



DVD Authoring

DVD isn't just for Hollywood studios anymore. Whether you have home videos you'd like to preserve or business presentations to make, Aperture Studios can deliver a professional quality DVD for playback on your computer or set-top player. The advantages of DVD over good 'ol VHS tape are significant:

- Much better quality.
- More durable and compact.
- Smaller, lighter, and cheaper to mail.
- Highly portable. You can walk into a customer's office with a laptop and play it for them.
- Can be interactive with random access to any portion of a program or programs.
- Convenient: You can have several programs on one disk with easy access to any one.

There are two approaches to arriving at a DVD. One is to simply transfer an existing tape or program, as-is, to disc via a DVD recorder. This is the fastest, simplest, and least expensive way to go. There's no navigation, bells or whistles.

The second is to author a disc - much like the discs you buy or rent. This is a little more involved but offers many more options in the finished product with even potentially higher quality.

"Can't I do this myself?"

Nowadays a DVD recorder or burner and some software is about all you need to get started. Your computer may already be equipped. However, if you're new to DVD authoring you could easily spend hours and hours of your time - maybe even days - and still end up with a collection of DVD "drink coasters". One simple mistake can result in disappointing quality when you play it back too. If you want a fast, worry-free solution, give us a call.

"What's involved in the authoring process?"

Since we're not just transferring an existing tape to DVD via a recorder the first step is to get your material into our computers. Once there it can be edited or further manipulated with music, titles, and effects. Then, your program must be specially encoded for DVD. We have the technology to do it quickly and at maximum quality.

The second step is the actual authoring stage. This can be as simple as preparing the files created in the first step for basic DVD playback (when your DVD is inserted into a player it begins and plays straight through) or as complex as creating menus and adding chapter points for easy access to specific scenes in your video (just like Hollywood movies). Chapter points are like "book marks" in your DVD. You can select

and instantly access the segments marked by chapter points on the menu screen. A fantastic benefit over videotape.... no waiting for rewinding or fast forwarding. You can also choose to let your entire DVD play straight through from the main menu screen.

The final step is burning all of this data to disk in a very specific way. All of these steps take time and know-how. Doing it yourself could literally take days of trial and error.

"How much video can you fit on a DVD?"

We can comfortably fit up to 2 hours on a common single layer DVD or 4 hours on a dual layer disc. Shorter programs allow us to encode your video at higher quality levels. So, if maximum quality is important to you then you may want to limit your transfers to 60-90 minutes per disc.

"What does it cost?"

This depends on the length of your video (or videos) and the desired complexity of your DVD (Basic or Custom authoring), and quantity.

"Will my DVD play in everything?"

Custom DVD's such as these (DVD-R's) aren't made the same way as those you rent or buy. They do conform to the specifications developed by the DVD Consortium - the group that conceived the DVD format. These specifications are the commonly used standards for all disc and player manufacturers. However, the manufacturers of some first generation players - those introduced to the market in 1997 and 1998 - failed to meet all the specifications in their rush to get players onto America's shelves. As a result, approximately 20% of the first generation players present varying degrees of disc/player incompatibility - particularly when playing DVD-R discs (the type used in producing limited quantities). If you have a newer player, this should not be an issue.

Our DVD's should work in your computer's DVD-ROM drive and most set-top players being sold today. If your DVD player is older (2000 or older) there may be compatibility issues. Usually, it simply won't play. This varies from manufacturer to manufacturer. If you're not sure, give us the make and model on your set-top and we'll check for you. Additionally, if you need to have large quantities of a disc produced (say 1,000 discs or more) then replication, not duplication, is the answer. When discs are replicated at facilities that specialize in this, they're stamped out - not burned. This is the same manufacturing process that all commercially produced discs go through. The price per disc drops significantly with replication.

"Will my DVD look better than my original video footage?"

Technically, no. But perceptually, it should look just as good as your original. There are exceptions to this rule however and we can discuss them with you. Remember too that by converting your video tapes to DVD you'll better preserve the content. VHS and other analog recordings degrade and deteriorate with time. With DVD there are no more eaten tapes, dropouts, or accidental recording over precious memories. They may well last 100 years or more. And, if you're starting with a high quality video master, your DVD will definitely look better than a VHS copy.

"What video formats can you take?"

Just about anything. Bring us your VHS, 8mm, Hi-8, Mini-DV, DVCAM, BetaSP tapes and masters or 8mm/Super 8 films. The quality of your DVD will be limited by the quality of your video recording.

"As a business person this sounds great but I don't have a business presentation."

We can help with that too. Aperture Studios specializes in producing award winning video presentations tailored to meet your needs. Whether you want to boost sales, train employees, or take your company image to a whole new level, we're here to help.

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If you have any questions please feel free to call us at
(509) 667-1414, or (800) 417-7684.

www.aperturestudios.com

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