



For Immediate Release

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“Interview With The Vampire” Sneak Previews Available on CompuServe Today

Entertainment Drive First to Showcase QuickTime 2.0 for Windows

CUPERTINO, California—November 9, 1994—In the first public use of Apple® QuickTime® 2.0 for Windows, Entertainment Drive and Apple Computer, Inc. today announced that QuickTime-based scenes from Geffen Pictures’ soon-to-be-released movie “Interview With The Vampire,” distributed by Warner Bros., are now available for downloading from Entertainment Drive™ on the CompuServe Information Service. Entertainment Drive, named “One of the 12 Great Online Areas” by Compute Magazine, is one of the fastest-growing forums on CompuServe. Apple’s QuickTime is the industry-standard multimedia software that makes it possible for users to view and edit video, music, text, animation and other dynamic information on their computers.

“Interview With The Vampire” is the highly anticipated film version of the first volume of Anne Rice’s celebrated “Vampire Chronicles,” and stars Tom Cruise, Brad Pitt, Stephen Rea, Antonio Banderas and Christian Slater. Critics are calling the movie, “A mesmerizing, passionate, seductive film... ‘Vampire’ belongs at the top of your must-see list.”

“Entertainment Drive members will be first to see actual scenes from this Fall’s hottest film in this amazing new video format,” said Michael Bolanos, president and executive producer of Entertainment Drive and entertainment consultant to CompuServe. “Without QuickTime, delivering movie clips to both Macintosh and Windows users would hardly be possible. QuickTime

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enables us to efficiently distribute one highly compressed version of our clips to both Macintosh and Windows users, saving us valuable real estate online. Especially with version 2.0, the QuickTime video quality is superb, and that is very important to users and to the entertainment industry."

Entertainment Drive has incorporated QuickTime 2.0 into the GO EDRIIVE Movie Viewer, a click-and-play Windows application that allows users to watch QuickTime movies on PCs by downloading only one file. CompuServe members can type GO VIEWER to download the program for a special price of \$9.95, with no connect charges.

Eight never-before-seen scenes from and about "Interview With The Vampire" will be downloadable at various frame speeds and sizes, with some clips demonstrating the higher quality and resolution of QuickTime 2.0. Entertainment Drive has already unveiled video and audio highlights from Warner Bros.' "Natural Born Killers," Disney's "The Lion King," New Line Cinema's "The Mask," All American Television's "Baywatch," and many other film and TV scenes using QuickTime 1.1. These clips will also be viewable with QuickTime 2.0, and all future EDRIIVE releases will use the new software. Downloading and viewing movie clips from Entertainment Drive has been extremely popular, and Entertainment Drive, which was launched in March of this year, already has nearly 100,000 members on CompuServe.

"Leading-edge entertainment content, such as 'Interview With The Vampire,' has helped QuickTime to become the de facto standard for multimedia," said Duncan Kennedy, product line manager of Apple's QuickTime Products Group. "It is exciting services, such as Entertainment Drive, that will bring multimedia and online services into the mainstream of pop culture."

"Entertainment Drive is an exciting new avenue for entertainment information," commented Don Buckley, Warner Bros.' vice president of advertising and publicity. "The potential of this means of delivery, even in its infancy, is limitless, thanks to technologies like Apple's QuickTime."

About QuickTime 2.0 for Windows

QuickTime 2.0 for Windows, available today to developers and end-users (see related 11/9/94 QuickTime announcement) has features that enable customers with Windows-based computers to enjoy exceptionally high-quality video without purchasing additional hardware. In addition, it has advanced support for integrating and synchronizing photographs, music, computer animation, musical scores, CD-quality audio, text, and digital video. An entire library of QuickTime movie clips is also available on Apple's online service, eWorld™.

About Entertainment Drive

In addition to offering sneak previews of Hollywood's hottest new movies and TV shows using QuickTime, Entertainment Drive has 22 message boards where viewers and entertainment industry members correspond, live conference rooms, and libraries where members view and download behind-the-scenes photos and information, software, sound clips and graphics files from over 70

media companies, many never before available to the public. Entertainment Drive presented first-ever live online coverage of the Academy Awards, the Daytime and Prime Time Emmys, the Tonys and other events, and members have interacted live with Tom Hanks, Oprah Winfrey, David Letterman, Brandon Tartikoff, Rosie O'Donnell, Faye Dunaway and others. From David Letterman Top Ten Lists to a private "Industry Canteen" for over 10,000 industry professionals, Entertainment Drive is the world's largest online entertainment magazine and interactive forum. To access Entertainment Drive on CompuServe, type GO EDRIIVE. For movie and TV clips, type GO EMEDIA. For QuickTime scenes from "Interview With The Vampire," type GO VAMPIRE.

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