

Flip4Mac™

Digital Media Tools for Macintosh



Windows Media® Components
for QuickTime™

Version 2.3



TELESTREAM

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Windows Media® Components for QuickTime™

Flip4Mac™ WMV is a collection of QuickTime™ components that enable you to play, import, and export Windows Media® video and audio files, based on the edition you license. Flip4Mac WMV can be used with most of your favorite QuickTime applications including QuickTime Player, iMovie, and Final Cut Pro.

After installing Flip4Mac WMV, you can play Windows Media files using QuickTime Player and view Windows Media content on the Internet using Safari and other Web browsers.

By upgrading Flip4Mac WMV, you can also import Windows Media files for editing, and create Windows Media files for distribution. These features are available in trial mode until you're ready to purchase an upgrade.

The easiest way to purchase an upgrade and unlock these features is directly in Flip4Mac WMV – see [Purchasing or Upgrading via System Preferences on page 7](#). You can also purchase an upgrade online at the [Flip4Mac Store](#) or via phone or fax. See [Upgrading Flip4Mac WMV on page 4](#) for details.

Flip4Mac WMV Player

Allows you to play Windows Media in QuickTime Player, Safari and other Web browsers. In fact, you can play Windows Media in almost any application that supports QuickTime, including Keynote and PowerPoint.

Flip4Mac WMV Player Pro

Allows you to import Windows Media video and audio for editing or for conversion to other QuickTime formats.

You can import Windows Media directly into applications including Final Cut Pro, Final Cut Express HD and iMovie. You can also convert Windows Media into other formats using QuickTime Pro and Cleaner 6.

Flip4Mac WMV Studio

Adds the ability to create Windows Media files by exporting video and audio from a QuickTime application.

You can export Windows Media directly from QuickTime applications including Final Cut Pro, Final Cut Pro HD, QuickTime Pro and iMovie. You can also export Window Media from Telestream's ScreenFlow. The export process is simplified by using preset progressive encoding profiles, which can't be modified.

Flip4Mac WMV Studio Pro

Adds the ability to create your own standard definition, one-pass encoding progressive and interlaced profiles.

Flip4Mac WMV Studio Pro HD

Adds the ability to create high-definition video and two-pass HD encoding profiles. The WMV 9 Advanced Video codec and the WMA 9 Professional and WMA 9 Lossless audio codecs are also available.

Feature Comparison

Use this chart to determine which features are provided in each Flip4Mac WMV upgrade.

Features	Player	Player Pro	Studio	Studio Pro	Studio Pro HD
Play Windows Media in QuickTime Player	<input checked="" type="checkbox"/>				
Play Windows Media in Safari Web Browser	<input checked="" type="checkbox"/>				
Import Windows Media for edit or conversion to other formats		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Export via preset encoding profiles			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Create custom encoding profiles				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Export High Definition video with 2-pass encoding					<input checked="" type="checkbox"/>

Supported Applications

- Final Cut Pro 4.5 and higher
- iMovie 3.0.3 through iMovie '06
- Safari
- Firefox V2.0 and higher
- Final Cut Express HD
- Discreet Cleaner 6.0.1
- Compressor 2
- ScreenFlow 1.5

System Requirements

- Mac OS X (on Intel or PowerPC) Version 10.4 and higher
- QuickTime Version 7.0 and higher

Installing Flip4Mac WMV

Flip4Mac WMV is distributed as a disk image file. Quit all QuickTime-enabled applications before installation.

When you download the package, Safari automatically mounts the disk image and runs the Flip4Mac WMV installer. Follow the instructions in the installer to complete installation. If you don't have a license, you can purchase one during installation.

The Flip4Mac WMV Web plug-in is installed automatically. If you do not want to install the Web plug-in, click the Customize button on the Installation Type panel during installation and uncheck Web Browser Support.

If you are using a Web browser other than Safari or you received the software on CD, follow these steps:

1. Double-click the disk image file (Flip4Mac WMV.dmg) to mount the disk image.
2. Locate and launch Flip4Mac WMV.mpkg, the installer file, and follow the steps to install the software.
3. Relaunch your Web browser and QuickTime applications.

Note: *You must relaunch your Web browser and all QuickTime applications for Flip4Mac WMV to work correctly. Also, you must provide an administrator name and password during installation.*

Removing Flip4Mac WMV

To remove Flip4Mac WMV software from your computer:

1. In the Finder, open the Applications > Flip4Mac folder.
2. Launch the uninstaller (Flip4Mac WMV Uninstaller.pkg) and follow the instructions.
3. Relaunch your Web browser and QuickTime applications.

Note: *The uninstaller does not remove your Flip4Mac WMV preferences or serial numbers you've purchased.*

Web Browser Support

Flip4Mac WMV includes a Web browser plug-in (installation option, installed by default – see [Installing Flip4Mac WMV on page 2](#)) that plays Windows Media streams directly in Safari and other Web browsers. The Flip4Mac WMV plug-in is enabled by default when it is installed. If Microsoft Windows Media Player 9 is installed, the plug-in provided by Microsoft Windows Media Player 9 for Mac OS X is disabled.

Note: *The WMV Web browser plug-in can be enabled or disabled at any time in WMV preferences, provided that Microsoft Windows Media Player 9 is installed – see [Browser Plug-in Settings on page 13](#).*

If you want to continue using the Microsoft-supplied Web browser plug-in:

1. Run the Flip4Mac WMV installer and proceed to the Installation Type phase.
2. Click Customize and un-check the Web Browser Support option.

OR

1. Display System Preferences and click WMV Preferences. On the Browser tab, uncheck Use Flip4Mac WMV Browser plug-in.

The Flip4Mac WMV plug-in provides superior playback performance, but it cannot play Windows Media content that has been protected using Windows Digital Rights Management (DRM). Flip4Mac WMV displays the following error message when you attempt to open a protected file:



There are inherent differences between QuickTime streaming and Windows Media streaming, which cause situations where the two do not work well together. Some users report problems when viewing streams with Flip4Mac WMV Player, which may be prevented by switching to the progressive download method. In order to provide users with the best experience possible, beginning in WMV version 2.2.0.49, progressive download is the default download method.

Advanced users can enable the streaming method by using the Flip4Mac Streaming Utility to turn the Create Streaming Movies option on. For the best viewing experience, this option should only be enabled in situations where it is necessary, and then turned off again. To obtain the Flip4Mac Streaming Utility, go to the [Flip4Mac WMV Support](#) page and download the Streaming Utility application.

Using Flip4Mac WMV in Safari in 64-bit Mode

Beginning in Mac OS X 10.6, Apple applications including Safari, run in 64-bit mode on 64-bit computers. The WMV Web plug-in is also 64-bit compatible. However, the WMV Player movie controller (which includes the dropdown menu features) in the plug-in is not available when running as 64-bit. Instead, Apple's controller must be used.

Upgrading Flip4Mac WMV

Upgrading Flip4Mac WMV unlocks certain features in Flip4Mac WMV, which enables you to import Windows Media files for editing and to create Windows Media files for distribution. You don't need to download a new version to enable these features. To enable these features, purchase and activate a serial number using one of these methods:

Purchase in System Preferences

If your Macintosh is connected to the Internet, the easiest way to upgrade is to purchase a serial number directly in Flip4Mac WMV. Open System Preferences, click the Flip4Mac WMV icon to display WMV Preference and click the Upgrade panel.



