Philips Media

Authoring tools

MediaMogul®
Authoring Solutions

PLATFORM	
MACINTOSH™	
SUN™	
PC	
CD-i/CD-RTOS	
SILICON GRAPHICS™	

PHASE	
DESIGN	
PRODUCTION	
AUTHORING	
DISC BUILDING	

LEVEL	
DESIGNING	
SCRIPTING	
PROGRAMMING	

CD-i Authoring for PC and Macintosh™

- A powerful CD-i application development package
- From simple presentations to complex branching schemes, MediaMogul can handle it
- Easy to use - perfect for designers and non-programmers
- 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
- Verify and test as you go with Analysis and Preview
- Digital Video support option

PHILIPS

MediaMogul is a powerful multi-media 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, digital video, dialogue, music, and sounds) into sequences and inter-active branches that respond to user selection.

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 varia-bles and your own customcode.

MediaMogul provides a complete integrated multimedia production tool, allowing an application to be fully prototyped, developed, and tested before a CD-i disc image is 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 your multimedia needs become more sophisticated, MediaMogul can be expanded with additional plug-ins or by using C language programming to write subroutines for a customized application.

MediaMogul is a complete autho-

ring 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. It has an easy-to-use graphical interface that provides a complete and integrated CD-i application devel-opment 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 script for editing.

Script Writer

Defines the content of your multi-media sequences. It features a time-line based graphical interface that gives you precise playback control for images, audio, anima-tion, and video transitions. The Designer works on a simple grid with time progressing from left to right and separate rows for Video, Audio and Hot-spots. Each column represents a time at which a video or audio event occurs. Play control commands and effects such as cut, wipe, dissolve, play video and play animation are selected from a pop-up menu thus defining the programme flow. Audio sound-tracks or voice-overs are synchro-nized to your visuals by adding them in the appropriate column, again using a simple pop-up menu and point and click interface.

Editor

Enables you to create hotspots. These interactive areas on the screen will cause the programme to jump to a next script when 'clicked' and thus allowing the viewer to select the programme flow. Hot spots are dwawn onto the screen with the hot-spot editor while the appropriate video is displayed. MediaMogul supports up to 64 hotspots.

Art Studio

Graphics editor with a variety of
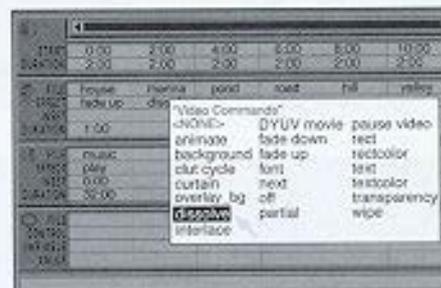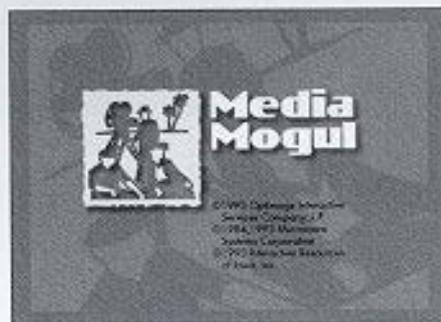
Easy to use point-and-click control

functions to create and edit CD-i images if you are starting with-out images to use in your applica-tion.

Simulation

As you create your title, MediaMogul builds a script-based description of the sequences, branches, and effects. Each time you edit or add to a script, you can immediately preview your applica-tion 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. MediaMogul's immediate simulation lets you preview your title as you create it. You can spend more time on the creative aspects of multimedia authoring instead of waiting for your title to compile.

Emulation

After authoring and simulation, when the CD-i title has been completed and checked, the script sequences have to be combined with the assets into a single computer file ready for transferring to a disc. For this the Script2Disc software is used. It interleaves the asset files described in the script and produces Real Time Files, one RTF representing each script. The collective RTF's and other required CD-i files are combined into a single, and often large, file called Disc Image. The resulting file may be checked to make sure that it will play correct on a CD-i player when pressed. For this process called emulation the disc image is played back through hardware that "emulates" a CD-i player. When your image is tested and verified, you are ready for discs - one-off's by a CD-Writer or mass replication.

