

Interactive Media Systems

CD-i Authoring Tools



MediaMogul™



PLATFORM

MACINTOSH

SUN

PC

▶ **CD-i/CD-RTOS**

PHASE

▶ **DESIGN**

▶ **PRODUCTION**

▶ **AUTHORING**

DISC BUILDING

LEVEL

▶ **DESIGNING**

▶ **SCRIPTING**

PROGRAMMING

A modular package that brings publishing power to a CD-i player-based system

- A powerful CD-i application development package for designers and developers
- A complete integrated environment allowing an application to be fully prototyped developed and tested before a CD-i disc is created
- Graphical user interface
- Includes four integrated software modules, File Director, Script Writer, Editor and Art Studio
- For use on CDi605 player
- Reads MS-DOS formatted
- Optional plug-ins eg for Digital Video titles



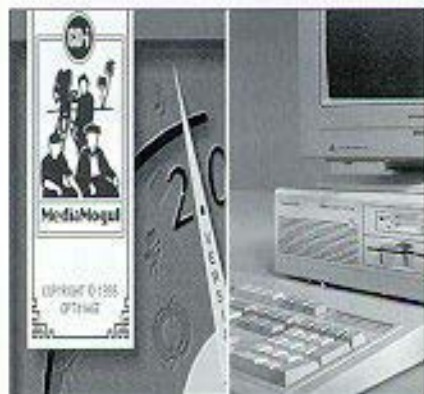
PHILIPS

MediaMogul™ is a powerful multimedia authoring package that enables developers to quickly and easily create titles for Compact Disc Interactive (CD-i). MediaMogul offers the perfect combination of authoring features and flexibility to take advantage of the exciting, fast-growing CD-i marketplace.

Using MediaMogul, you can learn to build your first CD-i application in just a few hours. MediaMogul makes it easy to combine video and audio assets (images, drawings, animation, full-motion video, dialogue, music, and sounds) into sequences and interactive branches that respond to user choices.

Your application can be as simple as an interactive slideshow with a stereo soundtrack or as complex as navigation and branching schemes using MediaMogul's built-in variables and your own custom code.

MediaMogul provides a complete integrated authoring environment, allowing an application to be fully prototyped, developed, and tested before a CD-i disc image is ever created. Since you do not need to be a skilled programmer to use MediaMogul, you can place authoring in the hands of your most creative personnel.



As your skills develop and you learn more about the authoring environment, you can take advantage of MediaMogul's increasing levels of sophistication in the production of your CD-i titles. For example, you can use C language programming to write your own MediaMogul subroutines for a customized application.

You can also add new features and sophisticated software options with MediaMogul plug-ins. Using

these optional software modules, you can include many capabilities in your application, such as Digital Video (DV) playback, horizontal scrolling menus, and alternative menu highlighting.

MediaMogul is a complete authoring solution that helps you easily produce interactive multimedia applications using CD-i's unmatched flexibility.

Authoring

The MediaMogul authoring system combines four integrated software modules—File Director, Script Writer, Editor, and Art Studio—with an easy-to-use graphical interface that provides a complete and integrated CD-i application development environment.

File Director

Makes it easy to manage your video and audio assets with a point-and-click graphical interface. You can use File Director to preview images, preview audio, or select scripts for editing.

Script Writer

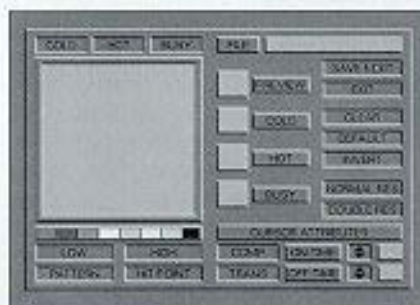
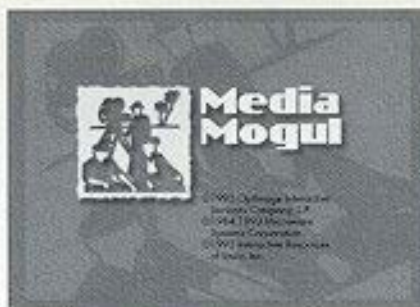
Defines the content of your multimedia sequences. It features a time-line based graphical interface that gives you precise playback control for images, audio, animation, and video transitions (including wipes, dissolves, and fades). A PlaySync feature lets you synchronize your visuals to your audio in the sequence by clicking a mouse button to initiate each video effect as the background audio plays.

Editor

Enables you to create interactive areas, or hotspots, on each screen and specify the branching that takes place when hotspots are selected. MediaMogul supports up to 64 hotspots.

Art Studio

Lets you create and edit CD-i images (256-colour, CLUT8) directly on the player. If you are starting with no images to use in your application, you can draw images directly using the graphics editor with a variety of functions to draw, fill, shade, scale, transform, merge, and process your image.



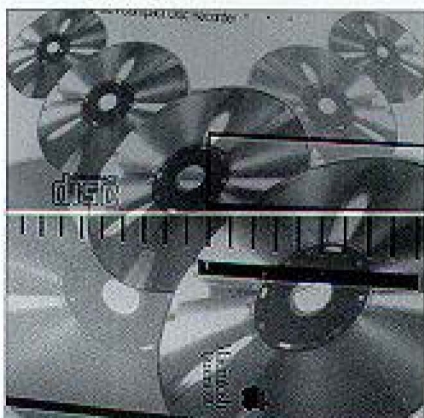
An easy to use point-and-click control for the creative mind

Simulation

As you create your title, MediaMogul builds a script-based description of the sequences, branches, and effects that are later used by the MediaMogul run-time system or your disc in the CD-i player. Each time you edit or add to a script, you can immediately preview your application from the hard disk using MediaMogul's built-in simulation capability. Using simulation with MediaMogul avoids the expense and delay of disc mastering to check your work in progress. Unlike testing with emulation, you do not have to build a disc image file, which is a time consuming operation, every time you change your scripts. Only MediaMogul's immediate simulation lets you preview your title as you create it. Now you can spend more time on the creative aspects of multimedia authoring instead of waiting for your title to compile!