Click Upgrade to purchase a serial number directly from System Preferences.

Click on the lock at the bottom and enter your password to unlock the panel (so you can make changes), then click Purchase License.

When the purchase is complete, your serial number is automatically entered and activated on your computer, and the new features for the upgrade you purchased are accessible the next time you launch a Flip4Mac WMV-enabled application. See [Purchasing or Upgrading via System Preferences on page 7](#) for step-by-step instructions.

Purchase Online at the Flip4Mac Store

If you installed Flip4Mac WMV on a computer without Internet access, you can purchase an upgrade by visiting the [Flip4Mac Store](#) from another computer. When the purchase is complete you'll receive an email receipt containing your serial number. Open the [Manual Activation Guide](http://www.telestream.net/pdfs/user-guides/Manual_Activation_Guide.pdf) (http://www.telestream.net/pdfs/user-guides/Manual_Activation_Guide.pdf) on the Telestream Web site for step-by-step instructions on manually activating your serial number.

Purchase by Phone or Fax

You can also purchase an upgrade by faxing a copy of the [Flip4Mac Store Order Form](#).

Click <http://store6.esellerate.net/store/s.aspx?s=STR1307002805&CMD=FAX> to order by FAX.

You can also purchase an upgrade by calling the Flip4Mac Store at 952-908-4090 (9 a.m. to 5 p.m. Central Time Monday-Friday).

When your purchase is complete, you'll receive an email receipt that contains your serial number.

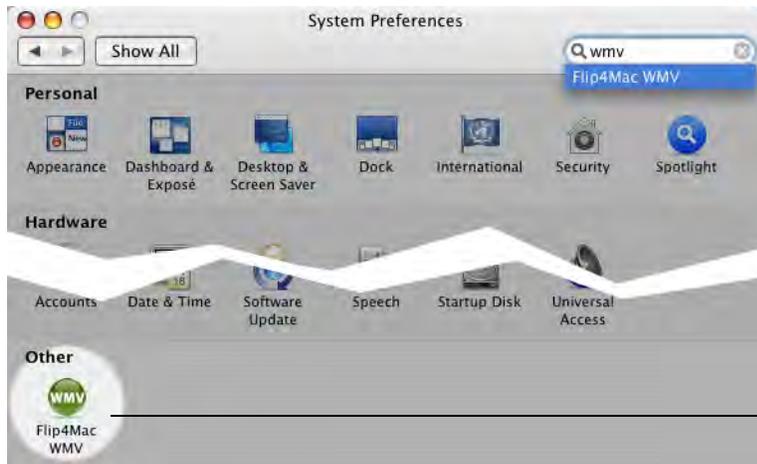
If your Macintosh is connected to the Internet, go to [Manually Entering a Serial Number on page 8](#) for instructions on manually entering and activating your serial number. If your Macintosh is not connected to the Internet, open the [Manual Activation Guide](http://www.telestream.net/pdfs/user-guides/Manual_Activation_Guide.pdf) on the Telestream Web site (http://www.telestream.net/pdfs/user-guides/Manual_Activation_Guide.pdf) for step-by-step instructions on manually activating your serial number.

Flip4Mac WMV System Preferences

System Preferences applications enable you to manage your Flip4Mac WMV settings. Flip4Mac WMV provides a preference pane so you can customize Web and playback settings, check for updates, and purchase feature upgrades, for example.

Select Apple menu > System Preferences, then click the Flip4Mac WMV icon to display the preference pane.

Note: Some Flip4Mac WMV preferences may be locked. Click the lock icon and enter your credentials to unlock the preferences so you can make changes.



Click this icon to display the Flip4Mac WMV preference pane.

Flip4Mac WMV has preferences panels for several tasks:



Click here to display online help (this guide).

[Browser Tab. Browser Plug-in Settings on page 13](#)

[Player Tab. Movie Playback Settings on page 14](#)

[Audio Tab. Audio Encoder Settings on page 23](#)

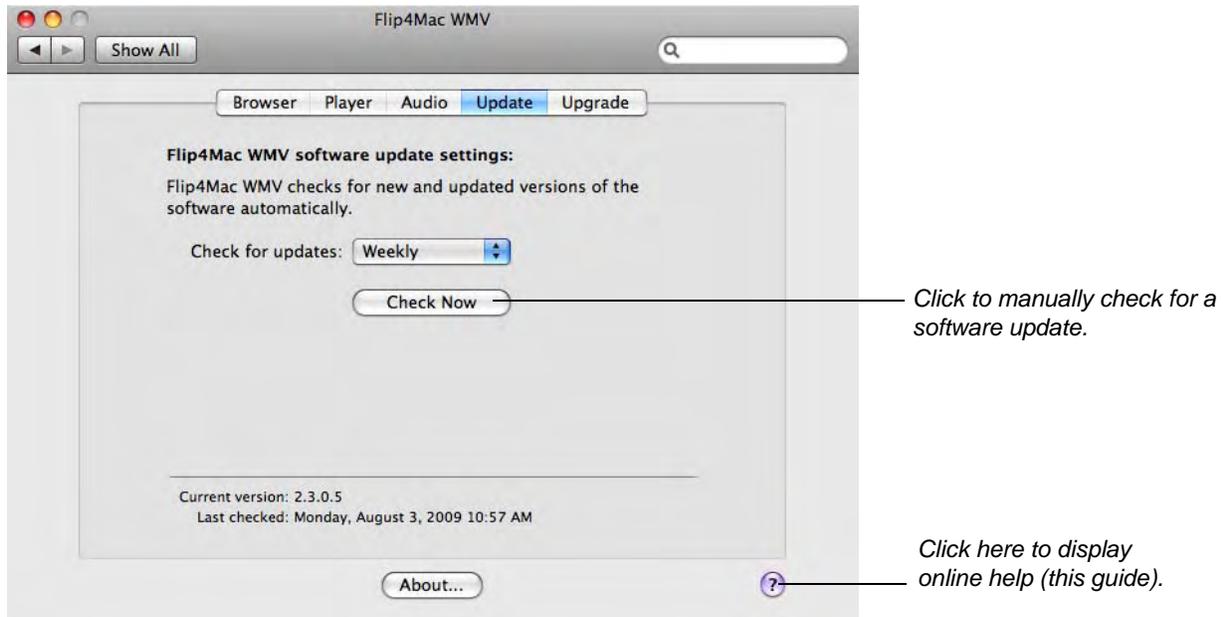
[Update. Checking for Updates on page 6](#)

[Upgrade. Purchasing or Upgrading via System Preferences on page 7](#)

Checking for Updates

Use the Flip4Mac WMV preference pane to check for software updates manually or at scheduled intervals.

1. Open the Flip4Mac WMV preference pane and click Update.
2. To change the interval at which Flip4Mac WMV checks for updates, choose Daily, Weekly, Monthly or Never from the pop-up menu.
3. To check for updates manually, click Check Now.

