



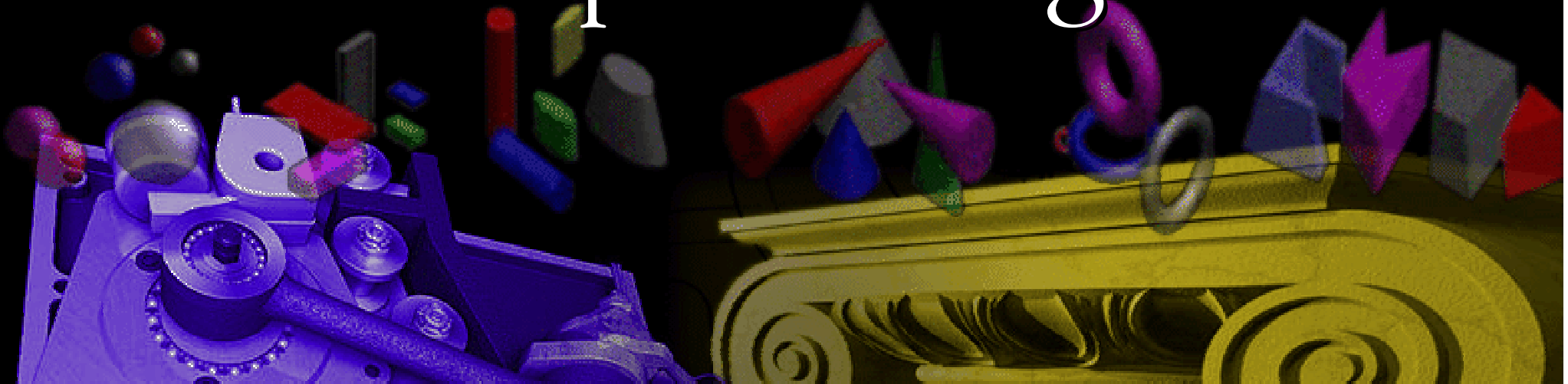
Graphic Design

University of Sydney

Andrew Powe - Hi Ed Manager NSW



3D, SFX & Animation in Graphic Design



Case Study

College of Fine Arts, UNSW

- Damian O'Brien, Lecturer Modeling & Animation

3rd Party/Distributor

Smart Technology

- Rob Keeping, Managing Director

Q&A

Creative People

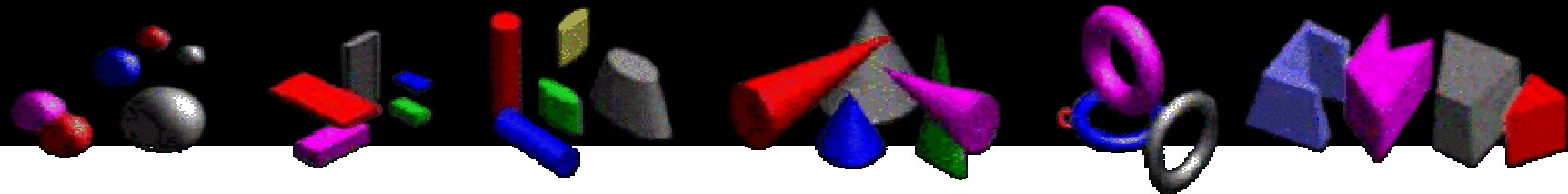
Why they prefer Macintosh for their 3D work

- Used by 3D graphics professionals
 - Animators, architects, designers, scientists, engineers, and more
- Performance
 - Speed of PowerPC G4 with Velocity Engine
- Hardware and software integration
 - Graphics and multimedia
- Mac OS
 - Legendary ease of use, user interface



Hi-End Graphic Design on Macintosh

- Advertising
- Architecture
- Web Design
- CAD/CAM
- Environmental Design
- Graphic Design
- Game Creation
- Industrial Design
- 3D Modeling and Animation
- Medical
- Scientific and Engineering
- Film and Digital Video



Editor's Choice Award



Editor's Choice
Winner 1998

3D
Design



Editors of *3D Design* magazine selected the Power Macintosh and the PowerBook as “*the*” machines to use for 3D work.

