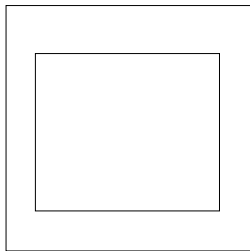


Apple Desktop Media

for the General Communicator

(Introduce yourself, mentioning your name, title, and affiliation).

Let me start with congratulations.



Slide #1: Congratulations!

These are the kinds of reactions most of us would like to hear after we've presented our ideas to a group. "Congratulations. Great stuff. You've got yourself a deal. Run with it."

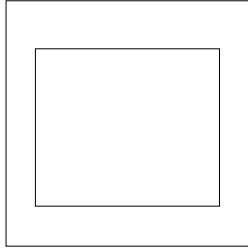
Until recently, we've all faced a long, painful process developing the necessary printed materials, slides, overheads, and on-line presentations or training materials.

The available tools have been expensive and difficult to use. Often, we've had to rely on expensive outside vendors to apply their expertise to the pages, and different vendors for slides, and still other vendors for computer-based training. We've seen our message get diluted by delays, inconsistency, uneven quality—even indifference.

All of you have to communicate your ideas, whether it's for recommending, informing, or persuading. You need to get your points across and you need the best tools to do it.

Now, with an exciting new combination of tools, you can take control, like never before. We call these tools Apple Desktop Media. Apple is the company that started the desktop publishing revolution and it's now taking you even further. You can now create impressive reports, convincing slides and overheads, interactive computer learning tours complete with animation, video, and sound effects—you name it. The Desktop is where it all happens. And the Macintosh lets you use many different media for expressing an idea—paper, slides, or overheads, and interactive computer screens.

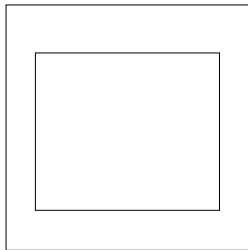
With these tools, you can communicate exactly what you want—in the way that's most appropriate for your ideas and your audience. You can ensure that your printed materials convey the same point as your slides and computer demo. You can save yourself a lot of money, speed up the schedule, and, along the way, fine-tune every element in order to achieve excellent results.



Slide # 2: Apple Desktop Media

By the end of this presentation, you will see how Apple Desktop Media can help you grab people's attention, make the kind of impact they're going to remember—in short, make ideas fly.

With Apple Desktop Media, you'll be able to communicate even more professionally, in three main arenas: on the printed page, in slides or overheads projected on the wall, and on the interactive computer screen, alive with animation, video, and sound.



Slide #3: Apple Desktop Media—The Printed Page

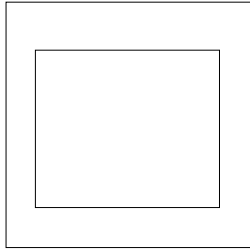
Consider the printed page. Five years ago, Apple pioneered desktop publishing. The first desktop publishing tools gave individuals like you the ability to turn out professional-quality printed materials—reports, newsletters, brochures, books, even posters directly from your computer.

With these tools, you can pick and choose fonts, experimenting with a wide range of styles, weights, and sizes for emphasis, clarity, and drama.

You can create special effects with display and three-dimensional type, and add and manipulate full-color graphics and photographs.

You can see on the Macintosh screen what you're going to get when you print. These tools take the surprise out of typesetting; you get the effects you want, instead of having to settle for whatever the production people hand you.

We all know that when something looks professionally printed, it has authority. So the printed page —top-notch, professional quality print —is our first medium.



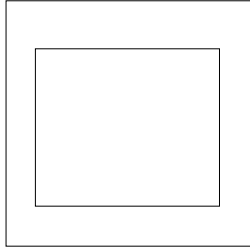
Slide #4: Apple Desktop Media—Slides and Overheads

Slides and overheads are the second major medium used in business communications. Making slides used to require the services of an outside laboratory, and messengers to take things back and forth, and more messengers every time you wanted to make a change, however small. Now all it requires is your desk. Because two years ago, Apple pioneered desktop presentations on the Macintosh computer.