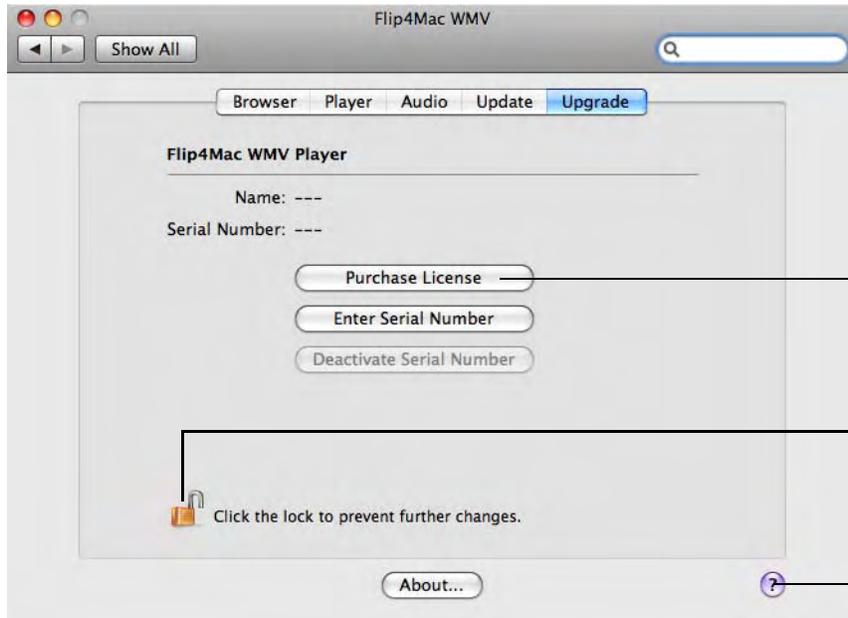


If an update is available, you'll be notified. Click the Update button to download the software. Quit all QuickTime applications, then follow the installation instructions. If you installed Flip4Mac WMV with a QuickTime application open, you should reboot your Macintosh before using Flip4Mac WMV.

Purchasing or Upgrading via System Preferences

If Flip4Mac WMV is on a computer that's connected to the Internet and you don't have a license, you can purchase a license directly from System Preferences. If you already have a license, you can also upgrade your Flip4Mac WMV license directly from System Preferences. To purchase or upgrade, follow these steps:

1. Open the Flip4Mac WMV preference pane and click the Upgrade tab:
2. Click the locked icon and enter your administrator name and password and click OK to enable the buttons:



This button may be labelled Purchase or Upgrade License.

If this is locked, click the lock and enter administrator authentication to change these preferences.

Click here to display online help (this guide).

3. Click Purchase License or Upgrade License to start the secure Flip4Mac Software Purchase Wizard.

When the transaction is complete your serial number is automatically entered and activated. You will receive an order confirmation via email containing your serial number. Save this receipt in case you need to re-install the software or re-enter the serial number.

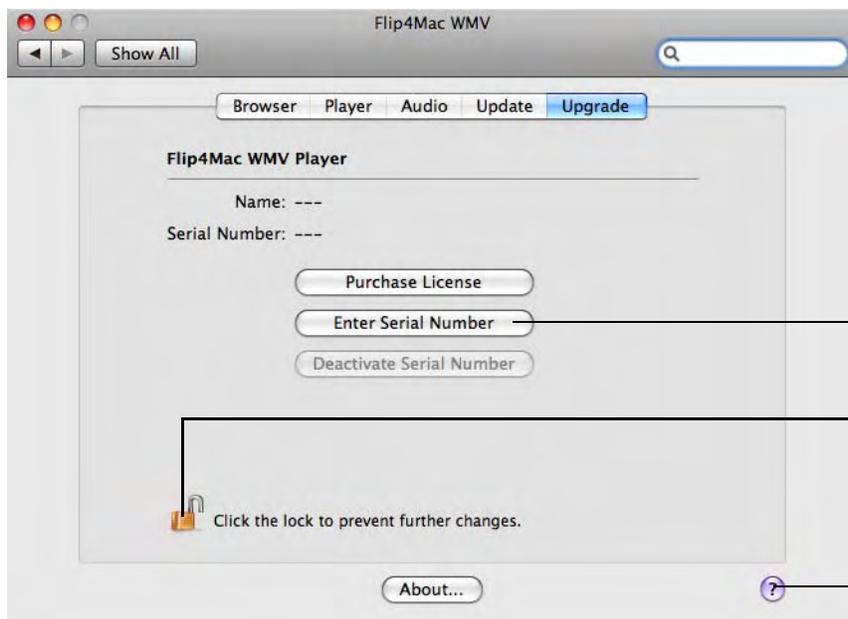
Manually Entering a Serial Number

If your computer is connected to the Internet and you purchased an upgrade via phone, fax, or the Flip4Mac Store online, you may use the email receipt (which contains your serial number) to manually activate Flip4Mac WMV. Manual activation is also used for activating a serial number in Flip4Mac WMV on another Macintosh.

To enable the upgraded features in WMV when you purchased a serial number in this manner (or are entering the same serial number in additional copies of Flip4Mac WMV), you must have access to the Internet, and you must manually enter the serial number to activate the features you purchased.

Note: *If your Macintosh does not have Internet access, do not use this process. Instead, use a separate computer with Internet access to open the [Manual Activation Guide](http://www.telestream.net/pdfs/user-guides/Manual_Activation_Guide.pdf) on the Telestream Web site (http://www.telestream.net/pdfs/user-guides/Manual_Activation_Guide.pdf) for a step-by-step guide to manually activate the WMV component after purchasing an upgrade.*

1. Open the Flip4Mac WMV preference pane and click the Upgrade tab.
2. Click the locked icon and enter your administrator name and password and click OK to enable the buttons:

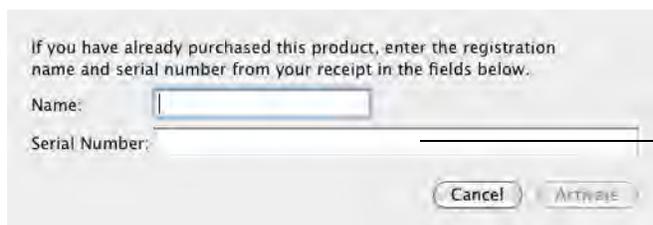


Click Enter Serial Number.

If this is locked, click the lock and enter administrator authentication to change these preferences.

Click here to display online help (this guide).

3. Click Enter Serial Number to display the Activate Serial Number dialog:



Enter your serial number here (all capital letters, no capital O's – just zeroes, plus all dashes). Your name is not required.

4. Enter the registration serial number exactly as it exists in your receipt email. You don't need to enter your name. It is best to copy and paste the serial number to avoid typing mistakes. When typing it in, be sure to enter only zeroes (no letter O's), capitalize all letters, and include all hyphens.
5. When the serial number is entered correctly, the Activate button is enabled, and you can click Activate. Flip4Mac WMV contacts the Flip4Mac Store and activates the serial number for this computer.

