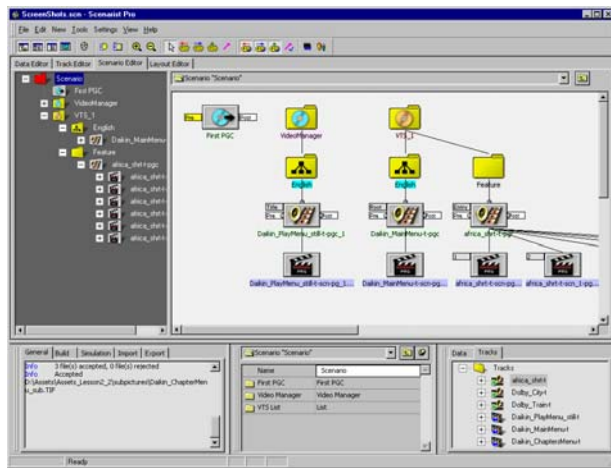
High-End DVD Authoring

- High-end tools, with integrated capture / transcoding
- Multimedia professionals and feature film production
- From \$5K - \$35K and up.

SONIC SCENARIST

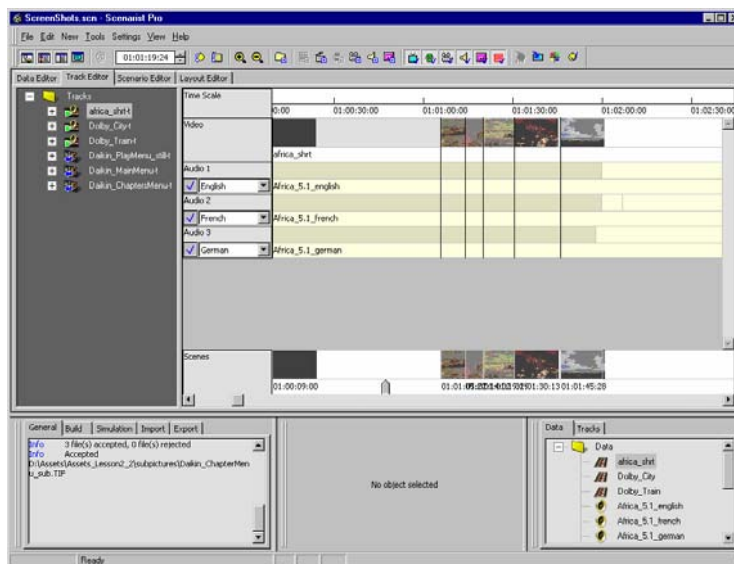
- **Related Products**
 - Sonic Encoders SD-series; HD WMV
 - Hardware encoders for Mac and Windows
 - Sonic AutoDVD
 - One-button produce DVDs from video
 - Sonic DVD-Audio Creator
 - Full-spec DVD-Audio authoring workstation
 - Sonic ROM Formatter
 - Premaster ROM content in the DVD-ROM format

Scenarist - Scenario Editor



Title sets
Languages
Menus
Program streams
Tracks

Scenarist - Track Editor



Tracks
Streams
Chapters
Subtitles

For More Information



The Manifest Technology site by Douglas Dixon contains over 150 articles and technical references on multimedia technology, especially digital video editing and DVD authoring.



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