

# SCALA

M A G A Z I N E

We have taken multimedia out of the laboratories. Now, let us introduce you to the ultimate in on-screen information. If presentations are part of your job, this is part of your future. 





# SCALA

MAGAZINE

Winter 1991/92

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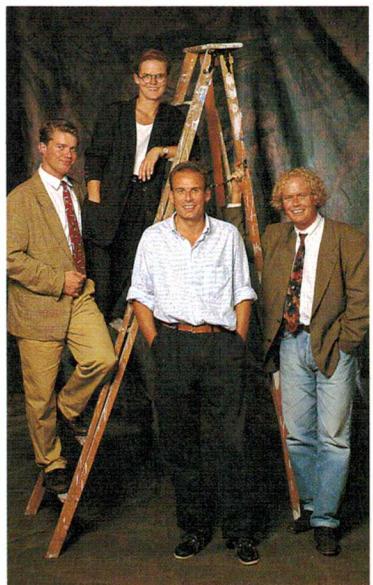


PHOTO: GLENN RØKEBERG, STUDIO CA.

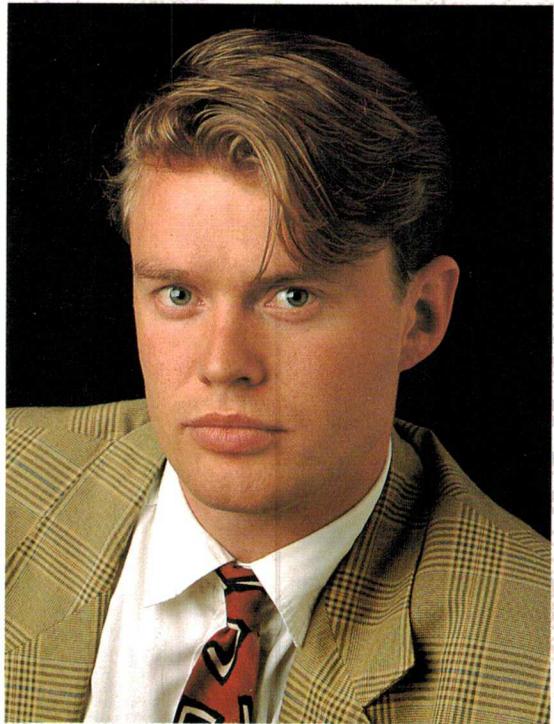
The team behind the Scala Magazine: From the left, Jon Bøhmer, Ragnhild Bruusgaard, Dag I. Danielsen, Einar Haugstad.

Editor: Dag I. Danielsen  
Publisher: Jon Bøhmer  
Managing Editor: Einar Haugstad  
Art Director: Ragnhild Bruusgaard  
Language Consultant: Claire With  
Photography: Glenn Røkeberg,  
Studio CA  
Additional Design: Bjørn Rybakken  
Cover photo: Knut Bry, CAMERA

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Digital Vision A/S,  
Wdm. Thranesgt. 77, N-0175 Oslo, Norway.  
Telephone +47-2-36 13 38.  
Telefax +47-2-36 13 84.

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"I wanted to give a complete picture of what exactly our systems can do for you. That's why we have created the Scala Magazine," says Jon Bøhmer, the founder of Digital Vision A/S.

### DIGITAL VISION

Digital Vision was established in 1987. We are a computer software group, specializing in systems for presentation and information. Our vocation is to provide pleasant-to-use computer programs.

The Scala program is employed as a stand-alone presentation tool. The InfoChannel system has been developed as a means of presenting information by way of closed circuit, cable and broadcast television.

Devoted users of these systems can be found in all areas, and they range from people with no computer experience to specialists in computer science.

Multimedia now seems to be the computer industry's buzzword number one.

Here at Digital Vision we have created what we believe is the most powerful and competitive multimedia system in existence. But we don't like to use the expression multimedia, since it is unfamiliar to most people. Even within the computer industry, nobody can quite define what it is.

We have created the Scala Magazine because we want to communicate exactly WHAT our systems can do for you.

Here you will of course find the Scala program explained in plain language. You will learn what other equipment can be connected, to further improve the way you present your information. And you will find the answers to questions like: Which elements do I need for my multimedia purposes. What is still video? Who produces and offers these kind of systems?

You will soon discover that Scala is the friendliest face in the maze of multimedia. Our aim is to bring

multimedia out of the laboratory and put it into everyday use.

Avid Scala users of different professions will share some of their secrets. And we will give you ideas on how Scala can be utilized in all areas of screen presentation. We will, of course, introduce you to Scala's companions, InfoChannel and Scala 500.

The Scala Magazine is scheduled to be published twice a year, as computer-based presentation technology moves forward at a frenzied pace. We will be following up the latest developments in software and hardware, as well as new and exciting real-world use of this technology.

A handwritten signature in green ink that reads "Jon Bøhmer".

Jon Bøhmer,  
Managing Director

## What is Scala?



### A presentation package

If you have an idea, you need Scala. It provides all the tools required for professional screen presentations. It is neat, sophisticated and extremely easy to use.



### A multimedia program

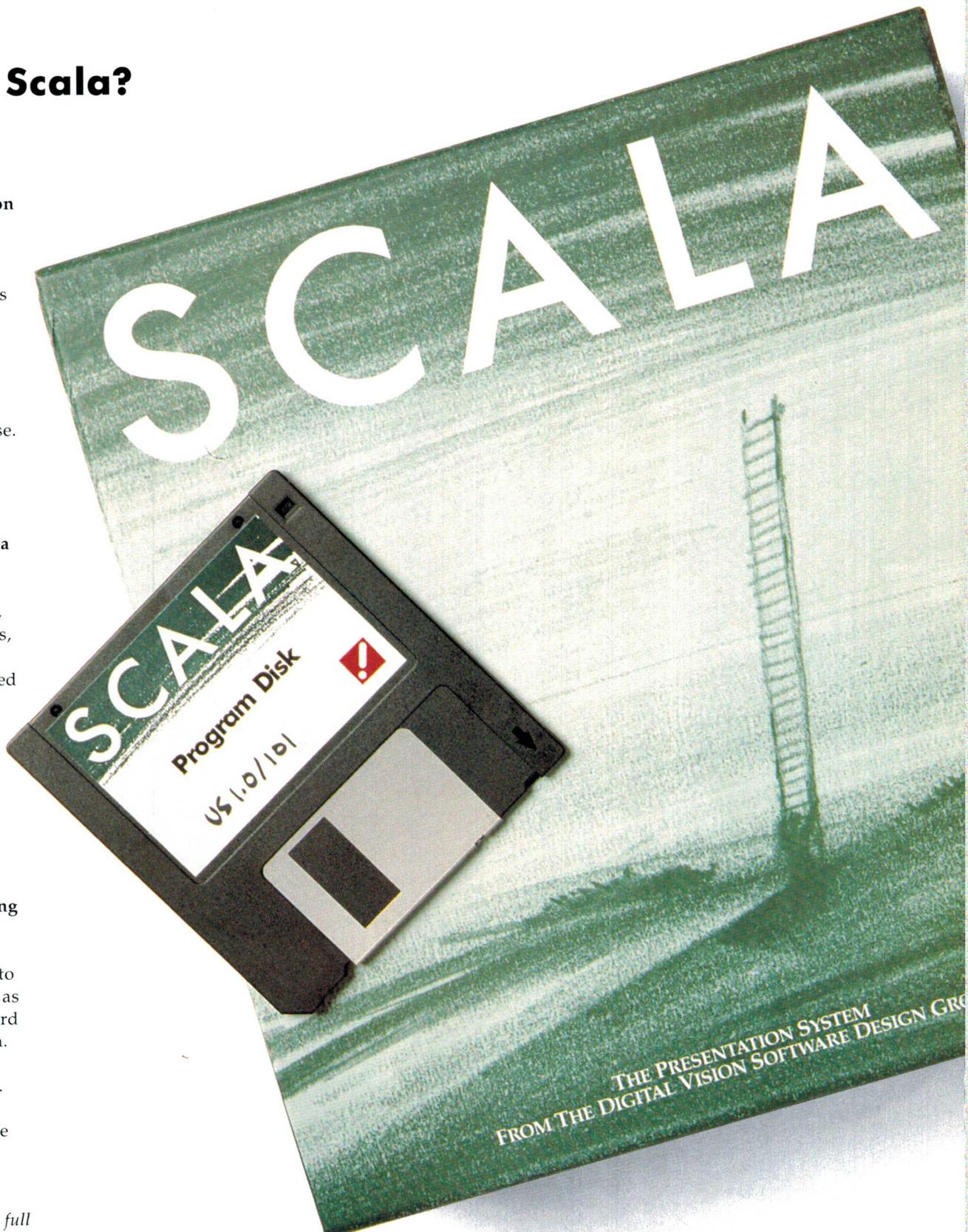
With Scala you can combine text, video, animation, drawings, slides, photos and music in an unlimited number of ways. Equally useful in education, general information and in-house training!



### A video titling system

Text overlays and symbols are added to your videos simply as writing text in a word processing program. The result is more professional videos. Home videos are becoming both more practical and more fun!

See pages 6 - 11 for a full introduction to Scala.



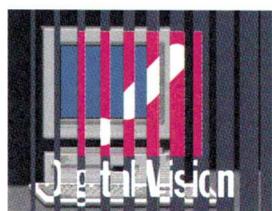
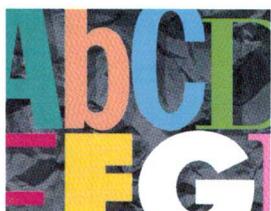
# Introducing Scala, the friendliest face in the maze of multimedia

You have bright ideas. You have information of great value.

Can you afford not to share your ideas and information with others? Can you afford to use yesterday's techniques?

With Scala you make computer-based presentations which focus on your message. Attention is drawn to the contents, not to the medium. In other words: Scala is the professional way of presenting ideas and information.

Scala is easy to use. You need no computer experience. Working with Scala, you find your choices as buttons on the screen - always in plain language. A "click" with the mouse is all that is needed to make things happen.



## Backgrounds

Your thoughts need a background. Your messages need to look orderly. Scala provides silk for pleasant words, granite for heavy statements.

Scala comes with a wide range of backdrop images, among which you will find the perfect one to suit your statements. Not only will it make your show more colourful, but it will also act as a genuine enhancement to your presentation. You will find various textures, such as stone, marble, fabrics, clouds and paper. The colours of these backgrounds can be easily adjusted in order to fit your needs.

## Text

Having chosen the appropriate background, you write your message in a word-processing manner.

Remember that the typography can be of vital importance to your message. A typeface adds voice to a text, the size adds volume. Express a firm attitude with capital letters in a bold sans-serif, or be gentle with a slender serif typeface. Aided by the latest technology, computer typography is often recognised by its fancy faces. "Look what I can do!" But the point is to make the words appear clear, legible and interesting.

Scala comes with a selection of classical, time proven and readable typefaces to suit any message. In addition, you are able to add different dimensions in the form of tilt, underline, drop shadow, 3D effects, and of course, colour. In Scala you can also load a manuscript from any word processor, and automatically flow it onto several pages at once.

## Transitions

Transitions can soften or accentuate changes of mood. They divide the scenes of a play.

Reveal your next statement with a clean cut, or through a tempting venetian blind. The right transition between two images will help to illustrate a point.

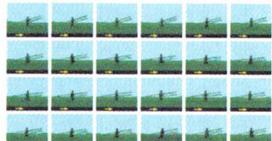
With Scala a vast number of transitions are at your disposal. Used with relevance to the message, these will add to the value of perception.

The set of transitions includes fades, wipes, blinds, colourfades, checkerboard, triangles, squares etc. They can be used on images and animations, as well as on objects and textlines.

## Animation

The moving image has a fascination of its own. A film or cartoon brings enlightenment to an ordinary day.

Intelligent animation, simple and to the point, represents one of the most powerful forms of presentation.



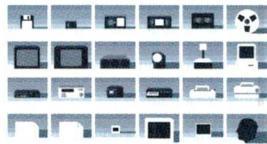
Scala plays back animation with great ease and speed. Place them between still pictures, or run them in a sequence. You can alter speed, number of loops, change colours, and you can add text overlays.

Produce animation with your favorite animation program, such as Deluxe Paint 4 from Electronic Arts.



## Output

Would you like the versatility of a travelling theatrical troupe combined with the grandeur of La Scala? Transferring presentations to different output media is no problem with a duo like Scala and the Amiga.



The Amiga is one hundred per cent video compatible, so that all TV sets, monitors, video projectors and video recorders can be used in your presentation. With special gen-locking hardware, you can combine live video with a Scala show for titling and illustrations. Scala comes supplied with Scala-Print, a program for making hard copies of your presentations. All common colour and black-and-white printers may be used, including PostScript. With additional equipment your presentations can easily be made into slides or overheads.

## Conclusions

Scala is made in close cooperation with a number of users like yourself. Our basic philosophy is that software must be designed from the users' point of view. Therefore, you approach Scala through common, non-technical logics. (Keyboard shortcuts are supplied for the experienced user.)

Secondly, we want Scala to produce good-looking presentations. Supplied with professional typefaces, specially prepared background images and with a vast number of transitions, Scala has what it takes.

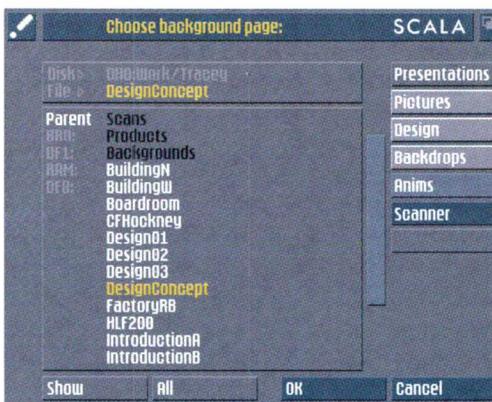
The message is, after all, more important than the technology used to present it. Using Scala, you can be sure the message will always stay in focus.

To comprehend the genius and simplicity of Scala, you need to experience it live. Arrange for a demonstration with your dealer today! ☺

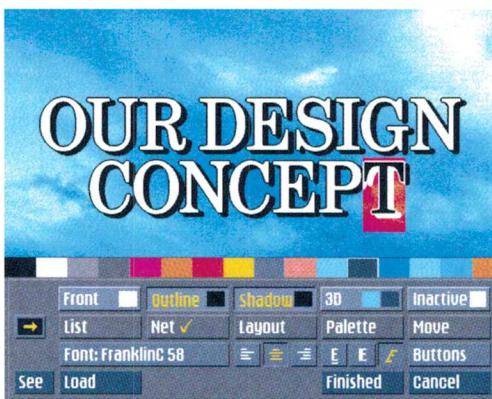
*Scala's main menu. From this menu you control the sequence of pages, their transitions and display time. Presentations can be loaded and saved and new pages created.*



*Scala's file requester. All background pictures and animations can be loaded from this menu. User defined buttons will direct you in selecting images of different themes.*



*Scala's text editing menu. All editing of text and symbols are controlled from this menu. Submenus include typography, colour control, transitions and text import.*



# "I couldn't care less about technology"

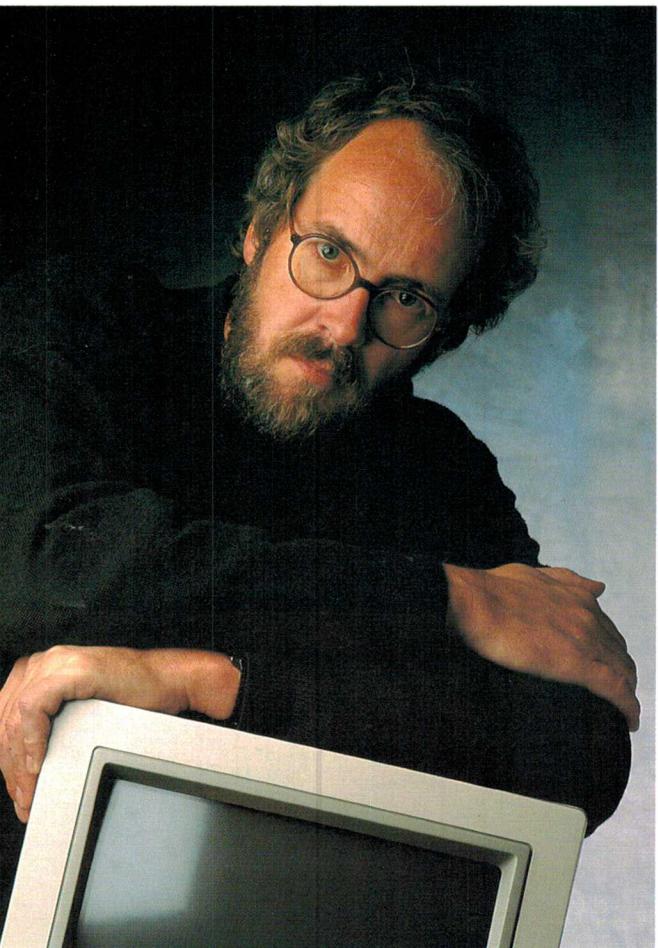


PHOTO: GLENN RØKEBERG, STUDIO CA.