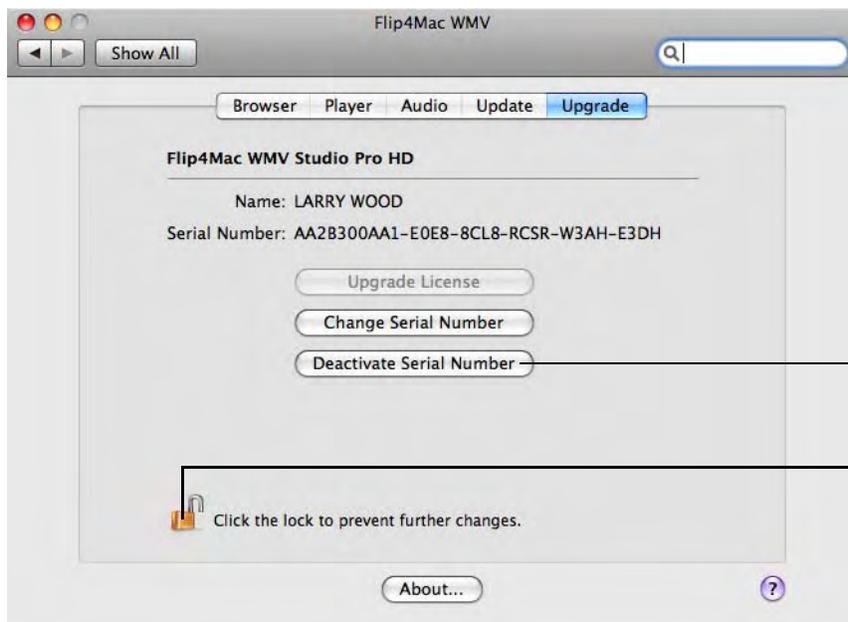
Note: *Relaunch your Web browser and all QuickTime applications for Flip4Mac WMV to work correctly.*

Deactivating a Serial Number

A Flip4Mac WMV serial number can only be active on one computer at a time, but you can enter it in Flip4Mac WMV on two or more computers ([Manually Entering a Serial Number on page 8](#)), and then activate it ([Activating a Serial Number on page 10](#)) and deactivate it as necessary to use Flip4Mac WMV on more than one computer. This makes the use of the serial number more flexible, and avoids unnecessarily purchasing extra licenses.

To deactivate a Flip4Mac WMV serial number in Flip4Mac WMV on a particular computer in order to use Flip4Mac WMV with the same serial number on another computer (or purchase an additional serial number), follow these steps:

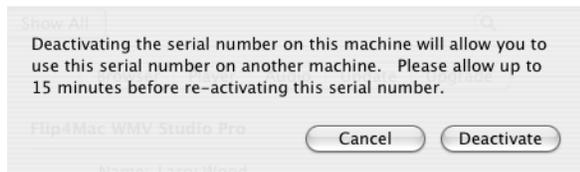
1. Open the Flip4Mac WMV preference pane and click the Upgrade tab.
2. Click the locked icon and enter your administrator name and password and click OK to enable the buttons:



Click Deactivate Serial Number.

If this is locked, click the lock and enter administrator authentication to change these preferences.

3. Click Deactivate Serial Number to display the Deactivate Serial Number dialog:

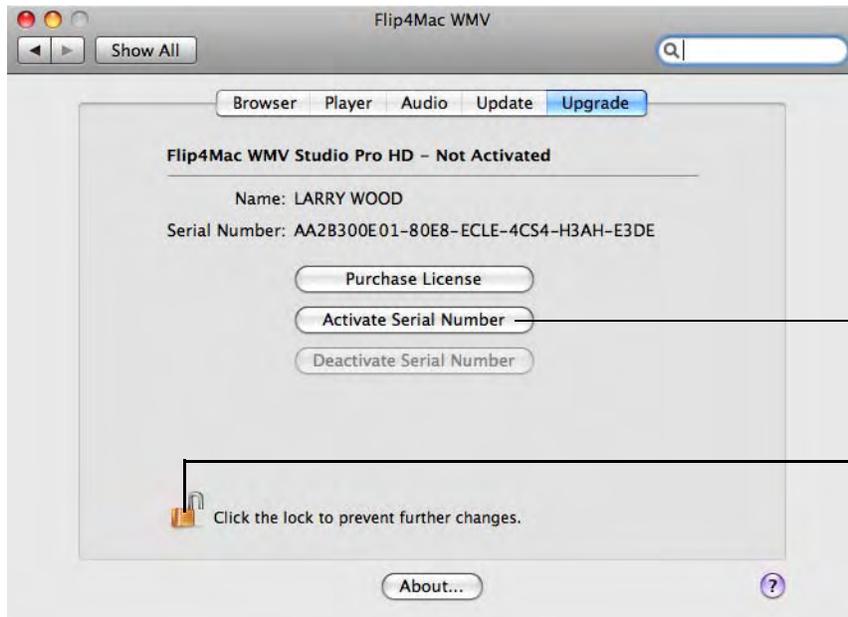


4. Click Deactivate to deactivate your serial number on this Macintosh (it must have Internet access). Now, you can enter or activate this same serial number on another computer with Flip4Mac WMV installed.

Activating a Serial Number

If you previously deactivated a serial number so that you could use it in Flip4Mac WMV on another computer, you can activate it (after it has been deactivated on the previous computer) following these steps:

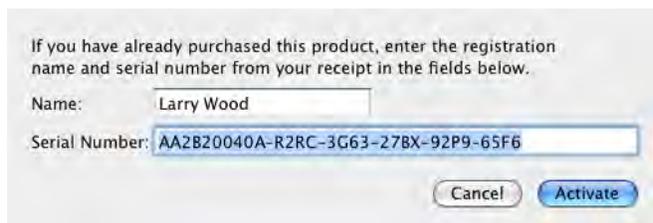
1. Open the Flip4Mac WMV preference pane and click the Upgrade tab.
2. Click the locked icon and enter your administrator name and password and click OK to enable the buttons:



Click Activate Serial Number to reactivate this serial number on this computer.

If this is locked, click the lock and enter administrator authentication to change these preferences.

3. Click Activate Serial Number to display the Activate Serial Number dialog with your serial number:



4. Click Activate to contact the Flip4Mac Store and activate your serial number on this Macintosh again.

Playing Windows Media in QuickTime Player

With Flip4Mac WMV installed, Windows Media files are *associated* with QuickTime. Now, when you open a Windows Media file from the Finder, it should automatically launch the QuickTime Player application. You can determine if the file association is correct by examining the file icon:



A Windows Media file that is properly associated will display a QuickTime document icon, similar to the one displayed here.



A Windows Media file that displays this type of icon is not associated with QuickTime. Opening this file will launch Microsoft Windows Media Player 9 for Mac OS X.

To re-associate a Windows Media file with QuickTime Player, hold down the control key and click the file icon to display the shortcut menu. Next, choose Open With > WMV Player.

The WMV Player application changes the file association and opens the file with QuickTime Player. For convenience, you can add the WMV Player application to your dock. To re-associate other Windows Media files, simply drag and drop them onto the WMV Player icon.

