

PhotoDisc, Inc.  
2013 Fourth Avenue  
Fourth Floor  
Seattle, WA 98121  
T. 206/441-9355  
F. 206/441-9379

**ANNOUNCING THE RELEASE OF CLIPPPIX IMAGES FOR MULTIMEDIA FROM PHOTODISC;**  
A new product designed to meet the specific content and format needs of  
presentation and multimedia producers

Seattle, WA -- PhotoDisc, Inc., the highest rated producer of professional photography for electronic design and publishing, is now shipping ClipPix, the company's first CD ROM series designed exclusively for the presentation and multimedia markets. Packed with 500 of PhotoDisc's best images optimized for on screen use, ClipPix features superior content, style and technical quality. All this for less than half the price of one stock photo.

PhotoDisc spent over 6 months researching the unique needs of presentation and multimedia designers, surveying hundreds of professionals. PhotoDisc found that there has been little useful image content available and that multimedia designers are clamoring for high quality images.

The survey not only revealed a lack of photo images for on screen use, but designers complained that other image collections are incompatible with leading multimedia authoring and presentation software and have licenses that are too restrictive or misleading.

The result? ClipPix is a two CD volume featuring 500 images from the portfolios of award winning photographers. The images are optimized for full screen display at 72 dpi (screen resolution). The first CD has uncompressed 8 bit color images at 640/486 pixels, allowing users quick and easy access to all 500 images with a Windows/Macintosh compatible browsing utility. The second CD contains compressed, 24-bit color, higher resolution versions of the same images optimized for full screen display at both 640/486 and 1024x786 pixels. PhotoDisc's market research pointed to several levels of on screen needs ranging from business presentations to fully interactive authoring. ClipPix was designed to give users of these diverse tools, for the first time, images that are perfectly suited and formatted to their specific needs.

Compatible with all the leading presentation and multimedia software packages, ClipPix images import into any on screen, full screen video or slide show presentation. In fact, try out versions of Adobe's Premiere and Photoshop programs are included with ClipPix. The ClipPix product is also being offered with Aldus' Persuasion 3.0 in a special purchase incentive program.

ClipPix tackles the licensing issue head on with an up front, easy to understand user agreement that provides the images royalty free, even in up to 10,000 copies of a product for sale. ClipPix's innovative license also offers an unprecedented bargain for title producers selling more than 10,000 copies: a low-cost, one time fee for use of the image in unlimited quantities of units sold.

And the price? Just like ClipPix file sizes, the pricing on this new product is infinitely manageable: \$149 street price. At this price, ClipPix pays for itself the first time you use it!

"A lot of time and energy went into the development of this new product. We wanted a product that would be useful to both high end multimedia developers and desktop presentation software users. We are extremely proud of the results. ClipPix is a solution," reports Bill Heston, Product Manager.

ClipPix is compatible with MPC level 2 standards requiring at least a 386 PC, Windows 3.0 and 4MB RAM. For Macintosh users a Mac II, System 7.0 and 4MB RAM covers the minimum system requirements.

ClipPix is available through an impressive network of major national and international catalogs, distributors and dealers. Customers may order directly from PhotoDisc by calling 800-528-3475.