

## **e-Promocard announces a powerful new multi-media presentation software for CD-R**

e-Promocard today announces the availability of CD-R Presenter, a software kit for the creation of bespoke CD-R multi-media corporate presentations and brochures. Aimed primarily at SOHO's and SME's, the product offers a high level of flexibility and customisation with a low cost and ease of use.

Configured for any recordable media, CD-R Presenter enables dynamic multi-media content to be created on a PC and the presentation burnt on to CD-R, business card CD or DVD-R – an ideal medium that can be left with colleagues and customers.

e-Promocard has included significant advances to CD-R Presenter from its entry-level multi-media business card tool, e-Promocard Designer. Now with extended animation, audio and video capabilities, the product can incorporate shockwave animations, Wav or MP3 files and video clips. Users can choose from a selection included with the software or import their own.

The 'splash' introduction and exit pages are now fully customisable and there are additional templates and page layouts that allow an infinite number of pages to be added. CD-R Presenter also allows the importation of web links, Word, Excel, Powerpoint and PDF documents.

The software includes specific CD-R optimised features that help with the CD-R creation, such as file size indicator and file gathering before CD-R writing. This coupled with an auto-run file means that when loaded into a PC, an instant, animated presentation starts up automatically.

Alan Orr, managing director at e-Promocard says: "Following on from the huge success of our entry-level tool e-Promocard Designer, CD-R Presenter represents a significant development in the creation of CD-R presentation software. In the past, this type of corporate communication would have been extremely expensive to create in a bespoke manner. The market for CD-R media and related products is expanding rapidly and we fully expect sales of our new product to be impressive."

Retailing at £39.95 inc VAT, CD-R Presenter is available as a pack comprising software specifically designed by e-Promocard for card presentations, five 35 Mb CD-R cards with Poly wallets, 16 high-resolution printer labels, label applicator and label creator software. The software is available separately at a price of £29.95 inc VAT.

Further business card-sized CD-Rs are available in packs of ten (£12.99 inc VAT) or 50 (£49.95 inc VAT). Additional packs of 120 labels are available at £9.99.

The software runs in any Windows environment (95 or later) with a minimum Intel Pentium 233MHz and MMX or equivalent. The PC should have a minimum of 32Mb RAM and 15Mb hard drive available. The business card size of the disc is compatible with any tray loading drive.

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#### **About e-Promocard**

e-Promocard Ltd was founded in 1992 as a provider of multimedia services, supplying computer to video converters. Building on its knowledge developed in the multimedia market, the company began developing software programmes to allow both home and small business users to create personalised multimedia CD-R business cards and CDs.

With UK headquarters in Winchester, e-Promocard also has warehousing and sales facilities in Cincinnati, USA.

e-Promocard's products are sold in Europe and the US through partnerships in the label and computing sectors, in addition to a network of specialised distributors and via direct sales. For further information, visit the website at [e-promocard.com](http://e-promocard.com)

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