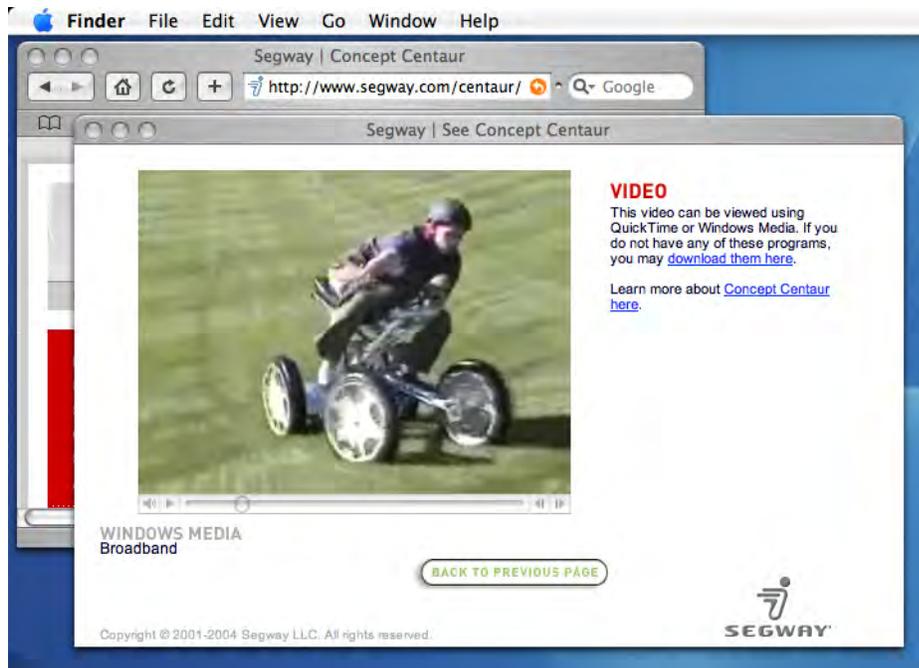
Drag the WMV Player to your dock for easy access.



Re-associate a Windows Media file by dropping it onto the WMV Player icon.

Playing Windows Media in Web Browsers

Flip4Mac WMV provides a browser plug-in, which enables you to view Windows Media in Safari and other Web browsers. The Flip4Mac WMV plug-in plays Windows Media using the familiar QuickTime movie controller.



When installed, the Flip4Mac WMV browser plug-in disables the plug-in provided by Microsoft Windows Media Player 9 for Mac OS X. See [Web Browser Support on page 3](#) for installation details.

The Flip4Mac WMV browser plug-in provides superior playback performance, but it is not able to play Windows Media content that has been protected using Windows Digital Rights Management (DRM). Flip4Mac WMV displays this error message when you attempt to open a protected file:



See [Web Browser Support on page 3](#) for more details. See [Browser Plug-in Settings on page 13](#) for instructions on how to enable or disable the Flip4Mac WMV browser plug-in.

Browser Plug-in Settings

Open the Flip4Mac WMV preference pane and click the Browser tab to change the browser plug-in settings.

Note: These settings are only available if the Flip4Mac WMV browser plug-in has been installed. See [Web Browser Support on page 3](#) for installation details.



Click here to display
online help (this guide).

Use Flip4Mac Browser plug-in. When checked the Flip4Mac WMV browser plug-in is used to view Windows Media content in your Web browser. This option is always checked and disabled if Windows Media Player is not installed.

If unchecked, the plug-in provided by Windows Media Player 9 for Mac OS X is used to view Windows Media content in your browser.

Note: You must relaunch your Web browser after changing this setting.

Always show movie controller. When checked, the QuickTime movie controller is always visible, even when the Web page you're viewing tries to hide it. If unchecked, the movie controller is visible only if the Web page specifies that it should be displayed.

Maintain aspect ratio. When checked, the movie is scaled to fit the plug-in display area while maintaining the original aspect ratio. Unused areas at the top, bottom or sides are filled with the specified background color. If unchecked, the movie is scaled to completely fill the plug-in display area.

Launch QuickTime Player. When checked, Windows Media displayed in a Web page opens in QuickTime Player. If unchecked, Windows Media content is played within the Web page by the plug-in.

Background Color. Allows you to change the color that fills the unused areas of the plug-in display area.

Movie Playback Settings

The movie playback settings control how Windows Media files are converted to QuickTime movies by Flip4Mac WMV. Open the Flip4Mac WMV preference pane and click the Player tab to change these settings.



Click here to choose which applications use the Import Completely option for better performance.

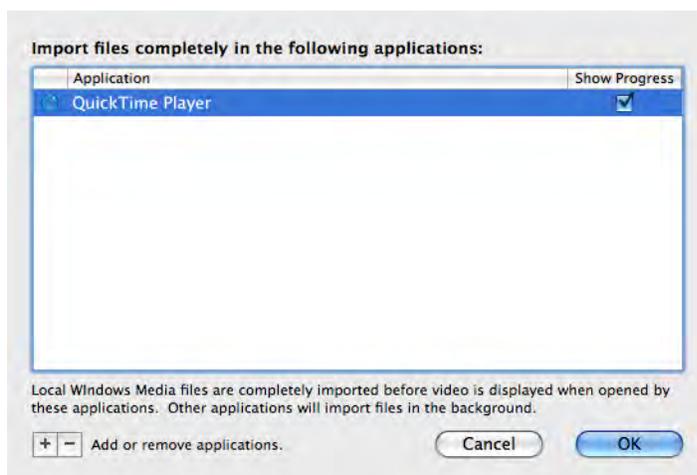
Click here to display online help (this guide).

Play movies automatically. When checked, Windows Media files will automatically begin playing whenever they are opened or as they are downloaded.

Open AVI Files. When checked, QuickTime Player opens and plays AVI files that contain Microsoft MPEG-4 video.

Reclaim File and Link Associations. Occasionally, another application may associate itself with WMV file types. Now, you can't automatically play WMV files using Flip4Mac WMV. To reclaim WMV file types for Flip4Mac WMV (both local WMV files and MMS streams in your browser), click Reclaim.

Advanced. Click to display the Import Files Completely panel.



Import Files Completely. By default, when you import a file using WMV in any supported application (Final Cut Pro or QuickTime Player, for example), it is opened and imported in the background, and immediately begins to play as the file is opened.

In cases where you just want to play the file (QuickTime Player, for example), this functionality is usually best and provides the fastest playback response. However, if you want to scrub the file, you have to wait until import is complete.

In applications that allow you to scrub, edit, or export the file, you may want access to the entire file. Applications in this list load local files immediately and optionally display a progress window before providing playback access. While this may cause a slight delay as the file opens, it ensures that the entire movie is available for scrubbing, editing, or export, and the file usually loads in significantly less total time than when loaded in background mode.

Use the Plus button (located at the bottom-left of the window) to add a new application to the list of applications that you want to import files immediately (Final Cut Pro, for example). The Show Progress indicator is checked by default when you add an application to this list. When checked, the progress windows displays during lengthy imports. For applications that do not support the progress window, uncheck this option.

Audio Playback Settings

The audio playback settings control how Windows Media Audio (WMA) Professional is handled by QuickTime. Open the Flip4Mac WMV preference pane and click the Audio tab to change these settings.

Note: *These settings are disabled in the current version.*



These options are disabled in this version, but may be enabled in a future software update.

Click here to display online help (this guide).

Down mix surround sound to stereo. When checked, 5.1 or 7.1 surround sound is mixed down to stereo during playback.

Requantize to 16 bit. When checked, 24 bit audio tracks are requantized to 16 bit during playback.

Down sample to 48 kHz. When checked, 96 kHz audio tracks are down-sampled to 48 kHz during playback.

