



(Bengal Tiger shot 35mm against green screen)

November 2005

For Immediate Release

<http://www.absolutelywildvisuals.com>

### **An Australian film library leading the world.**

Australian film library "Absolutely Wild Visuals" (AWV) is revolutionising the way people will use stock footage. AWV is the first on line searchable stock footage library in the world to have all its clips available for preview and download in H.264, the state-of-the-art video codec, which delivers stunning quality at remarkably low data rates.

AWV, which represents some of the world's finest independent wildlife filmmakers, has just posted more than ten thousand H.264 clips in Apple QuickTime 7 for Mac and Windows on its website, with new clips added daily. These fully searchable crisp, clear video clips are compressed into much smaller files, saving bandwidth and storage costs over previous generations of video codecs.

This will enable the immediate online access and downloading of its images, profoundly changing the way its customers use stock footage and opening up "real time" satisfaction in what has sometimes been a long and frustrating process. The clips have retained their native frame rates (for both NTSC and PAL) and can be imported into a variety of off line edit systems with embedded timecode.

"We live in a content-hungry world where everybody seems to be working against the clock" says AWV Managing Director, Bettina Dalton. "Our customers the world over, want the ability to look at large previews in brilliant resolution 24 hours a day with the instant ability to integrate them into their digital workflow. With the

QuickTime 7 previews that are now available on our website we can satisfy those needs" says Dalton.

"We have also eliminated the guess work that comes with using stock footage. Visual image quality is paramount to the people who use our images" says Dalton. "Clients need to know what a shot really looks like. The more resolution we can give them and the bigger and better quality the previews, the better our clients are equipped to make the right decision."



(Ron and Valerie Taylor Collection)

"Our users will get surprisingly high quality previews and really fast downloads," says Dalton - great news for Absolutely Wild Visuals global user base of advertising agencies, documentary makers, educational institutions and movie studios!

Much of the AWW collection originates on 16mm, Super 16 and 35mm film. A close association with Comcopy (a division of OMNILAB) enables AWW to deliver master quality material in any Tape format from DV to HD (NTSC or PAL) or via Telestream, FTP anywhere in the world while maintaining the highest technical standards.



(Marlin footage shot on 35mm film)

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