"As professional advisers on design and company image, we cannot afford unprofessional methods", says designer Hugo Heilmann.

To leading designer Hugo Heilmann, high technology means not having to worry about the technical side of computing.

"The problem with computers has always been the vast distance between constructors and users. The guys who make computer programs seem to have no idea how the users think and act," says Mr. Heilmann. He thinks it should be possible to take advantage of high technology without having a degree in science.

"Working with Scala is a new and refreshing experience. This program is so user-friendly that even I can handle it!" Mr. Heilmann has worked for 20 years as a designer in Denmark, USA, Australia and Norway. He is now leader of the Bates Strategic Design group in Oslo.

"Strategic in this context means that the design has a specific purpose. We don't come up with a design just because it looks pretty," explains the Danish born Hugo Heilmann. He has worked for the multinational Bates company for the last 7 years.

"Our job is to help companies improve their general image. We work with newly established firms and existing ones which are

in the process of change. It could for example be a company that has a logotype without anyone knowing why this was originally chosen. We want the management, employees and customers to know exactly what makes a company special and how it differs from its competitors. And this should be the basis of the design and the company image," maintains Mr. Heilmann.

At the time of this interview he is working with the Oslo Electricity Board, which is to be privatized and therefore needs a reshaped image. "For design work we have been using Amiga computers, which are

## **“A freedom of choice unheard of before Scala”**

the best in the field. But having finished and saved a drawing, it has been difficult to display a sequence of pictures in the required order. Now Scala has solved this problem." Scala gave the Bates designers all the possibilities they needed to edit a presentation as easy as composing a slide

show. In addition they produce all kinds of text directly in the same program. They make animation and a variety of transitions. Says Mr. Heilmann: "We now have a freedom of choice which was unheard of before the advent of Scala. I enjoy working with Scala because I can concentrate on the creative process, not worrying the least bit about technical details. Frankly speaking, I couldn't care less about technology!"

Mr. Heilmann stresses the time saving factor. "The advanced technology makes it possible to try out your ideas much faster than before. Previously, if you had three weeks to do a job, you had to spend the last fortnight putting together the actual presentation, using scissors and glue. Then what happened if you got a bright, new idea just before the deadline?

You couldn't do it all over again. You were completely trapped!" "With Scala we get much more time for strategic thinking and analyses. We can actually make the final decisions up to an hour before the presentation. In my opinion the result of this is that we are now doing a better job!"

Mr. Heilmann proudly shows a presentation he has made for a new, merged bus company.

It begins by displaying a few pages of text, covering the aims of the company, how they are to be reached, and how the design can contribute. Then we see why and how the new logo has been developed. Afterwards we study existing buses of the three agencies which are to be merged, before the "joint" design and colour appear. Finally we follow the whole range of proposed design, on everything from tickets to the financial report.

"They bought it," says Mr. Heilmann with a smile.

"When you have worked with Scala, all other techniques seem hopelessly out of date. Of course our clients are impressed, and it puts us ahead of our competitors."

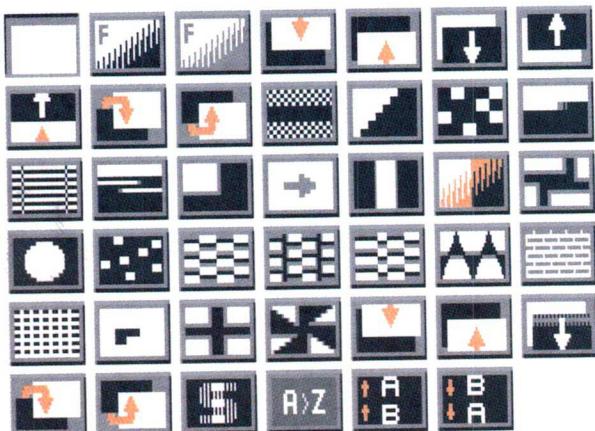
In addition, this kind of presentation looks just right at a time when most people are used to video and computerized information.

"This is what is unique. A presentation in the Scala program draws attention to the issue, and not to the way it is presented. You hardly notice the methods which are used. In short, it is professional. And it's exactly what the client expects from us. As professional advisers on design and company image, we cannot afford unprofessional methods!"

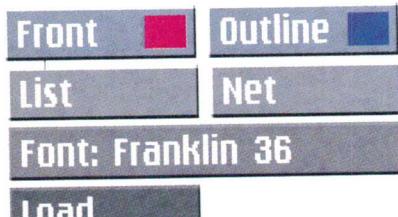


*From a sequence designed by Hugo Heilmann for a major Scandinavian chain of photostores, and presented in Scala.*

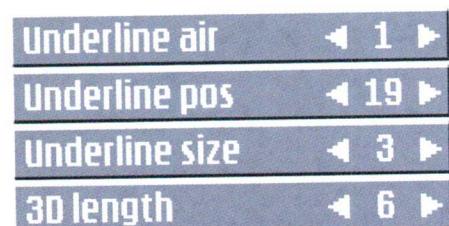
# How do Scala and InfoChannel manage to make so many friends?



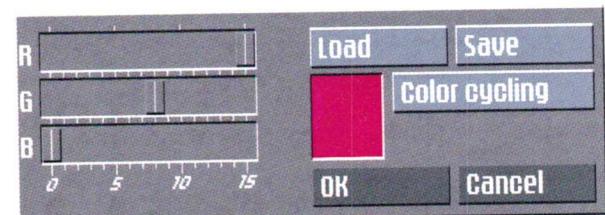
A wide range of transitions are at your disposal.



Some of the text menu buttons.



For the advanced user: Typographical subtleties.



Adjusting the colour palette.

When it comes to the creation of a screen page, the presentation system Scala and the information system InfoChannel are based on the same principles.

You start with a message. These systems emphasise the message, rather than the technology, as the basic consideration. They are designed to be used by people who provide information, rather than by experts in graphics or computing. All technical expressions have been omitted. All choices appear on the screen, portrayed as simply and clearly as possible.

The main menu offers the options available for creating new pages, moving them, storing and retrieving entire sequences, as well as running presentation sequences. Choosing "New" enables you to select a background image appropriate to your message. A number of decorative standard background illustrations are available, or you can create your own. Once the background image appears, you simply start typing. This is done in the same way as with ordinary word processing, and you can make corrections as and when required. You are free to determine colours, typeface, size and placement. There is also a library of professional formats, with suggested lay-outs to suit differing needs.

In order to present your screen pages, press "Run". The presentation will then run continuously, each page being displayed for the length of time you have chosen. To alter a page, a single touch of a key is all you need to return to the menu. You can also create a presentation with no timing of the pages. You click the mouse, and the next page appears. If you have text which has been written in

another program, it can be loaded onto the presentation pages in a continuous flow. You may then decide if you want the same lay-out throughout the sequence, or if you prefer individual styling of pages or lines.

A vast number of exciting transitions are also at your disposal. Professional transitions will add impact to your message. Should you change your mind about the timing of all the pages having produced a sequence, alterations can be made with a single command.

Scala and InfoChannel also provide opportunities for setting up three different user levels. If you are completely inexperienced, you work in the simplest mode, where a number of options have been eliminated, which makes the program even easier to use. As you become more experienced, you can advance to the next user level, where further options are provided.

You can even set up your own paths, with different buttons opening up certain pages or sequences, for interactive use. In this way you can produce a hierarchy of presentations, to suit the exact needs of your clients or viewers.

# Scala 2.0 - What's new?

When we created Scala, it was always part of our philosophy to look for ways to improve the features and user-friendliness of the program. With the new version, 2.0, Scala is even better suited for multimedia use. And we have added new and exciting effects for our video users.

## New transitions

Scala 2.0 contains a number of new breathtaking transitions. These include stretching the picture onto the screen, as well as flipping, flowing, rolling and pushing. Most of these transitions have not been available on the Amiga previously, unless additional hardware, such as the Video Toaster is used. The crawl lets your messages fly horizontally across the screen. Beside the vertical credit list scrolling, this is one of the video titling transitions most frequently used. The performance of the normal text fly-ons has also been improved.

## The sound of Scala

With the 2.0, Scala is no longer silent! Scala now has extensive support for playback of sound and music, which can

be timed with every transition, button press, animation, or as stand alone events. Music and sound playback does not affect the performance of the graphics. You will see that animation is played back just as quickly as before, even with music in the background!

## Sorting out your slides

Another useful new feature is the "Slide Sorter", which enables you to visualize the script you are working on. This automatically miniaturizes the pictures in your presentation, and you can easily shuffle them around. This technique has also been applied to the selection of background pictures and symbols. You can now see miniatures of all the pictures and symbols that you have on disk. Scala 2.0 has improved interactive features. A range of new highlighting modes have been added, and you will be able to send Arexx commands, start other scripts etc.

## More advanced animation loading

The animation loading has been enhanced. It

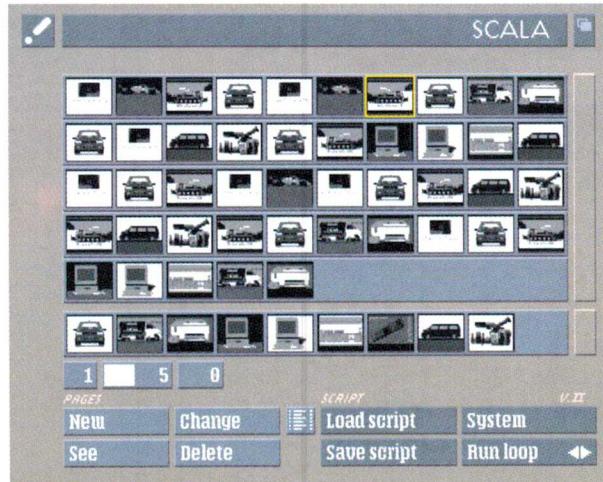
now operates directly from a disk as you play! This means that you can run much more comprehensive animation than the memory otherwise permits. A 16MB animation can play back on a 3MB machine, with instant access. This feature makes Scala the most advanced animation and real-time video sequencer on the Amiga!

## "Automatic" timing

With the upgraded version of Scala, you can record the timing for the playback of your presentation. While running your script, you click the mouse for every new page or line, and Scala will retain the timing in seconds and frames. This makes it very easy to synchronize graphics to music or video tape.

## Upgrading your Scala

If you are a registered Scala 1.1 user, you should make certain that you have returned your registration card. Check the inlay card, which is enclosed with the Scala Magazine, for further details on how you can get Scala upgraded in your country. ☺



A useful new feature in Scala 2.0 is the "Slide Sorter", which automatically miniaturizes the pictures in your presentation. You can easily shuffle them around as you please!



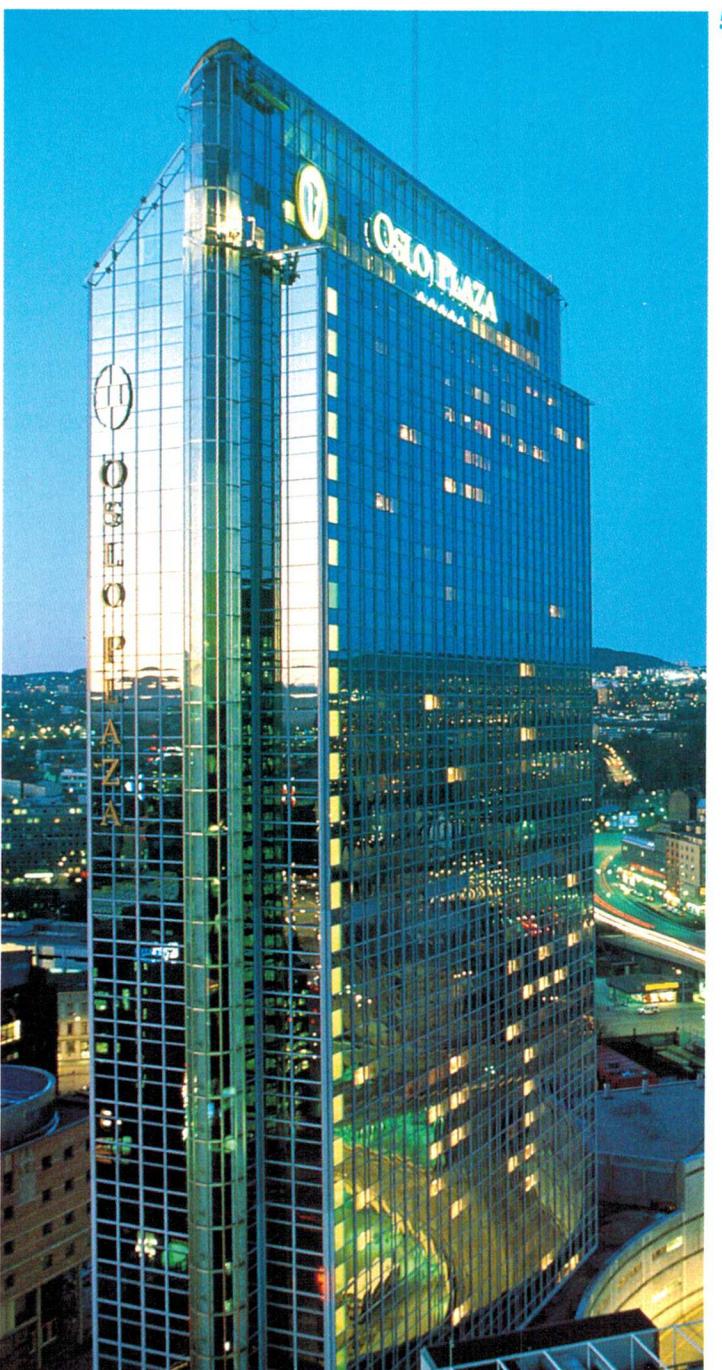
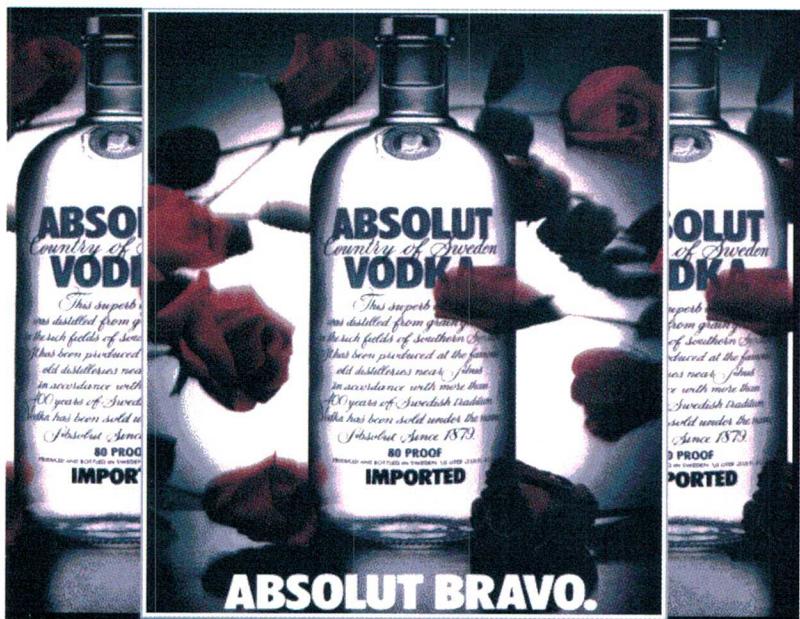
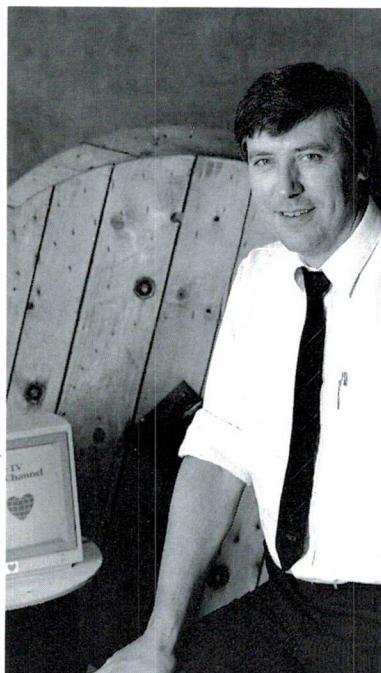


PHOTO: GLENN KØRBERG, STUDIOCA.



