



Flip4Mac 3.3 User Guide

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Preface

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Telestream, LLC.
848 Gold Flat Road
Nevada City, CA 95959

You can call Telestream, LLC. via telephone at (530) 470-1300.

Telestream Contact Information

To obtain product information, technical support, or provide comments on this guide, contact us using our web site, email, or phone number.

Table 1. Telestream Contact Information

Resource	Contact Information
Telestream Technical Support	Web site: www.telestream.net/telestream-support Support Email: desktopsupport@telestream.net
Flip4Mac Technical Support	Web site: www.telestream.net/telestream-support/flip4mac-wmv/support.htm
Telestream, LLC.	Web site: www.telestream.net Sales and Marketing Email: desktopsales@telestream.net Telestream, LLC. 848 Gold Flat Road Nevada City, CA. USA 95959
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Overview

Introduction

Flip4Mac®

Telestream® Flip4Mac Windows Media Components for QuickTime® allow you to easily play, import and export Windows Media files within most of your favorite QuickTime applications including Microsoft PowerPoint and Apple Keynote. Flip4Mac also includes Flip Player, a multiformat video player that provides high quality video playback and optional premium editing features.

Flip4Mac Products

Flip4Mac Player enables you to play Windows Media files in QuickTime applications and view Windows Media content on the Internet using Safari, Firefox and Google Chrome web browsers.

Flip4Mac Player Pro enables you to import Windows Media files for conversion to other popular formats such as:

- MOV (Final Cut Pro, iMovie)
- MP4 (iTunes, iPod, iPhone, iPad, Apple TV)
- MPEG-2 (Video DVD)
- MP3 and AAC (iTunes, iPod, iPhone, iPad)

Flip4Mac Player Pro also enables additional features in Flip Player such as:

- Visual Cropping
- Visual Scaling
- Rotating
- Trimming
- Advanced playback controls
- iPhone Ringtone export
- ProRes 422 export for Final Cut Pro

Flip4Mac Studio and Flip4Mac Studio Pro HD enable you to create Windows Media files for distribution. These features are available in trial mode in Flip4Mac Player and Player Pro until you're ready to purchase an upgrade. But to export the entire file (beyond the 30 second limit) you must purchase an upgrade directly from within the software by selecting Flip4Mac in System Preferences.

Windows Media Digital Rights Management (DRM)

While the Flip4Mac plug-in provides superior playback performance, it is unable to play content that has been protected using Windows Media Digital Rights Management (DRM).

Topics

[Windows Media® Components for QuickTime](#)

[Feature Comparison](#)

[QuickTime Applications, Compatibility, & Players/Converters](#)

[System Requirements](#)

Windows Media® Components for QuickTime

Telestream® Flip4Mac Windows Media Components for QuickTime® allow you to easily play, import and export Windows Media files within most of your favorite QuickTime applications. Flip4Mac can be used with Flip Player and most of your other favorite QuickTime-compatible applications such as Apple Compressor, iMovie, Keynote, PowerPoint as well as Web browsers such as Safari, Firefox and Chrome. Flip Player works with Flip4Mac components providing an easy to use tool for viewing and exporting media; exact Flip Player features vary depending on which version of Flip4Mac you have.

By upgrading Flip4Mac Player to Player Pro, Studio, or Studio Pro HD, you can also import Windows Media files for editing, and create Windows Media files in SD or HD for distribution. These features are available in demo mode until you are ready to purchase an upgrade to another Flip4Mac edition.

Note: Demo mode is the default mode of operation when using unlicensed software. This results in truncated (or watermarked, for Windows Media) exports.

From Flip Player, you can purchase an upgrade to Flip4Mac by going to Preferences > License, clicking the lock icon at the bottom of the screen to unlock, and then clicking the "Purchase License" button on the screen. Alternately you may also upgrade in Flip4Mac—see [Manually Entering a Serial Number](#) in the Flip4Mac User Guide. Finally, you can also purchase an upgrade online at the [Telestream Store](#).

The easiest way to purchase an upgrade and unlock these features is directly in Flip4Mac (see [Purchase in Preferences](#)).

Licensing Levels

Flip4Mac has four licensing levels: Player, Player Pro, Studio, and Studio Pro HD.

Flip4Mac Player

Flip Player enables you to play Windows Media files (.wma and .wmv) directly in QuickTime applications and view Windows Media content on the Internet using a web browser. You can play everything QuickTime supports by default such as MOV, MP4, H.264, and AAC files. Flip4Mac adds support for WMV and WMA to Flip Player.

Flip Player dynamically fades-in navigation controls, but only when you need them and never on top of your video. With a simple, uncluttered design, Flip Player makes it easy to navigate through your video. You can scrub, fast-forward, rewind, skip, jump or step, without ever obscuring your video content.

For brilliant and distraction-free video playback, use the *Dim Lights* feature to dim the background of your screen. Full pixel-to-pixel fidelity without any scaling or interpolation is also provided.

You can convert your media with easy-to-use export templates optimized for import into applications such as:

- iPhoto
- iPhone
- iPod
- Apple TV

Flip4Mac Player Pro

Flip4Mac *Player Pro* includes all *Player* features, plus it enables you to import Windows Media video and audio for editing or for conversion to other QuickTime formats.

Player Pro enables you to convert Windows Media files to other formats for iPod, iPhone, iPad, Apple TV, iMovie, iPhoto, iTunes or Final Cut Pro. The license will also enable the following editing, exporting, and playback features in Flip Player:

- Scale
- Trim
- Crop
- Rotate
- Save As
- Revert
- Export to Final Cut Pro ProRes
- Export to iPhone Ringtone
- Slow Motion Playback

- JKL Controls
- Comma/period frame stepping

Flip4Mac Studio

Flip4Mac *Studio* includes all *Player Pro* features, plus it enables you to create Windows Media files by exporting video and audio from a QuickTime application.

You can export Windows Media directly from QuickTime applications including Flip Player, QuickTime Player 7 Pro, Final Cut Pro 7, and Final Cut Pro X (using Compressor). You can also export Window Media from Telestream's ScreenFlow and it enables you to create your own standard definition, one-pass encoding progressive and interlaced profiles. The export process is simplified by using a variety of preset encoding profiles to meet most needs, which cannot be modified. (See [Telestream Store](#).)

Note: To export WMV from Final Cut Pro X, you must do so via Final Cut Compressor. (see: http://www.telestream.net/pdfs/app-notes/app_Flip4Mac_FinalCutPro.pdf)

Flip4Mac Studio Pro HD

Flip4Mac *Studio Pro HD* includes all *Studio Pro* features, plus it adds the ability to create high-definition video and two-pass HD encoding profiles. The WMV 9 Advanced Video codec, WMA 9 Professional codec, and WMA 9 Lossless audio codec are also available.

Note: License badges are used in this User's Guide when a feature requires a license level above the free player:

PRO

STUDIO

STUDIO PRO HD

Feature Comparison

Use these tables to determine which features are provided at each license level (basic and upgrades). One-pass standard definition encoding presets are provided on all license levels. However, Studio Pro HD also enables you to create custom two-pass high definition presets.

Table 2. Flip Player Import and Export Features at each License Level

License	Features	Restrictions
Player	<ul style="list-style-type: none"> • Playback 	<ul style="list-style-type: none"> • Video and audio watermarks on Windows Media file conversions to MOV files. • Windows media exports truncated to thirty seconds. If the source file is less than thirty seconds, it is truncated to half the duration.

Table 2. Flip Player Import and Export Features at each License Level

License	Features	Restrictions
Player Pro	<ul style="list-style-type: none"> • Playback • Importing (Transcoding from WMV) 	<ul style="list-style-type: none"> • Windows Media exports truncated to thirty seconds. If the source file is less than thirty seconds, it is truncated to half the duration. • Only one-pass encoding presets available. • Only standard-definition encoding presets available.
Studio	<ul style="list-style-type: none"> • Playback Importing (Transcoding from WMV) • Exporting • (Transcoding to WMV) • Custom settings available 	<ul style="list-style-type: none"> • Only one-pass encoding. • Only standard-definition encoding. • Custom settings available • WMV 9 Advanced not available. • WMA 9 Professional and WMA 9 Lossless not available. • Unavailable 4:3 frame sizes: 960 x 720, 1280 x 1080 • Unavailable 16:9 frame sizes: 960 x 540, 1280 x 720, 1920 x 1080 • Maximum 48 kHz audio in exports.
Studio Pro HD	<ul style="list-style-type: none"> • Playback • Importing • Exporting • Creating Custom Presets • Two-Pass Encoding • High Definition Exports • WMV 9 Advanced • WMA 9 Professional • WMA 9 Lossless • Up to 96 kHz audio • Variable Bit Rate (VBR) encoding methods are available. 	<ul style="list-style-type: none"> • No restrictions.

Table 3. Flip Player Application Features at each License Level

License	Features	Restrictions
Player	<ul style="list-style-type: none"> • Playback 	<ul style="list-style-type: none"> • Editing (crop, rotate, trim, and scale) can be performed in the Flip Player, but not saved or exported. • Slow motion playback is not available. • iPhone Ringtone exports are not available. • Final Cut Pro exports are not available. • Frame stepping using comma and period keys is not available. • JKL keyboard controls are not available.

Table 3. Flip Player Application Features at each License Level

License	Features	Restrictions
Player Pro	<ul style="list-style-type: none"> • Playback • Editing • Slow Motion Playback • iPhone Ringtone Exports • Final Cut Pro Exports • Command/Period Frame Stepping • JKL keyboard controls are available. 	<ul style="list-style-type: none"> • Windows media exporting requires Flip4Mac Studio or Studio Pro HD

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

Table 4. Flip4Mac Features

Features	Player	Player Pro	Studio	Studio Pro HD
Play Windows Media in Quicktime	✓	✓	✓	✓
Includes Flip Player multiformat video player. High quality video playback in a wide range of file formats with playback and premium editing features.	✓	✓	✓	✓
Import WMV and WMA files for conversion to QuickTime and QuickTime compatible formats		✓	✓	✓
Export WMV using fixed preset encoding profiles (SD, 1-pass encoding) up to 768x576			✓	✓
Export WMV using HD, 2-pass VBR encoding with pro audio up to 1920x1080				✓

QuickTime Applications, Compatibility, & Players/Converters

In general, QuickTime-based OS X applications can use Flip4Mac.

Here is a list of common applications that enable you to import, play, and export Windows Media:

- Compressor 3 and 4 (Compressor 4 recommended for Final Cut Pro X)
(See: http://www.telestream.net/pdfs/technical/Flip4Mac_FCP-X_Compressor-4.pdf)
- see Sandy about “Link to PDF” in above?
- Episode 5 and higher
- ScreenFlow 1.5 and higher
- QuickTime Player 10
- QuickTime Player 7 Pro
- PowerPoint
- Keynote
- Mail
- iMovie '11
- Flip Player
- Safari
- Firefox
- Chrome

System Requirements

The operating system requirement is: OS X 10.6.8, and and later.

Installing and Upgrading

Introduction

This section will demonstrate how to install, remove, update, and customize Flip4Mac.

Note: Installers are available on Telestream.net for installing Flip4Mac and Flip Player together.

Topics

[*Installing Flip4Mac*](#)

[*Uninstalling Flip4Mac*](#)

[*Web Browser Support*](#)

[*Upgrading Flip4Mac*](#)

[*Checking for Updates to Flip4Mac Player*](#)

[*Manually Entering a Serial Number*](#)

[*Deactivating a Serial Number*](#)

[*Activating a Serial Number*](#)

Installing Flip4Mac

To install Flip4Mac, you must be logged on as a user with administrator rights, and you must provide your administrator name and password during installation. Quit all QuickTime applications (Safari, Firefox, Google Chrome, Flip Player, QuickTime Player, etc.) and follow these steps:

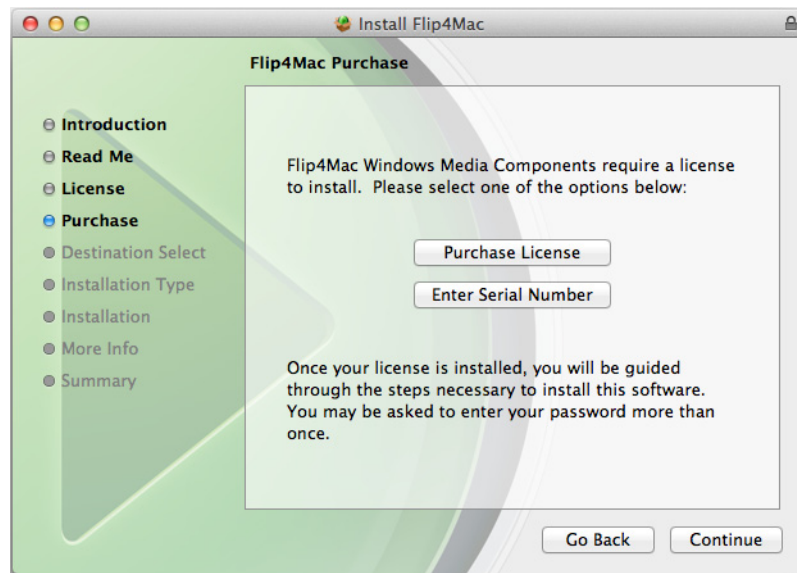
1. Download the DMG file from the Web site or obtain it on media.
2. Locate the DMG file (in your Downloads folder, if you obtained it from the Web).
3. Double-click the disk image file to mount the disk image.

4. Double-click *Flip4Mac.pkg* icon, and follow the steps to install Flip4Mac software.

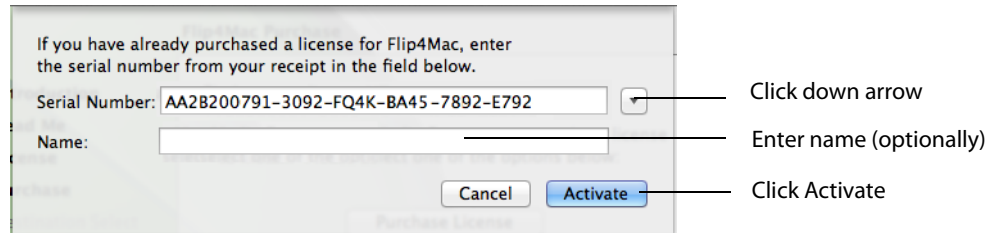


Note: If you want an upgrade license for Flip4Mac, you can purchase one during installation.

5. You will be asked to enter your license serial number or purchase a license from the Telestream Web site, if you do not have a Flip4Mac license, or if your license has been deactivated.