“In this case, Apple was the only hardware system.”

—Robert Melk
Publisher, 3D Design

I.D. Magazine

45th Annual Design Review



- 63 winners in 8 categories used a Macintosh computer in their design work:

- Consumer Products
- Graphics
- Packaging
- Environments
- Furniture
- Equipment
- Concepts
- Student Work

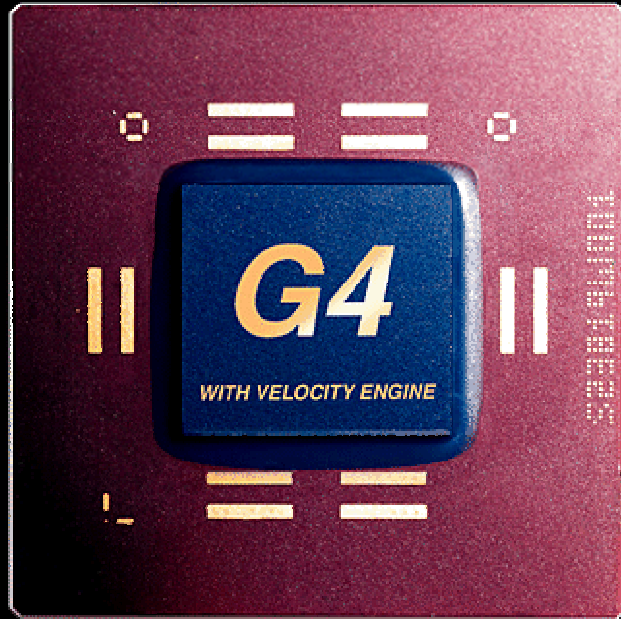
Power Mac G4

Supercomputing
technology brought
to the desktop



Power Mac G4 with Velocity Engine for Hi-End Graphic Design

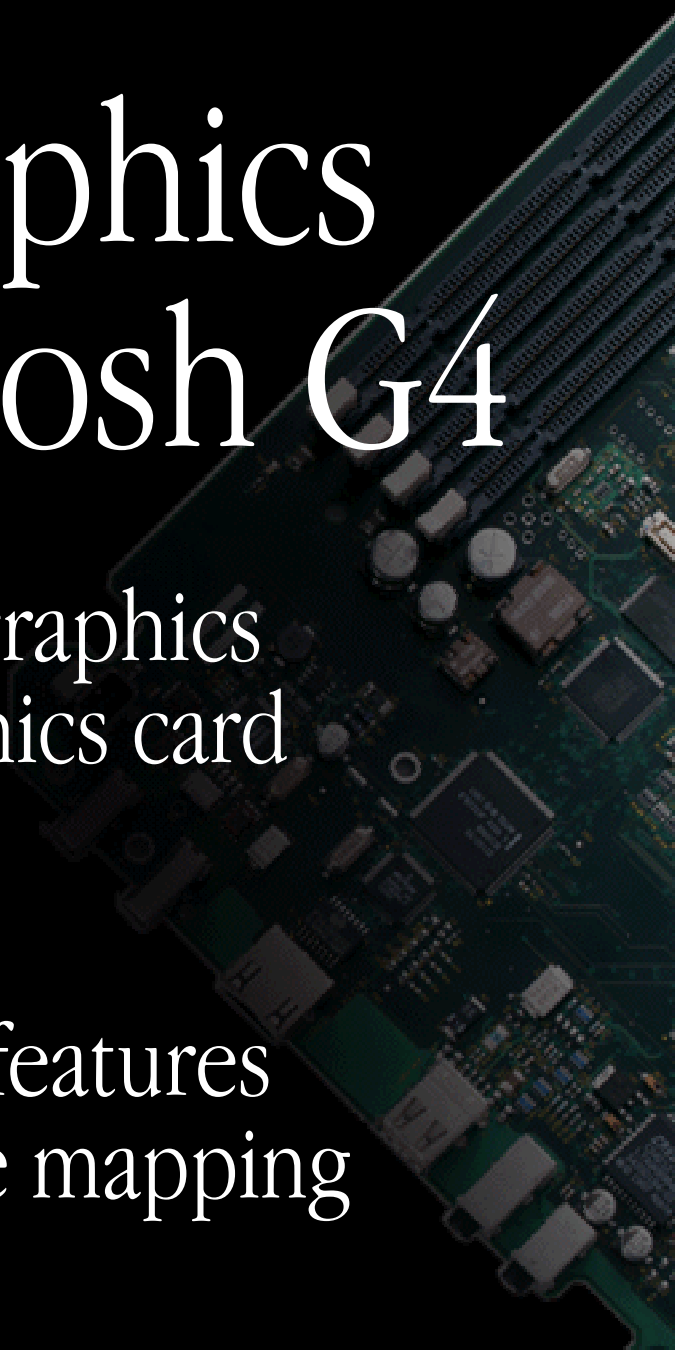
Supercomputer Technology for your Desktop



