

*"Students now grasp the concepts of communication through video faster than ever before."*

*Tom Littlejohn, Instructor,  
The Friends School's Summer Camp*

**APPLIED**  
*magic*

**APPLIED MAGIC**  
5845 Owens Avenue  
Carlsbad, CA 92008  
Phone: 888-624-4255  
Fax: 760-931-6440  
www.applied-magic.com  
info@applied-magic.com

*CIRCLE NO. 325  
ON THE READER  
ACTION PAGE ON  
PAGE 23.*

## Creating a Polished Video

Over the past decade, many summer camp programs have begun moving away from what were once considered traditional camp activities such as athletics and arts and crafts. Today, many summer camp programs are offering young people focused education in high-tech subject areas that may become career paths for them.

One high-tech area growing in popularity with summer camp coordinators is 'movie making' using video cameras and editing equipment. Two such summer camps offering education in video production are the Friends school's Technology Camp in Baltimore, MD. and the Young Peoples Summer Stock Performing Arts Camp in Glencoe, MD.

Students receive instruction on the many aspects of video production. This includes nonlinear video editing using Applied Magic's ScreenPlay Video Editor.

"ScreenPlay is the perfect match for

the video editing requirements of our video camps," said Tom Littlejohn, video production instructor for both camps. "It's an easy-to-use, reliable, hassle-free editor that delivers outstanding image quality."

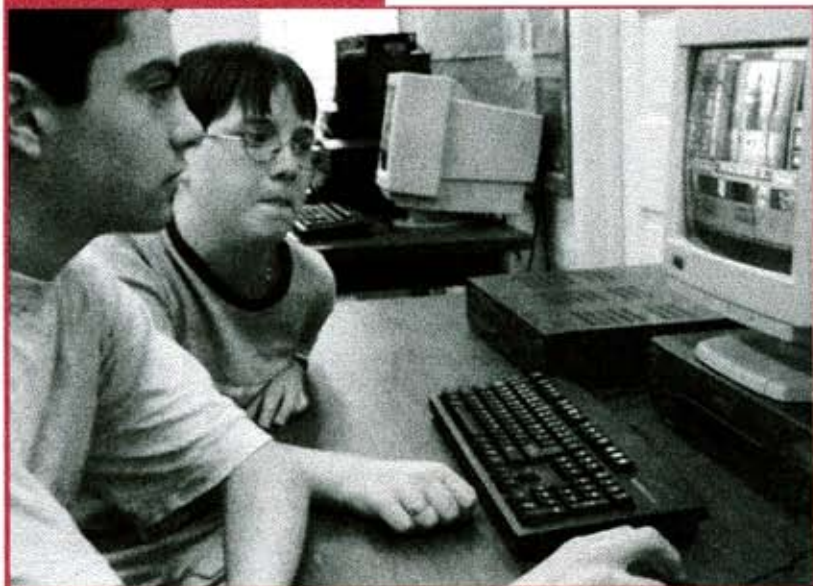
A standalone editor, ScreenPlay is an affordable nonlinear video production appliance that does one thing, and one thing well - edits video. ScreenPlay offers broadcast quality video, real-time performance and an easy-to-learn user interface. Applied Magic's lower-priced editor, Sequel, offers many of the same features and benefits of ScreenPlay.

"Our video editors were designed with students and non-technology teachers in mind," said Aleta Walther, director of communications for Applied Magic. "The learning curve is so short that students just plug the ScreenPlay or Sequel into a power source, connect it to a monitor, attach the AV source, and start editing. No installing cards, trouble shooting system conflicts and wasting time that could be spent editing. Point-and-click, drag-and-drop simplicity." With ScreenPlay and Sequel's real-time features, users can cut and edit video and audio while adding titles, transitions, special effects and color effects.

### User Friendly Interface Appeals to Students

"The quality of the videos edited by the students on ScreenPlay is a result of the intuitive look, feel and operation of the video editing appliance," said LittleJohn. "It is essential to get students with no formal video editing experience to quickly grasp the concepts of video editing, and ScreenPlay helps achieve this."

"Students love the real-time effects and transitions. They don't have to wait to render," added LittleJohn. "They grasp the concepts of communication through video faster than ever before. I have to give credit to ScreenPlay and its ability to capture and really keep the interest of my students."



*ScreenPlay*