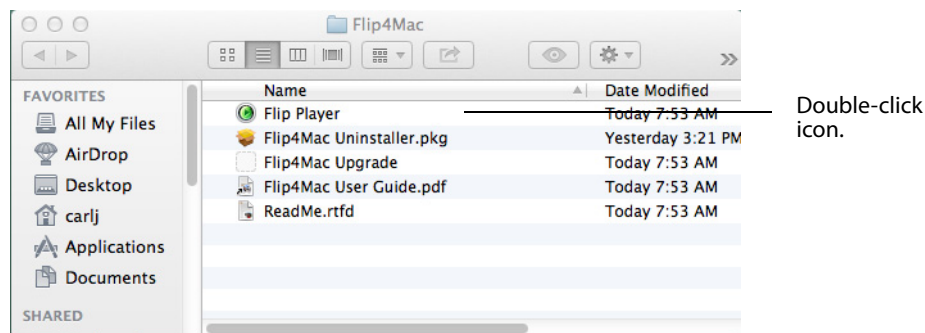


6. If you select *Enter Serial Number*, a dialog box for entering your serial number displays. If your serial number has a name associated with it, you can (optionally) enter that name.



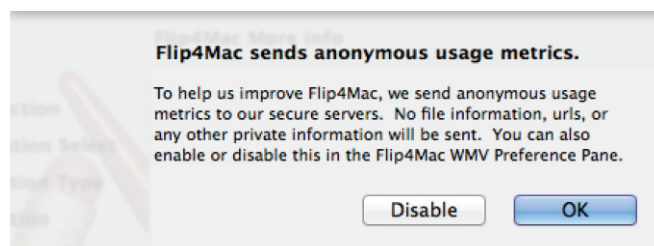
7. Relaunch your Web browser and QuickTime applications.

You can run Flip4Mac at any time by double-clicking the Flip Player application icon. You can drag the icon to your dock for easy access in the future.



Note: Flip Player is not available when installing on OS X 10.6.8. Instead, the WMV Player application is provided.

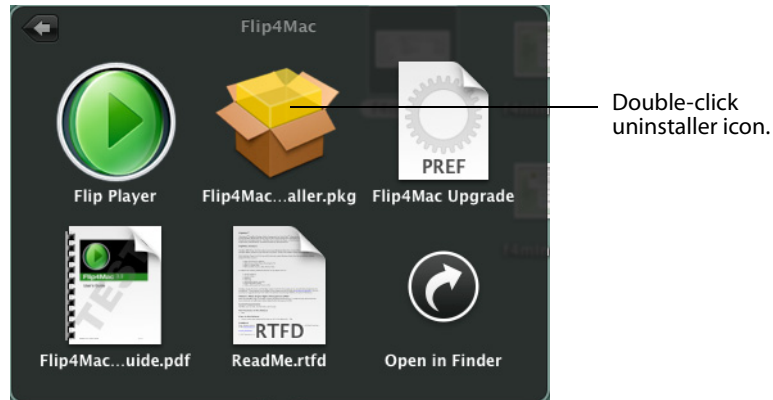
When the installer reaches the *More Info* step, it will display a message asking if it is OK for Telestream to send anonymous usage information to its secure server. The purpose of sending this data is to make Flip4Mac a better product by examining how our services are utilized. If you do not want this information sent, click *Disable*, otherwise click *OK*.



Uninstalling Flip4Mac

To remove Flip4Mac from your computer, follow these steps:

1. In the Finder, open the *Applications > Flip4Mac* folder.
2. Double-click *Flip4Mac Uninstaller.pkg* icon and follow the instructions.



3. Relaunch your Web browser and QuickTime applications.

Note: The uninstaller does not remove the serial numbers you have purchased.

Web Browser Support

Flip4Mac includes a Web browser plug-in that plays Windows Media streams directly in Safari and other Web browsers. The Flip4Mac plug-in is enabled by default when it is installed.

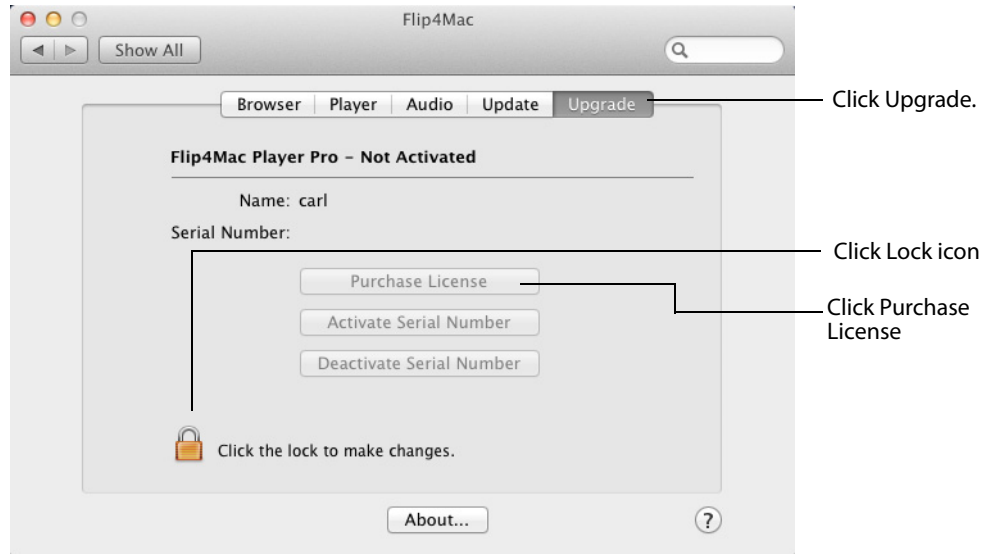
Upgrading Flip4Mac

Upgrading Flip4Mac unlocks certain features which enable you to import Windows Media files for editing and create Windows Media files for distribution. You do not need to download a new version. When you upgrade you will be given a new license that will unlock your newly purchased features.

Purchase in Preferences

The easiest way to upgrade is to purchase a serial number directly in Flip4Mac.

Open System Preferences (under the Apple menu), click the Flip4Mac icon to display Preferences, and then click the *Upgrade* tab. Click the lock at the bottom of the window and enter your password to unlock the panel, then click *Purchase License*.



When the purchase is complete, your serial number is automatically entered and activated on your computer, and the new features are accessible the next time you launch a Flip4Mac-enabled application. Save this email in case you need to re-install the software or re-enter the serial number. See [Manually Entering a Serial Number](#) for step-by-step instructions.

Purchase Online at the Telestream Store

If you installed Flip4Mac Player on a computer without Internet access, you can purchase an upgrade by visiting the [Telestream Store](#) on another computer. When the purchase is complete you'll receive an email containing your serial number. Review the [Manual Activation Guide](#) (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.

Checking for Updates to Flip4Mac Player

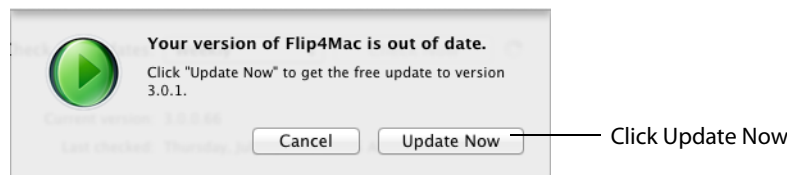
To use System Preferences to check for software updates manually (or at scheduled intervals), follow these steps:

1. Select *System Preferences* (under the Apple menu) and click the Flip4Mac icon, then click the *Update* tab.

2. To change the interval at which Flip4Mac checks for updates, choose Daily, Weekly, Monthly or Never from the *Check For Updates* menu.



3. If an update is available, you'll be notified. If a notification displays, click *Update Now*.



Manually Entering a Serial Number

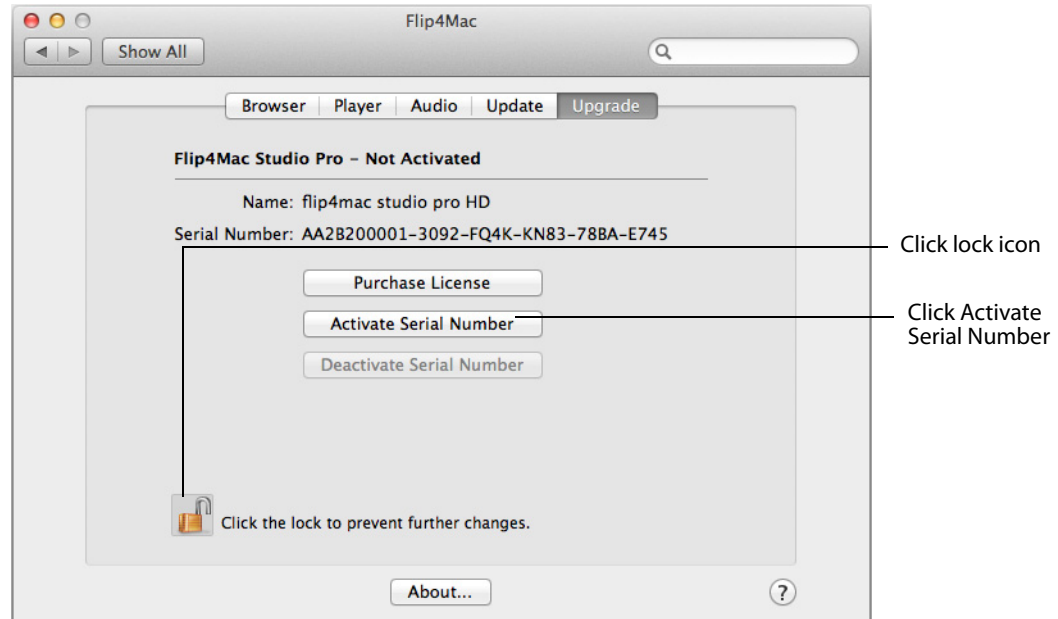
If your computer is connected to the Internet and you purchased an upgrade via the Telestream Store online, you may use the email receipt (which contains your serial number) to manually activate Flip4Mac. Manual activation is also used for activating a serial number in Flip4Mac on another Mac.

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

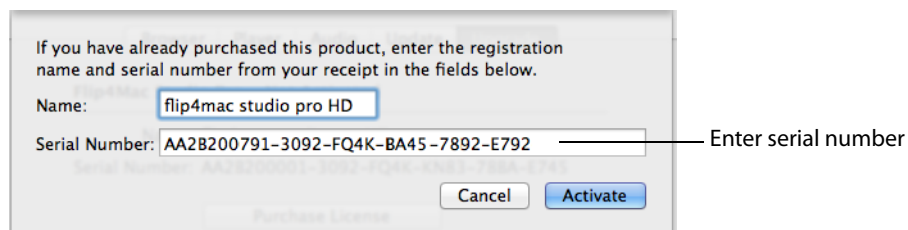
Note: If your Mac does not have Internet access, do not use this process. Instead, use a separate computer with Internet access to open the [Manual Activation Guide](http://www.telestream.net/pdfs/user-guides/Manual_Activation_Guide.pdf) on the Telestream Web site (www.telestream.net/pdfs/user-guides/Manual_Activation_Guide.pdf)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

1. Select *System Preferences* (under the Apple menu) and click the Flip4Mac icon, then click the *Upgrade* tab.

2. Click the lock icon, enter your administrator name and password, and then click OK to enable the Serial Number button. Click *Enter Serial Number* to enter your serial number.



3. When the Serial Number dialog displays, enter the registration serial number exactly as it exists in your receipt email. (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. The Name field is optional except for users with very old serial numbers. Click *Activate* when finished.



Note: If you experience problems activating, contact Telestream Customer Support at: desktopsupport@telestream.net or 877-681-2088.

4. When the serial number is entered correctly, the Activate button is enabled, and you can click *Activate*. The Telestream Store is contacted and activates the serial number for your computer.
5. The Flip4Mac software will be upgraded and the enhanced features will be available to compatible QuickTime-applications.

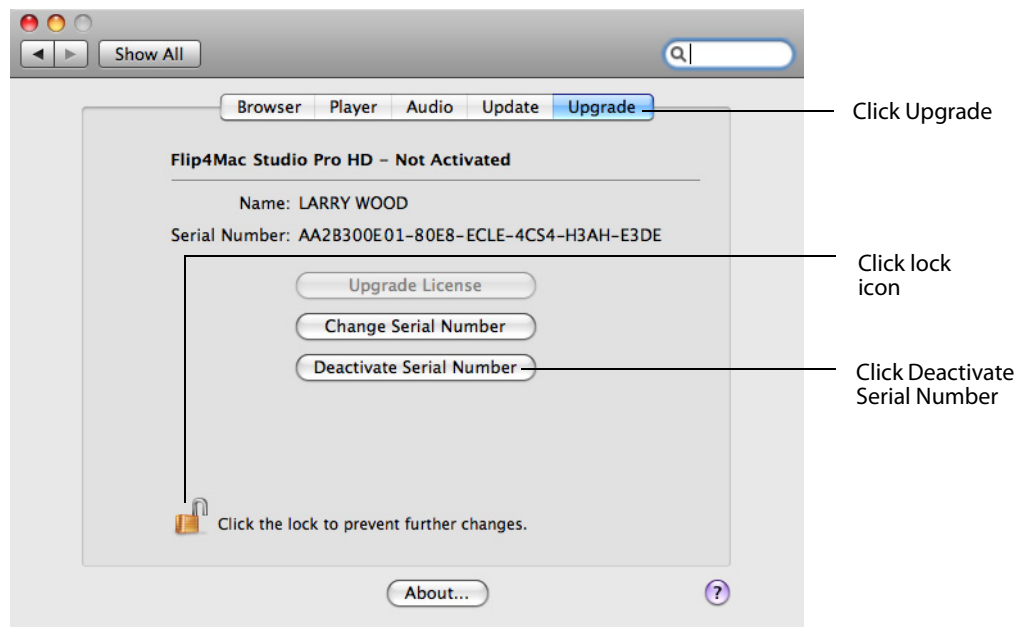
Note: For Flip4Mac to work correctly, you must relaunch your Web browser and all QuickTime applications.

Deactivating a Serial Number

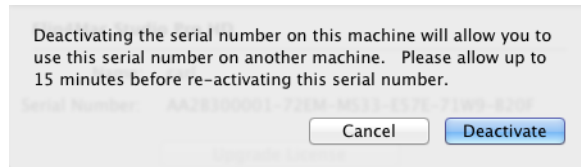
A Flip4Mac serial number can only be active on one computer at a time. But, you can enter it on multiple computers (see [Manually Entering a Serial Number](#)), making it available on many. Before activating Flip4Mac on a different computer, you must deactivate where ever it is currently activated. In other words, you can deactivate it and then activate it elsewhere as needed. (See [Activating a Serial Number](#).) This makes the use of the serial number more flexible, and avoids unnecessarily purchasing extra licenses.