- Graphic intensive work
- OpenGL
- Faster modeling, rendering, animation
- Visualize scientific data
- Create web animations

New AGP 2X Graphics on Power Macintosh G4

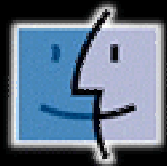
- Industry-standard AGP 2X graphics slot for ATI RAGE 128 graphics card
- 528-MBps AGP bandwidth
- Support for advanced AGP features such as direct mode texture mapping



Apple Hi-End Graphics Advantages



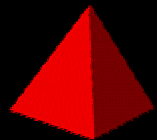
- PowerPC G4 with Velocity Engine
 - Powerful new PowerPC hardware



- Mac OS
 - Comprehensive, integrated, and expansive



- 3D Graphics Acceleration
 - Now available in every Macintosh



- Applications
 - More powerful and creative applications available

Additional Benefits of Power Macintosh G4



- QuickTime and QuickTime VR



FireWire



- Plug-and-play expansion and peripherals

– USB, FireWire, Ethernet, PCI slots



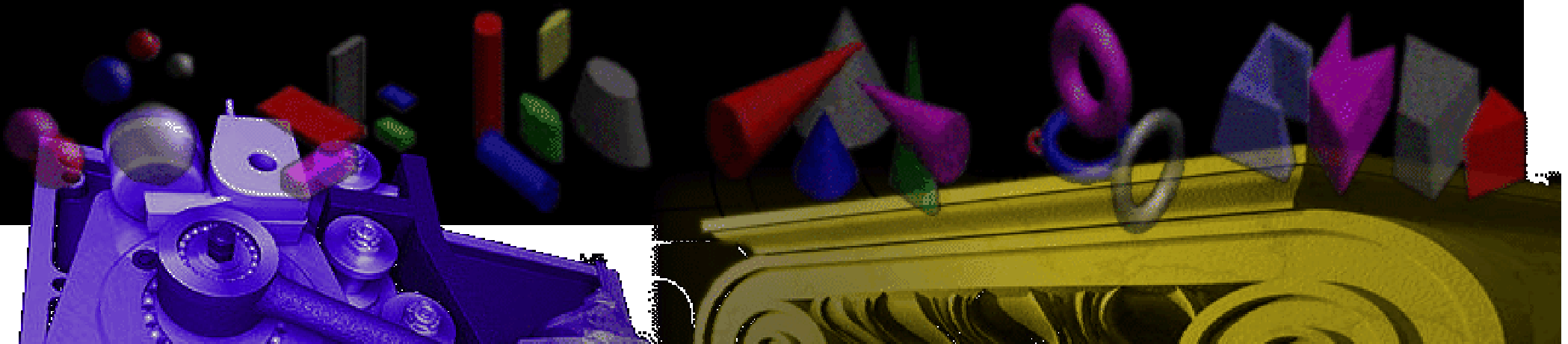
UNIVERSAL SERIAL BUS



- OpenGL 3D libraries in the Mac OS

Hi-End Applications for...

