

# Holiday Happenings

## The Holidays Go Digital: Turning Moments Into Memories

(NAPSA)—The holidays are the perfect time to capture the moments you spend with family and friends in digital photos and videos to enjoy for seasons to come. But capturing those special holiday moments as lasting digital memories can become a complicated chore instead of a fun holiday activity for the whole family.

Not to worry, because new technology is making it easier than ever. While digital cameras, DV camcorders and DVD players will again be among the hottest gift items for the upcoming holiday season, it's Apple's iMac, with the amazing Mac OS X operating system and its award-winning suite of digital lifestyle applications, that will help you get the most out of every one of those cool devices.

For example, Apple's iPhoto makes it incredibly easy to record your family's holiday celebrations in a number of creative ways. Just plug your digital camera into an iMac, and iPhoto automatically downloads, categorizes and saves your images. You can then make basic edits, organize a digital photo album, create a slideshow with soundtrack, and post these memories to the Web with ease. iPhoto also lets you create a custom-printed, linen-covered hard bound book of your digital photos, which can be ordered online with just one click.

If Steven Spielberg is more up your alley, Apple's iMovie puts you in the director's chair and turns the iMac into your own movie studio. iMovie lets you transfer high-quality video and audio from your camcorder to your iMac through a



**New technology from Apple makes it easy and fun for today's digital lifestyle to be a part of your family's new holiday tradition.**

lightning-fast FireWire cable. You arrange your captured video using familiar drag-and-drop, copy, cut and paste editing functions. In minutes, iMovie lets you create holiday movies complete with voiceovers, musical scores, transitions, titles and credits.

To share your cinematic masterpieces, Apple's iDVD and a Super Drive-equipped iMac are all the tools needed to produce top-notch, professional-looking DVDs in a few simple steps. Your DVDs will play on just about any consumer DVD player so you can send them to relatives and friends around the world.

Your local Apple retail store is a great place to try out all of these fun products and attend free workshops in digital photography, digital video editing and digital music. The 50 Apple retail across the United States provide the perfect setting to help you make the most of your technology and turn your treasured holiday moments into lifelong memories.