To deactivate a Flip4Mac serial number on a particular computer follow these steps:

1. Select *System Preferences* (under the Apple menu) and click the Flip4Mac icon, then click the *Upgrade* tab.
2. Click the lock icon and enter your administrator name and password and click OK to enable the buttons. Click *Deactivate Serial Number*.



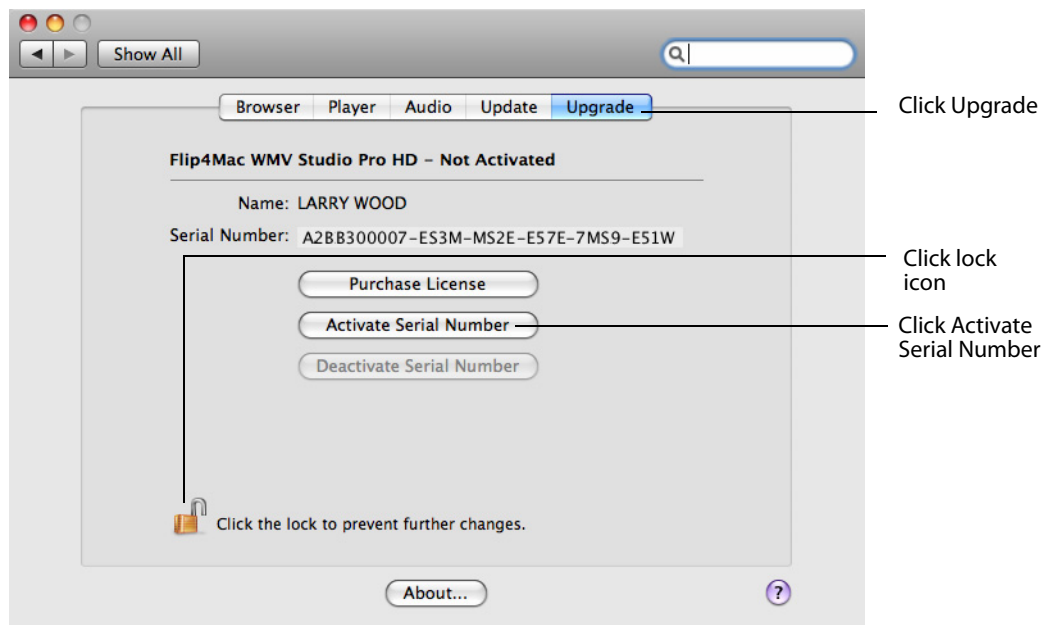
3. When the dialog box displays, click *Deactivate* to deactivate your serial number on your computer (which must have Internet access). This enables you to activate this same serial number on another computer.



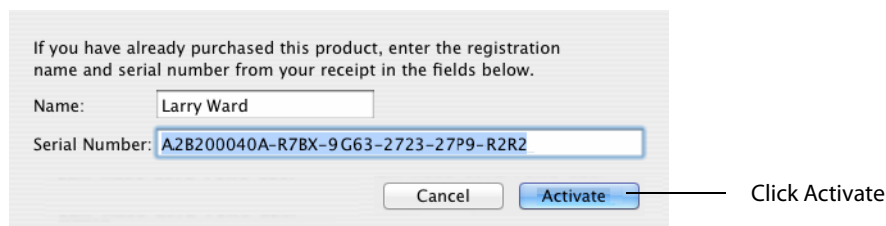
Activating a Serial Number

If you previously deactivated a serial number to make it available on another computer, you can activate it by following these steps:

1. Select *System Preferences* (under the Apple menu) and click the Flip4Mac icon, then click the *Upgrade* tab.



2. When the Serial Number window displays, click *Activate*. The Telestream Store is contacted and your serial number is activated on your computer.



Flip Player

Basic Features

Introduction

This section presents the basic features of Flip Player which is a stand-alone application from Flip4Mac. Available only in OS X 10.7 and later.

Topics

[Starting Flip Player](#)

[Opening Media with Flip Player](#)

[Editing Media Files](#)

[Movie Playback and Editing Controls](#)

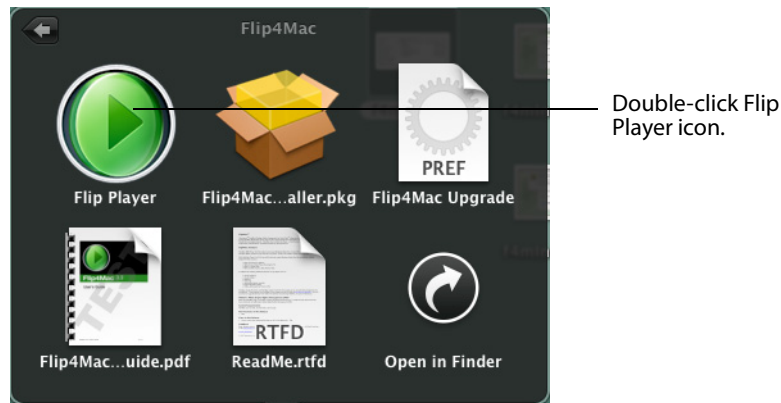
[Setting Audio Volume and Muting](#)

[Viewing Controls](#)

Starting Flip Player

Note: Flip Player is not available when installing on OS X 10.6.8. Instead, the WMV Player application is provided.

To start Flip Player, double-click the *Flip Player* icon.



When the Welcome window displays, click Open Other and navigate to the media file you want to open. Or, if you have already opened media files in the past, you can select one from the list of Recent Medias and click Open.



Opening Media with Flip Player

When Flip Player is installed, Windows Media files become automatically *associated* with Flip Player. When you open a Windows Media file, Flip Player is automatically launched and plays that file.

To manually associate a Windows Media file with Flip Player hold down the control key and click the file icon in Finder (or right-click) to display the shortcut menu, then select *Open With > Flip Player*. Finder changes the file association and opens the file.

To permanently change the file association, select a file in Finder, right-click and select *Get Info*, click *Open With*, choose *Flip Player*, then click *Change All*.

Other media file types, in addition to Windows Media, can also be opened and played similarly. (See the list of [Supported Codecs, Formats, & Protocols](#).)

For convenience, you can add the Flip Player application to your dock by dragging it from the Applications folder. To open other Windows Media files, drag and drop them onto the Flip Player icon.



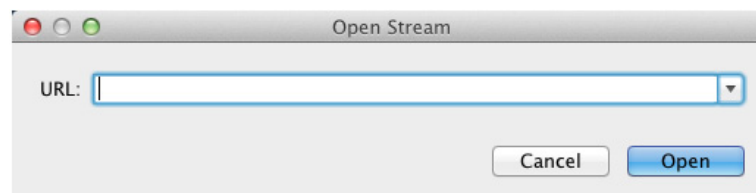
Drag and drop Windows Media files onto the Flip Player icon

Opening a video file

Select *File > Open File*, or press the command + O keys, to open a media file in Flip Player. When the Open dialog box displays, navigate to the file you want to open and click *Open*. Click *Cancel* if you decide to not open any media files. The file navigation window provides a variety of display and sorting options, accessed by clicking the icons at the top of the window.

Opening a Movie Stream

To open a movie stream in Flip Player, select *File > Open Stream*, enter a valid URL for the movie source then click *Open*.



Opening Recent Media Files

You can re-open previously opened media files by selecting *File > Open Recent*. This displays your most recently accessed media files. Every time a file is opened or saved it is entered into the list.

Note: The number of recent items is dependent on the user's settings in the General pane of the System Preferences.

Simultaneously Playing Multiple Movies

You can have more than one Flip Player window open at a time.

To open more than one Flip Player window, do one of the following:

- Double-click another video file.
- Control-click (or right-click) a movie file and then select *Open With Flip Player*.

When you have more than one Flip Player window open, the audio plays only on the active (top) window.

Editing Media Files

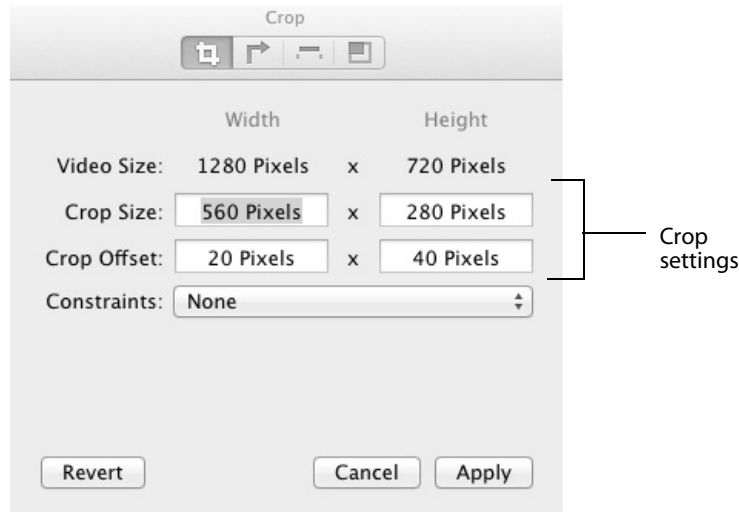
The Edit Menu offers selections for Undoing or Redoing your most recent actions, plus editing of video and audio content.

Edit	Control	Audio	View	Exp
Undo				⌘Z
Redo				⇧⌘Z
Cut				⌘X
Copy				⌘C
Paste				⌘V
Paste and Match Style				⇧⇧⌘V
Delete				
Select All				⌘A
Select None				
Crop				⌘K
Rotate				⌘R
Trim				⌘T
Scale				⌘G
Special Characters...				⇧⌘T

Cut, Copy, Paste, Delete, and Select All can be used when in Trim mode for basic video clip editing. You can also cut, copy, and paste between multiple video clip files. Crop, Trim, Rotate, and Scale are editing functions to edit the movie clip itself; these functions are described in the topics that follow.

Cropping the Movie Frame PRO

The crop tool enables you to use just a portion of the visible picture. You might use this to make the picture frame smaller for fitting in a Web window application, or for fitting a 4:3 or 16:9 aspect ratio that is sized smaller than the existing frame geometry. You can access the crop tool by selecting *Edit > Crop*, or by pressing the command + K keys.



The crop tool enables you to set the crop size, crop offset, and constraints (full screen, wide screen, or none). The settings selected in the crop settings window above are manifested in the video screen shown below. Each of the four settings represents one of the cropping edges.



Crop Offset Width is the amount of pixels that the selection is offset from the left side of the frame.

Crop Size Width is how wide the crop selection is in pixels.

Crop Offset Height is the amount of pixels that the selection is offset from the bottom of the frame.

Crop Size Height is how tall the crop selection is in pixels.

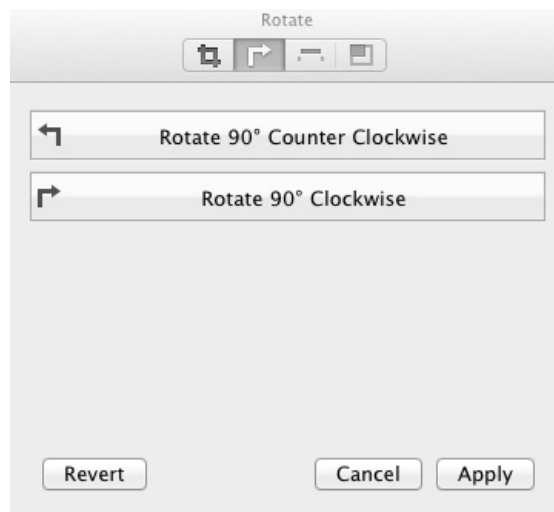
When you enter a new value, the screen will adjust its cropping frame when you enter another setting field. You can also click and drag on any of the handles of the crop selection to resize it, or in the center to move it.

Note: Do not click *Apply* or press the Enter key until you have made all your cropping settings.

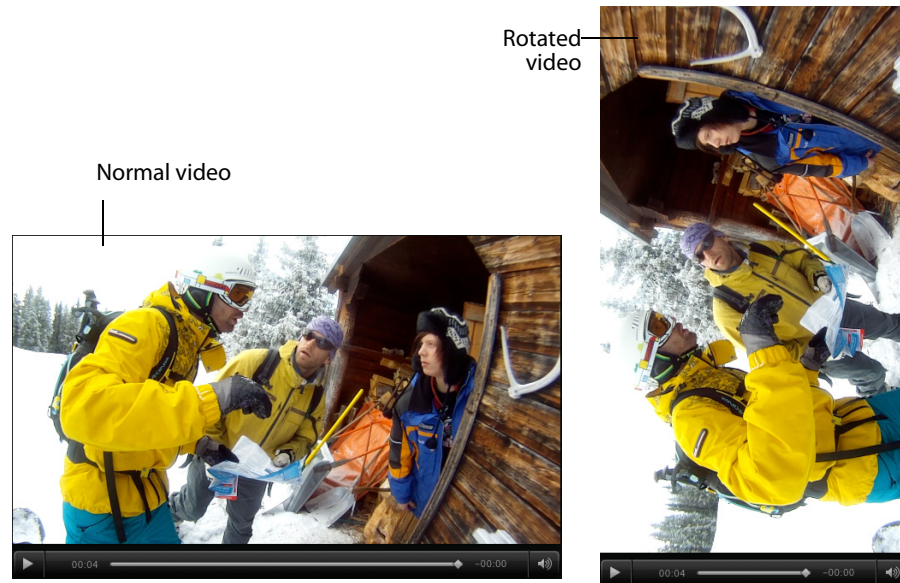
Once you are satisfied with the crop area selected, click *Apply* to implement your settings. Or, you can click *Cancel* to discard your changes. Once applied, you can re-enter the crop settings window and make cropping changes. Clicking *Revert* undoes all edits and restores the video to its original size. Revert cannot be undone.

Rotating the Video **PRO**

You can change the orientation of a video by rotating it 90, 180, or 270 degrees. To rotate a video, open the rotation settings window by clicking *Edit > Rotate* or by pressing the command + R keys.



The rotate window enables you to rotate the video either clockwise or counter-clockwise by 90 degrees. Shown below is the result of a counter-clockwise rotation.



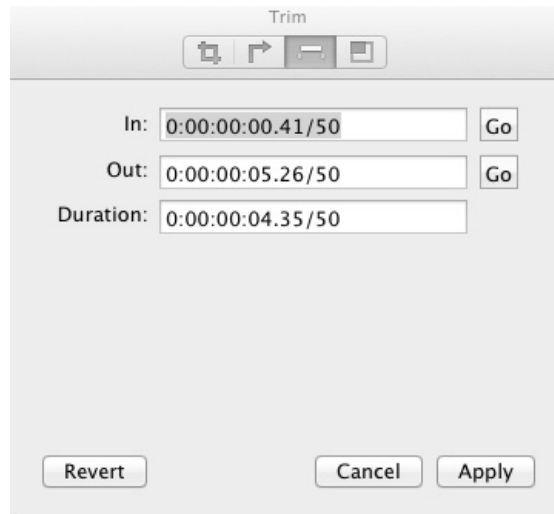
Multiple clicks of either rotation button causes additional rotations of the video. After rotating, click *Apply*, or press the Enter key, to implement your settings. Click *Cancel* to discard your changes. Once applied, you can re-enter the rotation settings window and make changes. Clicking *Revert* undoes all edits and restores the video to the way it exists in the file when it was first opened. Revert cannot be undone.

