



## **Mark of the Unicorn, Inc.**

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### **MARK OF THE UNICORN AND APPLE WORK TOGETHER TO EXTEND THE MIDI CAPABILITIES OF QUICKTIME**

NAB, LAS VEGAS, NV, APRIL 7, 1997 – Mark of the Unicorn, Inc. (MOTU) announced today that it is working with Apple's QuickTime development team to extend QuickTime's MIDI capabilities by allowing it to exchange MIDI data with FreeMIDI, Mark of the Unicorn's MIDI system extension.

FreeMIDI supplies Macintosh users with unified MIDI (Musical Instrument Digital Interface) system management for all Mark of the Unicorn music and MIDI software – as well as other third party products that support FreeMIDI. For example, FreeMIDI provides a Mac OS style window with icons that represent MIDI synthesizers and other MIDI hardware connected to their Macintosh. FreeMIDI also handles the "under-the-hood" chores of MIDI data I/O via the Macintosh modem and printer serial ports.

By supporting FreeMIDI in a future release of QuickTime, Apple will give QuickTime users the ability to play QuickTime MIDI tracks on an external General MIDI compatible synthesizer, while FreeMIDI handles all of the MIDI data I/O to and from the external device. MOTU and QuickTime engineers are also exploring ways to incorporate FreeMIDI's extensive sound database features in QuickTime applications, which would give QuickTime users instant access to the hundreds of sounds available in their external MIDI synthesizers.

According to Mark of the Unicorn engineer Richard Trismen, "QuickTime is already a fabulous tool for multimedia authoring. FreeMIDI makes it possible for QuickTime composers to access all the power and sonic variety available in the modern MIDI studio. We're excited that Apple seems to recognize this, and is working closely with us to bring these technologies together."

Mark of the Unicorn is a leading developer of Macintosh-based music production tools, including the MacWorld World Class award-winning Performer sequencer, the World Class Award-winning Digital Performer audio sequencer the MIDI Timepiece AV MIDI interface.