Media assets

MediaMogul stands open for specially generated and for existing interactive multimedia assets. A wide range of Macintosh™ and PC image and audio file formats can be edited and converted to use with CD-i using Philips CD-i Conversion Utilities. Using existing multimedia assets for CD-i development with MediaMogul saves time and money for the multimedia developer wishing to port new or existing application to CD-i.

MediaMogul plug-ins

Add your own subroutines or purchase optional plug-ins to create additional MediaMogul effects and features.
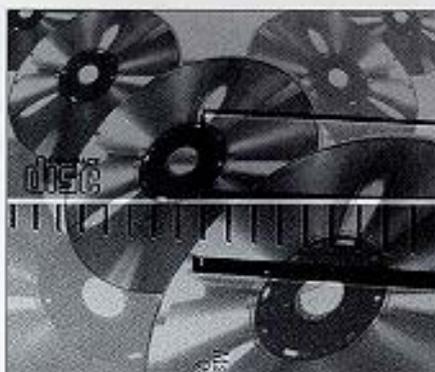
Mediamogul Studio Package for PC and Macintosh™

- **Proven CD-i development software in a complete package on a familiar platform**
- **Create, convert, author, and build on one platform**
- **Complete development pathway including asset management and conversion**
- **Project backup and archiving now easier than ever**

The MediaMogul Studio Packages include all the hardware and software necessary to author CD-i titles. Everything you need for your application can reside on one hard drive - from original artwork to your final disc image and even emulation. Go from idea to disc - without ever leaving your system. And when you're not busy authoring, you can even play CD-i discs - even Digital Video on your PC or Mac. Developing CD-i titles is easy, and so is MediaMogul installation. Start up your system, place the optical disc in the CD-Rom drive, and a few clicks begin the install. Once installed MediaMogul is so easy to use, your designers can use it - without the help of programmers. When you are ready to build your disc image, Script2Disc starts with a few clicks of the mouse storing the disc image on your harddisk. Play back the disc image directly from your PC or Mac, "emulating" optical performance. To record compact discs in-house, use the included CD-IT!ALL software and an optional desktop disc recorder, and the system is complete.

MediaMogul Studio Package for Mac

- CD-i Authoring board with Digital Video Daughter Board and CD-i trackball that turns your Mac into a CD-i machine. Simply slide the board into one of the Nubus expansion slots, connect an extra RGB monitor, and you are ready to begin.
- MediaMogul (on CD-i) the powerful multimedia authoring tool that enables you to create CD-i titles quickly an easily
- Script2disc is the software for building the disc image. After building the disc image, emulation can be done on the Macintosh™
- CD-i Plug-ins for Adobe Photoshop™. Multimedia developers can work with one of the most popular image manipulation programs. This plug-in provides them a complete pathware for CD-i image production, from scanner to CD-i format.
- **CD-i Animation Stack** enables multimedia developers to convert Apple™ QuickTime™ movies and PICS files to CD-i movies and animations with high-quality results, using variable screen sizes, based on frame rates of 5, 10 and 15 frames per second.
- **CD-i Audio Stack**, a HyperCard™ utility converts AIFF and Digidesign audio files to ADPCM format for use with MediaMogul
- **Digital Video Plug-in** enables you to incorporate full screen, full motion MPEG-encoded Digital Video sequences in your CD-i application. The Digital Video plug-in works with MPEG encoded data on CD-i players equipped with the optional MPEG decompression cartridge.
- **Pop-up Menu Plug-in** provide users the opportunity to display a menu that scrolls up from the bottom of the screen at the touch of a button. Pop-up Menu is the perfect way to display a control panel for play/pause/forward/reverse over an MPEG-encoded video sequence.
- **CD-IT!ALL** turns your Macintosh™ and CD recorder into a "Multimedia printer." Perfect for archiving, testing, and

one-off production, CD-IT!ALL provides a complete solution for multimedia and CD-ROM producers, desktop service providers, audio studios, and Macintosh[TM] power users. Compatible with a host of CD recorders, CD-IT!ALL can record, CD-i, CD-ROM, CD-DA and mixed-mode compact discs.
- DeBabelizer[TM] provides universal graphics processing and manipulation. DeBabelizer[TM] automatically recognizes, translates, and writes over 30 graphics and animation formats, including QuickTime[TM]. In addition to supporting Mac formats, the program supports PC, Amiga[TM], Sun[TM], X-Windows[TM], CD-i, and Abekas[TM] digital video. DeBabelizer[TM] can read, translate, and write files to any depth supported by a specific graphic format. The program can process a series of graphics documents or frames at once (via a list of files or folders in an entire hard disk). When used in combination with its own internal scripting functions, images can automatically be edited, manipulated or translated. The program also has support for Photoshop Plug-ins