Trimming the Video **PRO**

You can choose where a video clip begins and ends by setting trim points. Select *Edit > Trim*, or press the command + T keys, to open the trim settings window. The time format is: days, hours, minutes, seconds, fractional seconds, and scale (d:mm:hh:ss.ss/scale).

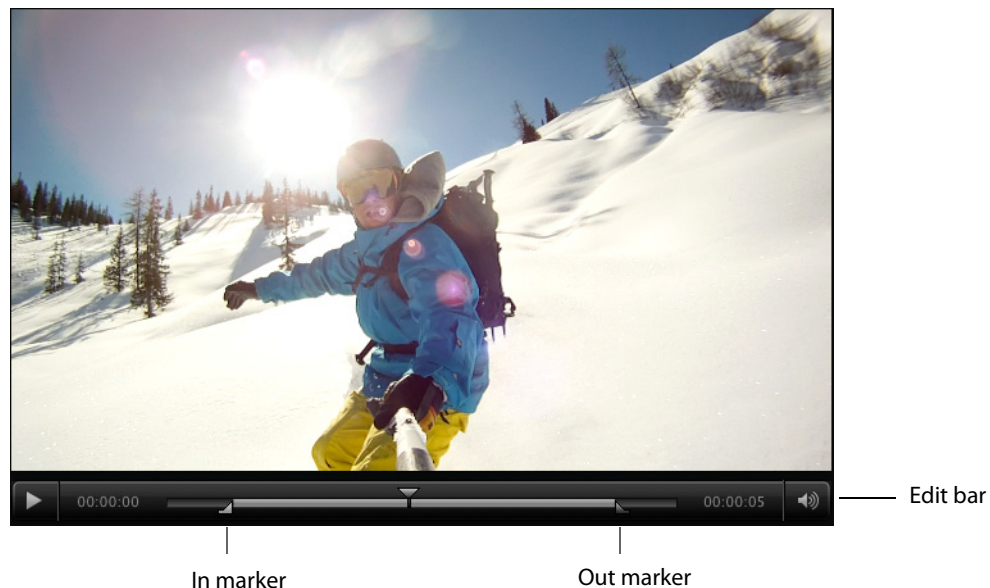
You can also enter partial values and have the rest filled in automatically, such as entering 30 for thirty seconds. However, you should make sure the scale is the same for all three fields, otherwise the calculations might not be what you expect (10.00/50

would be the same as 20.00/100). *Scale* is not the frame *rate*, even though it looks similar.



Enter a start time for the *In* marker and click *Go* to set the marker. Then enter an end time for the *Out* marker and click *Go* to set that marker. You can also set in and out markers by sliding them in the edit bar below the video.

To select a portion of a movie, move the *In* and *Out* selection markers or use the “I” and “O” keys on your keyboard. The lighter colored area between the two markers indicates the selected portion. To fine-tune the selection, select a marker and move it with the arrow keys.

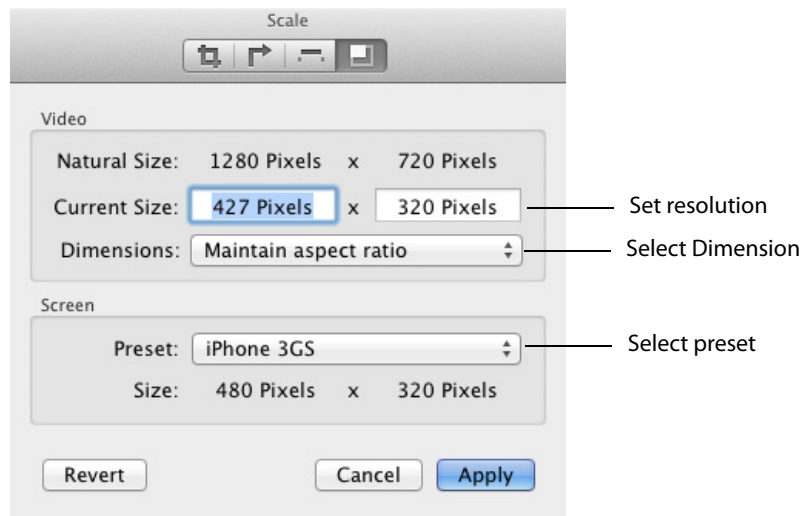


Cut, Copy, Paste, Delete, and Select All can be used when trimming video clips. Select the portion of the clip you want to Cut, Copy, or Delete, then select the Paste to place it in your target location. You can also cut, copy, and paste between multiple movies.

After trimming, click *Apply*, or press the Enter key, to implement your settings. Click *Cancel* to discard your changes. Once applied, you can re-enter the trim settings window and make changes. Clicking *Revert* undoes all edits and restores the video to its original length. Revert cannot be undone.

Scaling Picture Resolution **PRO**

You can scale the picture (and optionally change the aspect ratio) for different devices or applications. Select *Edit > Scale*, or press the command + G keys, to display the scale settings window. In this window you can set the video resolution by entering the pixel size for the video height and width. You can also choose if the aspect ratio will be maintained or not in the Dimensions menu.



The Scale settings window displays the Natural Size (original size) and Current Size in pixels. If *Maintain aspect ratio* is selected, re-sizing will keep the aspect ratio intact as you change the size of the video. You cannot scale less than 240 x 240.

A variety of screen presets are available from the *Preset* menu. When a selection is made, the video re-sizes accordingly. Here are the available presets:



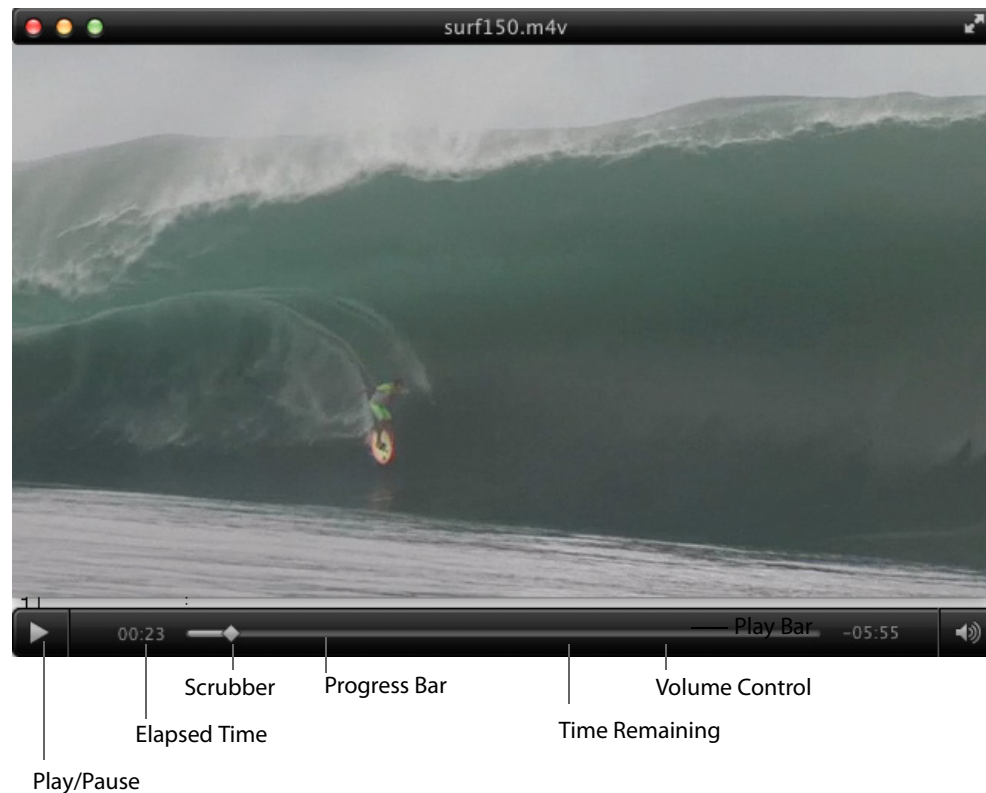
After scaling, click *Apply*, or press the Enter key, to implement your settings. Click *Cancel* to discard your changes. Once applied, you can re-enter the scale settings window and make changes. Clicking *Revert* undoes all edits and restores the video to its original size. Revert cannot be undone.

Movie Playback and Editing Controls

Flip Player provides a variety of Control menu options and a Play Bar to allow you to move around within the movie for viewing or editing.

Play Bar

The features of the Play Bar are shown below.



Play/Pause Click to play the video; click again to pause it.

Note: In addition to clicking Play/Pause on the Play Bar, you can also play and pause by pressing the spacebar. It acts as a toggle between play and pause modes.

Elapsed Time Displays time the video has been playing.

Scrubber Click and slide to change the location in the video you are viewing. You can also click on any position in the scrubber to jump the play head to that location.

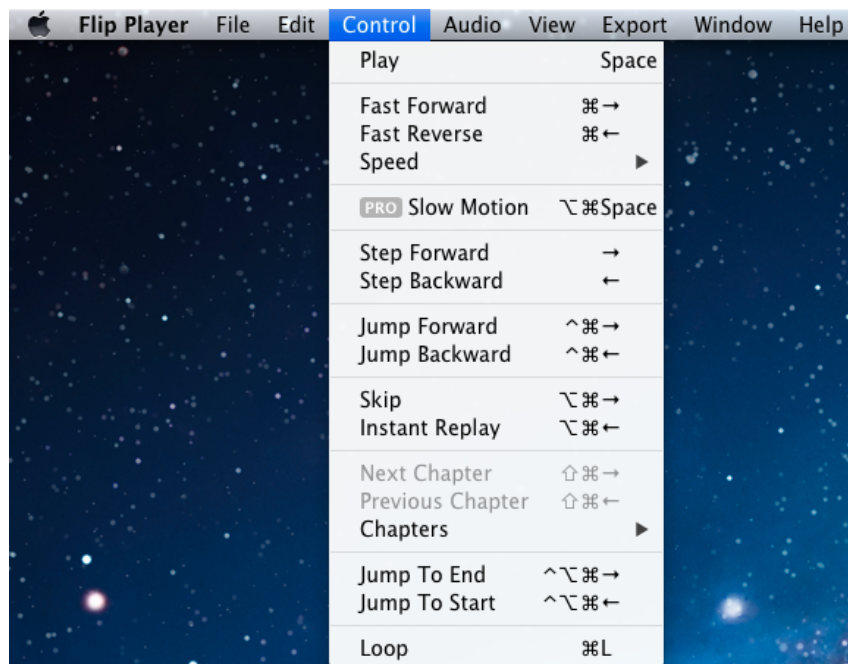
Progress Bar The progress bar indicates how much of the media has been downloaded.

Elapsed Time Displays time remaining for the video to play.

Volume Control Click to display a volume control slider.

Play Controls

To access Control selections, select the *Control* menu. Control features include: Play, Fast Forward/Reverse, Slow Motion (Flip Player *Pro* only), Step, Jump, Skip, Instant Replay, Chapter selection, and Loop.



Play Click *Play* to begin playing your video. The word *Play* changes to *Pause* while playing media.

Fast Forward/Reverse Fast Forward speeds up playback and Fast Reverse plays backward rapidly. This enables you to move quickly to other locations in the video. Repeated clicks cause increased speeds (2x, 4x, etc.) of forward and reverse.

Speed Speed enables you to set the playback speed in increments of 1x, 2x, 4x, 8x, 16x, 32x, and 64x. When playing, the playhead displays the speed selected.



PRO

Slow Motion Enables you to playback video at one fourth of normal playback speed. This feature is only available in the *Pro* (or above) version of Flip Player. Slow motion also available when pressing L and K keys together (forward slow motion) or J and K keys together (reverse slow motion).

Step Forward/Backward Step Forward moves the video one frame forward; Step Backward moves it one frame backward. You can also press the right and left arrow keys, or the comma and period keys to step forward and backward.

Jump Forward/Backward Selecting Jump forward or backward results in moving 10 seconds ahead or behind in the video.

Jump To End/Start Jump To End moves the video to the last frame; Jump To Start moves it to the first frame. If the video is paused, it will remain paused after the jump is executed.

Skip Skip enables you to jump forward 30 seconds into the video.

Instant Replay Instant Replay enables you to jump backward 8 seconds in the video. If video is playing, it will jump back and continue playing; if paused, it will jump back and stay paused.

Previous/Next Chapter Moves from the current location in the video to the previous or next chapter.

Chapters Moves to the chapter selected in the chapter list.

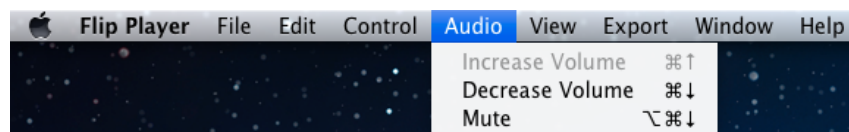


Note: The Chapter menu items (Next Chapter, Previous Chapter, and Chapter) are only enabled if the video has chapter markers embedded in it. If no chapter markers are present, the menu items are greyed out. Chapter markers are sometimes embedded in longer movie clips to divide sections of the media topically or by edit points.

Loop Enables you to play a video repeatedly. If Loop is selected, the movie will play again from the beginning whenever it reaches the end.

Setting Audio Volume and Muting

Flip Player enables you to change playback volume. From the Audio menu select *Increase Volume* to increase the volume of the video, select *Decrease Volume* to decrease it, and select *Mute* to silence it entirely.



Viewing Controls

Flip Player provides a number of viewing controls: full screen display, Flip Player window highlighting, screen sizing, and aperture control.

Full Screen Display

You can set the screen so that only the movie is visible. This presentation setting is called *Full Screen* mode. (You can also size the movie player so it will play at whatever screen size you need.)