With the Macintosh, you can create full-color acetate overheads and 35mm slides right at your desk. You get the effect you want, without having to describe it to a technician. And you can easily adjust and instantly revise any image you want right down to the last minute.

With desktop presentation's technology, the cost per slide has dropped dramatically. Most of you remember paying as much as \$75, \$100, or even more per slide for double-emergency-rush-overnight-must-have jobs.

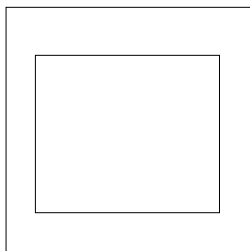
By creating the images yourself and having a one-hour photo shop or service bureau process them, you can cut these costs by 80 or 90 percent. Plus, you're laying in the colors yourself, so you're sure that you'll like the blue, in advance. Even the exact spacing between letters is up to you.



Slide #5: Apple Desktop Media—Live Animation,
Sound and Video on the Computer

Moving images and sound coming generated by a computer —this is the third medium you can use to deliver information and ideas. You deliver a message with the impact of motion...full animation...voices... music—and interactivity. Whether you're presenting a process, or doing a product demo, you can allow people to investigate at their own pace, exploring the topics that interest them, interacting with your material. Unlike a paper report, this gets people involved, and, by doing, they absorb your ideas better.

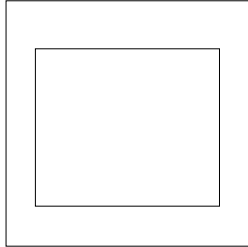
One tool that lets you prepare information so that people can interact with it is HyperCard, a software package introduced by Apple in 1987. You can think of it as an electronic version of a 3x5 index-card filing system. Putting related information on a series of cards, you create a stack. Then you add buttons to individual cards.



Slide #6: Card with a Big Graphic Button

When a viewer clicks a button, he or she is taken to another card on the same topic.

Or the button may lead to a video sequence, or some animation with sound effects.



Slide #7: Animation

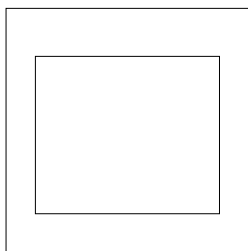
In this way, the viewer can pursue a personal interest, following paths that you have carefully prepared, jumping from fact to fact, from image to image. That feeling of being in charge, and interacting actively with the material, keeps people interested and alert—and helps you get your message across without lecturing.

HyperCard lets you weld combine chunks of video, animation, and sound into a single experience. You can simulate the way a product works, show the flow of a process, teach a new skill.

And if you are using the HyperCard stack to present an idea to a group, you control the whole show, just with the click of a button. That click does a lot more than simply start and stop, or move you to the next picture. It lets you pick and choose from a variety of fully animated charts, graphics, text, video clips, and sound bites so you can adapt your presentation or demonstration as you go, taking people's questions into account, responding with just the facts they need, when they need them.

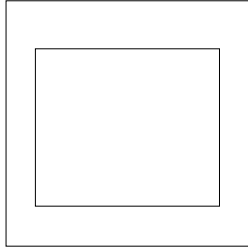
That's interactivity.

And all these media work together.



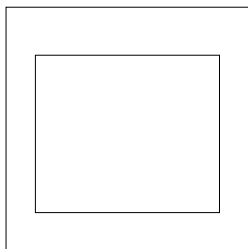
Slide 8: MacroMind Director

With MacroMind Director, you can easily and quickly create multimedia productions using tools like Auto Animate, Auto Transform, and In-Between. Director's full-featured, built in color paint program gives you powerful tools for creating high-quality graphics and text.



Slide #9: Diagram of Media Working Together

The information you prepare for a business plan or proposal can move—without a glitch—into the color slides you need when you present the same ideas to small groups.