Importing Windows Media (Player Pro|Studio)

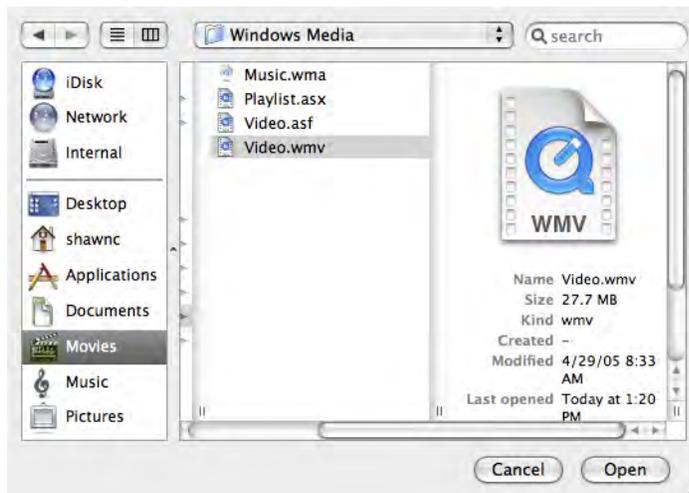
When you upgrade to Flip4Mac WMV Player Pro (or any WMV Studio version) you can import Windows Media files into supported QuickTime editing applications, and convert Windows Media files into other media formats. To cancel an import in progress, press Escape, Apple-Period, or Command-Period on your keyboard.

Flip4Mac WMV cannot import Windows Media content that has been protected using Windows Digital Rights Management (DRM). Flip4Mac WMV displays this error message when you open a protected file:

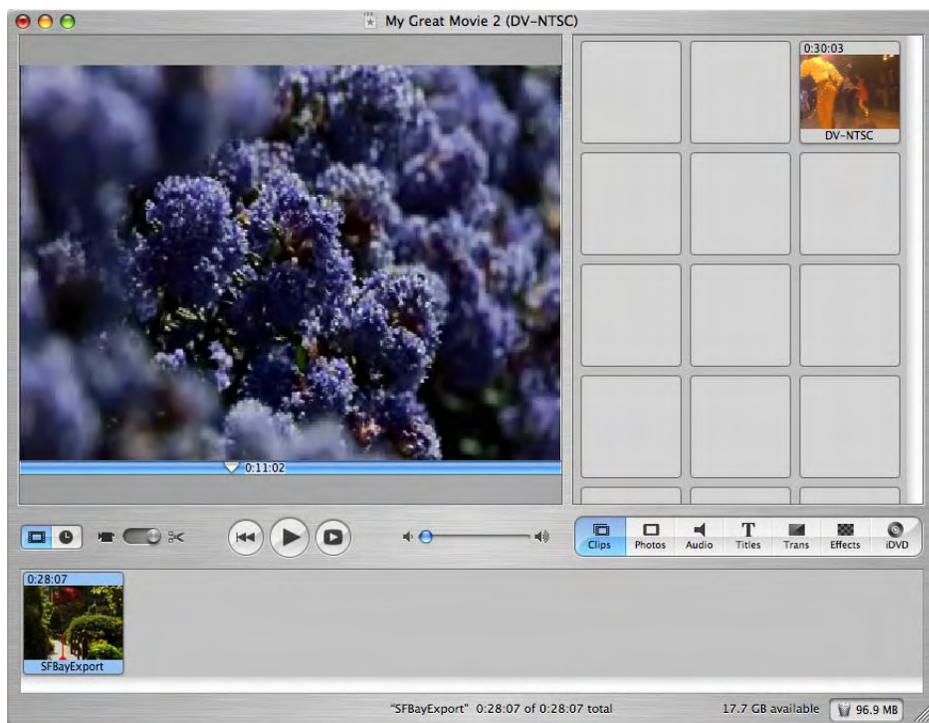


This example illustrates how to import a Windows Media file into iMovie '06 (iMovie HD):

1. Launch iMovie and select File > Import.



2. Navigate to and select the Windows Media file you want to import and click Open.



WMV imports the Windows Media file and decodes it. iMovie re-encodes the media as a DV stream for editing in iMovie. The procedure is similar for Final Cut Pro and Express: the media is re-encoded as DV/NTSC when you render the sequence, (or other format you have specified in your sequence's).

Exporting Windows Media (Studio Editions)

When you upgrade to Flip4Mac WMV Studio, Studio Pro or Studio Pro HD, you can create Windows Media files directly from supported QuickTime applications, as well as Telestream's ScreenFlow. You can also export media in WMV Player in demo mode, but the file is either watermarked or limited to 30 seconds.

In most QuickTime applications, choose the Export command to display a dialog similar to this one:



To export a Windows Media file from a QuickTime application:

1. Display the Save exported file (or similarly named) dialog (details directly below).

QuickTime Player. Choose File menu > Export to display the Save exported file as dialog.

Note: You must have QuickTime Pro to use the export option in QuickTime Player.

Final Cut Pro / Final Cut Pro HD and Final Cut Express (HD). Choose File menu > Export > Using QuickTime Conversion to display the Save dialog.

iMovie HD. Choose File menu > Share and click the QuickTime icon at the top of the dialog.

Select Expert Settings from the Compress Movie for pop-up list.

Click Share to display the Save exported File as... dialog.

Discreet Cleaner 6. Make a copy of the default preset.

Select Output on the right.

Select Windows Media from the Format popup list. (Don't select Windows media near the top of window.) Optionally, select Set from the Options button to display the Windows Media Export Settings dialog.

2. Select Movie to Windows Media from the Export pop-up list.
3. Enter a name for the Windows Media file in the Save As field. By convention, you should use the *wmv* extension for video files and *wma* for audio files.
4. Select an encoding profile from the Use pop-up list. See [Encoder Profiles on page 26](#) for more information.
5. Click Options to view or change the current settings. See [Export Settings on page 20](#) for more information.

Note: You can not change the settings in WMV Studio. If you want to customize and save your settings, your must upgrade to WMV Studio Pro or Studio Pro HD.

Export Settings

When you export a Windows Media file, you can click Options in the Save dialog to display the Flip4Mac WMV Export Settings dialog. This dialog allows you to select or edit export settings. How you can export media in Flip4Mac WMV depends on the upgrade you have licensed:

WMV Player. You can export media using free WMV Player (using Export demo settings) with limits. You can export complete WMV files to MOV files, but the file is watermarked. You can also export MOV files to WMV files, but the exports are limited to 30 seconds – the files are not watermarked.

WMV Player Pro. You can export media using WMV Player Pro (which you must purchase) with limits. You can export WMV files to MOV files using QuickTime Pro and all of the QuickTime settings are available. You can export MOV files to WMV files, but the exports are limited to 30 seconds – the files are not watermarked.

WMV Studio. You can export media using WMV Studio (which you must purchase) with limits. You can export WMV files to MOV files using QuickTime Pro and all of the QuickTime settings are available. You can export MOV files to WMV files and you can select from a wide variety of preset encoder profile choices, which cannot be customized.

WMV Studio Pro or Studio Pro HD. When exporting MOV files to WMV format, you can change individual WMV encoder settings and save those changes in a new profile (note the Profiles dropdown list at the top of the Flip4Mac WMV Export Settings dialog). You can also select New Profile from the popup menu (near the bottom of the dropdown list), to create a new, custom interlaced or progressive encoder profile with custom settings. See [Encoder Profiles on page 26](#) for more information. You can also export WMV files to MOV files using QuickTime Pro and all of the QuickTime settings are available.