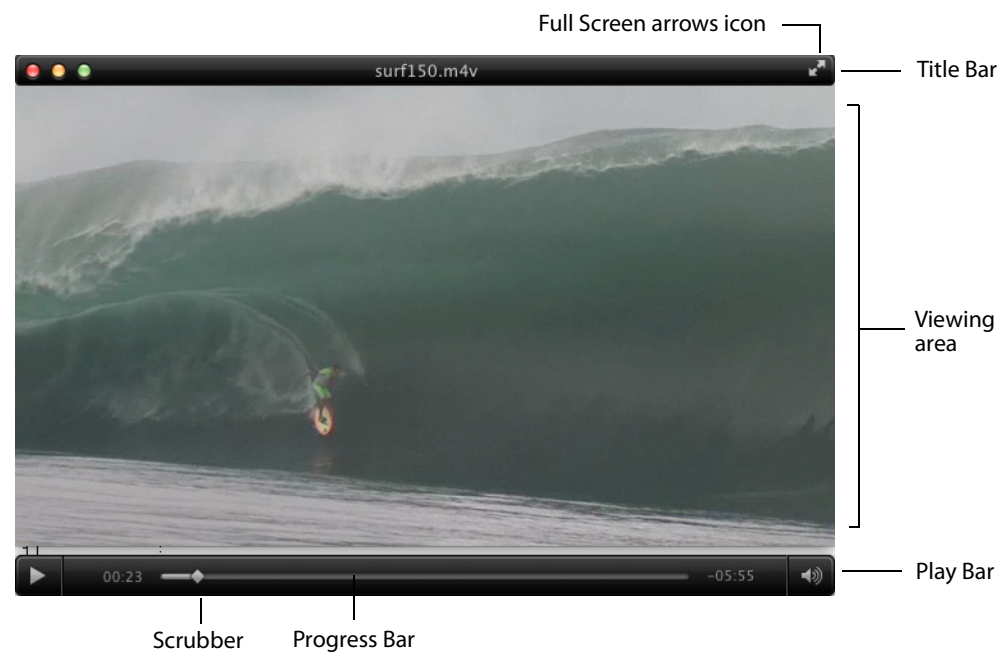
To play a movie at full screen, do one of the following:

- Select *View > Enter Full Screen*.
- Press the *command + F* keys.
- In the Flip Player screen, click on the Full Screen arrows icon in the top right hand corner

To quit Full Screen mode, press the *esc* key, or press the *command + F* keys.

To adjust the picture to fit your screen, move the pointer to any corner of the active picture area, click to select the corner, and then drag the corner to the needed size.

Note: You must click on the corner of the *viewing area* of the screen—not on the Title Bar or Play Bar—to resize the movie player.



Note: As long as *Full Screen* is selected, you can make hidden controls appear by moving the cursor over the video. However, the Play Bar can be made visible by moving the cursor over the video at any time, whether in full screen or not. The Title Bar will not appear in Full Screen or edit modes.

Highlighting the Flip Player Window

To make viewing the Flip Player player window easier when you have lots of windows open, select *View > Dim Lights*. This isolates the Flip Player player window visually from all others on the desktop by fading everything else to a dark gray. Select *Dim Lights* again to disable this feature.

Screen Sizing

Flip Player lets you adjust the size of the video display by providing four sizes: Half Size, Actual Size, Double Size, and Fit To Screen. Actual Size is a combination of the dimensions of the video essence in the file, the aperture mode, any scale edits, any crop edits, and any rotation edits. Half Size adjusts the display to half of the actual size. Double Size makes the display twice the size of actual. Fit To Screen causes the display to expand to the limits of the display.

Aperture Control

The Aperture setting enables you to control the dimensions of the video, which may change the aspect ratio.

Flip Player provides five aperture settings:

Classic Content appears as it did in previous versions of QuickTime.

Clean The recommended setting for most video. Crops the video to the area of frame free from digitization artifacts and applies pixel aspect ratio correction. A 4:3 DV NTSC track appears as 640 x 480; a 16:9 DV NTSC track appears as 853 x 480.

Production Used for video production. Shows all pixels in the video including the edges and corrects for pixel aspect ratio. A 4:3 DV NTSC track appears as 654 x 480; a 16:9 DV NTSC track appears as 873 x 480.

Encoded Pixels Neither crops nor scales the video. A DV NTSC (4:3 or 16:9) track appears as 720 x 480.

None No aperture control is used.

For more detailed information on Aperture settings, see [QuickTime Pro: About the "Conform aperture to" setting](#) and [About QuickTime Aperture Display Modes](#).

Flip4Mac

Basic Features

Introduction

This section presents the basic features of Flip4Mac, including how to play media in QuickTime and Web browsers and how to make video and audio settings.

Topics

[*Playing Windows Media in Flip Player*](#)

[*Playing Windows Media in Web Browsers*](#)

[*Browser Plug-in Settings*](#)

[*Movie Player Settings*](#)

[*Audio Settings*](#)

Playing Windows Media in Flip Player

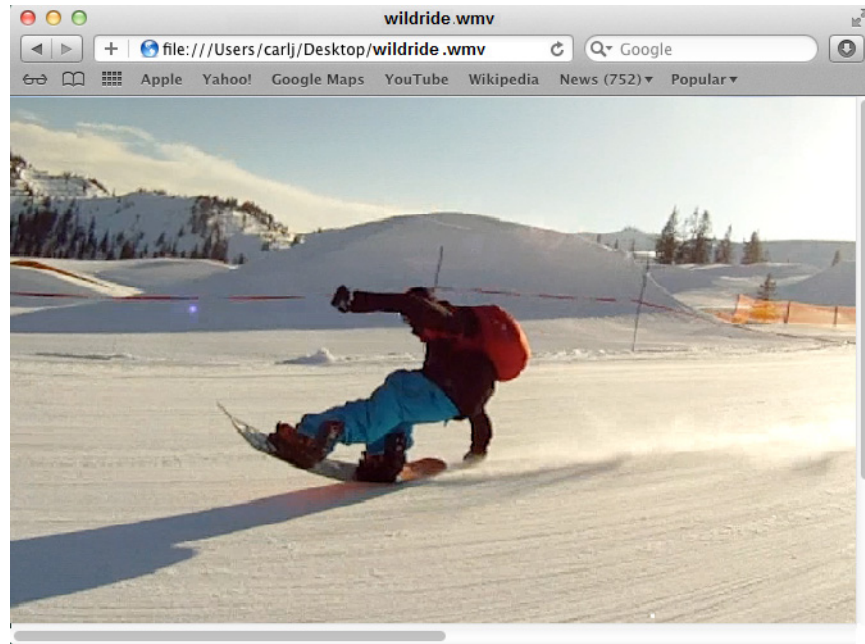
With Flip4Mac installed, Windows Media files are *associated* with Flip Player (a standalone multi-format video player included with Flip4Mac). Now, when you open a Windows Media file from the Finder, it should automatically launch the Flip Player application.

If Flip Player does not open a Windows Media file, hold down the control key and click the file icon (or right-click) to display the shortcut menu, then select *Open With > Flip Player*. This opens the file for this instance in Flip Player.

To permanently change the file association, select a Windows Media file in Finder, right-click and select *Get Info*, click *Open With*, choose *Flip Player*, then click *Change All*.

Playing Windows Media in Web Browsers

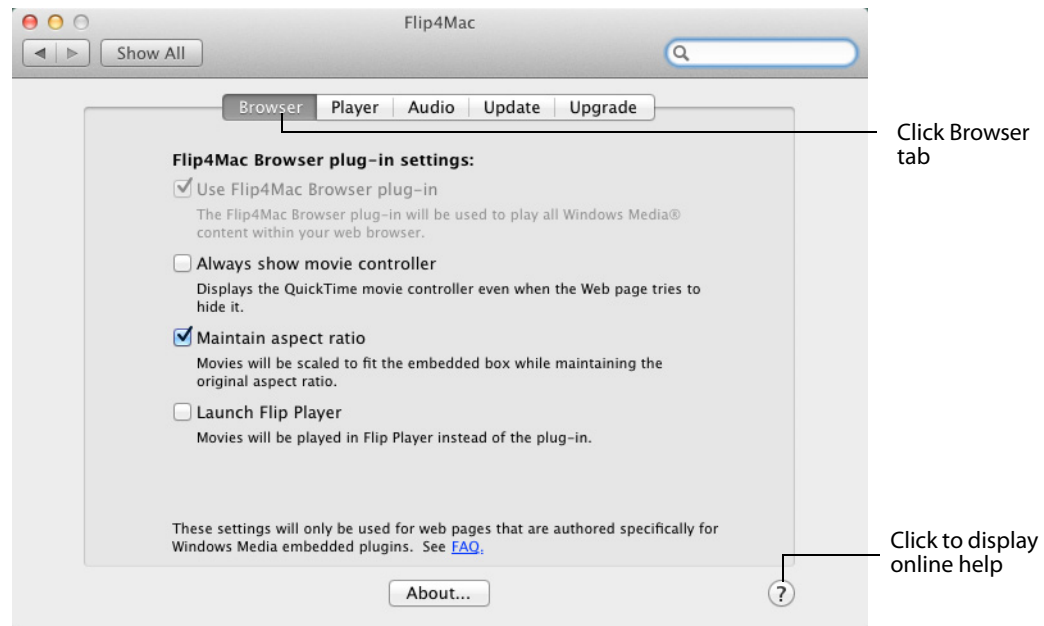
Flip4Mac provides a browser plug-in, which enables you to view Windows Media in Safari and other Web browsers. The Flip4Mac browser plug-in plays Windows Media using a custom movie controller.



See [Browser Plug-in Settings](#) for instructions on how to make changes to the browser plug-in.

Browser Plug-in Settings

Open the Flip4Mac Preferences pane (in System Preferences) and click the *Browser* tab to display the browser plug-in settings.



Use the following controls to change browser plug-in settings:

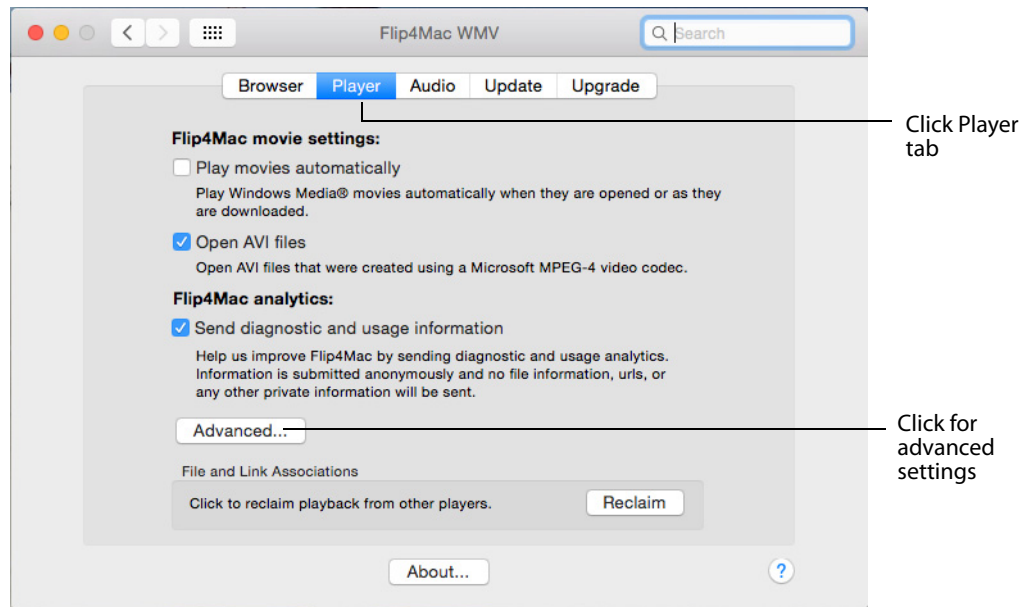
- Use Flip4Mac Browser plug-in—When checked, the Flip4Mac browser plug-in is used to view Windows Media in your Web browser. You must relaunch your Web browser after changing this setting.

Note: This option is always checked and disabled if the legacy Windows Media Player is not installed.

- Always show movie controller—When checked, the movie controller is visible, even when the Web page you are 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. If unchecked, the movie is scaled to completely fill the plug-in display area.
- Launch Flip Player—When checked, Windows Media displayed in a Web page opens in Flip Player. If unchecked, Windows Media content is played within the Web page by the plug-in.

Movie Player Settings

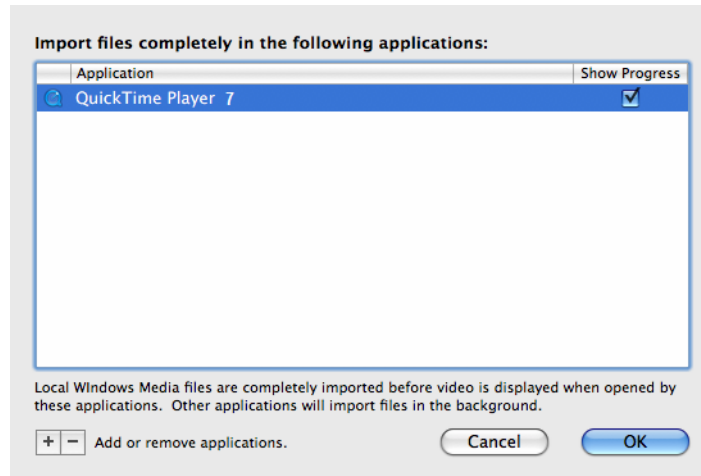
The movie player settings control how Windows Media files are opened by Flip4Mac. Open the Flip4Mac Preferences pane (in System Preferences) and click the Player tab to display these settings.



Use the following controls to change Player settings:

- 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, Flip Player opens and plays AVI files that contain Microsoft MPEG-4 video.
- Send Diagnostic and Usage Information — When checked, you are permitting Telestream to send anonymous usage information to its secure server. The purpose of sending this data is to make Flip4Mac a better product by examining how services are utilized. If you do not want this information sent, leave this box unchecked.
- Advanced—Click *Advanced* to display the Import Files Completely panel which enables you to choose which applications use this option resulting in better performance
- Reclaim (File & Link Associations)—Occasionally, another application may associate itself with ASF file types (WMV, WMA, etc.). When this happens, you cannot automatically play ASF files using Flip4Mac. To reclaim ASF file types for Flip4Mac (both local ASF files and MMS streams in your browser), click *Reclaim*.

- Use the plus (+) and minus (-) buttons to add and delete applications



By default, when you import a file using WMV in any supported application (QuickTime Player 7, 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 7, 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 which allow you to scrub, edit, or export the file, you may want access to the entire file. Local files load immediately for Applications in the *Import files completely* list, and they (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 import files immediately (QuickTime Player 7, for example). The *Show Progress* indicator is checked by default when you add an application to this list. When checked, the progress window displays during lengthy imports. For applications that do not support the progress window, uncheck this option.

Audio Settings

The audio settings control how Windows Media Audio (WMA) is handled by QuickTime. The audio options are all automatically selected. they cannot be adjusted, but you can

open the Flip4Mac Preferences pane (in System Preferences) and click the Audio tab to view these settings.



Descriptions of the Audio settings:

- 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.

Advanced Features

Introduction

This section presents the advanced features of, including how to import and export Windows Media files, how to edit video and audio settings, and how to create custom encoder profiles.