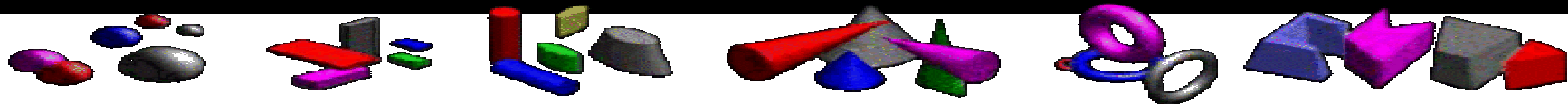
- 3D Modeling and Animation
- CAD/CAM
- Graphic Design
- Modeling
- Rendering
- Web Design
- Scientific and Engineering



Applications for...

3D Modeling, Rendering, and Animation

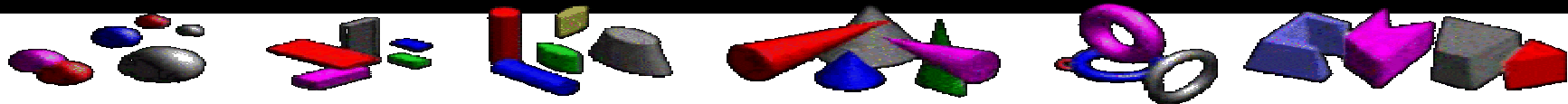
- Animation Master *–Hash*
- The Animation Stand
–Linker Systems
- ElectricImage *–Play*
- Lightwave 3D *–NewTek*
- Amorphium *–Play*
- Sculpt 3D *–Byte by Byte*
- Art • Lantis Pro *–Abvent*
- form • Z *–auto • des • sys*
- Studio Pro 3D *–Strata*
- Cinema 4D *–Maxon*
- Poser *–MetaCreations*
- Carrera *–MetaCreations*
- Amapi 3D *–TGS*
- Bryce 3D *–MetaCreations*
- Life Forms *–Credo Interactive*



Applications for...

CAD (Computer-Aided Drafting or Design)

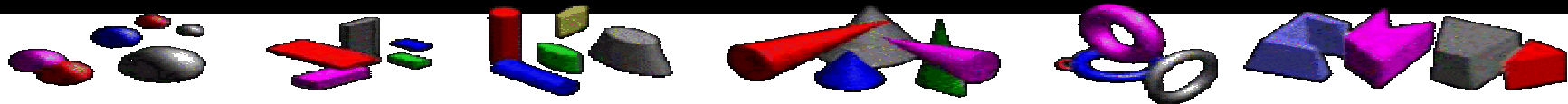
- ArchiCAD –*Graphisoft*
- ArchiDesign –*BAGH*
- DenebaCAD –*Deneba*
- MicroStation –*Bentley Systems*
- VectorWorks –*Diehl Graphsoft*
- Vellum –*Asblar*
- Douglas CAD –*Douglas Electronics*
- Turbo CAD –*IMSI*
- Arc+ –*ACA Ltd.*
- DigiCad –*Interstudio*
- CAMM-3 3D –*Roland Digital Group*



Applications for...

Scientific and Engineering

- Alchemy 2000 –*Tripos*
- Chem 3D –*CambridgeSoft*
- CAChe –*Oxford Molecular*
- Maple V –*Waterloo Maple*
- Mathematica –*Wolfram*
- IDL –*Research Systems*
- Chemistry 4D –*ChemInnovation*
- Sculpt –*Interactive Simulations*
- IGOR Pro –*Wavemetrics*
- MultiFrame 4D –*Daystar Software*
- MacMolecule –*Molecular Ventures*
- Neoform –*Formation Design Systems*