Video Encoder Settings

Use the Video settings panel to control how the video track is encoded.

Note: *The video settings panel is disabled if your source media does not contain a video track.*



Export using: When checked, the video track is encoded using the selected video codec. If unchecked, the Windows Media file will not contain a video stream.

Note: *Progressive profiles are available in WMV Studio; both interlaced and progressive profiles are enabled in WMV Studio Pro and WMV Studio Pro HD.*

Coding Method. For constant bit rate (CBR) encoding, you enter the desired bit rate and the encoder dynamically adjusts the quality to maintain that bit rate. The encoder maintains the bit rate by adjusting the quality of each frame or by dropping frames completely. The quality setting emphasizes which method the encoder should use. Smoother quality produces better motion, but potentially reduces the quality of each frame. Sharper quality produces better images, but potentially drops more frames.

When selecting variable bit rate (VBR) encoding, you set the desired quality to emphasize smoother or sharper output. Smoother quality produces better motion, but potentially reduces the quality of each frame. Sharper quality produces better images, but potentially drops more frames. During encoding, the bit rate varies, based on the size, frame rate, and complexity of each frame. In two-pass VBR, you can specify the target bit rate, but in one-pass VBR you can not edit the bit rate.

Frame Format. Determines the width, height and frame rate of the encoded video track.

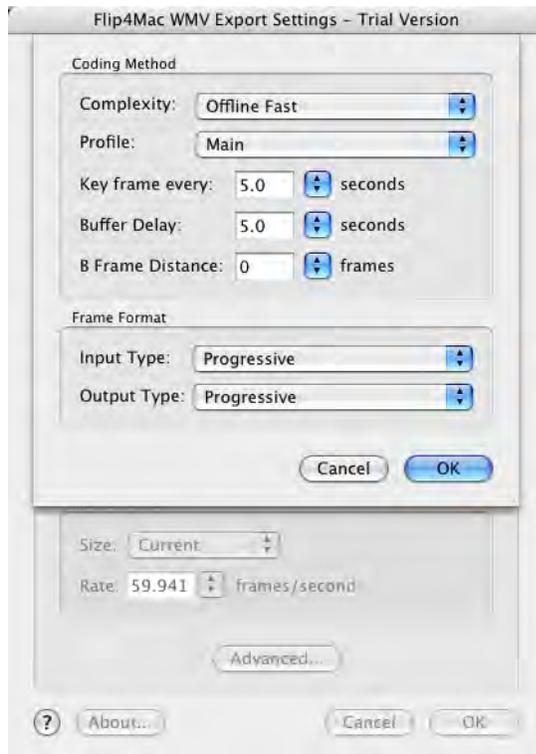
Size: Select Current (same as input), a preset dimension, or Custom from the dropdown list for a custom size.

Rate: Select the number of frames per second from the dropdown list.

Advanced: Click to display the Advanced panel to make special adjustments for encoding.

Advanced Video Settings

When you click Advanced, the Advanced Video Settings panel displays:



Complexity. This setting controls the effort used to identify areas of similarity between consecutive frames. Live modes apply less effort and may sacrifice image quality for encoding speed. Offline modes apply more effort and takes more time to complete, but produce the best image quality.

Profile. Specifies a target application: Simple or Main (WMA 9 Standard), plus Broadcast (WMV 9 Advanced).

The Simple profile targets low-rate Internet streaming and low-complexity applications – mobile communications, or playback of media in personal digital assistants. There are two levels in this profile.

The Main profile targets high-rate Internet applications – streaming, movie delivery via IP, or TV/VOD over IP.

The Broadcast profile is the only profile available for WMV 9 Advanced, and targets broadcast applications.

Key frame every. Specifies the maximum interval allowed between successive key (I) frames.

Buffer Delay. Specifies the duration of the delay buffer used for bit rate control. Longer delays can produce better overall quality (at the expense of larger fluctuations in the bit rate).

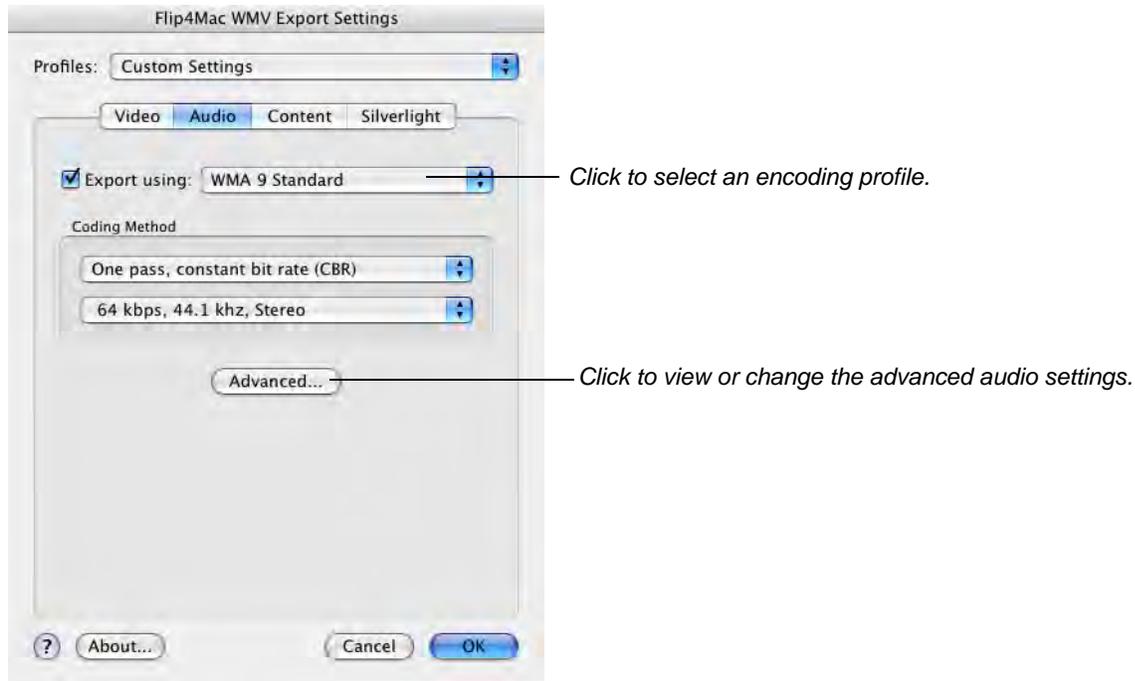
B Frame Distance Delay. The Windows Media video codec employs intra (I), predictive (P) and bidirectional (B) coded frames. This value specifies the number of B frames to insert between successive I or P frames.

Frame Format. Specifies the format of the source (input) video track and the desired format of the encoded (output) video stream. The encoder uses this information to optimize the conversion between interlaced and progressive formats.

Audio Encoder Settings

Use the Audio settings panel to control how the audio track is encoded.

Note: *The audio settings panel is disabled if your source media does not contain an audio track.*



Export using. When checked, the audio track is encoded using the selected audio codec. If unchecked, the Windows Media file will not contain an audio stream.

Coding Method. For constant bit rate (CBR) encoding, you can select the audio format (sample rate and number of channels) and the desired bit rate. The encoder converts the track to that format and dynamically adjusts the quality to maintain the selected bit rate.