Topics

[Importing and Converting Windows Media](#)

[Exporting Media](#)

[Exporting to Applications](#)

[Exporting to Devices](#)

[Exporting to a Format](#)

[Exporting Windows Media](#)

[Guidelines for High Quality Text Overlays](#)

[Export Settings](#)

[Video Encoder Settings](#)

[Advanced Video Settings](#)

[Audio Encoder Settings](#)

[Advanced Audio Settings](#)

[Metadata Settings](#)

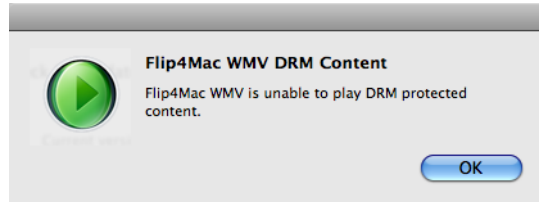
[Silverlight Settings](#)

[Creating Custom Encoder Profiles](#)

Importing and Converting Windows Media **PRO**

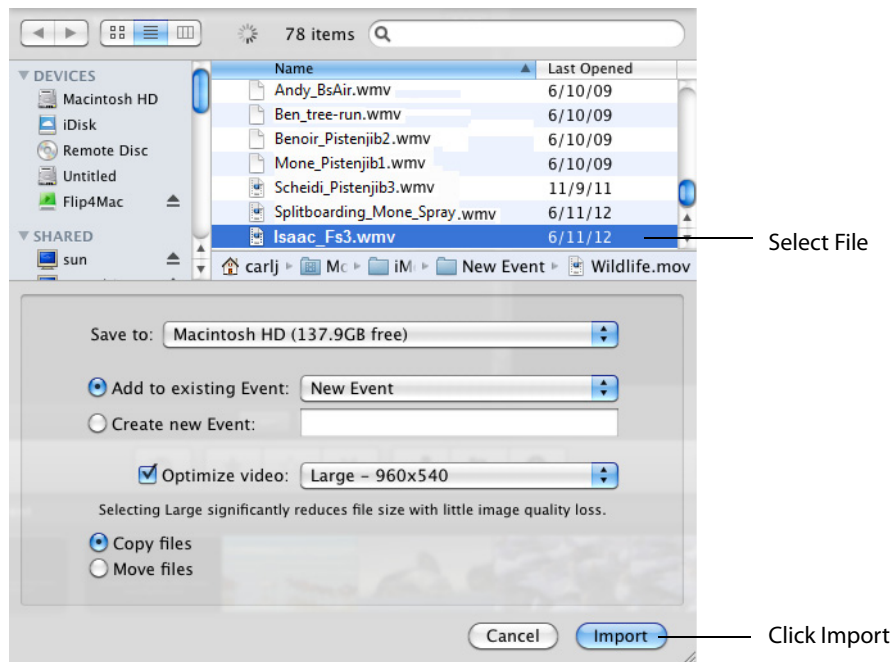
When you upgrade to Flip4Mac Player Pro (or any Studio version) you can import Windows Media files into supported QuickTime editing applications, and convert Windows Media files into other media formats.

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



Here is an example that illustrates how to import a Windows Media file into iMovie.

1. Start the iMovie application.
2. Select *File > Import > Movies*, navigate to and select a Windows Media file, then click *Import*. To cancel an import in progress, press Escape, Command-Period, or Command-Period on your keyboard.

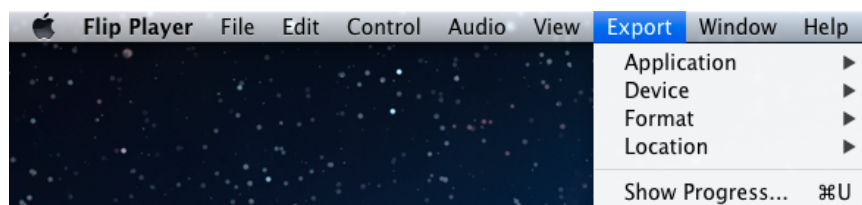


Note: iMovie converts all ingested files to the Apple Intermediate Codec. This can take some time and the program will be blocked while converting. Telestream

recommends converting long WMV files to AIC by using Flip Player, Compressor, or Episode before ingesting into iMovie.

Exporting Media

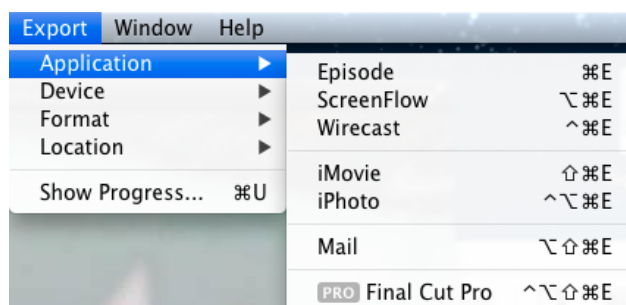
A powerful feature of Flip4Mac Player Pro is the ability to re-encode video and export a new movie clip for use by other applications and many popular devices (iPhone, iPod etc.). Flip Player is handy for doing quick conversions of all container formats, audio codecs, and video codecs that are available in QuickTime.



Exporting to Applications

You can export media files to a variety of popular applications including: iMovie, iPhoto, Final Cut Pro X (Player Pro only), Episode, ScreenFlow, and Wirecast. This may or may not require transcoding, depending on the source format and which application you have selected. To export a video to an application, follow these steps:

1. Load a media file into Flip Player.
2. Select *Export > Application* and select an application from the list.



Note: Episode, ScreenFlow, Wirecast, iPhoto, and Mail are all H.264 format. (H.264 is a video format in which the audio format and container format varies.) iMovie is AIC format. Final Cut Pro is ProRes format.

3. Once you have made a selection, Flip Player presents a Save dialog box asking you for a filename and a location then creates a new media file that works with the selected application. When you click *Save*, Flip Player displays a progress window that tracks progress. When completed, the newly exported file is ready for use with your application.

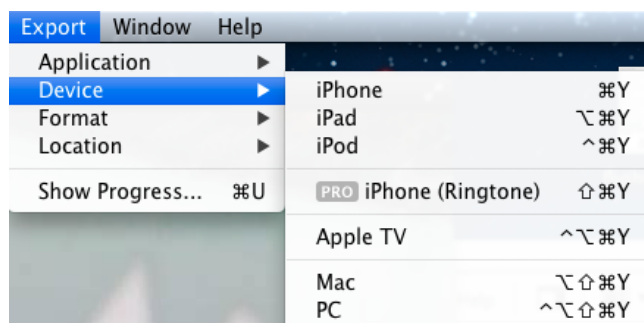
Note: To automatically launch export-receiving applications such as Episode, ScreenFlow, Wirecast, iMovie, etc., they must reside in the Applications folder and they must not be renamed.

Exporting to Devices

Since so many devices play video (iPod, iPhone, iPhone-Ringtone (Player Pro only), iPad, AppleTV, Mac, and PC computers), Flip Player acts as a simple and fast tool for exporting video to them. Based on the selected device and the source format, Flip Player picks the appropriate file container, codec, and encode settings. This makes Flip Player very fast and easy to use. (See [Supported Codecs, Formats, & Protocols](#) for a table of applications and file formats supported for export.)

To export a video to a specific device, follow these steps:

1. Load a media file into Flip Player.
2. Select *Export > Device* and select a device from the list (iPhone, iPad, iPod, etc.)



Note: iPhone, iPad, iPod, Apple TV, and Mac are all H.264 format. iPhone (Ringtone) is AAC format. H.264 is a video codec and AAC is an audio codec, but they are not mutually exclusive. Many of the devices export using both H.264 and AAC.

3. Once you have made a selection, Flip Player creates a new media file that works with the selected device then presents a Save dialog box asking you for a filename and a location. Click Save and Flip Player displays a progress window that tracks progress and completion. When it's done, the newly exported file is ready for use with your device.

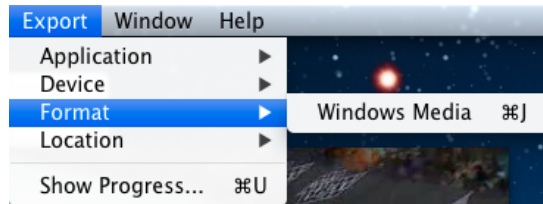
Exporting to a Format STUDIO

You can also export a Windows Media file from Flip Player. Which media formats you can export from Flip Player depends on the upgrade you have licensed.

To export a Windows Media file, follow these steps:

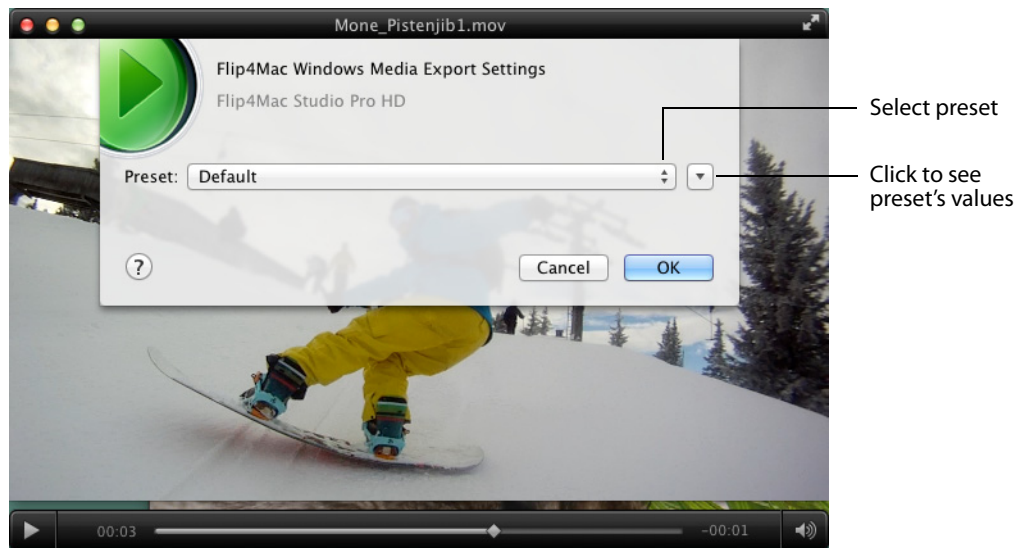
1. Load a media file into Flip Player.

2. *Export > Format > Windows Media*, or press the command + J keys.



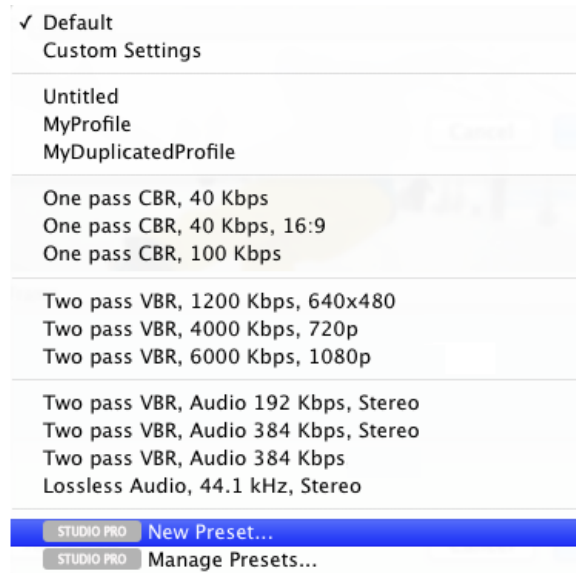
Note: If the window displaying your media is not selected, *Windows Media* will be greyed out.

3. Select a preset from the list of presets, then click the down-arrow to edit/view the preset's values.



Note: You can create and edit these presets if you have the *Studio Pro HD* license.

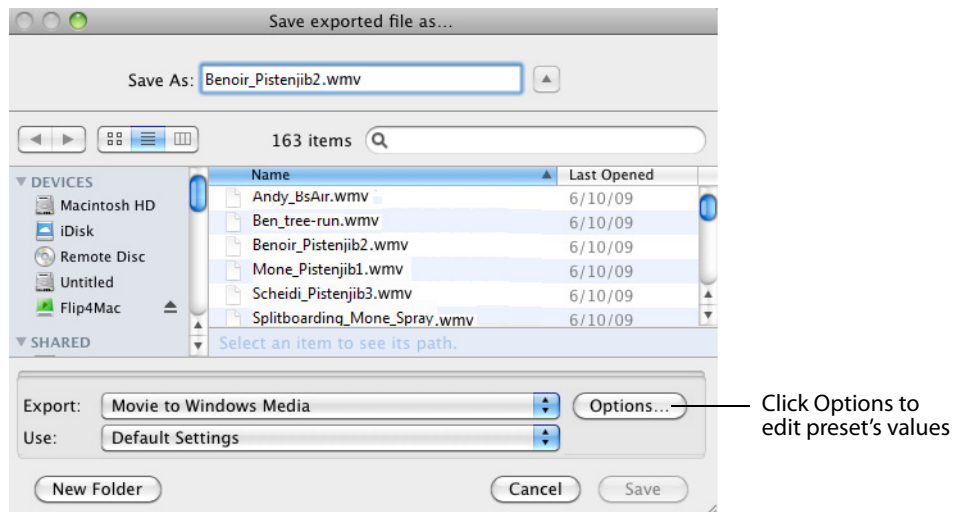
To select a preset, click the Preset pull-down menu to display all the presets available (for your license level). You can also select *New Preset* to create a new preset (if you have a Studio Pro HD license).



Exporting Windows Media STUDIO

When you upgrade to Flip4Mac Studio or Studio Pro HD, you can create Windows Media files directly from supported QuickTime applications, or from Flip Player.

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



1. Display the Save Exported File (or similarly named) dialog based on the application you're using:

- QuickTime Player 7 Pro and QuickTime Player 10—Select *File > Export*.

Note: You must have QuickTime Pro to use the export option in QuickTime Player 7

- Final Cut Pro 5-7—Select *File > Export > Using QuickTime Conversion*.
 - Final Cut Pro X—See the [Flip4Mac_FCP-X_Compressor 4 PDF](#) document for details.
2. 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.
 3. Select *Movie to Windows Media* from the Export drop-down menu
 4. Select an encoding profile from the *Use* drop-down menu. See [Creating Custom Encoder Profiles](#) for details on creating your own encoding profile or editing existing profiles.
 5. Click *Options* to view or change the current settings.