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PHOTO: CAMERA

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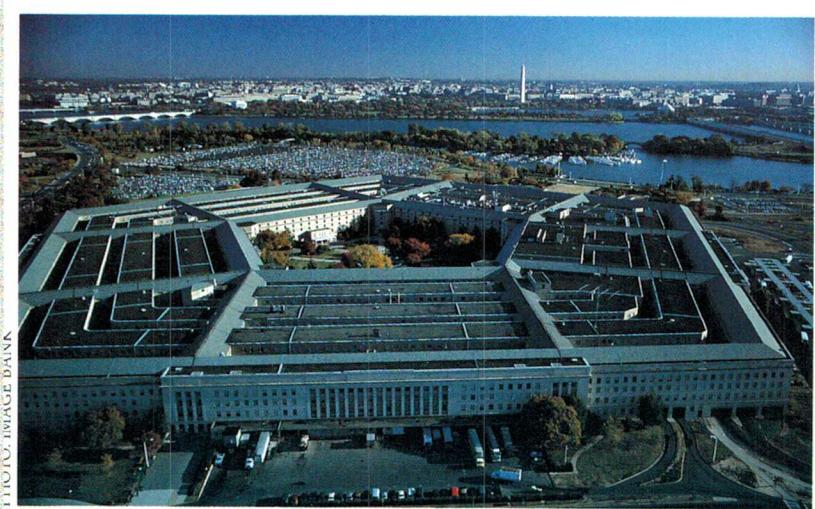
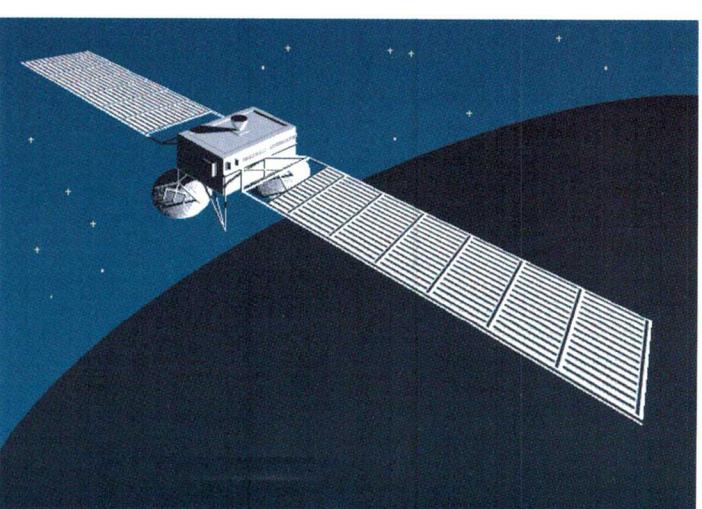


PHOTO: IMAGE BANK

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5

## **1** Taxfree bargains on InfoChannel

Taxfree sales have increased since Stockholm Airport, Arlanda, introduced its new information system.

Two computers and 22 TV screens have been installed so far. Travellers visiting the airport receive information on taxfree offers, news, weather forecasts and practical issues. The information is continuously and simultaneously updated. There are plans to link several other Scandinavian airports in the network.

"Of all the systems we have tried, this is the easiest and the most reliable," insists Jonnie Brundin, systems designer at Scandinavian Airlines' computer division. In his experience, the InfoChannel software was installed and taken into use without any problems whatsoever.

"What is basically different from other systems is that the user can easily change any information. You can add text just as you do in word processing. Prices, news and messages are changed in a few minutes, the only condition being that you know the keyboard," says Mr. Brundin.

## **2** - The only product!

"When we were first presented with this information system, we saw immediately that it was fully in line with our own ideas," explains John

Heier, Technical Vice President of TBK Cable Television, Norway. The fast update time and user friendliness were important factors, when TBK decided to buy its first 23 InfoChannel units in 1990.

"We had long seen the need for a system of this kind, and InfoChannel proved to be the only product that met our requirements," says Mr. Heier, who has been following product development at Digital Vision with great interest.

TBK runs 50 cable television networks in Norway, with over 100,000 subscribers. Involved with sales, installation and training, TBK is Norway's largest organization in the field of communication. TBK is a subsidiary of Norwegian Telecom, the national telecommunications company.

## **3** Britons love Scala vintage

Andrew Brown works for a specialist wine importers in London.

"We mostly buy fine Burgundy and Bordeaux wines and sell to the top hotels and restaurants in the United Kingdom. I first bought an Amiga for desktop publishing, using it for word processing and producing restaurant wine lists. We now have 4 Amigas networked together, sharing 2 postscript printers and 580 mb of storage," explains Mr. Brown.

"I use Scala for live presentations at the many trade fairs that we attend. We hide the box and just have a screen displaying information in a continuous loop. People love it, it's a great hit. They stand and watch it over and over!!!"

done on an Amiga 3000," reports Mr. Castle. "He very much enjoys working with Scala, and says that it is far better than other presentation systems he has tried.

"I love it," says Mike Castle.

## **4** Scala breaks into the Pentagon

High level officers from the Pentagon are using Scala to learn more about advanced military strategies. H. J. Ford Associates Incorporated specialize in information systems and computer related services. They use Scala as the backbone of their training program for the US Department of Defense.

"When these people see our presentation system, they always want to know where we got it from. To say that they are impressed is a big understatement," says Mike Castle, who is a design engineer at H. J. Ford, situated in Washington DC, next door to Pentagon.

Thanks to Scala he has developed one of the best education programs in the American capital.

"In a classroom environment the instructor presents information on projection monitors. Afterwards the students can individually go back into the program themselves, using the system interactively to repeat the parts they want to see again. We use a lot of animations, texts and graphics. And it's all

## **5** InfoChannel makes for happier hotel guests

The elegant, new Oslo Plaza is one of dozens of hotels that let InfoChannel keep their guests informed.

"We regard InfoChannel not only as a useful medium, but also as a very good investment. This system covers all our information requirements. It is easy to update and readily accessible for our guests," maintains Christian Hedegaard-Friis, Vice President of Operations at the Oslo Plaza.

With 37 floors, 685 guest rooms and 1,554 beds it ranks as the largest hotel in Northern Europe. It is also one of the newest, opened in 1990. Each room has a TV set, and InfoChannel provides the latest details on everything from room service to late-night entertainment.

"The level of services is improved because information on what the hotel has to offer, and other topics, are made more readily available to the guests. At the same time, we see that turnover can be substantially increased,

since greater awareness of the hotel's range of services means higher sales," says Mr. Hedegaard-Friis. He regards InfoChannel as the most efficient information tool available.

Throughout Europe, several other major hotels have now installed InfoChannel.

## **6** Lectures by satellite to 30 high-schools

Video lectures produced with the assistance of InfoChannel are sent by satellite to 30 different colleges and high schools in the west of Norway. This project was started by the Media Centre of the University of Bergen in 1990, as an experiment. But it is already clear that InfoChannel and satellite transmission has come to stay in university circles.

"InfoChannel fulfils all our requirements. It's a superb system," says Knut Olav Aslaksen, Director of the Media Centre.

The Centre produces educational videos of all kinds. Text and graphics are added with the aid of InfoChannel. So far, 1,300 students have benefited from direct satellite transmissions from the University of Bergen. In addition lectures are distributed on videocassettes.

# Amiga - flexibility, power and user-friendliness

Both Scala and InfoChannel work with a standard computer, the Commodore Amiga. It was natural for the developers at Digital Vision to select the Amiga for several reasons. The Amiga has a direct outlet for TV-compatible signals. It is the only computer designed to work directly with television signals, eliminating the need for conversion. This makes the Amiga less expensive than other computers, and puts it clearly in the lead for professional video production.

## Video output

The Amiga is well-known for providing good graphics opportunities, and is often called a "Video Workstation". The machine satisfies all requirements for Scala and InfoChannel, where picture processing forms a

central part of the concept. A number of different programs are available for creating pictures, animations, and for photographic scanning. These can be employed to produce a wide range of images, and are of the highest possible quality for TV use.

All programs on the Amiga support a common standard for storage of pictures and animation. The machine offers a choice of 4,096 colours and sufficiently high resolution, allowing the reproduction of photo-realistic images on the TV screen.

## Motion

The Amiga has three special chips built in to handle updating of graphics on the screen. This makes it possible to create advanced animation and movement, updated at up to 60 frames per second, which is

perceived by the human eye as continuous motion.

## User-friendliness

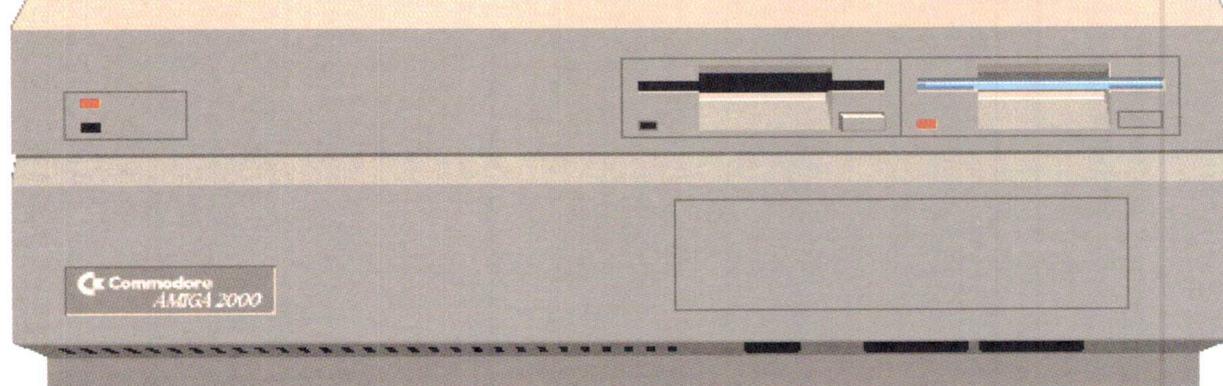
The Amiga offers multitasking, which is the ability to carry out several functions simultaneously. High quality graphics and sound, as well as mouse-controlled menus and icons, combine to make Amiga a highly user-friendly machine.

## Speed

Several models of the Amiga are available with varying processors to meet different user requirements. One of the more powerful processors is recommended if you intend to run a lot of animation and movement, and to employ effective colour scanning.

### Amiga 2000

*The Amiga 2000 is a very good computer for professional multimedia work. It has the same basic performance as the Amiga 500. And it offers a wide range of possibilities for expansion, like additional harddrive memories.*



## **Technical specifications**

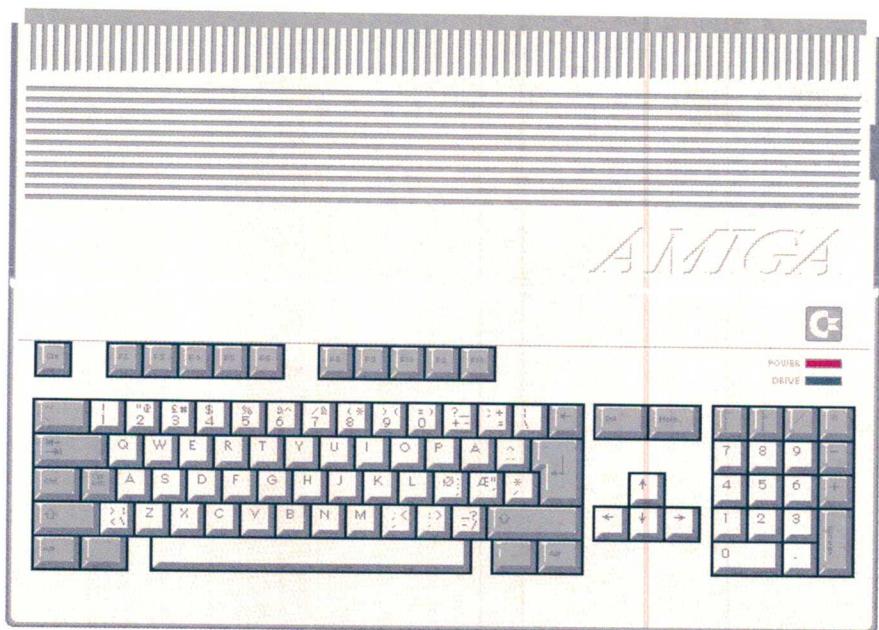
The Amiga 3000 employs a Motorola 68030 processor, and has 2 megabytes of RAM and a harddisk as standard. 3 megabytes of RAM are recommended both for InfoChannel and for Scala.

The machine has a number of slots for extra boards to make expansion simple and flexible, such as additional memory and harddisks, IBM compatible AT board, scanner board and for even more powerful processors.

In addition to a 3 1/2 inch disk drive, the Amiga 3000 has outlets for stereo sound, standard serial and parallel ports, RGB analogue video, VGA monitor and attachment of extra disk drives.

The operating system is the AmigaDOS, a window-based multi-tasking interface. Different resolutions can be provided by the machine, with 640 x 512 being the most widely used.

The Amiga 2000 is also available in several versions, with the simplest model employing a Motorola 68000 processor and providing 1 megabyte of RAM as standard. With its expansion slots, the Amiga 2000 is well suited as a building brick in your multimedia system. ☐



### **Amiga 500**

*The Amiga 500 is one of the world's most popular computers for home use. Nearly 4 million units have been sold. It is a good entry level machine for graphics, music, video titling and games, and it is easy to use. Several versions are available. With an*

*A590 harddisk it can be suited to more professional work. You get some of the power of the larger computers, but it has a limited potential for expansion. The Amiga 500 is a good tool for getting acquainted with multimedia.*



### **Amiga 3000**

*There is no question. This is the multimedia work station for professional use. The Amiga 3000 presents you with an unprecedented potential for multi-functioning.*

## Would you like to have your family album on TV?



Canon ION still video camera.



Canon is the pioneer in the still video market, having launched its print service for ION Still Video Cameras. Other producers are watching with interest to see how this new concept is received by the public.

The Digital Vision software group has been Canon's software partner during the development of the print service. Hundreds of European photostores will now install print facilities. An Amiga 500 with the Scala print service program is employed to control the copying process.

### Photography without film

Still video is photography without traditional photographic film. Instead a floppy disk is employed, with several advantages:

- Pictures need no developing. They are ready to be seen as soon as they are taken. This, of course, saves a lot of time. And it is very useful when surveying, on business travel and in all situations when you need to reproduce visual information at short notice.
- Pictures are seen on a TV screen, with the camera playback function controlling the TV set.
- Pictures are easily

16

shown to an audience in full daylight.

- You need no additional equipment, such as a slide projector.

- You don't need any filming experience to attain perfect results, as is the case with a video camera.

- The floppy disk can be used again and again, eliminating the need for new film. The exposures can be erased one at a time, or all at once.

- With one disk you can take up to 50 pictures. Since it is so small, you can store a lot of pictures in a modest space.

- The pictures are long lasting, and can be

reproduced, unlike polaroid pictures.

- The pictures are easily transferred to CD, computers and desktop publishing.

### The added advantage of hard copies

Still video cameras have been available for a number of years. Prices have gone down and the technology has been improved.

However, the market has still not really taken off. This situation is set to change as Canon launches its ION print service in hundreds of photostores throughout Europe.

This gives you the added advantage of hard copies. Take your still video disk to the store, and order prints of your favourite pictures! This is the first time print facilities for still video have been made available to the public.

In addition to the traditional type of print, you can have four pictures printed in quarter size. Or you can choose 25, if you want to see the whole series on paper. Other producers, like Sony and Kodak, plan to introduce a different type of technology. This will offer the possibility of transferring slides and

negatives to compact disks and laser disks. The new generation of photo technology also makes it easy to manipulate photos, something which is creating anxiety in the publishing business. In some countries editors and journalists have addressed the matter, requiring publishers to inform the readers about all photos which have been manipulated.