Requirements

- Macintosh[TM] (Quadra or Powermac with 12" Nubus slot) with monitor, keyboard, mouse or trackball.
- System 7 or higher
- 16Mb RAM
- Apple 300 CD Drive
- RGB color monitor
- 1,2 Gb hard disk formatted for macintosh (2Gb or larger suggested)

MediaMogul Studio Package for PC

- CD-i Authoring board with Digital Video Daughter Board and CD-i trackball that turns your PC into a CD-i machine. Simply slide the board into one of the ISA expansion slots, connect an extra RGB monitor, and you are ready to begin.
- MediaMogul (on CD-i) the powerful multimedia authoring tool that enables you to create CD-i titles quickly an easily
- Script2disc is the software for building the disc image. After building the disc image, emulation can be done on the PC.
- Mediastockroom is a multimedia asset management system that runs under Microsoft Windows. It combines a database engine for tracking and cataloguing your audio/visual "assets" with image and audio conversion utilities for applications including CD-i, CD-ROM XA, and DAVID Interactive Television. Batch processing capabilities enable multiple conversions to be queued for processing at a later time. The MediaStockroom database maintains an indexed catalog of your personal image and audio library and retrieves information on collections of assets based on database keyword searches. Once you find an image or audio file in your database, you can check if it exists in an appropriate data format. If it doesn't, MediaStockroom can prepare and convert the asset for you. During the conversion process, a "datasheet" containing information about the newly converted asset is created and entered into the databases. This enables you, and others, to easily locate this prepared asset and use it in future projects. Many formats can be imported into the MediaStockroom database: Image: BMP, EPS, GIF, JPEG, LBM, PCX, RGB, TARGA, TIFF, WMF, WPG and all CD-i

formats Audio: IFF PCM, IFF ADPCM, MTU PCM, RIFF Wave, RAW PCM and all CD-i formats Motion Video: FLI, FLC, AVI, Quicktime, and MediaMogul DYUV movie and animpack.

- Digital Video Plug-in enables you to incorporate full screen, full motion MPEG-encoded Digital Video sequences in your CD-i application. The Digital Video plug-in works with MPEG encoded data on CD-i players equipped with the optional MPEG decompression cartridge.
- CD-IT!ALL turns your PC and CD recorder into a "Multimedia printer." Perfect for archiving, testing, and one-off production, CD-IT!ALL. provides a complete solution for multimedia and CD-ROM producers, desktop service providers, audio studios, and PC power users. Compatible with a host of CD recorders, CD-IT!ALL can record, CD-i, CD-ROM, CD-DA and mixed-mode compact discs.
- CD-i Track Ball is included for easy manuevering when creating, building, and testing your CD-i application.
- Entrypoint Assist.

Requirements

- 486-33 or higher with monitor, keyboard, mouse or trackball.
- Windows 3.1
- 8Mb RAM (16Mb recommended)
- ISA expansion slot
- SCSI CD-ROM
- Serial port
- RGB color monitor
- 1,2 Gb hard disk formatted for PC (2Gb or larger suggested)

Related products

- Philips CDD522 or 2000 Compact Disc Recorder
- RGB monitor
- Fontcatcher

MediaMogul Features (alphabetic)

Animation/Video

Add multimedia features such as animation and motion video windows to your titles by overlaying these windows onto any still image.

Art Studio

Create or edit 256-colour CLUT8 images directly within MediaMogul using a great number of functions.

Branching

Branching to other scripts, unconditional or conditional based up to 26 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 an award-winning, thorough manual in a loose-leaf format containing tutorial, user, and reference sections with indepth 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.

Hotspots

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.

Irregular menu

Motion Support

Play back full-screen run-length cartoon animation and partial-screen "natural" DYUV images.

MPEG DV plug-in

Full support for MPEG encoded Digital Video (full screen 25/30 frames/second) plus selectable audio channels requires DV plug-in (option)

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.

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, past, and global replace.

Subroutines

Runs subroutines at any point in the script

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.

Talking Menu

Attaches sound files to hotspots on a menu.

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.

Wysiwyg Placetool

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

For information about local distributors:

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