Guidelines for High Quality Text Overlays

When using Flip4Mac in QuickTime-based applications to export media in Windows Media format, follow these guidelines for best results with text overlays:

- Do not use odd values for the output movie's frame height or width. Always use even numbers. Also, converting source media with odd height or width values can result in illegible or poor-quality titles.
- Output non-interlaced (progressive) video. Interlaced video may induce flickering on rendered text.
- Use larger point size fonts (at least 25 points for best results). Larger fonts display better than small ones.
- Don not use serif fonts (for example, Times Roman). Sans serif fonts (such as Arial and Helvetica) are best.
- Use boldface fonts, since they render better, especially at smaller sizes.
- Adding some noise/grain effect on clean graphic content can help to keep the encoder busy and to avoid static compression artifact.

Export Settings

To edit the preset's values, click the down-arrow or *Options* to display the Media Export Settings window which contains four tabs:

- **Video** Displays video encoder settings
- **Audio** Displays audio encoder settings
- **Metadata** Displays metadata values stored into the output file
- **Silverlight** Displays Silverlight settings

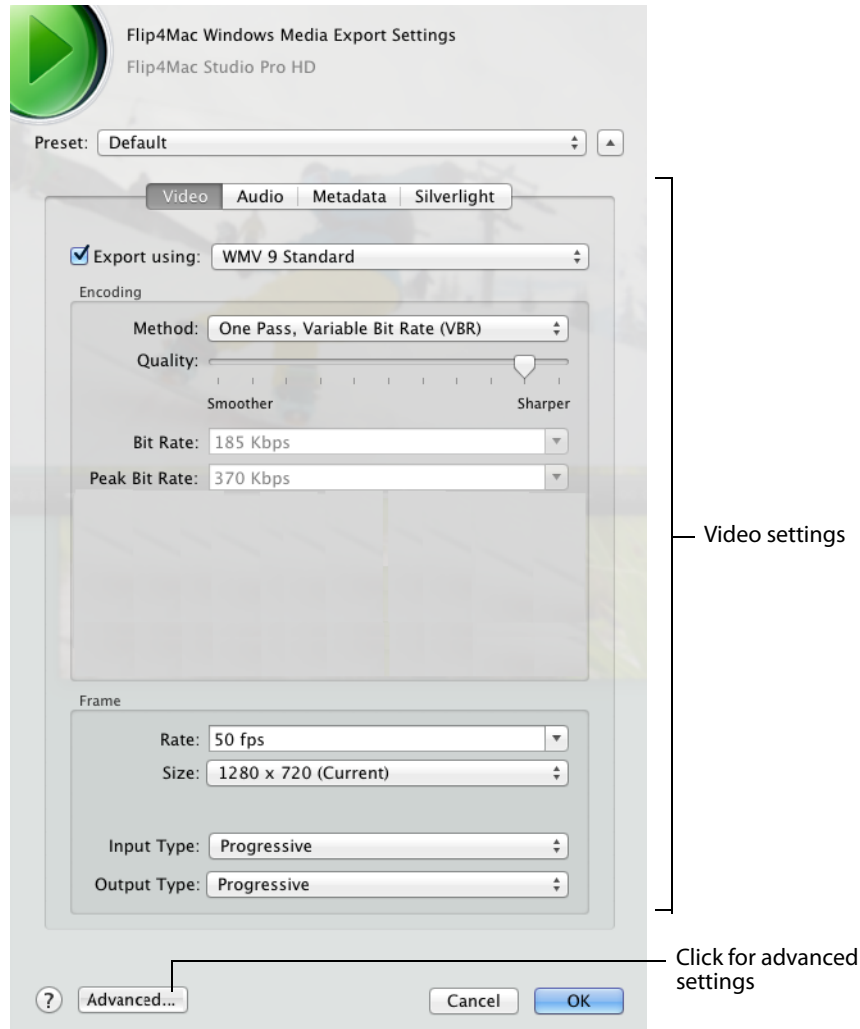
How you can export media in Flip4Mac depends on which F4M license you have:

- **Player**—You can export complete WMV files to MOV files (or any other format), but the file is watermarked. You can also export MOV files to WMV files, but the exports are limited to 30 seconds (or half the source media duration) and the files are not watermarked.
- **Player Pro**—You can export WMV files to MOV files. You can export MOV files to WMV files, but the exports are limited to 30 seconds (or half the source media duration) – the files are not watermarked.
- **Studio**—You can export WMV files to MOV (and other format) files, and you can export MOV files to WMV files. You can select from a wide variety of preset encoder profile choices, and customize. Export resolution is limited to 768x576 pixels.
- **Studio Pro HD**—Includes all features of Player Pro and Studio. When exporting MOV files to Windows Media, you can change individual encoder setting and save those changes in a new profile (note the *Profiles* drop-down list at the top of the Flip4Mac Export Settings dialog). You can also select *New Profile* from the popup menu (near the bottom of the drop-down list), to create a new, custom interlaced or progressive encoder profile with custom settings. See [Creating Custom Encoder Profiles](#) for more information. With Studio Pro HD you can make high definition and two pass encoding profiles.

Video Encoder Settings

The Video settings tab enables you to specify how the video track is encoded when exporting.

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



Use the controls on this dialog to change your basic video settings. For more options, you can click *Advanced* to display additional controls. (Settings displayed vary with the selected preset).

- **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 Studio; both interlaced and progressive profiles are enabled in Studio Pro HD.

- **Coding Method** For constant bit rate (CBR) encoding, enter the desired bit rate. The encoder dynamically adjusts quality to maintain that bit rate by adjusting the quality of each frame or by dropping frames completely. The quality setting emphasizes which method the encoder should use.

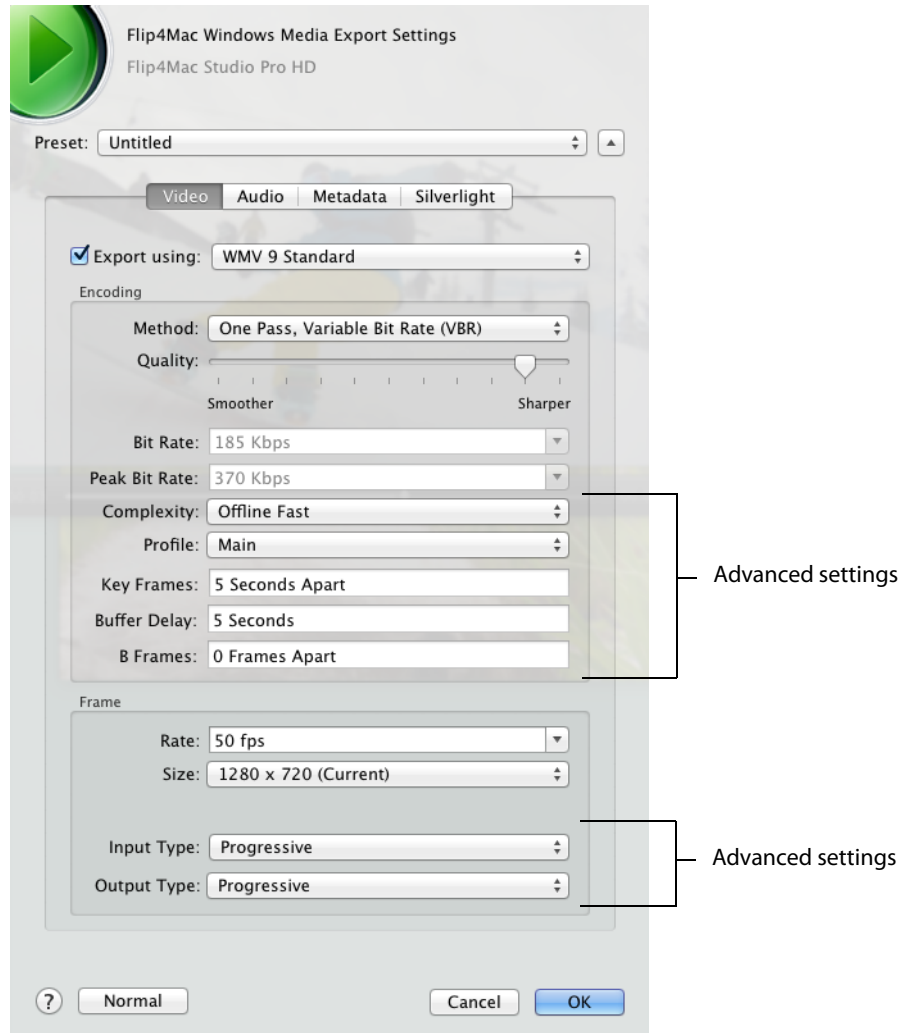
STUDIO PRO HD

For variable bit rate (VBR) during encoding, the bit rate varies based on frame size, rate, and complexity. You can only choose from a list of presets when exporting from a QuickTime-based application other than Flip Player. However, users can create custom profiles if they have the Studio Pro HD license.

- **Quality** The quality setting emphasizes which method the encoder should use. For variable bit rate (VBR), set the desired quality to emphasize smoother or sharper output. Smoother quality produces better motion, but may reduce the quality of each frame. Sharper quality produces better images. During encoding, the bit rate varies (based on frame size, rate, and complexity). In two-pass VBR, you can specify the target bit rate, but in one-pass VBR you cannot edit the bit rate.
- **Bit Rate** Select data rate from the drop-down list.
- **Peak Bit Rate** Select the peak data rate from the drop-down list.
- **Frame Size and Rate** Determines the width, height and frame rate of the encoded video track.
- **Advanced** Click to display the Advanced panel to make special adjustments for encoding.

Advanced Video Settings

When you click *Advanced*, additional settings are displayed:



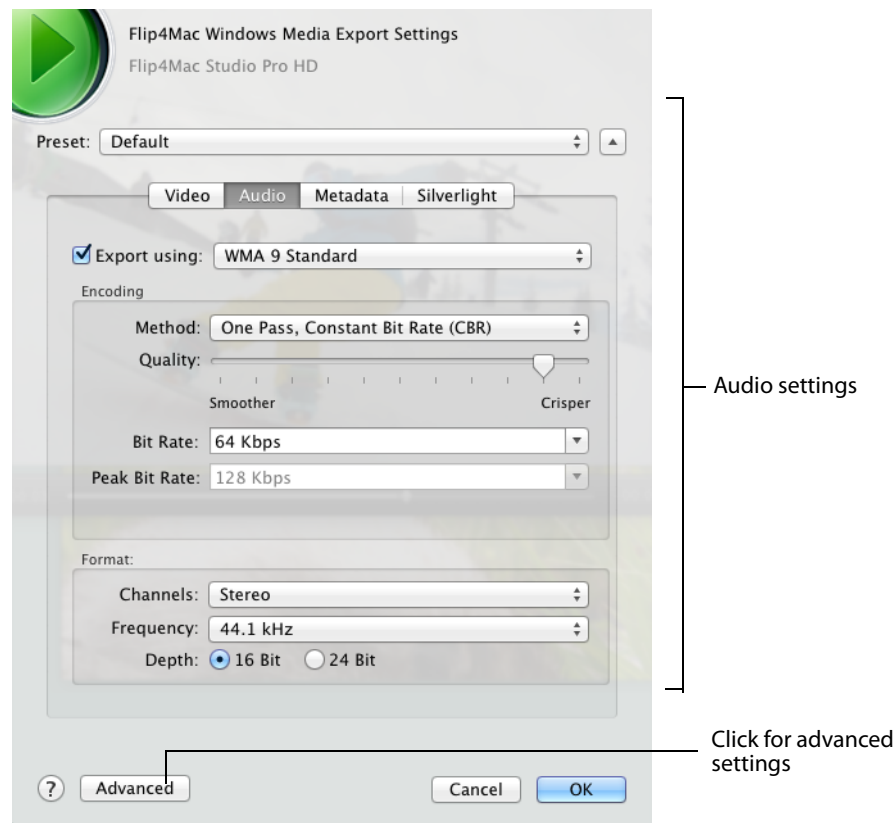
- **Complexity** This setting controls the effort used to identify areas of similarity in consecutive frames. *Live* modes apply less effort and may sacrifice image quality for encoding speed. *Offline* modes apply more effort and take more time, but produce the best image quality.

- **Profile** Specify *Simple* or *Main* (WMA 9 Standard), or *Advanced* (WMV 9 Advanced).
 - **Simple**—This profile targets low-rate Internet streaming and low-complexity applications (mobile communications, or playback of media in personal digital assistants).
 - **Main**—This profile targets high-rate Internet applications (streaming, movie delivery via IP, or TV/VOD over IP).
 - **Advanced**—This profile targets broadcast applications. It is the only profile available for WMV 9 Advanced.
- **Key frames** Select the maximum interval allowed between successive key (I) frames.
- **Buffer Delay** Select the duration of the delay buffer used for bit rate control. Longer delays produce better overall quality (at the expense of larger fluctuations in the bit rate).
- **B Frames** The Windows Media video codec employs intra (I), predictive (P) and bidirectional (B) coded frames. Select the number of B frames to insert between successive I or P frames.
- **Input Type/Output Type** Select 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 tab to control how the audio track is encoded.

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



Use these controls to change your audio settings:

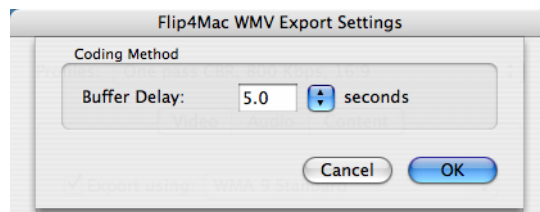
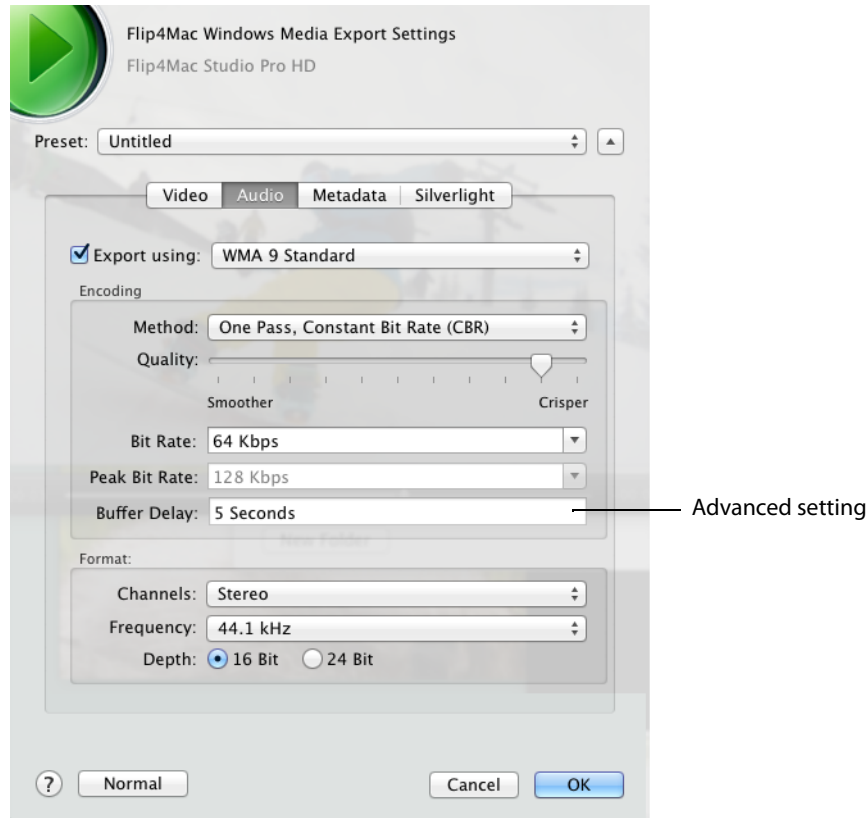
- **Export using** When checked, the audio track is encoded using the selected audio codec. If unchecked, the Windows Media file will not contain an audio track.
- **Method** For constant bit rate (CBR) encoding, you can select the audio format (sample rate and number of channels) and the desired bit 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.

