

Echo Fire™ 2.0

Accurate Digital Video Previews in Adobe After Effects and Photoshop

Still previewing your video projects on your computer monitor?

Then you're not seeing what your project really looks like. You're not seeing differences in color, interlace artifacts, "chroma crawl," and image lost to overscan. And working with non-square pixels on a square pixel computer monitor means your image is always stretched or squashed. Being able to see your project previewed on a real NTSC or PAL video monitor lets you work accurately and more quickly.

Echo Fire displays the current After Effects composition or Photoshop document on your NTSC or PAL video monitor, letting you see how your work really looks.

Flexible Video Output

Using the FireWire interface in your Macintosh G3 or G4, Echo Fire connects

Highlights

- Displays video previews from Adobe After Effects and Photoshop via FireWire and other video output devices.
- Displays the current comp (After Effects) or document (Photoshop).
- Handles 4:3 and 16:9 aspect ratios.
- Can overlay waveform monitor, vectorscope, safe title and action areas, and test pattern on the video preview.
- Realtime RAM or disk-based previews from within After Effects, with audio.
- Can route DV video out the FireWire from within any application that supports QuickTime movie playback.
- Exports DV (video and audio) and still images to FireWire with drag-and-drop ease.
- Video color picker lets you preview your color choice on the video monitor and automatically "legalize" chosen colors for broadcast use.
- Screen previewer shows computer monitor content on NTSC/PAL video monitor.
- Compatible with NTSC and PAL.
- Includes 60-page User's Guide in Adobe Acrobat (PDF) format.

your computer to your video monitor via a camcorder or FireWire converter box, giving you a high-quality, inexpensive video interface that doesn't need a PCI slot, making it ideal for PowerBooks and systems with limited slots.



In addition to FireWire connections, Echo Fire also supports QuickTime Video Output Components (VOUTs) and board-specific drivers that let you work with video cards like the Digital Voodoo D1 Desktop, Pinnacle Systems CinéWave and Targa 1000/2000, Media 100, and the Aurora Video Systems Igniter and Fuse.

Realtime Video Previews in After Effects

Preview your After Effects projects in realtime, using Echo Fire's Rapid Preview feature. Previews include audio and loop on playback, and can be paused, stepped, and rewound to review critical sections and verify audio sync. All previews can be saved to disk, for later review or client approval.

More Than Simple Previews

If you work with 16:9 anamorphic footage, you're probably tired of looking at the "squished" images on your computer monitor. Echo Fire can adjust the aspect ratio of the preview for proper display of 16:9 images, either cropped or letterboxed. It can scale odd-sized frames to fill either 4:3 or 16:9 displays, scale the image to fit the screen without changing the aspect ratio, or not scale the image at

all, for when you're working on graphics smaller than a full-size video frame. Scaling is done using high-quality bilinear and bicubic methods. Echo Fire can save any video preview image to disk for use as a reference image or for client approval.

Waveform Monitor and Vectorscope

Echo Fire does more than just preview your projects on a video monitor. It can also overlay test and diagnostic information on your preview, including a waveform monitor, vectorscope, safe action and title areas, and a variety of color bar test patterns. Evaluate your video signal, verify title placement, and calibrate your monitor, all with Echo Fire.

Easy Export to FireWire

Once you have a project rendered to DV, getting it out the FireWire connection can be a challenge. Echo Fire lets you easily send DV movies and still images out the FireWire port using Echo Fire's drag-and-drop application, *Drop Play*, or using Apple's QuickTime Player and Echo Fire's QuickTime movie export component.

FireWire Video Routing

Using Echo Fire's LiveFire™ feature, any application that can play QuickTime movies can play DV-compressed video out the FireWire. LiveFire is ideal for users of



professional audio applications like DigiDesign ProTools and MOTU Digital Performer who want to have video playback locked to audio without waiting for a VTR's mechanical delays,

without being limited to a tiny display on the computer screen, and without using up a valuable PCI slot.

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Video Color Picker

Echo Fire provides a special Video Color Picker for use in After Effects, Photoshop, and other graphics programs. The Video Color Picker previews your color choice on your video monitor, showing you exactly what the color will look like. It also shows waveform and vectorscope displays to let you see just what color you're specifying. And the Video Color Picker lets you know if you've chosen an "illegal" color and will "legalize" it at the click of a button.

Screen Previewing

Echo Fire also comes with *Screen Writer*, a screen previewing application that sends a selected portion of your computer display to your video monitor, letting you see video previews from virtually any application, including paint programs like Corel Painter or Discreet paint*, drawing programs like Adobe Illustrator, and 3D applications like Maxon Cinema 4D or Hash Animation:Master.

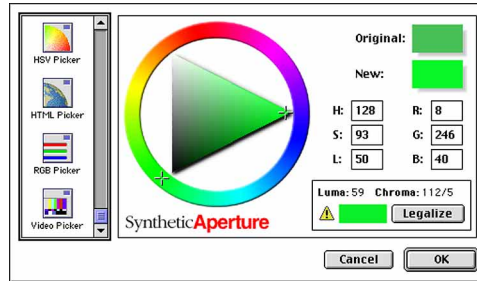
Aspect ratio correction and interlace flicker reduction options ensure that the video display is accurate and easy on the eyes.

Improved Workflow

No longer do you need to adjust your artwork, render to a QuickTime movie, load the movie into another program, and play it out to a video monitor, only to find that you need to make further adjustments; Echo Fire streamlines your workflow by giving you immediate feedback, reducing frustration and making you more productive.

Realtime Previews, Not Stills

When you're creating motion graphics, you need to see your work in motion. Echo Fire provides realtime previews—with audio—so you can be sure your moves and sync are just right.



Improved Quality

Using Echo Fire's Video Color Picker, waveform monitor and vectorscope helps you make the right choice the first time. Getting it right means that someone further down the chain won't need to alter your color choices to meet broadcast standards, giving you who-knows-what for colors.

Satisfied Clients

With Echo Fire, clients can see previews that are truly representative of the final product. Echo Fire helps you deliver better product, on time, and within budget. What more could you want?

System Requirements

- Macintosh PowerPC system running Mac OS 8.6 or later (G3 or G4 recommended).
- QuickTime 4.1.2 or later.
- Video output device with a QuickTime Video Output Component, such as Apple's built-in FireWire, Digital Voodoo D1 Desktop, Pinnacle Systems CinéWave or TARGA 1000/2000, Media 100, Aurora Video Systems Fuse or Igniter. (We're constantly adding support for new boards. Visit our web site for the latest list of boards that are supported.)
- Adobe After Effects 4.0 or later, and/or Adobe Photoshop 5.0 or later. Some features require After Effects 5.0 or later.
- FireWire users will need a camcorder, VTR, or similar device to convert DV/FireWire to video.



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Echo Fire Improves Image Quality and Production Speed

- Improves workflow and speed by eliminating the need for most test renders.
- Improves image accuracy by letting you choose the right colors from a video—not computer—monitor.
- Improves image quality by letting you clearly see video interlace and "chroma crawl" artifacts while you work.
- Improves image quality by letting you monitor video levels with Echo Fire's built-in waveform monitor and vectorscope rather than expensive outboard test equipment.
- Improves image quality with the Echo Fire Video Color Picker by avoiding and correcting "illegal" colors before they cause problems.
- Speeds production by providing a simple way to send rendered files directly to video via Echo Fire's Drop Play application.
- Using a FireWire connection, saves a PCI slot that would otherwise be needed for a dedicated video output card.

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