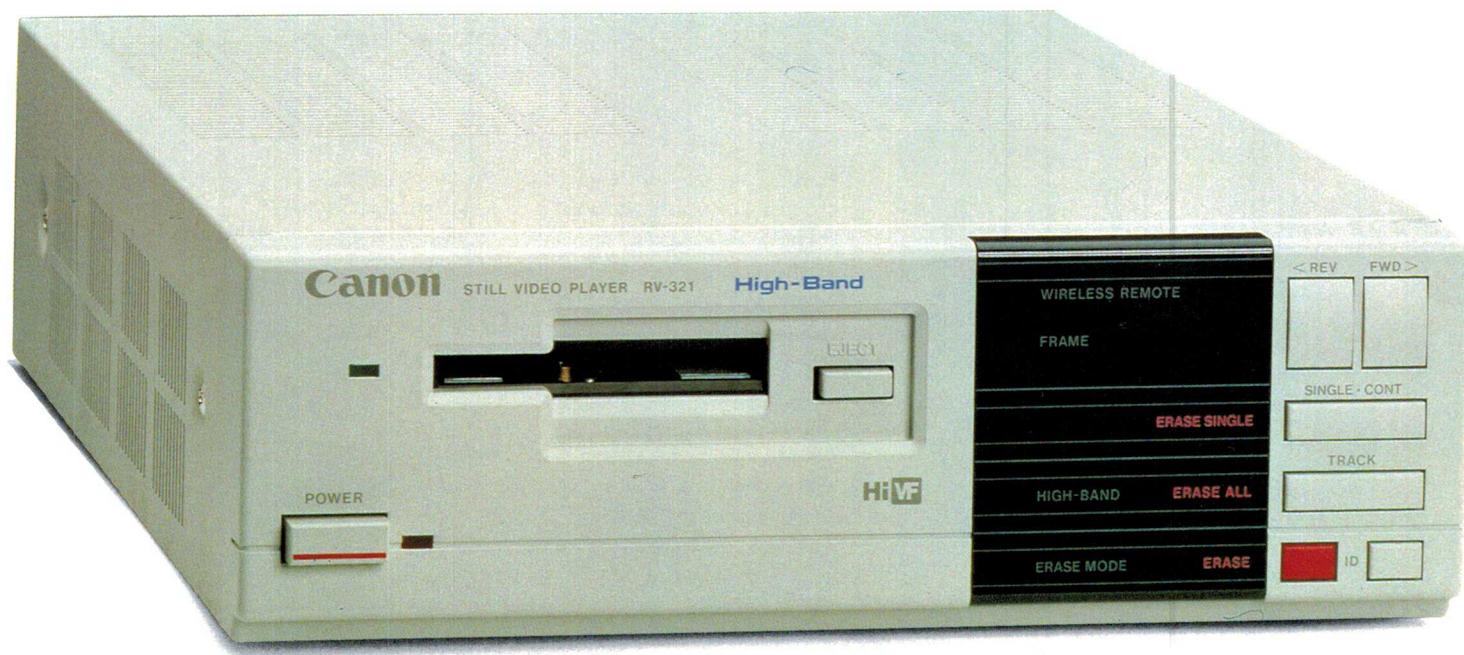
### Scala with still video

Using the RV - 321 still video playback unit, still video pictures can be a part of your Scala presentation. With a



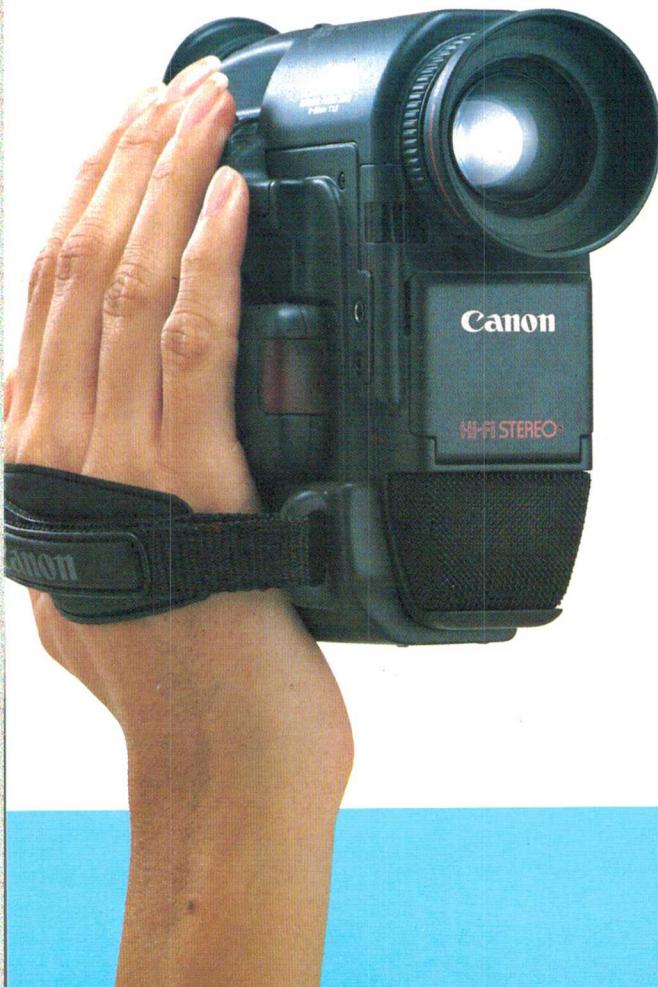
genlock, text overlays and graphic effects are elegantly added to your freshly taken still video pictures.

The Amiga controls the still video player through a serial port, and ensures that you automatically get the desired still video pictures on screen, combined with the appropriate Scala graphics. ☐



Canon RV-321 Still Video Player.

## **Video cameras - the new generation are even easier to handle**



The video camera market has been growing constantly for the last few years, with miniature versions replacing the shoulder-mounted cameras. 600,000 cameras are sold annually in Britain alone. But there is still some confusion as a result of the many camera sizes and shapes, not to mention the six different video tape formats available!

All the companies are competing to produce the smallest video camera, also known as "camcorder". ("Handycam" is a Sony registered trademark.) Sony has succeeded in developing a camera that weighs a mere 590 gram. But others are also marketing cameras under 1 kg, often called "palmcorders", since they are designed to fit in the palm of the hand.

This is quite a revolution, considering that most quality video cameras were shoulder mounted until a few years ago. The main disadvantage of the miniature cameras is that they are far less stable than the larger models. Panasonic has tried to compensate for this with a digital stabilising function.

Apart from the size, a whole new range of designs have also been

launched during the last few years. Both Canon and Sanyo have changed the shape of their smallest camcorders, having discovered that most users prefer to hold their camcorders with two hands.

The question of size and shape is perhaps most important for the amateur who plans to take the camcorder on holidays and travel, with no additional equipment. If you want to produce more professional-style videos, you will need a tripod at the very least. It is advisable to try out a selection of cameras at your dealers, to find the one that suits you best.

All models can be connected to your TV for playback.

"super-versions", known as S-VHS, S-VHS-C and Hi-8. These are enhanced versions, offering higher resolution and improved picture quality, at a higher price.

During 1991 8 mm and Hi-8 formats will probably surpass the traditional VHS-systems in most European countries.

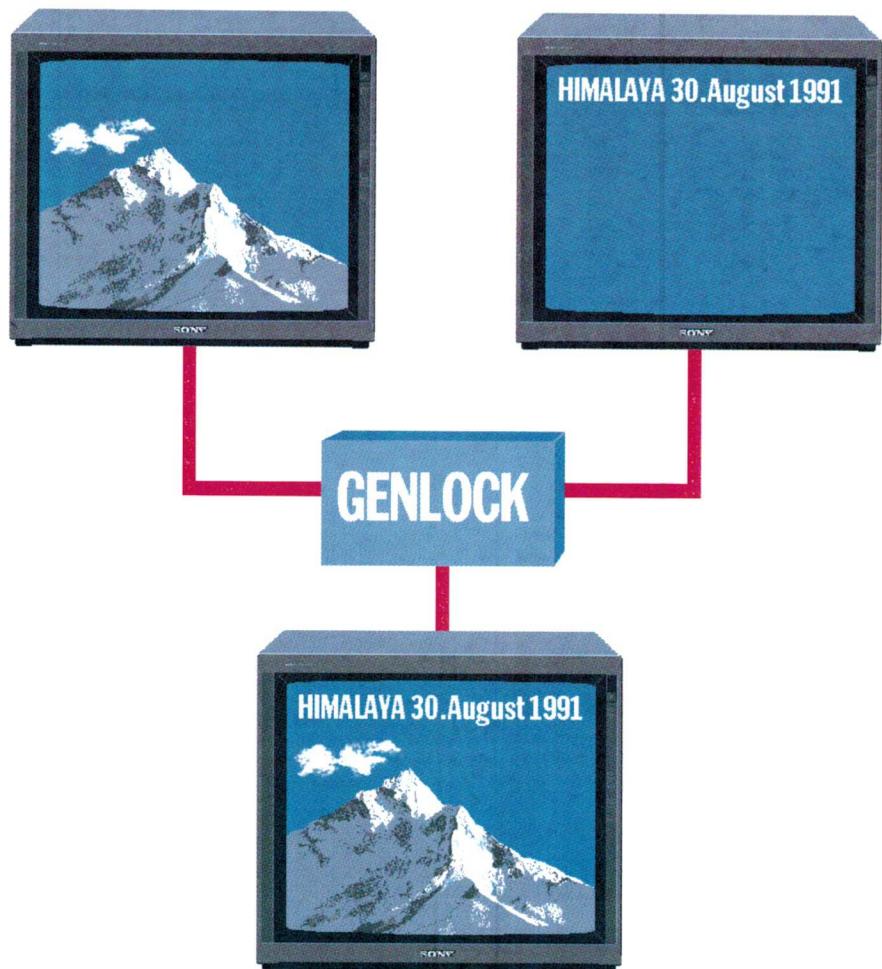
### **Video used in presentations**

Video used in a screen presentation adds impact to your message. Enhanced with Scala titles and effects it is hard to beat! Whatever film format you are using, your camcorder can be connected to any video deck for editing and titling purposes. ☐

### **8 mm on the increase**

One confusing point for the first-time buyer is the variety of video formats. There are now three standard formats; the traditional VHS, VHS-C and 8 mm (or Video 8). VHS is the full-size video cassette, while VHS-C and Video 8 are compact cassettes for the tiny camcorders. The VHS-C cassettes can be used on all VHS players, with the adaptor that comes with the camera. All three formats are also available in

# Combining computer graphics with video



The Amiga can output a video signal independently. However, it is very useful to be able to add computer graphics as "overlay" on live video. To do this you need a device called a "genlock".

There are a number of different genlocks on the market, of varying quality and cost, to suit every need. Prices range from USD 300 to USD 3,000. As is so often the case, you get what you pay for.

Some genlocks come in the form of a card which is inserted into an Amiga 2000 or 3000, while others are external boxes that can be connected to all Amiga models.

With a genlock in your system, the background colour (colour 0) on the Amiga will be transparent. And it is automatically replaced by the incoming video source. The output video signal contains the resulting mixed video.

Some genlocks have additional features, like cuts, fade out/in and wipes of both video and graphics. A few can even be controlled from software. With this kind of genlock, Scala will automatically create the desired effects at the right time and place as your presentation or video production is running.

The GVP Impact Vision 24 is a multifunction genlock card that carries out genlocking digitally. Among the

other features of the IV-24 is a picture display of 16 million colours, video colouring and video "picture in picture" on the Amiga screen. A video titling version of Scala is included with the card, which enables you to get started within minutes!

The "Video Toaster" has been a great success in the United States. It is an Amiga card, costing USD 1,500. (The European version is not yet

available.) The Toaster can perform amazing digital effects on live video, previously only available on systems costing hundreds of thousands of dollars. Feed a boring corporate or educational video through the Video Toaster, and you can obtain amazing effects! ☐

# A world of differing video standards



- PAL
- NTSC
- SECAM



Bringing video based presentations across the Atlantic can be a pain. In the United States, Canada and Japan the "NTSC" TV standard is employed, while most of Europe uses "PAL". In addition, France and some other countries use the "SECAM" format, which is similar to PAL in many ways. To find an explanation for the different standards we have to go back to the first production of TV sets in the '50s. At that time, the frequency of the electricity was used as the screen redraw speed. As the screen was redrawn 60 times per second in the United States and 50 times in Europe, two different technologies emerged.

The SECAM format uses the same resolution as PAL, so your PAL computer will work with that format. The Amiga itself is both PAL and NTSC compatible. By switching a jumper inside the computer, you can have your computer working in the opposite format. However, the Amiga uses different vertical resolutions in the two modes, a 400 pixels high NTSC screen will be 512 pixels high in PAL. NTSC Scala presentations will be vertically centred on PAL machines, and will give a "widescreen" look. PAL Scala presentations on NTSC

machines will have to be reduced in size. To bridge the gap of different standards, Panasonic has released a "World Player", which can play video tapes of all three standards.

## Scala and video

Including videos in your presentation should be completely straightforward. At the moment it isn't, because very few domestic players can be controlled from computers. This situation is changing, however, and a number of new video cassette recorders (VCRs) specifically manufactured for multimedia are now emerging. Sony has developed a standard for external control of consumer devices, known as Control L, which is also used by Canon. This system requires an interface box to be connected to a computer. Almost the entire range of professional VCRs can be controlled from computers. All-purpose controller units support hundreds of different VCRs. Digital Vision is now working to integrate different types of VCR with Scala presentations. Some VCRs will be controlled directly from their serial ports, others through external interfaces. ☐

# Keep an eye out for the laserdisk movement!

Laserdisk is videofilm on a disk instead of a cassette. It has been on the market for more than ten years. In America it has been a commercial success, and it is now emerging as an increasingly popular medium in Europe.

The laserdisks come in three different sizes. The largest is 12 inches, with 60 minutes playing time. Analogue signals are read by laser in a laserdisk player. This is connected to your TV, just like an ordinary video player (VCR).

A whole range of films are available on laserdisk.

Sony is marketing a player which operates both laserdisks, and traditional compact disks. It can also play the European video standard PAL, as well as the American NTSC.

In addition, it features digital reading of laserdisk sound.

A major advantage of the laserdisk is that it works well together with an Amiga. Connected with a genlock you will see the laserdisk pictures directly on your computer screen. And you will discover:

- \* You have incredibly fast access to the pictures. It takes less than a second to retrieve a sequence on the screen.
- \* The system has frame accurate access, which means that you can go directly to any one of the images that the film consists of.
- \* That you get pictures of a much higher quality than a traditional video film can produce.

## Scala with laser action

Using Scala 2.0, you can integrate pictures from the laserdisk player in your Scala presentation. Moving film sequences and still-photos of the highest possible quality will make your presentation livelier and much more interesting.

As prices go down, more and more laserdisks are available in the music stores. And it is becoming cheaper to produce them for company presentations, tourist promotion videos and educational programs.

One of the main advantages is the potential for touch-screen use, which has already been employed to the great satisfaction of users. ☐



## **Scala - saving time and money**

"Making a video without Scala would take about three times as long," says Arvid Michaelsen, Manager of Professional Services at 3M Scandinavia.

He has been making educational programs for more than ten years. For the last five years he has used Amiga computers to add text to his videos. And in October 1990 he started using Scala. He highlights the most important advantages:

"It's extremely easy to use. It's fast. And it works!"

Mr. Michaelsen works with surgical and medical products, and is responsible for the training of staff, dealers and hospital personnel. He has developed the 3M Professional Services Organization in Northern Europe.

He acknowledges that other systems also have good features. "But you have to prepare the text in one program. Then you must switch to another program to find the right background, and yet another to make animations. All this is a waste of time.

With Scala I can easily experiment with different ideas,

immediately seeing the results on the screen. And everything I need is available in the same program."

Most hospitals have a high turn-over of personnel in the operating-theatres. Moreover there is always a risk of improper handling of

**"With Scala I can easily experiment with different ideas, immediately seeing the results on the screen"**

antiseptical appliances, which may cause hospital infections and other complications.

3M has found that the best way to teach correct procedure, and thereby avoid these kind of problems, is by showing educational videos.

By using Scala Mr. Michaelsen can easily combine the film with animation. And there are no limits to the use of headings, subtitles and other text. All this can be presented in a number of ways, including scrolling, which Mr. Michaelsen finds very useful. He



also points out that his methods are cost saving.

"We recently employed a professional video company to produce a ten minute video, at the cost of USD 16,000. For me to make the same kind of video would cost us somewhere between USD 1,000 and 1,500, labour included," reports Mr. Michaelsen, who has experience from 40 video productions.

