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For Immediate Release

## **“Photoshop 5.5 for the Web” Video Released**

(San Rafael, CA) March 27, 2000 - IDIG, Inc. (Interactive Digital Intelligence Group) today announced release of a new video in its “Photoshop Inside & Out” learning series, “Photoshop 5.5 for the Web”.

Mastering the World Wide Web as an artistic and communications medium requires an understanding of Web-safe colors and the technical side of preparing graphics for use on the Internet. Knowing how to strike the best balance between file size and image quality makes an artist’s work stand out from the crowd and brings clients back for more. This tape provides the insight and techniques for creating and processing images efficiently for Web delivery. Every Web-centric enhancement in Photoshop 5.5 and its companion product, ImageReady 2.0, is covered in significant detail. Topics include GIF vs. JPEG, Indexed Color, Advanced Dithering Techniques, Transparency Issues, Image Slicing, Custom Rollovers, The “Web-Safe” Palette, Animated GIFs. Availability is immediate, with a retail price of US\$59.95 each. All tapes are available in both NTSC (North American standard television) and PAL (European) formats, and are closed captioned. Orders may be placed online through the Photoshop Inside & Out website, [www.photoshopio.com](http://www.photoshopio.com), or by calling 1.415.460.6889. QuickTime clips from the tape are available for viewing at [www.photoshopio.com](http://www.photoshopio.com).

### **Additional Segments Available Online**

In addition to the topics on the tape, three segments are available for viewing only on the Photoshop Inside & Out website, [www.photoshopio.com](http://www.photoshopio.com). They discuss the PNG format, Magic Eraser and Web Gallery. QuickTime 3.0 or greater is required.

### **About the Host**

Host David Biedny is a longtime Photoshop expert, instructor, and co-author of several bestselling books on Photoshop, including the very first book ever written on Photoshop, “The Official Adobe Photoshop Handbook” (Bantam), “Adobe Photoshop: A Visual Guide” (Addison-Wesley), and with Nathan Moody, one of the most advanced books currently on the market, the critically-acclaimed “Photoshop Channel Chops” (New Riders Publishing).

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David Biedny, an Adobe Certified Expert for Photoshop, is a longtime educator for some of the leading educational institutions in the U.S., and is considered to be an original innovator in the realm of computer graphics and multimedia. Biedny has written hundreds of articles, columns and reviews for a wide range of technology publications, including MacWorld, MacUser (Biedny was a Founding Editor), New Media, Windows Sources, and ID, among many others. As a Digital Effects Artist at Industrial Light & Magic, he created digital special effects for movies including Terminator 2, The **Rocketeer** and **Hook**. He has designed and directed the production of numerous media products and projects. At IDIG, Inc., he supervised production of digital effects for the motion picture **Spawn**.

### Photoshop Inside & Out Video Learning Series

The emphasis of all of the tapes in the “Photoshop Inside & Out” series is on helping users solve real-world imaging problems, while learning the techniques required for creative imaging solutions. Instead of the standard approach of command memorization, the tapes concentrate on building critical and analytical techniques while working in Photoshop: the overall goal is to teach Photoshop users to learn how to “think” Photoshop, preparing them for any imaging challenge they might encounter. In addition, Monroy’s extensive production and teaching credentials give him a degree of knowledge and professional credibility which significantly enhances the value of the “Photoshop Inside & Out” video learning series, for everyone from beginners to seasoned professionals.

### About IDIG

IDIG is a privately held company, founded in 1995 by David Biedny to pursue his interest in creating cutting-edge media in any and all formats, including print, CD-ROM, the Internet, film and video. In the summer of 1997, IDIG created an astounding 35 digital effects shots in 35 days for the motion picture Spawn. IDIG has also been involved in interface design for a variety of mainstream and professional software products. IDIG has consulted on a wide variety of technology-related endeavors, including serving as a technical advisor for the FTC (Federal Trade Commission) on issues related to federal policies and corporate acquisitions in the high-tech marketplace.

All “Photoshop Inside & Out” video tapes come in NTSC or PAL format and are closed captioned. Orders may be placed online through the Photoshop Inside & Out web site, [www.photoshopio.com](http://www.photoshopio.com), by calling 1.415.460.6889 or by fax at 1.415.721.0658. For more information, email [sales@photoshopio.com](mailto:sales@photoshopio.com), or call 1.415.460.6889.

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