

**Dave Bolick:** Sample user's guide – Photo to Movie  
510-601-9554

# *Photo to Movie* Quick User's Guide

Press contact: Jill Dopp  
LQ Graphics Public Relations  
jilldopp@lqgraphics.com  
(303) 256-9097

## Turn Your Photos into Movies

*Photo to Movie 3.1* lets Macintosh users turn digital photographs into QuickTime movie slide shows quickly and easily. This revolutionary new tool incorporates a powerful version of the “Ken Burns effect” to bring photos alive with motion. *Photo to Movie* also lets you add music tracks, voice narration, and a variety of slide-to-slide transitions. *Photo to Movie* files can be burned to DVD, posted on the Web, and even emailed.

*Photo to Movie* uses a special algorithm to optimize each frame, nearly eliminating flicker when played on a TV. The tool assigns a motion effect to each image included in the file. This motion effect is called the "Ken Burns effect" because of its frequent use by the award-winning PBS documentary filmmaker.

*Photo to Movie* offers a number of preset motions, each of which can be customized to achieve specific effects—zooming in to highlight faces, for example. *Photo to Movie* also lets you choose from a variety of transitions, including cross dissolves, wipes, and even a 3D cube-effect transition. Music and voice narrations can be integrated into slide-show movies, as well as theatrical movie-style titles, credits, and descriptions.

Completed slide-show movies can be emailed, published to Web sites, burned to DVD using software such as iDVD, or they can be edited further with movie-editing software such as iMovie.

*Photo to Movie* MSRP \$49.95

## Powerful Features

Motion Effects – *Photo To Movie* lets you create the illusion of motion in still photos. Popularly called "the Ken Burns effect," this feature enables the addition of zooming, panning, and rotating effects to photos. This effect makes your photos feel more like a movie than a conventional static slide show.

Flexible Motion – With *Photo to Movie*, you can create multiple “segments of motion.” For example, when we look at photographs of people, we typically pause for a few moments to look at each face. *Photo to Movie* lets you duplicate this dynamic motion by holding the view anywhere on an image for as long as you want. You can also ease into and out of motion to make transitions even smoother. Photos can also be rotated to add more visual interest.

High Quality Output – *Photo to Movie* generates high-quality output from original photos, resulting in smooth motion that doesn't flicker or shimmer when displayed on a TV screen. The program achieves this by incorporating special image-processing techniques that other applications lack.

Photos, Not Video – *Photo to Movie* combines all of its powerful features in an application that is designed from the ground up for digital photos. Other applications treat their slide-show features as incidental to their main tasks—for example, video editing or DVD burning. *Photo to Movie* was created specifically to provide users with a collection of the most useful features for creating sophisticated slide shows. The difference is obvious. In fact, experienced users have praised *Photo to Movie* for its power and simplicity over iMovie.

Widescreen Output – *Photo to Movie* has features that, until now, only professional-level applications have offered, such as widescreen (16:9) output and QuickTime VR support.

## Variety of Uses

The popularity of digital photography has exploded, and users at all levels of expertise and sophistication are looking for creative ways to view and display their digital images. *Photo to Movie's* ease-of-use and functionality make it highly attractive to a wide variety of users, including:

Consumers – As sales of digital cameras continue to skyrocket, users continue to seek out better ways to organize and display their digital images. *Photo to Movie* is inexpensive enough for casual users to make entertaining slide shows of vacations, new babies, family reunions, family histories, birthdays, anniversaries, and other significant events. *Photo to Movie's* powerful features also make it a strong choice for skilled amateur photographers and computer graphics artists. Anyone with access to a Mac with OS X, digital photos, and the desire to present them in more innovative, entertaining, artistic ways will find *Photo to Movie* to be a highly useful tool.

Businesses – Business people can use *Photo to Movie* to create compelling presentations, product and service promotions, and training materials. Imagine a DVD user guide that zooms in to highlight specific elements of a product diagram, for example. Or a promotional presentation that uses gentle motion to direct the customer's attention and move smoothly from scene to scene.

Professionals – Photographers, graphic artists, Web developers and others will discover a powerful new tool to enhance their work. *Photo to Movie* makes it easy for wedding and event photographers, for example, to provide DVD photo albums to their customers with minimal additional effort or expense. Once they know about the product, many of these professionals buy *Photo to Movie* immediately, as it is easy to envision its many uses and resulting incremental sales.

Educators – *Photo to Movie* is popular with educators who wish to present their materials in a more compelling manner. Educators use *Photo to Movie* in two ways: as a tool to augment iMovie and Final Cut in multimedia programs, and as a presentational aid. *Photo to Movie* makes it easy for novice users to present stories with their photos. In fact, LQ Graphics, makers of *Photo to Movie*, was invited to demonstrate the product at the 2004 Digital Storytelling Festival.