"Since I started using Scala, I get time to make more videos. And as this is only part of my job, I can now spend more time doing managerial work!"

Arvid Michaelsen, who is a keen amateur photographer, has set up his own studio at the 3M headquarters outside Oslo. The cost

**"I now spend  
more time  
doing  
managerial  
work"**

was less than USD 43,000, including video cameras, players, editing unit, computers, genlock, printer and a machine for developing slides.

The Scala's ability to produce good slides in a fast, easy and cheap way is of great value to Mr. Michaelsen, who needs a variety of illustrations when speaking to professional audiences.

their own studios as they discover the low costs and the many new possibilities provided by Scala.

"Anybody can use Scala, and it's great fun!"

He also uses Scala to subtitle American videos in the Scandinavian languages. And he finds it convenient to use Scala for the different versions of his own videos, which are made in Danish, Swedish, Norwegian, and sometimes also in Finnish.

He thinks more companies will set up

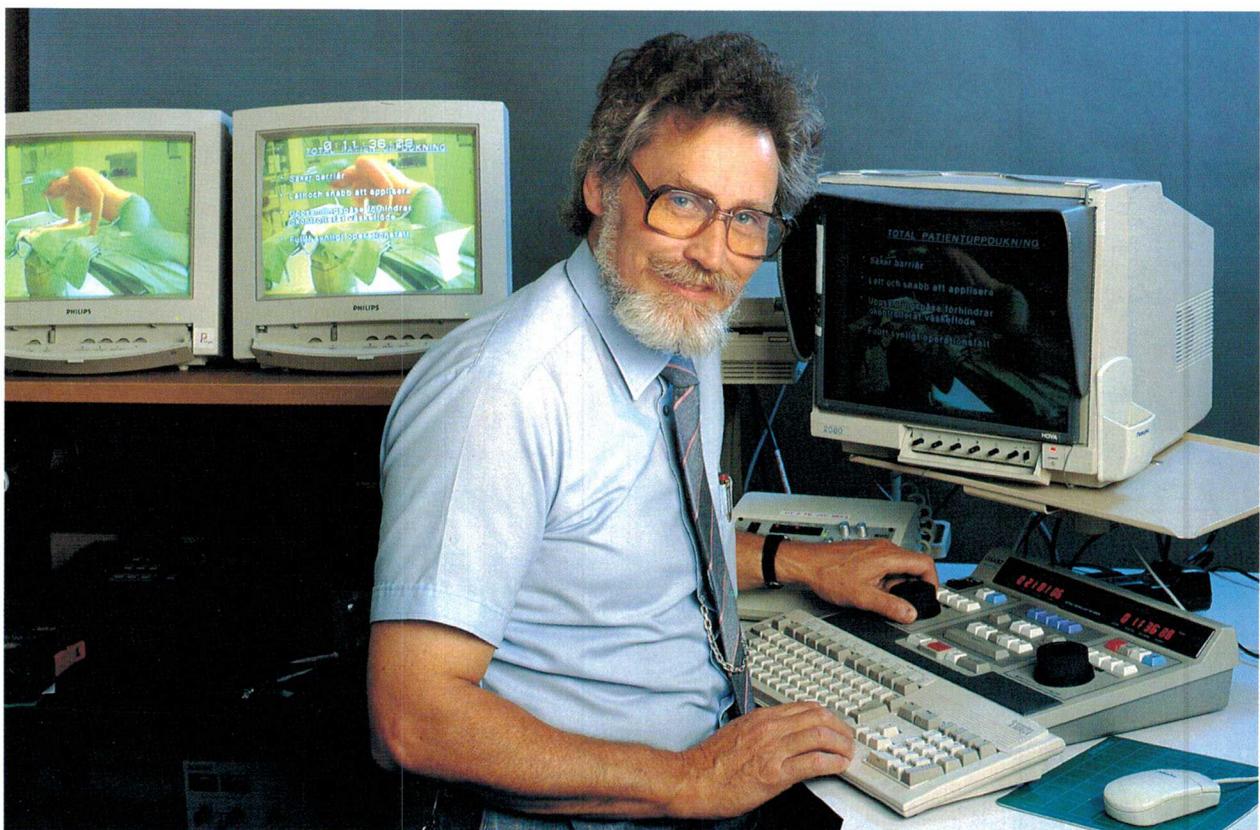


PHOTO: GLENN RØKEBERG, STUDIO CA.

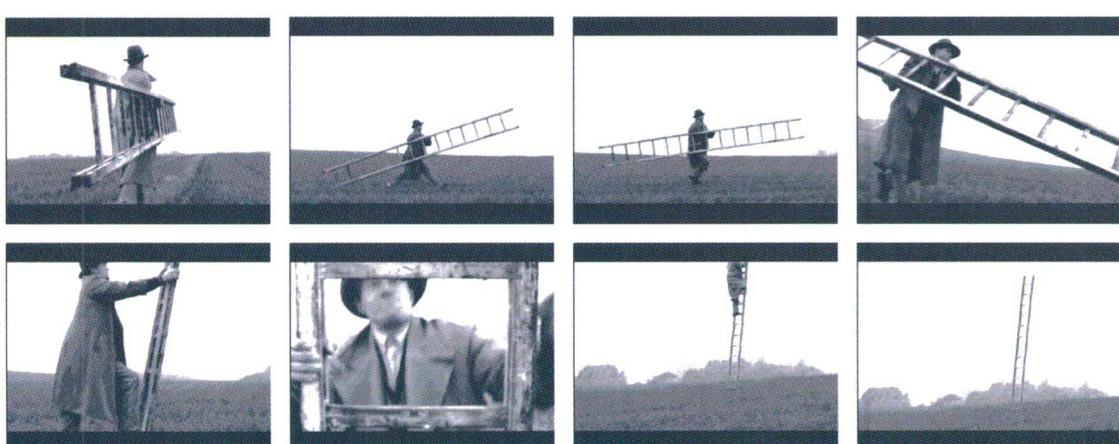
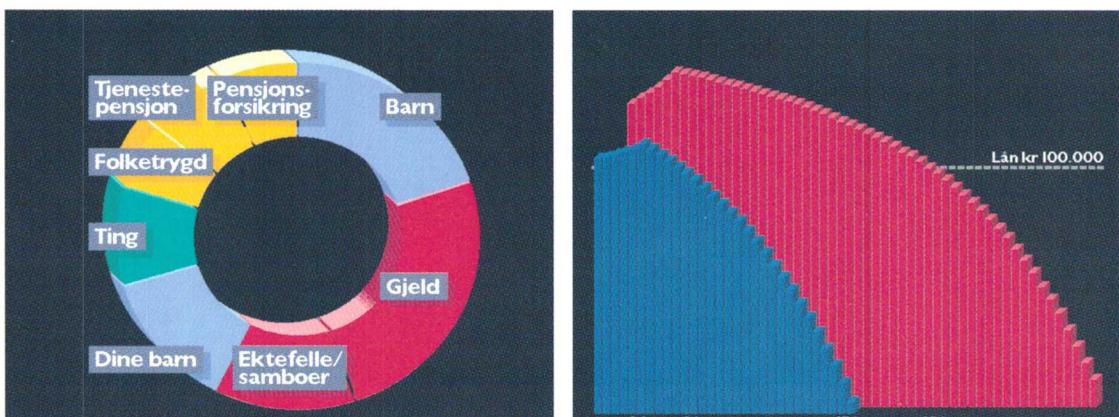
Arvid Michaelsen, Manager of Professional Services at 3M Scandinavia, produces educational videos. He has found that Scala cuts down production-time to a third.

## Screen pages made in Scala

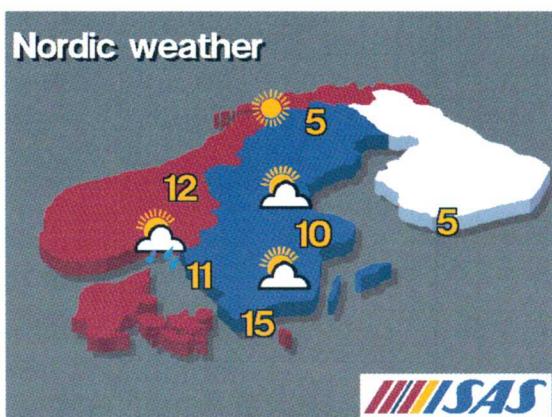
Presentation made for the Oslo Electricity Board, by designer Hugo Heilmann, Bates Strategic Design group.



Graphic animation and illustration made for the Norwegian Broadcasting Corporation, by designer Bjørn Rybakken.

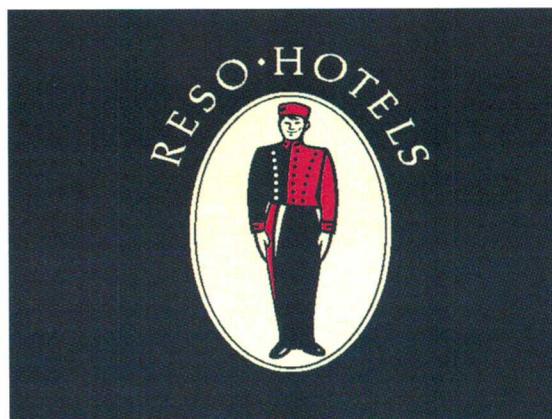


Digital real-time video, produced by Digital Vision A/S, used in the promotion of Scala.

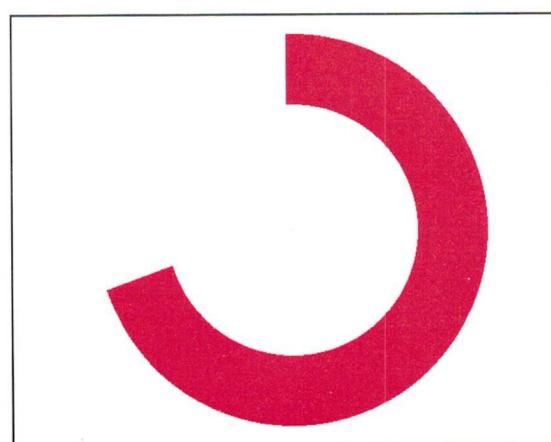


**Information produced in InfoChannel**

Screenshots from Stockholm airport, Arlanda, where Scandinavian Airlines System employ InfoChannel for information purposes.



From the information sequence which is run 24 hours a day in the 685 rooms at Oslo Plaza, newly elected by business travellers as one of the world's best new hotels.



Graphics produced for London Transport, the company running the city's underground railways.

# SCAL

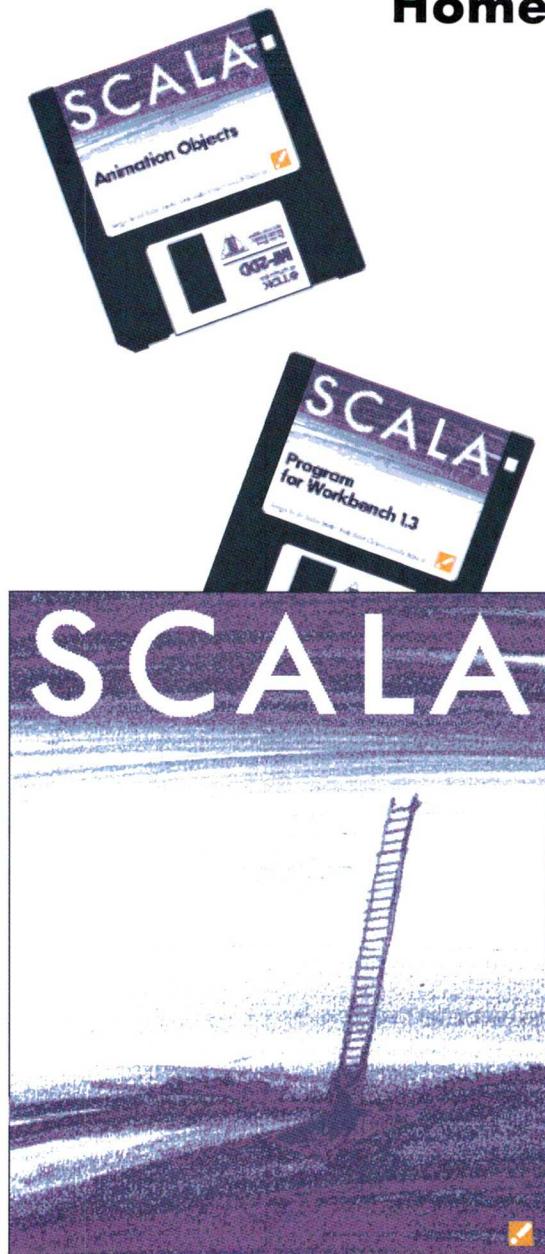
## Home video titling gives new

Scala 500 is a unique solution. It is the kit that gives you all you need to add text overlays and other effects to your home videos.

The complete package consists of a Commodore Amiga 500 home computer, a genlock and the Scala 500 program. If you are already the happy owner of an Amiga, you just need the Scala 500 program and a genlock, which enables you to connect your Amiga 500 to your video player.

Included in the full package, you will also find a video packed with ideas and suggestions, as well as instructions on how to use the system.

From the illustration on the next page you can see how the equipment is connected. Turn the page, and you will see how Scala 500 can enhance your home



videos in a number of different ways. The idea behind Scala 500 is to provide an improved alternative for the titling of home videos. It is a sub-set of Scala, excellently suited to work on a non-expanded Amiga 500. You get quality at a reasonable price.

If you are already a user of the Scala program, you have exactly the same possibilities. And you connect the equipment in the same way. A more advanced genlock and the full Scala package gives you access to even more professional video titling.

### Add fun to your videos!

You start out looking through your video to find out how you want to title it. The titling process consists of two phases. The first is the production of text

overlays, including their arrangement in the desired order. The second is the recording of what you have produced.

Text and symbols are added to transparent pages. The first page may be the film title. From the main menu you choose "New", and you are presented with a fresh page. Just start typing! If you don't like the letters, you just select another typeface. You have a whole range of typefaces at your disposal, as well as different sizes. Having finished the title, you click "Finished", and the page can be seen listed on the main menu.

You can place your text anywhere on the screen and choose a variety of colours. You can add shadows and underlining. You can also have the text automatically centred, to name just a few of the many possibilities included in Scala 500.

# A 500

## life to your movie-album

But Scala 500 is much more than names and dates, titles and facts. Making the most of your home videos also means adding fun. Therefore we have included a large number of symbols and graphical effects, which are found on two clip-art disks.

There is even more enjoyment to Scala 500, both for the producer and for the viewer. You have complete control of how your lines and pages of text appear on the screen. There are more than 60 exciting Scala-transitions, so you will have no difficulty finding a "wipe" to suit your taste.

Finally, you decide which parts should come out "clean", with no overlay. Every time you want a video interval between the titling, you create a "blank page". These are added to the main menu, just like the other pages you have produced. And the

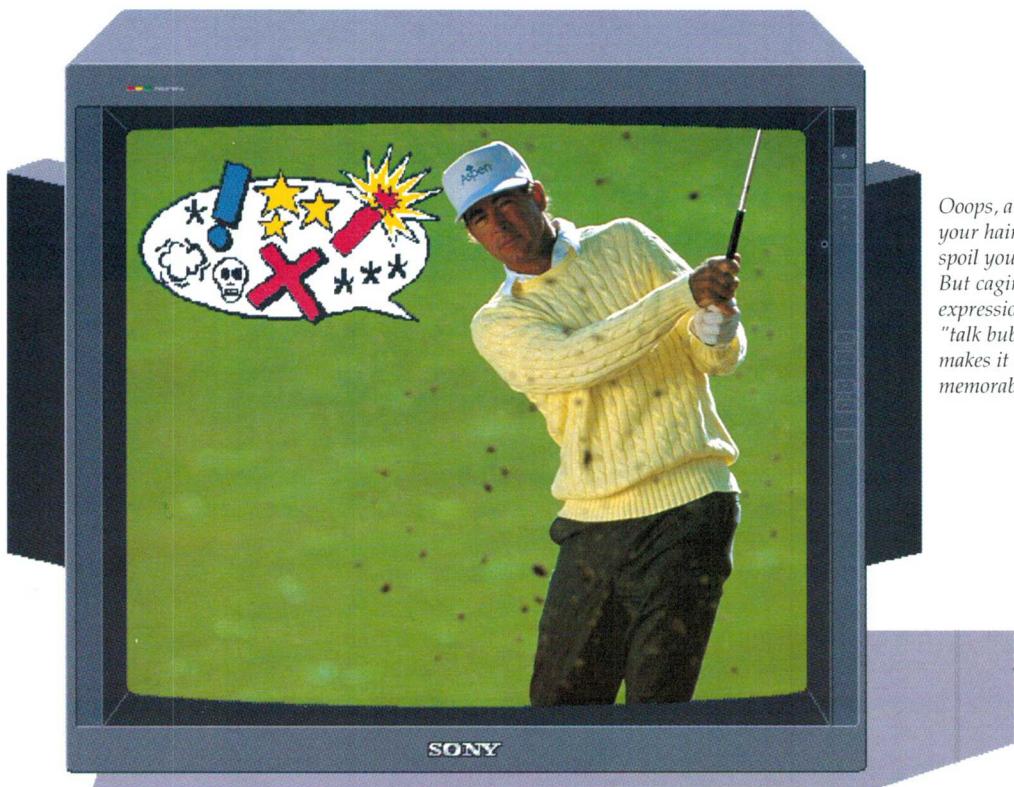
order of pages is changed easier than arranging slides in a slide show!

