

## Re: MM doesn't accept \*.mp4 Videos – although codec is installed!

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<http://www.tech-archive.net/Archive/WinXP/microsoft.public.windowsxp.moviemaker/2005-07/msg00800.html>

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  - *Date:* Thu, 14 Jul 2005 09:25:28 -0700
- 

> .MP4 is essentially an Apple Quicktime format. If you want to edit .MP4  
> files (without messy format conversion)... you will need a Mac. Yes you can  
> play .MP4 videos on other media players... but only Quicktime and Apple  
> editing programs can fully manipulate those videos.

\*\*\* sounds a little bit esoteric...

> MPEG-4 is a broad standard with many flavors. It's important to know that  
> only some MPEG-4 videos use the .MP4 file extension (also described as  
> container format).

>

> Microsoft has an mpeg-4 codec format (uses .ASF), Real Networks has one  
> (.RM), DivX uses mpeg-4 with .AVI and .DIVX, so does On2, and finally... the  
> king of MPEG-4 (Apple) uses .MOV and .MP4 extension for virtually the same  
> codec.

\*\*\* And that's the reason why this little prog "mp4cam2avi" can convert the  
mp4s to avi's lossless without recompression – because it's the same in the  
core...

> The engineers over at Sanyo never intended you to edit those movies with  
> Movie Maker (or any other video editing software). I know, I had many  
> meetings with Panasonic and Samsung about the same issue.

\*\*\* Of course they did. They included 2 Video editing progs from Ulead. (the  
only prob for me: you can only produce DVDs/VCDs). You mabe don't know the  
sanyo camcorders (C4, C5). They are not like all these "digicams with movie",  
they are really 50/50 camcorder/stillcam. Have a look at the design and  
you'll know what i mean...

> The product marketing types at Sanyo (and others selling tiny flash-card  
> camcorders) are pushing a concept called "shoot-n-share." The whole idea is  
> to skip video editing, just shoot video clips and import the clips to your PC  
> as you would JPEG photos, then share in email or online.

>

> The shoot-n-share concept is gaining popularity outside the U.S., where  
> household PC penetration is much lower. But in the great US-of-A we're  
> spoiled by having the most powerful PCs (and most per household) in the  
> world... so video editing is fast becoming mainstream here. Ever wonder why  
> every digital still camera has a video mode, but nobody ever uses it? In the

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- > global market, people like the 30 second video clips. But here most people
- > never use the video option because the quality is horrible when compared to
- > DV–AVI, and way too short.

\*\*\* Oh, oh...The C4 is absolutely comparable to a standard consumer DV–tape–camcorder – stereosound in CD quality, Image stabilizer, 6x optical zoom, recording time with a 2GB SD–card: 2 hours... i don't work for sanyo but mabe you should really have a look at it... believe me: in some years we will have less tape–camcorders on the market then flashcard camcorders.

- > Sanyo must have paid a license to Apple for the MPEG–4 codec and probably
- > the Quicktime player logo is even on the box.

\*\*\* No, it's not.

- > So why .MP4 over other formats?

- > The conversation over at Sanyo went something like this 3 years ago:
- > Engineers said "hey, we want to use MPEG–4 codec from Apple because 1) it's a
- > semi–open standard, 2) it's cheap to license, 3) they are CE guys so they are
- > more familiar with MPEG formats and Quicktime, 4) MPEG–4 looks really good at
- > small sizes

\*\*\* mp4 looks also really good at big sizes, if you choose a corresponding bitrate...

and 5) they get to use a cheaper chip in the camcorder (Windows

- > Media compression is more processor intensive, especially when using the wmv9
- > codec, so it takes a much more expensive chip).

\*\*\* yeah, and if it's less processor intensive, it takes less battery power...

>

- > Then the marketing guys said: sounds good to us. nobody will really edit
- > these videos... only designed for playback and sharing. We'll include the
- > Quicktime Player in the box and that's that.

- > Anyway, maybe this is all interesting but useless information.

\*\*\* no, but half of it is just wrong ;-)

>

- > I'm personally really interested in the flash–based Camcorders... the
- > concept is pretty cool. But for some reason the engineers (Sanyo, Panasonic,
- > Samsung, others) are absolutely clueless when it comes to format decisions. At
- > least your camcorder uses a standard format like MP4... I've had other Flash
- > Camcorders that used a proprietary format that required a custom media player
- > included to play.

>

- > It would be great if the CE engineers in Japan would take a harder look at
- > WMV or ASF format for the Flash Camcorders.

\*\*\* yeah, it would save some additional space, but mp4 seems going to be a standard format for flashcard camcorders... and in times of bigger and bigger flashcards and since it's easy & lossless to convert...

By the way: sanyo told me that they'll bring a HDTV–flashcard–camcorder this autumn...

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- **References:**

- ◆ **MM doesn't accept \*.mp4 Videos – although codec is installed!**
  - ◇ From: ingobert
- ◆ **Re: MM doesn't accept \*.mp4 Videos – although codec is installed!**
  - ◇ From: PapaJohn \((MVP)\)
- ◆ **Re: MM doesn't accept \*.mp4 Videos – although codec is installed!**
  - ◇ From: ingobert
- ◆ **Re: MM doesn't accept \*.mp4 Videos – although codec is installed!**
  - ◇ From: James

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