



Offering DVD Authoring Services

Once again, says Mitch Ives, owner of [Insight Productions Corporation](#), a video production company and instructional video publisher based in Scottsdale, Arizona, Apple is taking the lead in bringing creative communications technology to the desktop. According to Ives, Apple has always empowered small businesses “to do what the big boys do” — first with desktop publishing, then with desktop video, and now with DVD.

Leveraging complementary DVD authoring tools

Always on the “bleeding edge,” Ives was quick to see the promise of DVD for delivering large quantities of high-quality interactive content. But he’d also bled enough to be cautious: he waited confidently for Apple to make DVD authoring and burning easy, affordable, and fast enough to be profitable. Apple’s two DVD authoring products, [iDVD](#) and [DVD Studio Pro](#), solved part of the problem. And then, says Ives, “when Apple announced its SuperDrive-equipped Power Mac G4 at Macworld last January, we jumped.”

Ives relies equally on both iDVD and DVD Studio Pro. As he explains in a [recent PDF article](#), “It’s hard not to like iDVD. It’s free and it’s uncomplicated. Although it was designed with consumers in mind, its down-and-dirty approach to cranking out DVDs still appeals to creative professionals. “There are times,” Ives quips, “when a hammer is faster than a pneumatic nailer.”

“I’m able to make more money on my existing services.”

— Mitch Ives, regarding Apple’s DVD products.

In fact, Ives’ business development strategy uses iDVD as a bridge to DVD Studio Pro. “I say to my corporate clients, ‘Okay, now that you have your sales video, wouldn’t you like to distribute it to your sales team on DVD so they can play it on their laptops?’” With iDVD’s easy-to-use drag-and-drop interface and packaged graphical themes, Ives can quickly produce a few short-shelf-life DVDs for well under



Mitch Ives, Owner of Insight Productions Corporation

Gear Check

For desktop DVD authoring and video editing

- [Power Mac G4](#) 733MHz with 1.5GB RAM, built-in SuperDrive, 60GB internal hard drive and an additional two 75GB internal hard drives
- [22-inch Apple Cinema Display](#)
- [iDVD](#), [DVD Studio Pro](#), [Final Cut Pro 2](#)
- [Boris Red](#) (video effects plug-in to Final Cut Pro)
- [Matrox RTMac video card](#)
- Sony DSR-1500 DVCAM Editing Recorder
- [ProMax Final Cut Pro Custom Keyboard](#) (Apple keyboard with color-coded functions)
- Contour Jog/Shuttle Controller

For portable video editing

- Titanium [PowerBook G4](#) 400MHz with 1GB RAM and 10GB internal hard drive
- LaCie 30GB FireWire/USB Pocket Drive and 75GB FireWire external hard drive
- iDVD, DVD Studio Pro, Final Cut Pro 2
- Boris Red (video effects plug-in to Final Cut Pro)

a thousand dollars.

Then, Ives continues, with the sales force championing DVD's combination of high-quality video, interactivity, and convenience, his client is willing to undertake more ambitious projects, for customers, prospects, partners, investors, and so forth. For these, Ives turns to DVD Studio Pro features such as chapter markers, motion menus and backgrounds, and support for multiple camera angles and foreign languages. "Once my client has seen what DVD can do," concludes Ives, "a few thousand dollars is not a tough sell."

Ives harnesses Apple's complementary DVD authoring products in another ingenious way. In a class he'll soon start at Scottsdale Community College (where he currently teaches [Final Cut Pro](#)), he'll begin with iDVD for an overview of the authoring process, then switch to DVD Studio Pro to present more advanced techniques.

Acceptance of DVD

Ives anticipates fast-increasing acceptance of DVD, for several reasons. First, through Apple's efforts, the unit price of a [blank DVD](#) has come down from roughly \$25 a few years ago to a recently announced low of \$6. Second, DVD replication shops are starting to accept SuperDrive-burned DVDs as replication masters. (Until recently, most shops required a DLT master, which entailed a time-consuming mastering process and a DLT drive costing several thousand dollars.) "A year from now," predicts Ives, "Apple and its partners will have succeeded in educating the business market about the value of DVDs, and everybody will want them."

Bottom line, says Ives, with Apple's DVD products, "I'm able to make more money on my existing services, and I'm able to take on new projects that I wouldn't have before because I wouldn't have been able to make a profit."

- Sony DSR-11 DVCAM Editing Recorder
- Contour Jog/Shuttle Controller
- Sony SRS-T77 Portable Speakers

[Free Seminar: DVD Authoring Simplified](#)

Delivering the full power of the DVD standard with the ease of use Apple is known for, DVD Studio Pro gives creative professionals end-to-end control over their DVD projects.

[Introducing iDVD2](#)

With its fast MPEG encoder and QuickTime support, iDVD 2 for Mac OS X v10.1 gives you the tools to create top-notch, professional-looking DVDs in a few simple steps.

[Making DVDs on the Macintosh](#)

DVD is quickly becoming the preferred format for delivering high-impact interactive multimedia projects easily, conveniently, and affordably. See an overview of the workflow.

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