### No more arguments!

Now you have arranged everything you want to appear on your video, and the pages appear in the correct order. So it is time to attach your creations to the film. For the recording, you need an empty cassette in the video recorder. Activate the camera playback function, and start recording! Here we go! Wherever you have planned a text or a symbol, you just click the mouse, and it is part of your new, improved video. No more arguments from friends and relatives as to where and when you took the film, or what was the name of that funny guy on the camping site. And no more arguments about your genius as a director! ☒



## How Scala 500 can make your videos more memorable



*Oops, a wasp in  
your hair may  
spoil your day.  
But caging your  
expressions in a  
"talk bubble"  
makes it a  
memorable event.*

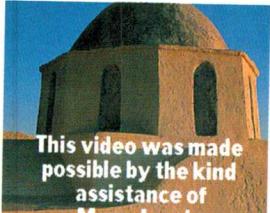


*Scala 500 titling  
kit helps the  
family album  
team up with  
video technology.  
And you can  
have lots of fun!*



**Go for it, Ted!**

**Ted's first swim meet**  
**June 6th 1991**

A photograph of a person wearing colorful swim trunks with a geometric pattern, performing a backflip against a bright blue background. The text "Go for it, Ted!" is at the top, and "Ted's first swim meet June 6th 1991" is at the bottom.

This video was made possible by the kind assistance of Mom, Jeanie

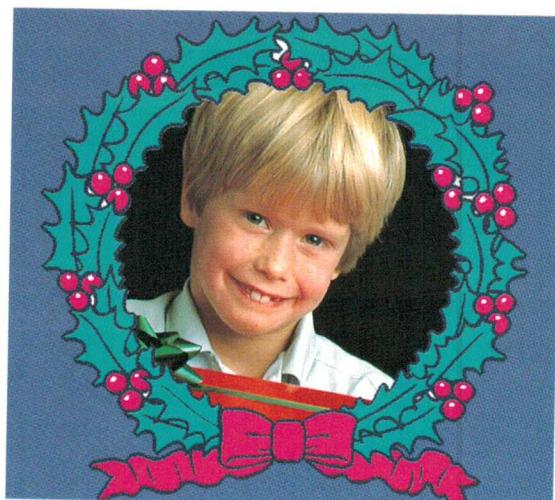
This video was made possible by the kind assistance of Mom, Jeanie Mark, Christopher, a crazy barman, and lots of Greek coffee on Nikos taverna. Special thanks to Georgios,

a crazy barman, and lots of Greek coffee on Nikos taverna. Special thanks to Georgios, the world champion ouzo drinker and the entire staff at the FAWLTY TOWERS OLYMION

The entire staff at the FAWLTY TOWERS OLYMION  
Filmed on location, Crete, Summer 1991



Scrolling texts give an elegant and professional impression. Otherwise, you can choose from a vast number of exciting transitions between pages.



# **CDTV - digital sound and digital vision - opening up a library of possibilites!**



CDTV has recently been launched for the home market by Commodore. The new generation of CD players contain a concealed Amiga computer. When connected to your TV set, this gives the added attraction of computer animated pictures and graphics. You will have digital sound and digital pictures in your home, for interactive use.

"Why on earth should I buy a CDTV player?" you may ask. Obviously, you get music of renowned digital quality. In addition a library of encyclopedias, dictionaries, reference books, atlases and cookery books will be at your disposal.

## **The launch of CDTV marks the beginning of a new era**

A control panel is shown on the TV screen. Buttons defined on the screen present you with all the available choices. With the aid of remote control, you "click" your way to whatever you want to see or hear. It could be a word, or a sequence of words that you want to

look up in an encyclopedia. This means quick and easy reference, with top quality pictures and animation, in addition to sound.

## **One single CDTV disk has the capacity for a whole encyclopedia**

One single compact disk has the capacity for a whole encyclopedia. A full CDTV disk contains as much information as 270,000 pages of written text, in A4 format.

There are already educational programs on the market. And company presentations can be made into CDTV disks at a reasonable cost.

CDTV is the abbreviation for "Commodore Dynamic Total Vision". The disks are marked "CDTV interactive multimedia". They look like standard CDs, but they cannot be played back on a traditional CD player.



A CDTV player gives access to a whole library of information on TV. With the remote control, you just "click" your way to whatever you want to see or hear.

### **Scala for CDTV**

With a special CDTV version of the Scala program and this latest technology, you can now produce presentations of the highest possible quality. The Scala CDTV development system is a powerful authoring system.

Using the established and quick-to-use Scala multimedia core, you can create and maintain CDTV titles much faster than before, with no programming required. You just make the presentation, and Scala takes care of the rest!

CDTV technology can be employed in a number of ways. For a chain of stores, CDTV disks can easily be produced and distributed to all points of sale, for TV screening. The process will be even easier with one CDTV disk containing a library of

pictures, logos and animations.

CDTV is very useful in all forms of training and education. It can be used for self-running information, or as an interactive tool, allowing the student to communicate with the screen.

CDTV is the ideal aid when learning to drive a car. You are presented with real-life situations which must be responded to, and you are asked questions which must be answered. Any deviations are immediately corrected. Emergency procedures and fire security routines on board a ship, are also examples of how the CDTV system can be employed.

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**You can now  
produce Scala  
presentations of  
the highest  
possible quality**

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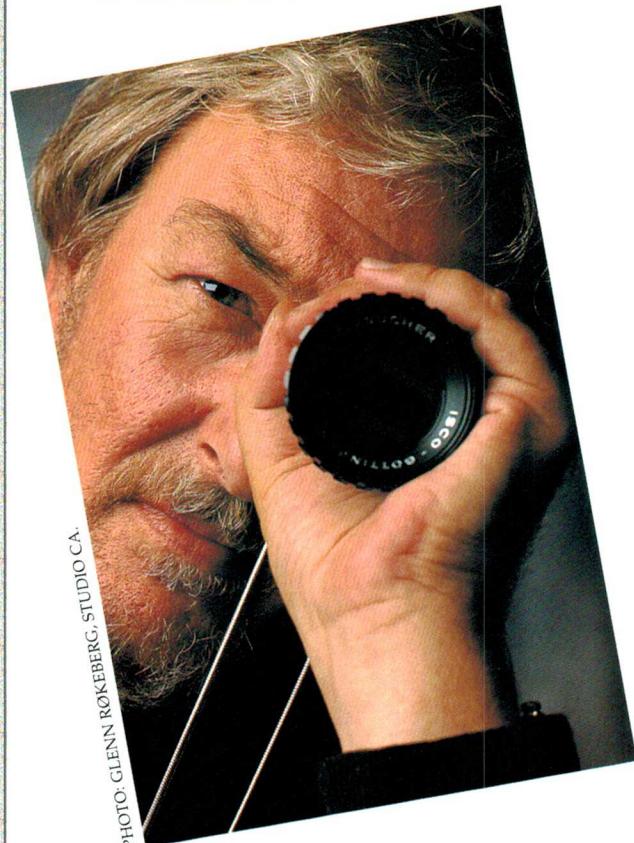
CDTV-based magazines, tourist brochures, and catalogues from real estate agents are some other examples of real-life use.

The launch of CDTV marks the beginning of a new era, as the first multimedia appliance for home use. ☐



## **And the winner is... SCALA!!**

PHOTO: GLENN RÖKEBERG, STUDIO C.A.



"Scala is a masterpiece," insists cinematographer Erling Thurmann-Andersen, who won international acclaim for "The Pathfinder" and "Shipwrecked"...

Computing is seldom used in the movie business today. Yet Erling Thurmann-Andersen, one of the foremost cinematographers in Scandinavia, is sure that computers will be used more frequently in film, video and television work.

"Within a few years I am convinced that the computer will be as natural a part of the cinematographer's equipment as the exposure meter."

The recent introduction of Scala has made the preparation of film projects a lot easier.

"Scala is a masterpiece! It is so easy to use, and so beautifully designed, that anybody can handle it."

Erling Thurmann-Andersen won international acclaim for filming "The Pathfinder" ("Veiviseren"), with fellow Norwegian Nils

Gaup as director. In 1988 it was nominated for an Academy Award ("Oscar") as best foreign film.

**"Scala is a masterpiece! It is so easy to use, and so beautifully designed, that anybody can handle it"**

A more recent international box office hit was "Shipwrecked" ("Haakon Haakonsen"), also directed by Nils Gaup. The Walt Disney corporation was involved in the production and the distribution of this adventure story, which was one of the 15 most viewed films in American cinemas during February and March 1991.



Total sales were 15 million US dollars.

In 1991 he has been filming a Swedish-German co-production, called "The Democratic Terrorist" ("Der Demokratische Terrorist"), based on a story by the Swedish author Jan Guillou.

In 1992 he will be making a children's film for distribution in Scandinavia. In preparation for this project, he will be making a storyboard with the Scala program.

Storyboarding is a method of visualizing the film before it is actually made. The director and the cinematographer work together, deciding on each scene. Sketches are often made by an artist, who is hired especially for the task.

"In addition to drawn sketches, we can now integrate photos and animations, thanks to

the latest technology. A number of techniques can be combined, so that we get a good idea of what the finished film is going to look like. The different scenes can be timed to last as long as they do in the actual film. When the storyboard is ready, it can be copied on paper, or on a video cassette," explains Mr. Thurmann-Andersen, who has 27 years of experience in the film industry.

In 1985 he attended a computer course for the first time, and learned to make a storyboard on a computer. But it took him one week to complete a 15 second sequence!

Since then he has come a long way. Today he makes between 5 and 15 minutes of storyboard in one day, using Scala. For the children's film next year he plans to storyboard the whole film, consisting of nearly 1,000 pictures.

**"The only  
drawback is  
that my wife  
sometimes  
thinks I'm  
obsessed"**

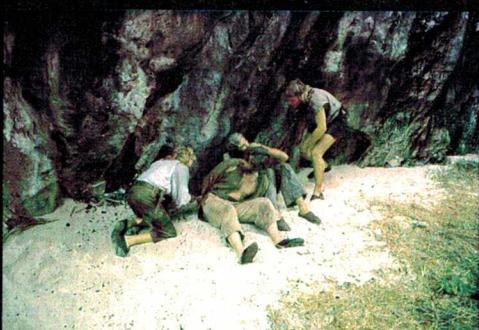
when we deal with sponsors and others who are involved in a project. They get a much more realistic impression of the film. It can also be decisive when you are struggling to finance a film project in the first place."

When he got his first Amiga, he knew it was the best machine for making storyboards. But it was rather awkward working with desktop publishing. So he was on the look-out for a program like Scala.

"Scala is the most efficient program, and is also the easiest to use, with high quality on-screen pictures."

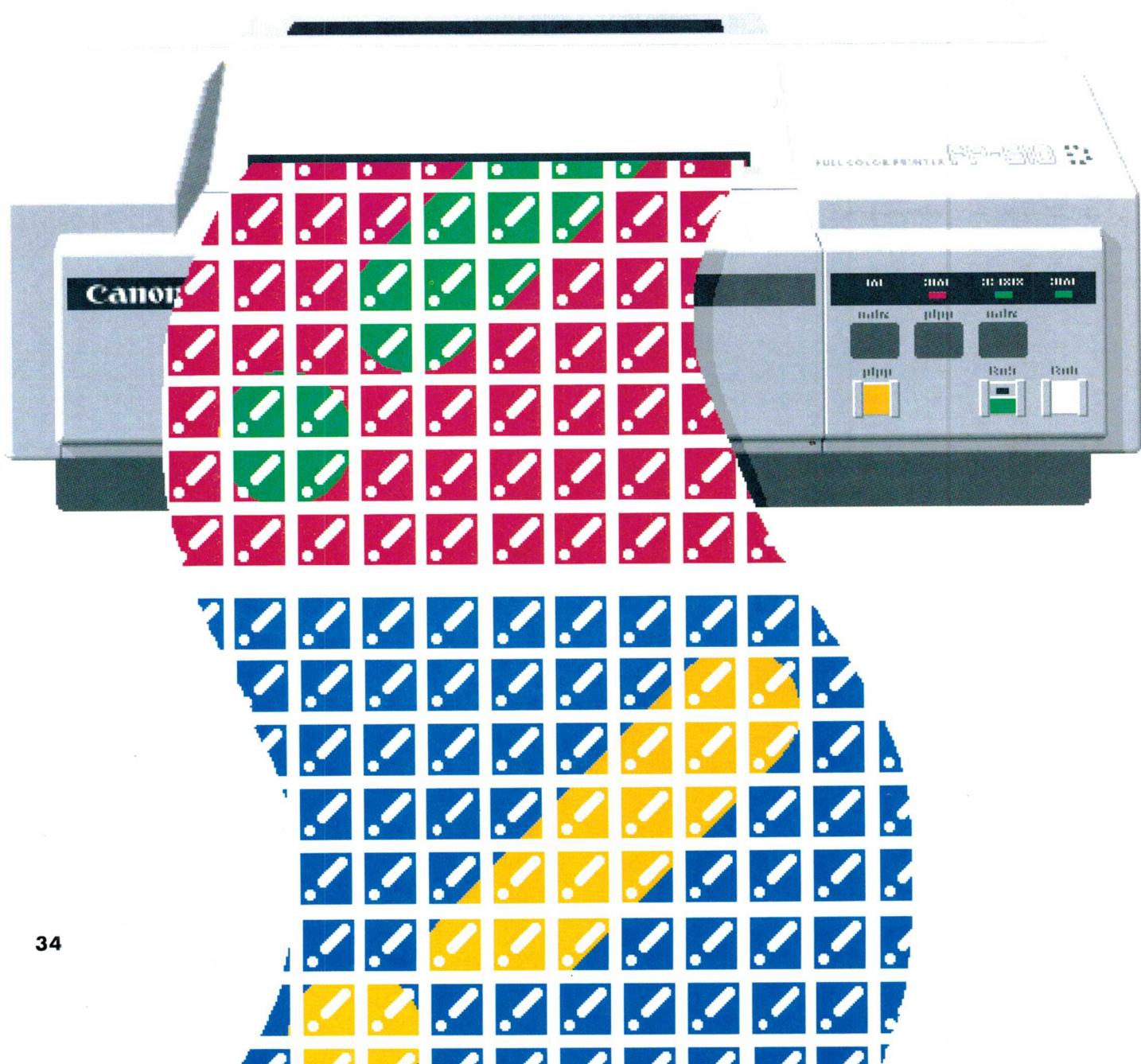
Erling Thurmann-Andersen summarises his experiences: "With Scala it's incredibly easy to make a presentation. You can do it in your own home. And it doesn't cost much. The only draw-back is that my wife sometimes thinks I'm obsessed!"

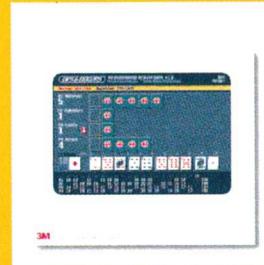
Mr. Thurmann-Andersen adds: "This is of great value



## Choose the output medium to suit your Scala presentation!

Transferring presentations to other media is no problem with a duo like Scala and the Amiga. The Amiga automatically supports all kinds of printers. Other external output equipment for computers also work well with the Amiga.





### Printouts

To accompany a great screen presentation, you may want to prepare handouts or speaker's notes. With Scala, a separate program called ScalaPrint does the job for you. ScalaPrint automatically suggests layouts for printing, and formats the pages for you.