Slide #10: Diagram of Media Working Together

(2)

And the same material can then be animated, amplified with sound effects, and backed up with video, for an interactive session before the board of directors. That's leverage.

You save time—and multiply your media reach—because the Macintosh has been designed from the ground up to help you communicate your ideas. It's built to let you bring together numbers, text, drawings, video images, music, and sound effects.

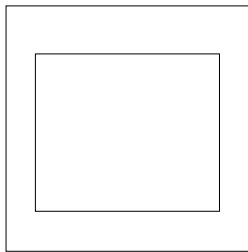
But where a movie mogul has to send the same film to every theater, and every audience, you can tailor your presentation to include just the right media, and message, for each group. You make a bigger impact, because you're on target.

Everyone in business has to communicate, to keep people informed, to persuade people, to inspire them. But you take communicating your ideas a little more seriously. That's why you're here. You've recognized that, to keep a few steps ahead of the competition, you constantly need to improve the way you produce and present your communications. Apple Desktop Media tools are designed to put you in control as an effective communicator.

You're in good company here. Many industry leaders have already discovered that the Macintosh serves as a great platform from which to launch reports, proposals, books, marketing brochures, technical documentation, slides, overheads, training materials, and entire university courses. In a few minutes, you'll see some success stories that show you what some of these people have been doing with Apple Desktop Media.

These are people like you; they earn their living evaluating options, making decisions, and then informing and persuading others. They're communicators such as...

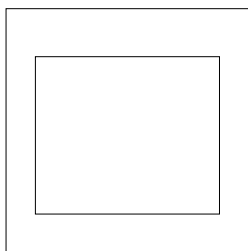
- Managers—like Systems Director Tony Berumen of the Electric Power Research Institute (EPRI).



Slide #11: Tony Berumen

The challenge he faces is sheer volume—putting together the institute newsletters, fliers, fact sheets, and books in very little time.

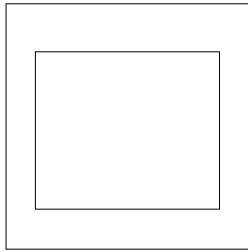
- Consultants, customer service reps, midlevel managers, analysts, and staff—like Mary Peterson of Arthur Young and Company



Slide #12: Mary Peterson

She regularly prepares financial analyses for clients in the form of slides created on the Macintosh, because this approach gives her greater control. She can adapt each presentation to the audience at the last minute, if necessary.

- Educators, administrators, and technical writers and trainers,—Terry Hall, of the U.S. Coast Guard...

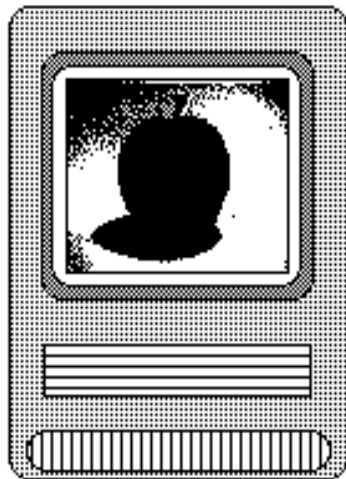


Slide # 13: Terry Hall

Despite budget cutbacks, Terry Hall must constantly update training for helicopter mechanics. He's begun using Apple Desktop Media to create interactive training, quickly simulating complex brake and engine systems—and saving hundreds of thousands of the dollars he used to spend on clumsy mockups and demonstration boards.

Like these people, you need to maintain a competitive edge. To work faster. To get the most out of each image you create. To communicate in a way that's right for the message, right for the audience, and right for your client's budget. To be remembered, like the ghost in Hamlet.

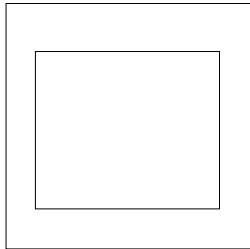
(Use the Macintosh II and AppleCD SC drive to run this tour.)