For variable bit rate (VBR) encoding you select the audio format and desired quality. During encoding the bit rate will vary based on the complexity of the audio content.

Advanced: Click to display the Advanced panel to make special adjustments for encoding.



Buffer Delay. Specifies the duration of the delay buffer used for bit rate control. Longer delays can produce better overall quality, at the expense of larger fluctuations in the bit rate.

Content Settings

Use the Content settings panel to provide optional metadata:



This information is stored in the Windows Media file and displayed by most Windows Media players.

Silverlight Settings

When encoding media for use with Silverlight, use the Silverlight settings panel to select a Silverlight template.



Select Template. Click to select a Silverlight template.

Copy presentation to unique subfolder. Due to the way QuickTime works, you cannot name the exported media the same as another file that exists. Check Copy presentation to unique subfolder, to create a new folder for the presentation in a new directory named with a date and time stamp.

Note: *If QuickTime prompts you to overwrite an existing file, select No, and change the filename. Attempting to overwrite an existing file when exporting a Silverlight presentation will cause the export to fail at the end of the encoding process.*

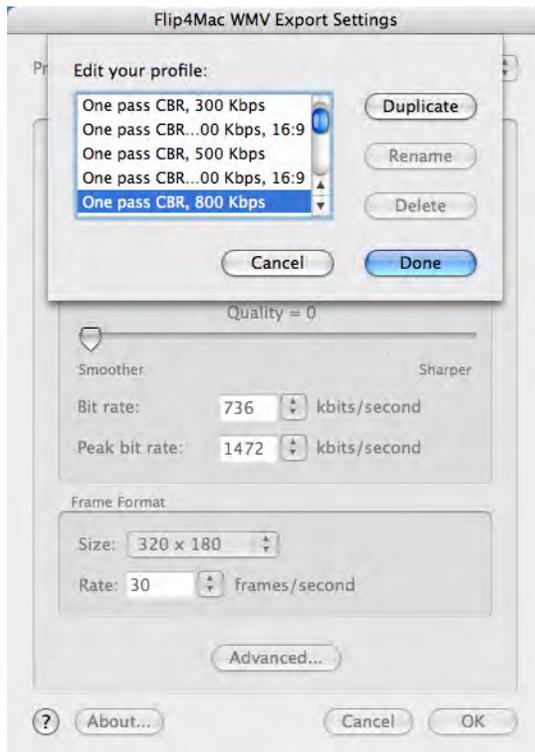
Encoder Profiles

Flip4Mac WMV Studio provides a number of preset audio and video encoder profiles. These presets are designed to meet a wide variety of media distribution needs, including Web streaming, Web download, and desktop presentation.

Creating New, Custom Profiles

When you upgrade to Flip4Mac WMV Studio Pro or Studio Pro HD, you can create your own encoder profiles (a specific set of encoder settings). You can create a new profile from scratch or create one by using an existing preset as a starting point.

If you have upgraded to Flip4Mac WMV Studio Pro HD your custom profiles can employ two-pass encoding and HD video resolutions. Surround sound audio is downsampled to stereo.



To create a new profile:

1. Click Options to display the Export Settings dialog.
2. Select New profile from near the bottom of the Profiles pop-up list.
3. Enter a new name for the new profile and click Done. Your custom profiles display at the top of the list.
4. Use the settings panels to adjust individual video and audio encoder settings. Click OK to save your changes to the new profile.

To create a new profile based on an existing preset:

1. Click Options to display the Export Settings dialog.
2. Select Edit profiles from the bottom of the Profiles pop-up list.
3. Choose an existing profile from the list and click Duplicate.
4. Enter a name for the new profile and click Done.
5. Use the settings panels to adjust individual video and audio encoder settings. Click OK to save your changes to the new profile.

Appendix A: Internet Resources

These Web sites offer additional resources related to Windows Media encoding.

Beyond Basic Encoding

(www.microsoft.com/windows/windowsmedia/knowledgecenter/Videos/beyond_basic_encoding.aspx)

This article takes you inside the encoder to briefly describe what all those mysterious settings do, so you can fine-tune the encoding process to create great-looking videos no matter what tool you use.

Advanced Encoding Techniques with Windows Media 9 Series

(www.microsoft.com/windows/windowsmedia/howto/articles/AdvancedEncoding.aspx)

This document provides information about advanced techniques you can apply when using Microsoft Windows Media Encoder 9 Series to create the best-quality content possible. The target audience for this document are audio and video professionals, and others interested in creating high-quality encoded content.

Support for Windows Media

(www.microsoft.com/windows/windowsmedia/support.aspx)

Here you'll find information about support and resources for Microsoft Windows Media.

Microsoft Silverlight

www.silverlight.net

Here you'll find news and information about Silverlight, and how to get started.

Appendix B: Supported Codecs, Formats, & Protocols

The following audio and video codecs and general file formats can be processed in WMV:

Note: *Windows Media Audio Voice, Windows Media Video Screen (and variants), and Windows Media Video Image (and variants) formats are not supported in WMV.*

Audio Codec

	Play/Import	Export
Windows Media Audio 9 Professional	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Windows Media Audio 9 Lossless	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Windows Media Audio 9 Standard	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Windows Media Audio	<input checked="" type="checkbox"/>	
ISO MPEG Layer 3	<input checked="" type="checkbox"/>	
Microsoft G.726	<input checked="" type="checkbox"/>	
Microsoft IMA ADPCM	<input checked="" type="checkbox"/>	
Microsoft ADPCM	<input checked="" type="checkbox"/>	

Video Codec

	Play/Import	Export
Windows Media Video 9 Advanced (WMVA) – Broadcast Profile	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Windows Video Codec 1 (WVC1)	<input checked="" type="checkbox"/>	
Windows Media Video 9 Standard (WMV3)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Windows Media Video 8 (WMV2)	<input checked="" type="checkbox"/>	
Windows Media Video 7 (WMV1)	<input checked="" type="checkbox"/>	
ISO MPEG-4 V1.1 (M4S2)	<input checked="" type="checkbox"/>	
ISO MPEG-4 V1.0 (MP4S)	<input checked="" type="checkbox"/>	
Microsoft MPEG-4 V3 (MP43)	<input checked="" type="checkbox"/>	
Microsoft MPEG-4 V2 (MP42)	<input checked="" type="checkbox"/>	
Microsoft Motion JPEG (MJPG)	<input checked="" type="checkbox"/>	

File Format

	Play/Import	Export
Advanced Systems Format (ASF)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advanced Stream Redirector (ASX) (ASX Support PDF)	<input checked="" type="checkbox"/>	
Audio/Video Interleaved (AVI) – WMV media wrapped in AVI file format.	<input checked="" type="checkbox"/>	

Network Protocols

You can use MMS-RTSP, MMS-HTTP, HTTP, and FTP with Flip4Mac WMV.

Obtaining Support and Information

To learn more about Windows Media Components for QuickTime and how other digital media enthusiasts are using Flip4Mac WMV, go to www.telestream.net/telestream-support/flip4mac-wmv/support.htm.

When you ask for help or information, please let us know your Mac OS X and QuickTime version, the application you're using with Flip4Mac WMV, the Flip4Mac WMV component you're using, and any other information that you think may be helpful.

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