- **Coding Method** For constant bit rate (CBR) encoding, enter the desired bit rate. The encoder dynamically adjusts quality to maintain that bit rate by adjusting the quality. The quality setting emphasizes which method the encoder should use. For variable bit rate (VBR), set the desired quality output. During encoding, the bit rate varies. In two-pass VBR, you can specify the target bit rate, but in one-pass VBR you cannot edit the bit rate.
- **Quality** The quality setting emphasizes which method the encoder should use. Smoother quality produces better sound flow, but potentially reduces the quality of each sample. Crisper quality produces better sound, but potentially drops more samples.
- **Bit Rate** Select data rate from the drop-down list.
- **Peak Bit Rate** Select the peak data rate from the drop-down list.
- **Channels** Select the number of audio channels.
- **Frequency** Select the sampling frequency.
- **Depth** Select an audio sample bit depth from the radio buttons presented.
- **Advanced** Click to display the Advanced panel to make special adjustments for encoding.

Advanced Audio Settings

When you click *Advanced*, additional settings are displayed:



- **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.

Metadata Settings

The MetadataContent tab provides optional metadata information stored inside the exported file:



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, click the *Silverlight* settings tab. Check *Embed video in Silverlight package* to embed video into Silverlight. Select a Silverlight

template. Templates specify a particular skin that will encase your video, which can be one of any number of stylized designs that include playback elements.



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.

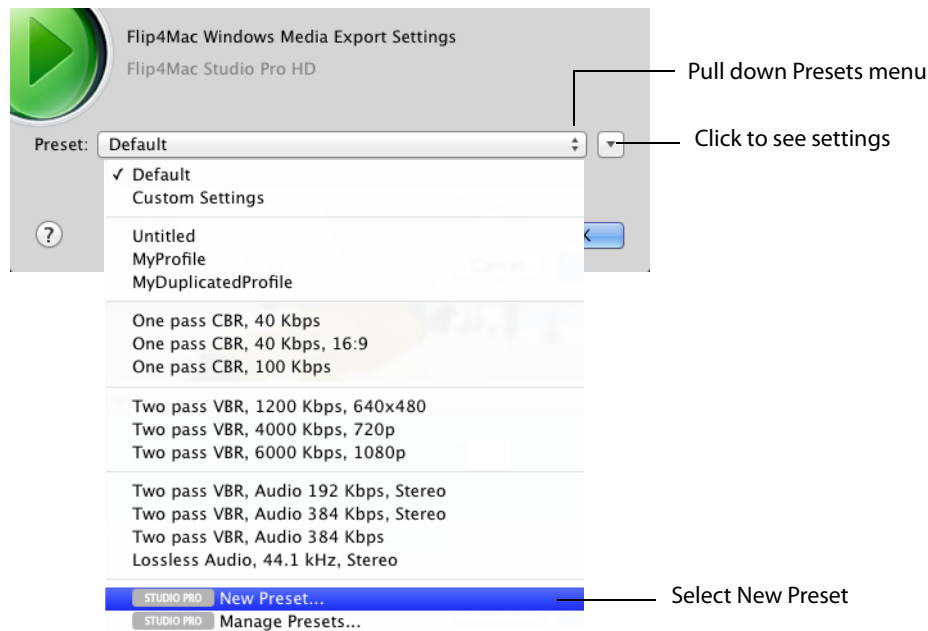
Note: If QuickTime prompts you to overwrite an existing file, click *No* and change the filename. Attempting to overwrite an existing file when exporting a Silverlight presentation will cause the export to fail at the end of the encoding process.

Creating Custom Encoder Profiles STUDIO PRO HD

Flip Player 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. When you upgrade to Flip Player Studio Pro HD, you can create your own encoder profiles (a specific set of encoder settings).

To create a new profile, follow these steps:

1. Select *Export > Format > Windows Media*, pull down the Presets menu, then go to the bottom of the drop-down list and select *New Preset*.



2. When the dialog window displays, enter a name for the new profile and click *Done*. Your new custom profile displays at the top of the Presets list.
3. Click the expand settings button to edit/view individual video and audio encoder settings as described in the preceding sections. Once edited, click OK to save your changes to the new profile.

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

When you upgrade to Flip4Mac 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 Studio Pro HD your custom profiles can employ two-pass encoding and HD video resolutions.

User Interface

Introduction

These topics describe the menus and menu items in Flip Player.

Topics

[Flip Player Menu](#)

[File Menu](#)

[Edit Menu](#)

[Control Menu](#)

[Audio Menu](#)

[View Menu](#)

[Export Menu](#)

[Window Menu](#)

[Help Menu](#)

Flip Player Menu

About Flip Player Displays the version of Flip Player you are running.

Check for Updates Provides a short-cut to *Preferences > Check Now*.

Preferences Opens the Preferences window. If the Preferences window is already open, it becomes the active window.

Services Presents the Macintosh Services available.

Hide Flip Player Hides the Flip Player application window.

Hide Others Hides all application windows other than Flip Player.

Show All Shows all application windows.

Quit Flip Player Closes all files and exits. If a file has been modified but not saved, you are notified and you must save the file (or discard changes) before exiting Flip Player.

File Menu

Open File Displays the Open dialog window for opening a media file.

Open Companion File Displays the Open dialog window for opening a file from a location determined by the URL provided.

Open Recent Displays the most recently accessed media files. Every time a file is opened or saved it is entered into the this list.

Close Closes the currently active media file window. If the file has not been saved, you are asked to save the document before closing.

PRO

Save As Displays the *Save As...* dialog window enabling you to save the file using a new file name.

PRO

Revert Enables you to discard all changes you have made to a file and revert it to its last saved state.

Edit Menu

Undo Reverses your last change in Flip Player. Flip Player offers an unlimited number of undo actions (within computer memory limitations). Undo information is stored on a per-window basis. Also, if you close window then reopen it, your undo information is lost. Undo does not undo edit actions.

Redo Reverses your last undo action. Flip Player offers an unlimited number of redo actions (within computer memory limitations). Redo information is stored on a per-window basis. Also, if you close window then reopen it, your redo information is lost. Redo does not re-do edit actions.

Cut Copies (and removes) the selected media and stores it on the clipboard allowing you to paste it into a selected target.

Copy Copies (but does not remove) the selected media and stores it on the clipboard allowing you to paste it into a selected target.

Paste Duplicates the content in the clipboard into the currently selected location. Media is placed in the clipboard using Cut and Copy.

Paste and Match Style Duplicates the content in the clipboard into the currently selected location, maintaining the style resident in the target location.

Delete Deletes the currently selected media.

Select All Selects all items in the currently active window.

Select None Deselects all items in the currently active window.

PRO

Crop Displays the Crop window, enabling you to crop the selected media.

PRO

Rotate Displays the Rotate window, enabling you to rotate the selected media.

PRO

Trim Displays the Trim window, enabling you to trim the selected media.

PRO

Scale Displays the Scale window, enabling you to scale the selected media.

Start Dictation Enables you to add dictation to your media..

Special Characters Displays the Special Characters window, enabling you to create a list of favorite special characters. This is useful for entering characters into text fields that are difficult or impossible to type using the keyboard.

Control Menu

Play/Pause Plays the selected media file. When playing, the word *Pause* is displayed and when selected causes the media to stop playing. When paused, the word *Play* is displayed.

Fast Forward Causes the selected media to enter the Fast Forward mode.

Rewind Causes the selected media to enter the rewind mode.

Speed Enables you to select the speed at which the selected media is played.

- **Increase** Increases the speed of the selected media
- **Decrease** Decreases the speed of the selected media
- **1x - 64x** Enables you to select one of seven pre-set speeds of the selected media

Note: The unlicensed version of Flip Player allows you to pick 1x, 2x, 4x, 8x, 16x, 32x, and 64x playback speeds, Player Pro users can use the JKL keyboard controls to achieve 1x, 2x, 3x, 4x, 5x, 6x, ..., up to 64x speeds.

PRO

Slow Motion Places the currently playing media into slow motion mode. Slow motion can also be started while paused.

Step Forward Moves selected media forward one frame.

Step Backward Moves selected media backward one frame.

Jump Forward Moves selected media forward ten seconds.

Jump Backward Moves selected media backward ten seconds.

Skip Enables you to jump forward 30 seconds into the video.

Instant Replay Enables you to jump backward 8 seconds in the video.

Next Chapter Moves media to the next chapter.

Previous Chapter Moves media to the previous chapter.

Chapters Displays list of chapters. Moves media to selected chapter.

Jump To End Moves current location in media to first frame. If the media is playing, it will continue playing. If it is paused, it will continue to be paused.

Jump To Start Moves current location in media to last frame. If the media is playing, it will continue playing. If it is paused, it will continue to be paused.

Loop When checked (selected), media loops back to start when end is reached.

Audio Menu

Increase Volume Turns the media volume up.

Decrease Volume Turns the media volume down.

Mute Mutes the media audio.

View Menu

Enter Full Screen Expands the selected media to full screen. Press Escape to return to normal mode. This differs from the *Fit To Screen* option in that it hides the menu bar, and the desktop.

Dim Lights When checked (selected) dims the brightness of all windows other than the currently selected Flip Player window.

Half Size Changes the size of the selected media to half of its actual size.

Actual Size Changes the size of the selected media to its actual size.

Double Size Changes the size of the selected media to twice its actual size.

Fit to Screen Changes the size of the selected media to the max size of the screen.

Aperture Enables you to specify how the outside edges of the video are cropped during playback.

Export Menu

Application Exports selected media to other applications (Wirecast, iMovie, etc.).

Device Exports selected media to a device (iPhone, iPad, PC, etc.).

Format Exports selected media into a format (Windows Media, etc.).

Show Progress Displays the *Progress* window.

Window Menu

Minimize Minimizes the front-most window.

Zoom Maximizes the front-most window (zooms to the full size of the screen).

Bring All to Front Brings all Flip Player windows to the front (above any other open application windows).

Available Windows All open windows are listed at the bottom of this menu. Selecting a listed window makes it the active window.

Help Menu

Search Enables you to search the help system for any topic or key word.

Flip4Mac & Flip Player Help Opens the online help version of the Flip Player User Guide.

Flip4Mac & Flip Player User Guide Opens the PDF version of the Flip Player User Guide.

Flip4Mac & Flip Player Forum Opens the Telestream Flip Player Community Forum Web page.

Flip4Mac FAQ Opens the Flip4Mac FAQ Web page.

Gather Support Information Gathers support information and enables you to save a file with this information to your Mac desktop. A unique filename is generated. Sending this file to Telestream enables the support team to diagnose any problems you have reported.

Reference

Introduction

This section provides important reference information including supported codecs and formats, and network protocols.

Topics

[Supported Codecs, Formats, & Protocols](#)

[Network Stream Protocols](#)

Supported Codecs, Formats, & Protocols

The following audio and video codecs and general file formats can be processed in Flip Player and Flip4Mac.

Note: Flip Player can play all codecs, formats, and protocols provided by QuickTime. Windows Media Audio Voice, Windows Media Video Screen (and variants), and Windows Media Video Image (and variants) formats are not yet supported in Flip4Mac or Flip Player.

Table 5. Supported Codecs




























Audio Codecs	Play/ Import	Export
Windows Media Audio 9 Professional (HD license required)		
Windows Media Audio 9 Lossless (HD license required)		
Windows Media Audio 9 Standard		

Table 5. Supported Codecs

Audio Codecs	Play/ Import	Export
Windows Media Audio 7/8		
Microsoft G.726		
Microsoft IMA ADPCM		
Microsoft ADPCM		
Video Codecs	Play/ Import	Export
Windows Media Video 9 Advanced (WMVA)—Broadcast Profile (HD license required)		
Windows VC1		
Windows Media Video 9 Standard (WMV3)		
Windows Media Video 8 (WMV2)		
Windows Media Video 7 (WMV1)		
ISO MPEG-4 V1.1 (M4S2)		
ISO MPEG-4 V1.0 (MP4S)		
Microsoft MPEG-4 V3 (MP43)		
Microsoft MPEG-4 V2 (MP42)		
Microsoft Motion JPEG (MJPG)		
File Formats	Play/ Import	Export
Advanced Systems Format (ASF)		
Advanced Stream Redirector (ASX) (ASX Support PDF)		
Audio/Video Interleaved (AVI)—WMV media wrapped in AVI file format.		
WVX and WAX files		

Note: ¹ ASF files are the same as .wmv and .wma files, and also .wm and .wmp files.

Table 6. Supported Export to Applications and Related File Formats

Application	Versions	Video	Audio	Container	Extension
Final Cut Pro	10.0.3 and later.	ProRes 422 HQ	AAC-LC 128 Kbps, 16-bit, 44.1kHz, Stereo	QuickTime	MOV
iPhoto	9.2.1 and later.	H.264	AAC-LC 128 Kbps, 16-bit, 44.1kHz, Stereo	QuickTime	MOV
iPhone Ringtone	n/a	n/a	AAC-LC 128 Kbps	MP4	M4R
Episode	6.2.2 and later.	AIC	PCM	QuickTime	MOV
ScreenFlow	3.0.3 and later.	H.264 (GOP Size 6)	AAC-LC 128 Kbps, 16-bit, 44.1kHz, Stereo	QuickTime	MOV
Wirecast	4.1.3 and later.	H.264 (GOP Size 6)	AAC-LC 128 Kbps, 16-bit, 44.1kHz, Stereo	QuickTime	MOV

Network Stream Protocols

You can use MMS-RTSP, MMS-HTTP, HTTP, with Flip Player and/or Flip4Mac.

Table 7. Supported Stream Protocols

Stream Type	Name	Protocols
MMS	Microsoft Media Server	MMS, HTTP, RTSP, and TCP
HLS	HTTP Live Streaming	HTTP and TCP

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