TOUR #1:

You've seen how the Macintosh lets you put together words, graphics, charts, and animation—for delivery on pages, in slides, and live on the computer screen. The combination catches the eye, entertains the mind, and engages the imagination.

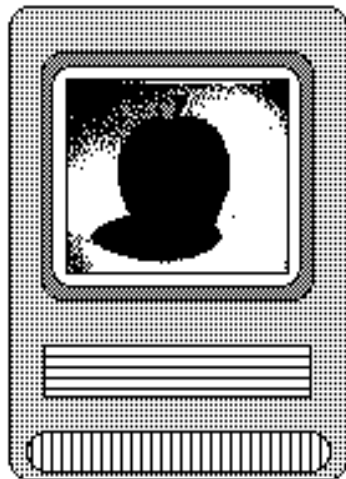
The work you do in one medium for one project can easily be brought over into another, so you save hours of work—and get a consistent look in the brochure, the handouts, the slides, and the interactive training session.



Slide #18: Apple Desktop Media Gives You an Edge...

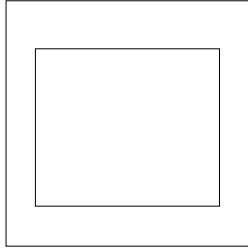
Here's a case study. Tony Berumen, systems director at the Electric Power Research Institute, had too much to produce, and not enough time to do it—until he started benefiting from Apple Desktop Media.

(Use the Macintosh II and Apple CD SC drive to run this tour.)



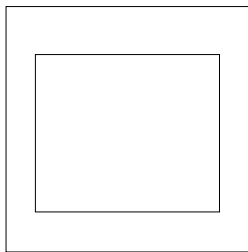
TOUR #2: Reports, Proposals, Newsletters

Tony Berumen and his team use the Macintosh for everything, it seems. They make their maps with MacDraw II.



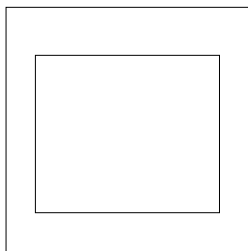
Slide #19: MacDraw II Example

MacDraw II lets you develop drawings for a variety of design projects, from presentations to desktop publishing. The program is extremely fast, flexible, and precise. The result is finely controlled line art with resolution of up to 2,000 dots per inch.



Slide #20: MacWrite II

For text, the team relies on MacWrite II, the latest version of the industry-standard word processing program; it's extremely easy to learn, but it offers lots of features, such as a spelling checker, the ability to create form letters (mail merge), and multiple columns on-screen.



Slide #21: PageMaker

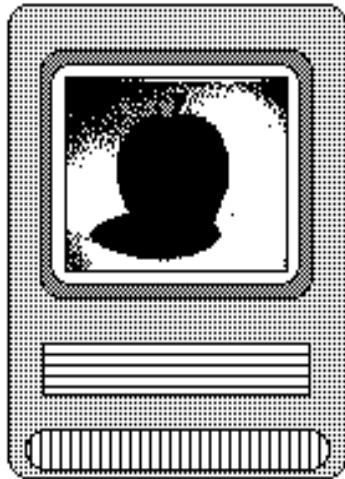
PageMaker 3.0 from Aldus Corporation is a desktop page-layout package that lets you integrate text and graphics from other programs.

The EPRI story illustrates desktop power: a few individuals getting control of the media, individual creativity blossoming in a small workgroup—and costs being reduced dramatically.

You can get the same high quality when you're making a slide presentation. Here's how the folks at the Big Eight accounting firm of Arthur Young use Apple Desktop Media to outline, rearrange, and adjust things right down to the day before a big meeting—then turn out crisp

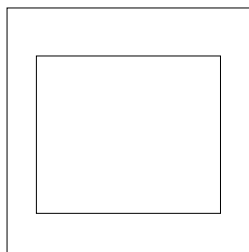
color slides.

(Use the Macintosh II and AppleCD SC drive to run this tour.)