## Unmatched Functionality

The functionality of *Photo to Movie* 3.1 is unmatched by any other product on the market today, but it is enhanced even more by complementary software such as Apple's iDVD (to burn DVDs) and iMovie (to

incorporate slide shows into videos). *Photo to Movie* also works seamlessly with Final Cut, DVD Studio Pro, Roxio Toast 6 Titanium, and any other software program that uses QuickTime movies.

(table)

## Product Tour

With *Photo to Movie*, just follow these six easy steps to produce slide-show movies:

Step 1 Drag photos into *Photo to Movie*.

Step 2 Edit specific motion effects and photo-to-photo transitions using the timeline editor.

Step 3 Add titles and credits.

Step 4 Add music and/or record voice narration.

Step 5 Preview your movie in real time to see how it looks and sounds.

Step 6 Export to a QuickTime movie that can be burned to DVD using DVD burning software such as iDVD.

## Register and Update *Photo to Movie*

Once you have a disk image from the Internet or a *Photo to Movie* software CD, copy *Photo to Movie* to your Applications folder and launch it from there.

*Photo to Movie* is fully functional without registration. However, exported movies will contain an LQ Graphics watermark unless the program is registered.

To register *Photo to Movie*, choose Registration from the *Photo to Movie* menu and enter the registration code from your software box or in your registration e-mail (the registration code dialog is case sensitive for versions prior to 3.1.7).

You can download the latest version of *Photo to Movie* from our Web site (<http://lqgraphics.com>). Simply download the disk image and copy *Photo to Movie* to your Applications folder. Launch the program from your Applications folder.

## Make a Movie Using One Image

This tutorial describes the basic steps for creating a short movie using *Photo to Movie*. You will need to have *Photo to Movie* running and a digital photo (JPEG is best) available.

1. Create a new document by choosing File > New.
2. Drag your photo from the Finder to your new document.
3. Select multiple key frame view.

[screen image]

4. Drag the green key frame by clicking and dragging. Center the frame vertically at the right side of the photo.
5. Drag the red key frame by clicking in an area that is not covered by the green frame and dragging. Center the red frame vertically at the left side of the photo. Your layout should look something like

the screenshot below. The blue line pointing from the green frame to the red frame indicates the direction of motion.

[screen image]

6. Click on the blue line going from the green frame to the red frame.
7. Using the inspector at the right, enter a duration of 5 seconds. Uncheck the pause before and pause after checkboxes.
8. Press the play button. Your movie will play.

[screen image]

9. After the movie is finished playing, switch back to the multiple key frame view.

[screen image]

10. Click on the document info button.

[screen image]

11. In the format section, choose Web Movie in the menu at the top.

[screen image]

12. In the rendering section, choose Higher Quality.

[screen image]

13. Click the Export button and type in a file name for your movie.

[screen image]

14. When your movie is finished exporting, open it in the Finder to play the movie using QuickTime Player.

## **Make a Movie Using Several Images**

You will need to have at least 15 photos and an MP3 music file.

1. Create a new document by choosing File > New.
2. Drag all of your photos from the Finder to the new document. *Photo to Movie* will assign a random motion to each photo.
3. In the timeline, click on the first photo.

[screen image]

4. Click Select All to select all photos.
5. Using the inspector, enter a duration of 5 seconds for each photo. Uncheck the pause before and pause after checkboxes.

[screen image]

6. In the timeline, click on the first orange transition line to select the transition between the first and second photos.
7. Click Select All to select all transitions.
8. Using the inspector, enter a transition duration of 1 second.

[screen image]

9. Choose random from the transition type to randomize the transitions.
10. Press play to preview your movie with randomized transitions.
11. Drag your MP3 music file from the Finder to the document.

[screen image]

12. In the timeline, drag the end time of the music track to coincide with the end time of the last photo. There should be two small purple controls at the end of the music track; drag the bottom one.
13. Now drag the top purple control back about 5 second to fade-out the music. You can also set the fade-out time in the inspector.

[screen image]

14. Move the scrubber back to before the fade out and press play to see the end of your movie.
15. Move the scrubber to the beginning of the movie and press the title button.

[screen image]

16. In the inspector, change the title text to "My Great Movie." Select all of the title.

[screen image]

17. Press the font button in the inspector and make the title larger (24pt).

[screen image]

18. Using the font panel, change the color to yellow.
19. Using the font panel again, add shadow to the title.

[screen image]

20. In the timeline, click on the green title object.

[screen image]

21. In the photo view, drag the title to the top center of the photo.
22. Using the inspector, set the duration to 10 seconds, fade-in to 2 seconds, and fade-out to 2 seconds.

[screen image]

23. In the timeline, move the scrubber to the beginning and play the movie again.

24. Export the movie to the format of your choice. To burn to DVD, export to Full Quality DV. Then use iDVD to burn the exported movie to DVD.