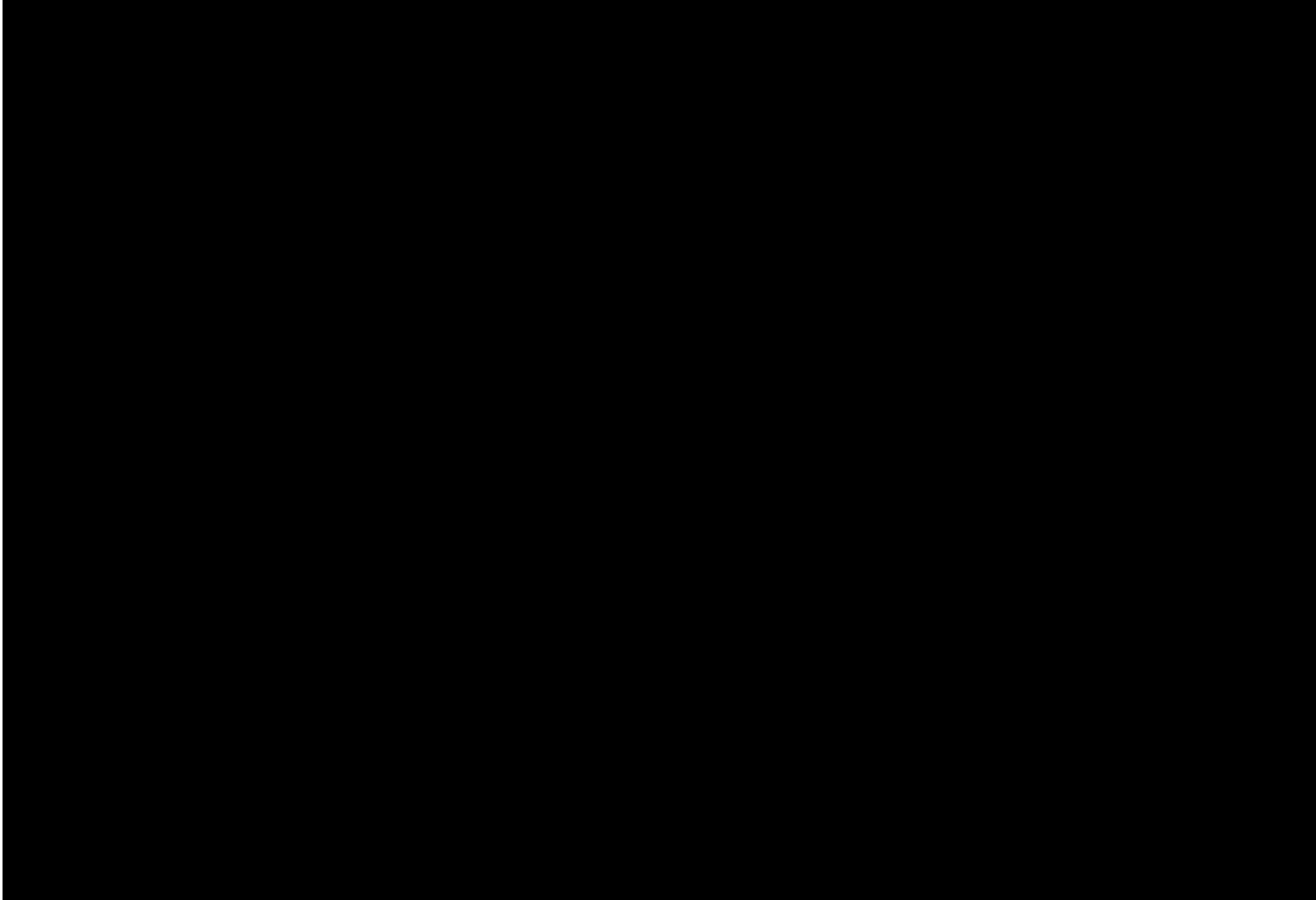
Access to More Information

- Apple 3D web site
 - www.apple.com/creative/3d/
- Macintosh Products Guide
 - www.apple.com/guide





Think different.



Q&A