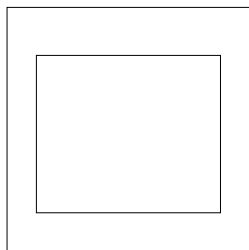
TOUR #3: Presentations

As Mary Peterson says, you may often feel that you live or die by the quality of your communications. You need to be in control, so you can make changes right down to the last minute. For that, presentation software such as Aldus Persuasion is the tool you need.



Slide #22: Persuasion

You start with an outline, then use prepared templates and color guides, if you wish, to produce overheads, 35mm slides, and even speakers' notes, all from the same easily modified outline.

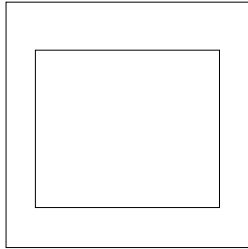


Slide 22b: HP PaintJet

You can use the HP PaintJet or the Tektronix ColorQuick printer to turn out full-color acetate overheads directly from your outline. The HP

PaintJet prints at 180 dots per inch, and the Tektronix ColorQuick prints at 216 dots per inch, on media up to 12 by 18 inches in size.

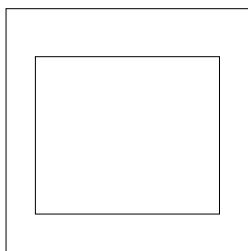
Or send your finished slides to a desktop film recorder such as Presentation Technologies' Montage.



Slide #23: Montage

Montage provides a low-cost way to create your own 35mm slides, without waiting for an outside laboratory to handle your order. You can use up to 16 million colors, with 4,000-line resolution, or you can follow the suggested color guides. Inside Montage, a 35mm camera captures whatever image you create on your Macintosh; you pop out the film, take it to a one-hour photo store for development, and you've got your slides.

And when you want to put on a live show, interacting with material on your computer as you respond to questions from a large group, you can display the Macintosh animations on a big screen, with high resolution.

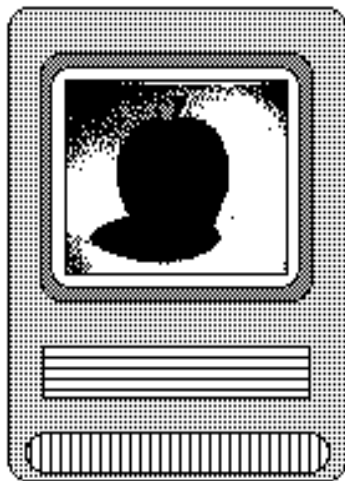


Slide #24: Kodak DataShow

The Kodak DataShow HR Projection Pad takes the image from your Macintosh, and, when placed on top of a standard overhead projector, beams that moving image onto a screen that everyone can see.

When you're producing training materials, animation and interactivity must serve a different purpose—intriguing students while demonstrating how complex systems work.

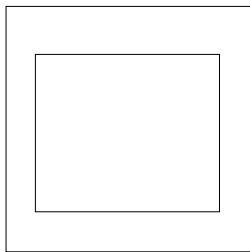
(Use the Macintosh II and Apple CD SC to run this tour.)



TOUR #4: Animation

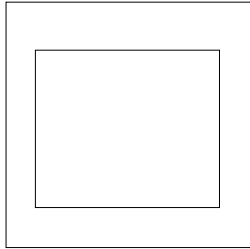
Before Apple Desktop Media appeared, the Coast Guard's Terry Hall found that teaching complex material was an expensive and slow process. Updating materials was even more difficult. Static materials sometimes didn't get the point across.

MacroMind's Director helped him create lively, involving—and informative—animation that each student could run on the Macintosh.



Slide #25: MacroMind Director

This software lets you mix and match your images, add color, reconstruct your images, and create frame-by-frame animation. You control the speed, rhythm, sound, and voice-over, too.



