

Making Life Easier

The Right Software Tools Make Digital Photos And Video Easy For Everyone

(NAPSA)—More than 50 million digital cameras were sold worldwide in 2003 and the Consumer Electronics Association estimates a third of U.S. households now own at least one digital camera. With the rise in popularity of digital imaging, one U.S. photo giant even announced it would stop selling traditional film cameras in North America and Europe.

Although the digital format opens up all kinds of new possibilities for photography and video, many find themselves frustrated by the challenge of how to best manage and maximize the enjoyment of their digital photo and video collections. Millions of photos and countless hours of video footage are downloaded to computers every year only to be lost as unnamed files sitting on a hard drive.

Many consumers new to the world of digital media find managing a large photo collection or editing video footage to be overwhelming but with the right tools, it can be very easy to take advantage of the benefits digital cameras and camcorders offer.

Simple software solutions let you easily enhance and enjoy your photos, find your favorite clips in your videos and mix them all together with some music to put on the Web or on a DVD.

Among the leaders in offering software and hardware products



Picture this: An easy way to edit, store and share your digital photos.

designed to help make the transition to the digital world is Apple. The company offers an all-in-one solution to manage digital photos, video and music. With iLife '04, the latest version of an award-winning digital lifestyle suite for the Mac, you can unlock, organize and edit photos and video clips to help create movies, DVDs and music.

Since the number one thing most people want to do with their photos and video is to share them with friends and family, iLife '04 gives you the ability to post photos and videos online using iPhoto and iMovie, offering a quick and easy way to share to

memories. The disk burning and management application iDVD lets you take video footage from a family reunion or other special event and easily turn it into a Hollywood-quality DVD. And with GarageBand, the newest addition to the suite, you can even score a great soundtrack for that cinematic masterpiece. All you have to do is plug in your camera to import your photos or video into your Mac. Then you're able to do some amazing things that you might not have imagined before.

The suite includes options for users interested in more traditional ways to showcase digital photos. You can order prints directly from iPhoto and even create and purchase professional photo books filled with your own pictures. With Apple's iCards, it's easy to create and send custom e-cards and invitations using photos from your iPhoto library.

Apple recently released a new iPod with a color screen that lets you take your entire photo collection with you wherever you go. The iPod Photo comes with video output cables to display individual photos or slideshows on a TV or monitor.

Each week, the company offers free iLife and digital lifestyle classes at all of its Apple retail stores. To check out the schedule, visit <http://www.apple.com/retail/>.