ScalaPrint supports black and white, greyscale and colour printers. Using the Amiga system, drivers for hundreds of printers are available. In addition, ScalaPrint has direct PostScript support.

The printouts may consist of text only, or a combination of text and graphics. Using graphics, Scala is the ideal tool for preparing storyboards for film and video productions.

### Overheads

Using ScalaPrint and a colour printer which can print overhead transparencies, you can produce foils rapidly and economically. You no longer need to purchase this service externally. And you get complete control of production, time and cost.

### Slides

To produce slides or 35-mm negatives of your presentation, you have several options. Screen images may be photographed directly off the screen. To obtain really good results, some knowledge of photography is required - as well as a lot of trial and error. Polaroid offers several solutions as to how to convert computer graphics to slides: The Polaroid Palette slide recorder that has a small monitor inside, and a camera back mounted to it. Pictures are then sent to the recorder, one colour at a time from red, green and blue. Another solution is the Polaroid FreezeFrame. It digitizes not only Amiga graphics, but also running video, and outputs it to a similar camera back. Finally, the Polaroid CI-3000 and CI-5000 record digitally with a resolution of 2,000 and 4,000 pixels respectively, and 16 million colours. The CI series produces stunning results, but at a higher price.

### Video

Since the Amiga has an RGB output, the video signal emitted from the Amiga is both PAL and NTSC compatible, and it is very clean. Using a cable, this signal can be connected directly to TVs and VCRs with RGB input. It can then be recorded on a video cassette.

To mix Amiga graphics and video you need a genlock (see special feature), and to output your video signal to a cable TV network you need an RGB to PAL or NTSC converter. These are also available at a range of prices and quality.

### Projectors

There are a number of video projectors on the market, some with the traditional RGB lenses, and a new type of smaller LCD projectors. The RGB projectors all take video inputs, some accept RGB input, and the top line accept VGA computer video signals.

This ensures rock-steady graphics, and will work well with the GVP IV-24 card that converts video into VGA video. These projectors are often bulky, heavy and expensive, but new LCD projector technology appears to offer a solution to this. Sharp offers its Sharp Vision projector, which accepts video, but not VGA. These LCD projectors are set to go through a rapid development phase, and many new and exciting products in this range are about to be launched. 

## **Three new product ideas every day - thanks to Scala**

"Scala represents the future in information presentation. It's the overhead projector and the slideshow of the 90's," says Market Development Director Morten

Etholm-Kjeldsen. He is one of the original founders of UNIC, Norway's fastest growing company during the last eight years.

Recently a business magazine elected UNIC "The most successful Norwegian company of the 80's" - irrespective of branch. The average annual growth rate has been over 100 per cent, since UNIC was founded in 1983. There is a lot of interest in the ownership of the company shares, of which 45 per cent are held by one of the country's foremost investors, the shipping tycoon Knut Kloster jr.

"Our success is due to a high level of competence, a good deal of luck, and fortunate timing," explains Mr. Etholm-Kjeldsen, one of the brains behind the UNIC success story.

Data broadcast, which is the transmission of computer signals together with TV signals earthbound or by satellite, offers a revolutionary new medium for communication.

"This is extremely exciting! You are able to convey a message to thousands of receivers simultaneously. To reach each of them by telephone or telefax would take days!"

This technology can be used in a number of ways. One of them, according to Mr. Etholm-Kjeldsen, will be the installation of TV monitors in supermarkets and public places, for presentation of information and advertisements from a central source.

"It's an incredibly powerful medium! When you queue up in the supermarket, what else can you do other than watch the screen?

### **U N I C**

Established 1983.  
Main office: Oslo, Norway.  
Estimated turnover 1991: USD 43 million.  
Average annual growth: Over 100 %.  
Number of employees: 100, in Norway and Sweden.  
Basically suppliers of computer hardware, with distributors throughout Scandinavia. In addition, UNIC specializes in electronic payment systems.

But it's extremely important to produce good presentations. As people are getting more used to screen

**"If presentations are part of your job, Scala is part of your future"**

information they also become more choosy. I know of no system other than Scala and InfoChannel that fulfil our requirements," maintains the innovator, Morten Etholm-Kjeldsen. "Thanks to their simplicity these systems are brilliant! The simple and clear-cut design really draws attention to the message!"

Mr. Etholm-Kjeldsen himself makes a Scala-presentation whenever he approaches a prospective customer or a partner. "It's always an instant success! People often come up with new ideas on how it can be utilized. It is no exaggeration to say that Scala gives me at least three new product ideas every day," insists the UNIC founder. "If presentations are part of your job, this is

*"A presentation made in Scala is always an instant success," says Market Development Director Morten Etholm-Kjeldsen of UNIC, the most successful Norwegian company of the eighties.*



PHOTO: GLENN RÖKEBERG, STUDIO CA.

part of your future. You can combine slides, sound, film, animation, and other sources. It's extraordinary in its user-friendliness, and you don't even have to switch off the lights!"

UNIC and its subsidiaries are basically suppliers of personal computers, networks and software

**“We thought electronic money transfer was something exciting”**

for office use. It was one of the first companies in

Scandinavia to introduce new marketing techniques, such as mail order and telephone sales, into the computer industry.

Mr. Etholm-Kjeldsen's main interest is how new technology can be put to use. He follows the fluctuations in the market closely. His untraditional way of thinking and his ability

to discover new trends and possibilities are part of the reason why UNIC has made itself a unique name in the Scandinavian computer world.

The widespread use of "plastic money" provides an example of a business-field where UNIC is far ahead of all its competitors. "We thought electronic

money transfer was something exciting. And we managed to make all the major business banks of Norway accept our ideas and invest in our payment systems," says Mr. Etholm-Kjeldsen. ☒

# **InfoChannel satisfies the demand for improved public information systems**

People today want immediate access to vital information, presented in an attractive form. It is important to have good information systems, especially in places where large numbers of people congregate.

User-friendliness has been one of the main objectives in the development of InfoChannel. No computing knowledge is required in order to operate it. At the same time, the experienced user has a wealth of possibilities at hand.

## **InfoChannel makes it easy to provide good-looking information via TV-screens**

The InfoChannel system from Digital Vision makes it very easy to provide good-looking information via TV screens.

InfoChannel is tailor-made for public information. When you travel, when you queue up in the supermarket, when you wonder what is on the hotel's dinner menu, InfoChannel will keep you up-to-date.

Pages with text and illustrations are transmitted from a control centre to a network of TV sets. The high level of flexibility ranks InfoChannel among the most advanced information systems available.

InfoChannel can connect several TV networks located in different buildings, or even in different parts of the country. From one editing machine you can easily send your information to an unlimited number of totally automated receiving machines. This is made possible by internal networks, or by using modems and standard telephone lines. A separate program, InfoNet, takes care of sending out different information to different receivers at specified times - automatically.

For distribution of information to a large number of receiving TV networks, a technique called "Data Broadcast" can be employed. In this case, data is inserted in a TV channel's free space, and the receivers extract the data from the TV signal. Using this technology, you can reach thousands of receivers via satellite, in the same time it would otherwise take to reach just one.

With InfoChannel, every page in the information sequence can be timed, much like TV programs. Pages can be set to appear in a certain time period only, for example from October 1st to November 23rd. Or they can appear at a specific time, for instance from 6:15 to 8:35 PM. You can also set weekday-specifics, such as showing a page on Wednesdays and Fridays only. Finally, all these settings can be combined for each page, giving you unlimited control of the flow of information.

can be inserted anywhere on the page, using any of the design tools you use for normal text.

For public transportation systems, data can be received regularly from any type of computer, such as main frames, minis or PCs. These data can be automatically formatted with InfoChannel and laid out over your selected backgrounds. At an airport, arrival and departure information can now contain the logos of the different airlines, to make these displays even easier and quicker to read. ☐

*InfoChannel can schedule any page of information to appear at set times, dates and weekdays.*

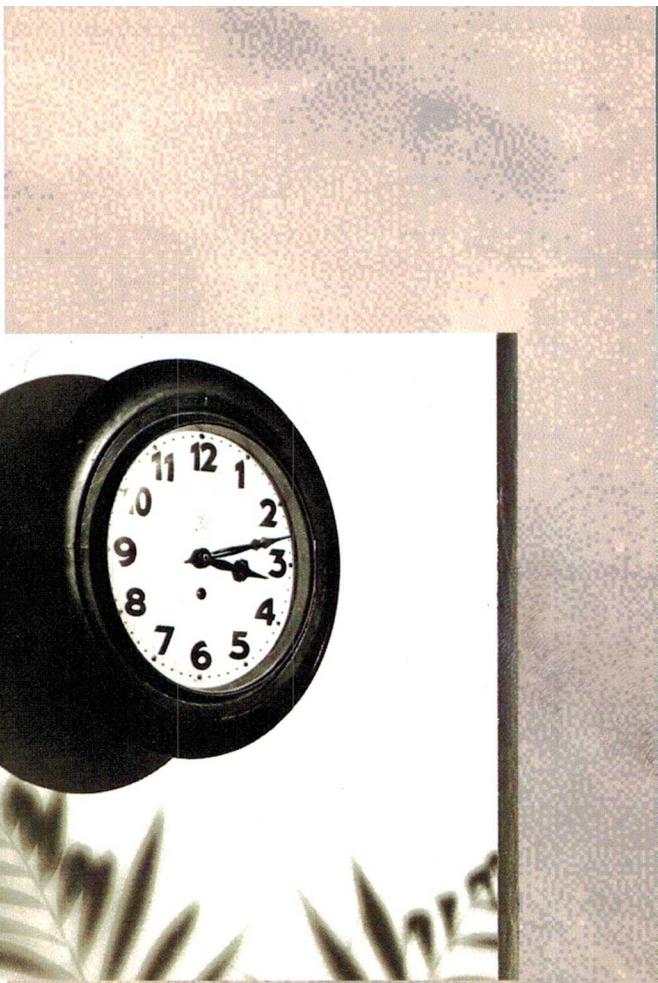
PHOTO: CAMERA

## **When you travel, when you queue up in the supermarket, InfoChannel will keep you up-to-date**

Factual information, like the time of day and the pagination, is an important part of any display. This gives your information an updated, "online" look. With InfoChannel, page numbers can be added automatically, as well as the total number of pages, the time of day, the date, the weekday, and so on. These facts

*InfoChannel offers advanced telecommunication features. You can easily send information to an unlimited number of totally automated receiving machines.*

PHOTO: CAMERA



# A touching experience at Dutch University Hospital

Touch-screen information terminals programmed with Scala make life easier for patients, visitors and personnel at the University Hospital in Maastricht. This is the newest and most prestigious hospital in the Netherlands, opened by Queen Beatrix in August 1991.

"Eight out of ten visitors to the hospital get their information from the Scala screens. The rest are served by helpful staff and conventional signs," explains Bert Jongen, who is in charge of the hospital's audio-visual department.

"If we didn't have the Scala touch-screens, we would need a very large reception. This system satisfies all our needs!"

*Academisch Ziekenhuis Maastricht* is the first Dutch hospital to install an interactive information system, based on touch-screen

technology. The hospital is well known for advanced technology, trendy architecture and bold use of colours. The management chose Scala because they wanted a system that could provide information in a new and dynamic way, in line with the general concept of the hospital.

Monitors are placed at strategic points inside the two entrances. You see six buttons which are defined on the actual screen. You touch any one of these, depending on what you want to know. One of the buttons, for

instance, displays a map of the hospital, directing you to the ward in question. A red line instructs you where to go, and with a print-out in hand it is hard to get lost!

"In the beginning people didn't know what to do when they saw the screens," relates Mr. Jongen. "Through experience we found that people prefer using them if they don't look like an ordinary TV or computer screen, which is something to watch and not to touch."

The initial picture had to be redesigned to make it clear that the screen must be touched. If nobody uses the system, every 30 seconds the image changes. You then see a hand pressing the buttons, with the message "Please touch me here for further information!"

The new hospital has 3,000 employees, and

**“In the beginning people didn't know what to do when they saw the screens”**



The opening page of the interactive on-screen guide that welcomes visitors to the Maastricht University Hospital.



If nobody touches the screen, you will see a hand pressing the buttons, with the message "Please touch me here for further information!"



You can also search alphabetically for the required information.

an estimated 20,000 in-patients a year, with an average stay of 11 days. In addition there are 300,000 medical consultations a year. The city of Maastricht is situated in the extreme south of the country, half way between Brussels and Bonn.

**"In a few years' time I think we will see at least a hundred such installations"**

The touch-screen technology has been around for a few years, but is not yet widely used, mainly because development costs have been far too high. The installation in Maastricht is a pilot project. It was made possible by the use of Amiga with Scala, which brought down

the costs considerably, and at the same time provided the right kind of graphics.

"Previously it was very difficult to find user-friendly touch-screens, with symbols and explanations that were easy to grasp," says Bert Jongen. He has met a lot of people who are interested in the system, which will be useful in libraries, museums and all kind of places where the public needs information.

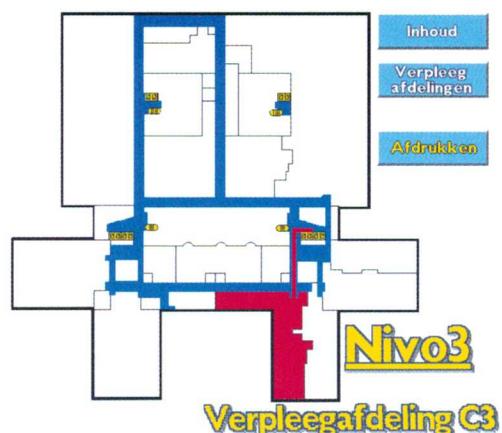
"The systems cuts expensive labour costs because it can be operated 24 hours a day without attention. The potential is enormous. In a few years' time I think we will see at least a hundred such installations in the Netherlands alone," maintains Mr. Jongen. The only snag he can see is the increase in screen cleaning programs! ■

The Maastricht hospital also has an InfoChannel network, with 300 TV connections. These are installed in the wards, giving the patients all essential information about the hospital. Each room usually has four beds and two TV sets. This system is operated in the same way as in a hotel, with a continuous loop.

Some of the information is timed to appear on certain weekdays only, whereas other messages are shown exclusively at certain times of the day. All this is done automatically. Twenty per cent of the in-ward information is changed from day to day, such as details on menus and daily events, while the rest is a permanent feature. ■



Queen Beatrix of The Netherlands inaugurated the Maastricht University Hospital last August. Scala is used interactively by patients and visitors, for guidance and information.



Maps of the different floors at Maastricht University Hospital (abbreviated AZM) are displayed on request, and you can even get a print-out.



The touch-screens tell you all about the visiting hours.

# PRESS CUTTINGS

## USA

### Amazing Computing

"It is clear that Scala is a top drawer presentation package." "If you need to produce professional-quality presentations, and have been traumatized by the complexity of other presentation-packages, then look no further. Scala is the presentation system for the Amiga user."

### Amiga World

"Scala users need less knowledge of programming concepts than is required for other multimedia programs."

### Info Magazine

"Scala is one of the easiest to use video titler / presentation packages we've seen. It was shown at the Amiga '90 in Cologne last year, (...) and was knocking socks around the room."

## Germany

### Amiga-Magazin

"We consider Scala to be among the most professional presentation programs. The thoroughly considered lay-out, as well as the eminent user interface, make the program especially interesting for those who are not too familiar with the Amiga, but still want to produce their own presentations."

### Amiga Kick Start

On Scala: "The user interface is excellently made. The effects run in a smooth and reliable way."

## Norway

### PC World

"The unique user-friendliness combined with great power has reduced all competitors to impotence."

### Datatid (Computer Times)

"There is an enormous demand for on-screen information. Everything from airports and railway stations to shops and offices are potential users of InfoChannel."

### Kontor (Office Magazine)

"The computer program InfoChannel from Digital Vision, Oslo, has had international success. (...) The program is easier and faster than any other on the market."

### Exec

"Scala is no doubt the best presentation system for the Amiga, provided that the user is more interested in composing a nice presentation than fidgeting for hours with different programs."

## Italy

### Enigma

"Scala is clearly well made, and it has all that is required to emerge as a standard for video presentation programs in an Amiga environment."

### Amiga Byte

"Produced by Digital Vision, Oslo, Scala is one of the most dedicated programs we have ever known. (It) is made with such a great concern for details and such technical skill that one expects Scala soon to outdo "ProVideo"..."

"It is obvious that the verdict for Scala is more than positive. We have here a software that unifies technical perfection with a thousand features for its user, to the point where it becomes a pleasure to use it."