Slide #26: A New Perspective

You've seen some examples of how people are using Apple Desktop Media to expand the number of ways in which they can deliver their message—reaching people through the printed page, slides or overheads projected on the wall, and interactive computer materials in which moving images appear in response to the viewer's changing interests. That capability has brought a new perspective to communicating. Book publishers, for instance, have begun to provide HyperCard stacks of interactive training to complement their desktop published books.

People preparing presentations can easily generate their own notes, handouts, slides, and any live animation from a single outline, on one Macintosh.

People in the production department can now see that they don't have to contract with three different vendors—or five or six—just to be able to turn out the different pieces in a marketing campaign, such as a four-color brochure, a slide show for the sales force, and an interactive demo for customers at trade shows and in retail stores.

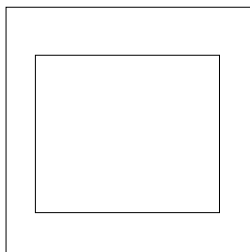
Teachers and trainers—and anyone who wants to help other people learn a new skill, process, or system—can now go beyond books and handouts, and make a bigger impression on their students with slides, overheads, and interactive training on the Macintosh.

The whole idea of Apple Desktop Media is to allow you to work in every medium from a single, simple, and superbly integrated platform—to create what you need, and to get your ideas across with maximum impact. That's the Macintosh advantage.

That's the Macintosh advantage.

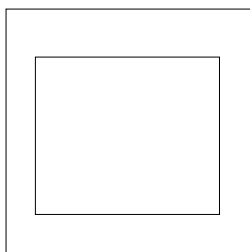
You communicate with the Macintosh by seeing and pointing, manipulating easily recognizable graphic images. Pointing and clicking is the Macintosh alternative to recalling and typing complex computer syntax.

And almost every application works in the same way, so when you've learned one, you're well on the way to learning the next one. For example, what you learn in a word processing application will apply when working with more sophisticated desktop presentation programs. Studies of Fortune 1000 MIS managers and Fortune 1000 professionals who use computers found that learning the basic Macintosh system was rated 34 percent easier than learning MS-DOS systems; learning new programs was rated 27 percent easier.



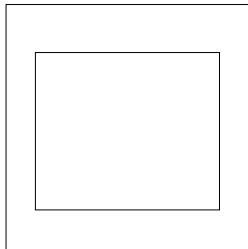
Slide #27: The Macintosh Advantage—A Wide Range of Options

Macintosh has been helping people communicate their ideas better for more than five years. There is a wide range of options from which you can choose the best tools for your audience, situation, and goals. Great typographic and graphic tools, top-quality color publishing tools available on any personal computer, and top-notch integration with prepress and production services. Great slide-making software. Programs like HyperCard and Director, to bring together animation, sound, and video in a single interactive presentation.



Slide #28: The Macintosh Advantage—Easy Integration

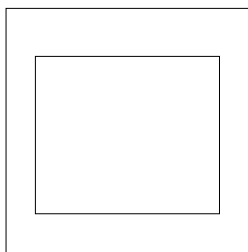
All Macintosh applications look alike, and work more or less the same way; even more important, the Macintosh makes it easy for them to pass information—complete with your formatting—back and forth. No matter what form your material is in—text, database records, spreadsheet, drawing, sketch, video sequence, or sound effect—you can pluck it out of its original application and blend it with other materials to form a single, unified presentation.



Slide #29: The Macintosh Advantage—Growth Path

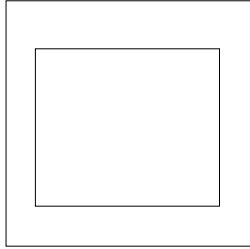
Another Macintosh advantage is that you can start simply, and get great results right away. Using a Macintosh computer, some word processing software, and a LaserWriter printer, you can turn out first-class newsletters, brochures, reports, and proposals.