Emulation

When authoring and simulation are complete, you can send your MediaMogul scripts and assets to a service bureau for mastering. Alternatively, you can use the OptImage Script2Disc™ software to do your own mastering and final testing before pressing an actual CD-i disc. A built-in analysis function in MediaMogul can analyze individual scripts or a complete title, making sure that they will play properly when pressed onto a final CD-i disc.



Assets

You can convert and repurpose many existing interactive multimedia assets (pictures and sounds) for use in your CD-i development efforts. A wide range of Macintosh and PC image and audio file formats can be edited and converted for use with CD-i using OptImage conversion utility packages. MediaMogul can then integrate these media assets into your CD-i titles. For example you can convert and import Apple QuickTime™ movies, Autodesk Animator Pro™ animation, and Photo CD™ images into a MediaMogul CD-i application. Using existing multimedia assets for CD-i development with MediaMogul saves time and money for the multimedia developer wishing to port new or existing applications to CD-i.

MediaMogul Features

Animation/Video

Add multimedia features such as animation and motion video windows to your titles by overlaying these windows onto any still image. A MediaMogul plug-in is also available

for playing full-screen, full-motion video on CD-i players having the optional Digital Video cartridge.

Art Studio

Create or edit 256-colour CLUT8 images directly on a CD-i development player using a number of functions such as drawing (line, box, circle, ellipse), filling, shading, scaling, transforming, move area, CLUT manipulation, image merging, mosaic, and smudge.

Branching

Unconditional or conditional branching based on 26 built-in variables between sequences.

Clut Control

Modify a specific palette entry; sequence the colour table to add memory-efficient colour-cycled animation-like effects.

Cursor Editor Controls

Customize the graphic cursor to suit individual applications including changing its look and placement within hot-spots, during sequences, and while branching; confine the cursor to move within a specified area of the screen.

Documentation

Work with a thorough manual in a loose-leaf format containing tutorial, user, and reference sections with in-depth examples including how to use custom subroutines.

Editor

Visually define hotspots over previewed images via pull-down menus with automatic on-line help and on-screen display of current cursor position.

File Director

View, copy, move, compare, and delete files; browse to preview assets, select files, and organize your filing system.

Hotspot Options

Define interactive areas of the screen (hotspots) for application branching, pause and continue, audio volume control, and audio channel selection. Hotspots may be designed to become transparent when the cursor is over them to permit a background picture to show through, creating a hi-light effect.

Multiple-Channel Audio Play

Include up to eight separate audio tracks with real-time switching between them so you can present your title in several different languages or even use music targeted to different international audiences on the same disc.



Motion Support

Play back full-screen run-length cartoon animation and partial-screen "natural" DYUV images at 5, 10, or 15 frames per second. (Full screen, full motion digital video requires the optional plug-in.)

Overlays

Define a transparent colour that enables the image in the background to show through the pixels of that colour; place text over a background including easy display of an ASCII text file. (Supports international character sets.)

Playsync

Synchronize video/transitions to an audio track by simply clicking the mouse.

Pointerless Menu

Define movement between hotspots via a highlight rather than using a cursor pointer.

QHY Images

Display high-quality dual-plane images (PAL 768x560, NTSC 768x480) that have been converted from Photo CD, Macintosh, or PC source assets.

Script Analysis

Check individual scripts and the entire application before moving on to the disc building phase of production; script time is displayed for easy editing.

Script Writer

Design a title using the tool's spreadsheet layout and pop-up menus or keyboard shortcuts for ease of use; edit SMPTE-based time-coded columns with commands such as cut, copy, paste, and global replace.



Screen Display

Use several two-screen transition effects including fades, wipes, dissolves, and curtains; update parts of the background or foreground plane of the screen or the CLUT with new image or text data; specify a time when the screen will dim if there is no activity; customize how the video planes combine with the background plane using mattes and/or colour cycling.

Touch screen

Support for MicroTouch™-compatible touch screen and Unmouse for applications such as interactive information kiosks; select "point" mode or "stream" mode with optional calibration sequence.

WYSIWIG Placetool

Position DVUV movies, partials, rectangles, and text directly on the screen in which they will appear.

MediaMogul plug-ins

Add your own subroutines or purchase optional plug-ins to create additional MediaMogul effects and features.

Requirements

- Philips CDI 605 Development Player with 605 System Software Package and Keyboard
Or, RS-232 Terminal
Or, RS-232 Terminal
Or CD-i authoring card installed in Macintosh or PC
- RGB Monitor
- High Capacity SCSI Hard Disk
- MediaMogul Software Disc

Related Products

- Script2Disc
- OptImage Emulator
- MediaMogul Plug-ins
- Asset Conversion Software for Macintosh, PC, and Sun®
- MediaMogul Mac Pak
- MediaStockroom
- CD Recording Software for the Philips CDD 521
- Philips CDD 521 Compact Disc Recorder™
- CD-IT! for CD-i
- Imagination Pak



Developed in cooperation with



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