## France

### Amiga Revue

"The design of Scala allows the user to make professional presentations, with a quality that is independent of his competence in graphics and computer science. Free from these constraints, the user can finally concentrate on the message."

### Amiga News

"If communications confusion is typical for the end of the century, we would expect a graphic machine like the Amiga to be the king of computer-based presentations. We have seen it at the Ami-Expo in New York. The program is now installed on my harddisk, and it is called Scala. Guaranteed visual effects!"

### S. T. Magazine

On Scala: "Simple, but professional, it allows you to create sequences in an easy manner, and to control their running. It also gives an opening towards interactivity, with its possibilities of hierarchy and multiple choice."

"It's a practical communications tool, for easy production of presentations at exhibitions, in companies' showrooms, or to make a press conference visually more pleasing, like Commodore recently did when they presented CDTV."

## Great Britain

### Amiga Computing

"If you have something to say and presentation is important, Scala is what you have been waiting for."

On InfoChannel: "When this designer-animated text is combined with complete control of positioning, effects and timing, the only limit is your imagination."

### Amiga Format

"Scala is the most user-friendly program that I have ever seen on an Amiga." (...) "What you get for your pennies is pretty impressive."

### Amiga Format, the 1991 guide to Amiga non-games software

"Scala repays the investment in three ways. One, it's incredibly easy to use: two, the results are absolutely marvellous; and three, there's a lot of it. (...) It basically gives you everything you need to create presentations (...) It also lets you set up paths depending on user interaction, so it's a cross between a video titler, an animation sequencer and a multimedia presentation producer. And it's good."

*Scala is the only program within "video" to be awarded 5 stars in the survey!*

### Amiga User International

"What they have produced, in Scala, is indeed an easy to use package which encourages imaginative marketing ideas."

## The sound of Scala, the next dimension



Your presentations no longer need to be silent movies. Adding sound means adding a new dimension to your message. The Amiga can play back stereo sound, and Scala 2.0 utilizes this in several ways. You can play back effects, also called samples, to express a mood or emphasize a fact. Imagine a hearty round of applause for your new quarterly earnings, funny sounds to accompany a wrong answer, or simply different effects to let the user know that a button has been activated.

Scala can also play back music consisting of several such small samples. This is appropriate for livening up a self-running demonstration, to attract attention at exhibitions, or to add atmosphere to a silent room. Scala plays back IFF samples, SoundTracker and SMUS files, which can be created by several music and sound programs on the Amiga.

Using an inexpensive "sampler", you can record your own sounds to use with your presentations. A wide range of pre-made sound effects are available on the Scala sound disks. If you're no composer yourself, we have had

several songs specially composed for your Scala presentations, all collected on the series of Scala Music disks.

The Amiga stereo sound is 8-bit. This means non-studio quality, as opposed to the 16-bit used by CD audio. If you want sound of really professional quality to accompany your Scala presentations, MIDI could be the answer. MIDI is a standard for computer communication with synthesizers, drum machines and other musical equipment.

Several of these may be linked together, to perform like an entire band, fully controlled from the computer. Scala 2.0 can offer you this possibility, as it is compatible with the music program "Bars&Pipes Professional" from Blue Ribbon Soundworks. Bars&Pipes is the leading MIDI program for the Amiga, and is a

perfect tool for composers.

**A wide range of  
pre-made sound  
effects are  
available on the  
Scala sound  
disks**

Using the Amiga's possibility of running several programs at the same time, Scala can instruct Bars&Pipes to load and play songs at set times within your presentation. This cooperation between the two programs can also be reversed, having Bars&Pipes telling Scala when to move to the next picture. In this way, Scala presentations can be synced to specific notes, MIDI Time Code or SMPTE, a timing standard used in video production. ☐

**Imagine a  
hearty round of  
applause for  
your new quar-  
terly earnings  
or funny sounds  
to accompany a  
wrong answer**

# Every fifth Dane watches InfoChannel



The KTAS Cable Television network is one of the ten largest in the world, and the InfoChannel-based Service Channel is a top hit among its viewers.

The Copenhagen-based KTAS Cable Television network is one of the ten largest in the world. With 300,000 connections, it covers close to 1 million viewers in the Danish capital and surrounding areas. Information concerning the services offered by the company is given on the Service Channel, based on InfoChannel. Of the 24 channels that KTAS offers, this is one of the most popular, according to independent surveys. The message is seen in the centre of the screen, surrounded by 12 miniatures of different channels. Every minute this is swapped with the other 12 accessible channels.

"You are presented all the available choices without touching a switch, and this is no doubt an important reason why it is so popular," maintains Dan Guldager Olsen, Public Relations Director of KTAS, which is partially owned by the Danish government.

"InfoChannel has given us lots of new possibilities, when it comes to graphics. We can market ourselves in a more professional manner. In addition we have improved services and information. Another reason for choosing InfoChannel, is that it can be quickly and easily operated by several persons."

Service dispatcher Mai-Britt Green is responsible for the daily updating of the Service Channel. "Whenever we learn of a disruption, we immediately inform the viewers on the Service Channel. This has made our work a lot easier. Before, we would get a storm of 'phone calls when something happened. You know, it sometimes seems that television is the public's prime concern," says Ms. Green with a smile. "Now there are just a few calls. So the service staff can concentrate on doing their job, which is putting everything right."

Ms. Green reckons that it takes no more than two minutes from the moment she receives a message until it is on the air. She admits that she was rather nervous about the system, when InfoChannel was first installed, in February 1990.

"After a few days I was feeling really confident about it. Now I even have a computer at home, like the others working here. If something happens at odd hours, we can feed messages to the Service Channel, just like we do from the office. This is of course a great improvement in services."

Ms. Green very much enjoys working with

the Service Channel. She is not so fond of watching it, however, when she cuddles up in her own armchair. "But I often hear from friends that they leave it running, when they are not watching a particular program. And you see it in shop windows and cafés all day long."

Another popular feature of KTAS is the Wish Channel. Viewers are invited to send in program suggestions for this special channel through the Service Channel. And the program is changed once a month, based on popular demand. KTAS has spent more than USD 20,000 on developing graphic design, resulting in an image that is easily recognizable. One profile is used for news, another for service messages, and a third for information on programs.

As KTAS covers most of the island of Zealand (Sjaelland), two other networks using InfoChannel in a similar way cover parts of Jutland (Jylland) and the entire Funen island (Fyn). And it is used by dozens of housing co-operatives and tenants' associations. This brings InfoChannel-based information to the homes of more than 1 million Danes, out of a total population of 5 million. ☐

**ktas**  
kabel-tv

# **Scandinavia's leading exhibition centre - facing up to the future**



The Bella Center in Copenhagen recently celebrated 25 years as one of the most successful exhibition and conference centres in Northern Europe. The number of TV information screens will soon be increased from 21 to 60!

The Bella Center in Copenhagen is one of Europe's largest trade and conference centres, with over 800,000 visitors annually. InfoChannel keeps everyone updated on what is going on.

In addition to information dispersal, InfoChannel is a source of income. By selling advertisements, the Bella Center will not only finance the whole system, but also earn money from it.

When queuing up for tickets, one cannot avoid noticing several screens displaying information on everything taking place in the centre. More screens can be seen at

**"It is so easy to use Info-Channel that no training was necessary"**

strategic points throughout the centre; 21 altogether. An extra 40 will be added during the winter of 91/92.

The Bella Center operates two different channels with the InfoChannel system. One is used for general public announcements,

including advertisements. The other is used at conferences. There are 20 conference rooms in the centre, with TV screens outside the entrances. Whenever there is a message to a specific conference group or participant, it is displayed on these screens, instead of using disturbing calls.

Since the InfoChannel system was installed in February 1991, it has been used by receptionists and security personnel to convey messages. "It is so easy to use InfoChannel that no training was necessary," says Marianne Andersen at the reception of the Bella Center.

The public announcement channel is used for general information, both from the Bella Center and different exhibitors. Many users are enthusiastic about this innovation since it provides a convenient way of reaching a large audience. The catering personnel are equally enthusiastic. With four restaurants and five cafeterias in the centre, it is now much easier for the public to choose the right place for a pleasant break.

Bella Center is probably the largest

restaurant in Denmark. On one occasion, at a military jubilee, 8,900 persons were served a three-course dinner.

**James Baker,  
fast cars  
and the latest  
fashions have  
been some of  
the major  
attractions**

Other major events include the meeting of NATO ministers of foreign affairs in June 1991, with Mr. James Baker as the most prominent participant, and the European Conference on Human Rights in 1990. The Eurovision Song Contest and other popular TV shows have also been broadcast from the centre.

The architecture of the Bella Center is attractive, with wide, open indoor areas and lots of glass and air. There are more than 95,000 square meters of roofed space, five large halls and two permanent exhibitions; fashion and furniture. The most visited last year was the international car exhibition, which attracted 192,000. The conference auditorium,

seating 720, is equipped for interpreting all the official languages of the European Community simultaneously.

The InfoChannel information is edited in a studio close to the reception. An ordinary telephone line is used to transfer information to the two Amiga 3000s that run the whole system from another part of the complex.

As employees in various departments and offices got used to the new information system, they have provided lots of input to the editing group. As a result, the Danes are steadfastly improving their information facilities, making the Bella Center an ever more attractive venue for international events. □



# InfoChannel drives ice-hockey fans wild!



Oslo Spektrum is one of the largest indoor sports and concert-halls in Scandinavia. InfoChannel makes the most of the Astrovision screens, providing information on everything from sports results to sing-song tunes.

Watching ice-hockey matches has become a lot more fun lately, thanks to the introduction of InfoChannel at Oslo Spektrum. This is a multi-purpose sports and concert-hall, with two Panasonic CCD Astrovision screens facing the audience.

"We wanted to add a new element to the sports events," relates Dag Borgenhov, director of the video production company operating the screens. "Our aim was to make the screens communicate with the audience. If you watch an event, you will see that we have clearly succeeded," says Mr. Borgenhov proudly.

During an ice-hockey match a team of 8 - 10 persons operate cameras and technical equipment. Details of the game and players appear on the screens, which measure 3 by 4 metres. When a goal is scored, the action is replayed in slow motion. And the best - and most popular! - players are seen in close-ups.

In addition, one person works on an Amiga with InfoChannel. When something happens on the ice, he clicks the mouse, and a symbol comes up, informing everybody what is going on. In the same way the names

and pictures of the players can be shown at any time. Jokes and remarks to the public are also part of the game. It can make the home-audience go nuts!

"The time factor is of course the crucial point for us. It is essential to give the audience results and information as fast as possible. And I know of no system that can compete with InfoChannel in this respect," maintains Mr. Borgenhov, who runs the Oslo-based B + B Media Communications.

He has handled video coverage of all kinds of events, from supercross

and horse shows to handball and concerts. He insists that he has been able to give the fastest sports results on screen in the country.

**“The time factor is the crucial point”**

When a new event is coming up, he plans filming and editing carefully beforehand. Symbols, pictures and names are loaded into the programs. For a gospel concert, displays of the song lyrics need to be made, so that everyone can join in the harmony.

In addition the screens are used for giving practical information and advertisements, all produced by InfoChannel.

Mr. Borgenhov explains: "Before we got the contract with Oslo Spektrum, we had already tested InfoChannel. And we had seen that the system was without limits. So we never had any doubt whatsoever about which was the right system for the Astrovision screens!" 



## **Genlocks**

GVP Impact Vision 24: Multifunction video card with digital genlock, de-interlacing of video signal and computer graphics, 24-bit buffer. Software controllable. PAL and NTSC.

DVE-10, a genlock that can cut, fade and wipe video and graphics. Mixes two audio sources. S-VHS and composite in/out. Software controllable. PAL and NTSC.

Magni, a broadcast-quality genlock on a card. Software controllable, external remote for control of the fades, cuts etc. available. PAL and NTSC versions.

G2 offers a series of genlocks intended for all from home to professional titling. Features fades and software control. PAL only.

Commodore 2300 Genlock. Card for mounting in A2000 or A3000. Switch for video/mix/Amiga. Composite in/out, RGB out. PAL and NTSC versions.

MiniGen, a low cost, simple to use genlock. Switch for Amiga/video/mix modes. External, fits all Amiga models. PAL only. Applied Systems Developments Ltd.

## The Video Toaster from NewTek combines 4

line video switcher, digital video effects, 2 24-bit frame buffers, chroma effects and still store/frame grabber on one card for NTSC systems. Software is supplied for 3D modeling and rendering, painting and character generation.

## **Colour Scanners**

Epson and Sharp are the major colour scanner producers. Epson provides two scanners with up to 600 dpi resolution in 16 million colours, and needs no extra computer card. The Sharp JX-100 is a postcard-size 200DPI colour scanner, attaches to the serial port. Sharp JX-300: A4 size 300DPI Colour scanner, requires separate card for A2000/3000.

## **Additional software**

The recommended scanner and image processing software is ScanLab and Art Department Professional from ASDG.

DeluxePaint IV, the leading paint software for the Amiga from Electronic Arts.

Real3D is a program for constructing 3-dimensional figures and models and rendering on screen with amazing reality. From RealSoft Ky.

## **Addresses**

### **Great Valley Products (GVP)**

600 Clark Avenue  
King of Prussia  
PA 19406  
USA

**NewTek**  
215 S.E. Eighth Street  
Topeka, KS 66603  
USA

### **G2 Systems**

5 Mead Lane  
Farnham, Surrey GU9 7DY  
England

**Applied Systems Developments Ltd.**  
Queensway Business Centre  
Brigg Road  
Scunthorpe DN16 3RT  
England

**Videocomp Video & Computer GmbH**  
Berner Straße 17  
6000 Frankfurt/M  
Germany

**Magni Systems, Inc.**  
9500 S.W. Gemini Dr.  
Beaverton, OR 97005  
USA

**ASDG, Inc.**  
925 Stewart St.  
Madison, WI 53713  
USA

**Electronic Arts**  
1820 Gateway Dr.  
San Mateo, CA 94404  
USA

**RealSoft KY**  
Kp 9  
SF-35700 Vilppula  
Finland

**Commodore International Ltd.**  
1200 Wilson Drive  
West Chester, PA 19380  
USA

# Scala and InfoChannel around the World



## Norway

Digital Vision A/S  
Wdm. Thranesgt. 77  
N- 0175 Oslo  
Tel.: + 47 2 361338  
Fax: + 47 2 361384



## Denmark

Digital Vision ApS  
Vandmestervej 20  
DK- 2630 Taastrup  
Tel.: + 45 42 991133  
Fax: + 45 42 991219



## Sweden

Digital Vision AB  
Alpvägen 10  
S- 161 02 Bromma  
Tel.: + 46 8 986432  
Fax: + 46 8 299741



## Great Britain

Digital Vision UK Ltd.  
Mill Studio  
Crane Mead  
Ware, Hertfordshire  
England SG12 9PY  
Tel.: + 44 920 444294  
Fax: + 44 920 468686



## Belgium, The Netherlands, Luxembourg

Digital Vision Benelux  
Ganzeweide 167  
NL- 6413 GD Heerlen  
Tel.: + 31 45 225783  
Fax: +31 45 21 22 63



## Italy

Digimail s.r.l.  
Via Coronelli, 10  
I- 20146 Milano  
Tel.: + 39 2 426559  
Fax: + 39 2 427768



## Spain

Pixelsoft  
Gral. Franco, 7  
Entrepanta F y G.  
E- 34001 Palencia  
Tel.: + 34 988 751180  
Fax: + 34 988 751191



## Germany, Switzerland, Austria

Videocomp  
Video & Computer GmbH  
Berner Strasse 17  
D- 6000 Frankfurt / M  
Tel.: + 49 69 5076969  
Fax: + 49 69 5076200



## Finland

Ami-Systems Oy  
Pl 35  
SF- 20201 Turku  
Tel.: + 358 21 301983  
Fax: + 358 21 301812



## USA, Canada, Australia

GVP  
Great Valley Products Inc.  
600 Clark Avenue  
King of Prussia, PA 19406  
USA  
Tel.: + 1 215 337 8770  
Fax: + 1 215 337 9922



## France

CIS  
14, Avenue Hertz  
Eurparc  
F- 33600 Pessac  
Tel.: + 33 56 363441  
Fax: + 33 56 362846





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Digital Vision A/S  
Wdm. Thranesgate 77  
N-0175 Oslo, Norway  
Tel.: + 47 2 36 13 38  
Fax: + 47 2 36 13 84

Branch offices: See page 50