Then you can a capabilities gradually. Buying a scanner expands the range of art you can use—to include anything already printed on paper. With a film recorder on your desk, you're able to "snap" all the slides you want as you develop your presentation; using a service bureau, or your corner one-hour photo store, you can have the film developed, and be ready to present. Plug in the AppleCD SC drive, and you have hundreds of clip-art graphics, stock photographs, and stock sound effects at your fingertips.



Slide #30: Macintosh Family—Plus, SE, SE/30

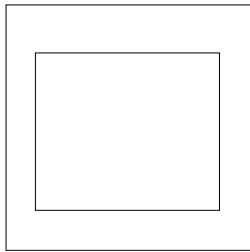
There is a family of Macintosh computers from which to choose. Three are compact systems: the Macintosh Plus, the Macintosh SE, and the Macintosh SE/30. Each is affordable, transportable, and complete in itself.



Slide #31: Macintosh Family- II, IIcx, IIx

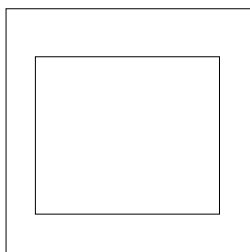
There are also three modular systems: the Macintosh II, Macintosh IIcx, and Macintosh IIx. These are expandable, high-performance computers that can accommodate as much memory as you need, work with whatever monitor you like, and be connected to almost any network. Adding other equipment, you can put together a system that matches your needs right now, and allows you to change and grow.

Here are a few ways you could put together an Apple Desktop Media system.



Slide #32: Macintosh Solutions—Macintosh SE Configuration (Photo)

For work in black and white, you could use the Macintosh SE, a compact and transportable computer designed to give you fast access to files and applications, with an expansion slot for different types of communications, video, and other equipment. Take the model with 2 megabytes of RAM—enough for any page-layout program or high-end graphics and color work—and add a 40-megabyte hard disk from Apple. For fast, crisp printing, choose the LaserWriter IISC printer. Later you can add an Apple Scanner.



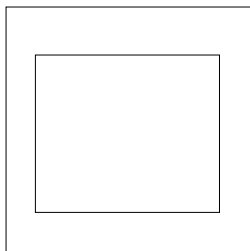
Slide #33: Macintosh Solutions--Macintosh IICX Configuration
(Photo)

To work in color, consider a Macintosh IICX computer, with the maximum Macintosh performance and flexibility,—the ability to display color, and plus three expansion slots. Start with 2 megabytes of RAM and a 40 megabyte hard disk.

For crisp full-color display, add the AppleColor RGB Monitor; for color video, add an eight-bit video card. To bring in color pictures from photographs or other printed illustrations, use a color scanner. Or collect the images from a compact disc on your AppleCD SC drive or a laserdisc player. These give you access to a wealth of clip art, graphics, stock photos, and sound libraries. Use the LaserWriterIINTX printer, with built-in fonts, to print black-and-white originals.

For color printing of pages and acetate overheads, you might consider the HP PaintJet, or the Tektronix ColorQuick Printer. For slides, you could use a film recorder such as the Mirus Film Printer, Presentation Technologies' Montage, or the Matrix ProColor Film Printer. Or, you might choose to use service bureaus such as Autographics, Genographics, and MagiCorp, sending them files via an Apple Personal Modem and communications software such as AppleLink or MacNET. To digitize sounds, you might add an audio digitizer such as the Farallon MacRecorder.

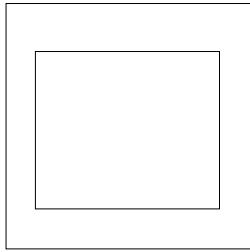
Here's a glimpse of the incredible range of software available for Desktop Media applications.



Slide #34: Software for Print—Word Processing

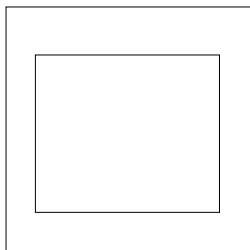
All of these word processors offer a full set of features and turn out professional-quality printed pages. Claris MacWrite II is extremely easy to learn, making it a good choice for people who are new to the Macintosh. Microsoft Word 4.0 and WordPerfect for the Macintosh are the latest versions of complete document-processing programs, and Ashton-Tate's FullWrite Professional combines word processing with

outlining, graphics, and page-layout capabilities. OmniPage lets you scan a printed page and turn that text into a word processing file that's ready for you to modify or format.



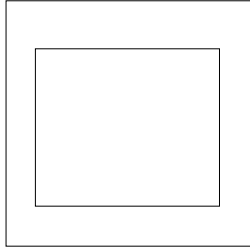
Slide #35: Software: Print—Page Layout Software

As for page-layout software, Letraset ReadySetGo! 4.5 is an easy-to-learn program that lets you integrate text and graphics from other programs as you lay out pages for newsletters and reports. Aldus PageMaker resembles traditional page-makeup tools, and QuarkXPress offers some of the most sophisticated kinds of page composition.



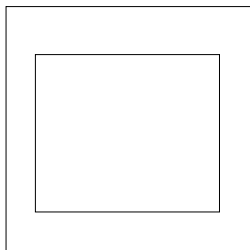
Slide #36: Software for Print—Graphics

Graphics. Apple HyperScan brings images directly from the scanner into HyperCard. To create art, you can use painting programs such as MacPaint, precision-drawing programs such as MacDraw II, Aldus Freehand, and Canvas 2.0, tracing programs such as Adobe Illustrator and photo-retouching programs such as Letraset's ImageStudio, which works in 256 levels of gray, or Avalon PhotoMac, and SuperMac PixelPaint, and Electronic Arts Studio/8, for full color.



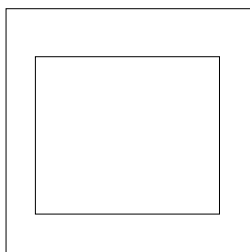
Slide #37: Software for Slides—Presentations

With presentations software such as Aldus Persuasion, Symantec's MORE, and Microsoft's PowerPoint, you can develop an outline and then turn that into a series of slides. Symantec's MORE II lets you organize information for plans, projects, and presentations, then turn the outline into professional-quality slide shows, overheads, notes, and handouts.



Slide #38: Hardware for Slides—Film Recorders

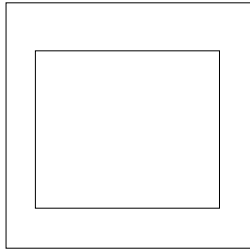
The Mirus Film Printer, Presentation Technologies, Montage, and the Matrix ProColor Film Printer all allow you to capture whatever you see on your Macintosh screen on 35mm film, with your choice of millions of colors and at very high resolution.



Slide #38B: Color Overhead printers

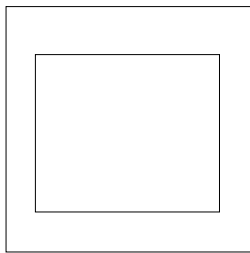
To produce full-color overheads you have a range of choices. The HP PaintJet is a color graphics printer that gives you an inexpensive way to create color reports and overheads for presentations. It prints at

180 dots per inch. The Tektronix ColorQuick printer prints 216 dots per inch, on media up to 12 by 18 inches in size. You can turn your ideas into color with these printers.



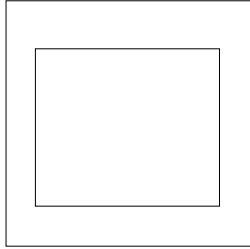
Slide #39: Software for Live Presentations

For live presentations, you've already seen how Apple's HyperCard and MacroMind's Director allow you to integrate text, graphics, and moving images into a single interactive presentation.



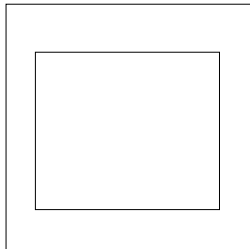
Slide #40: Service Bureaus for Slides

Service bureaus can take your final files—on disk or over the telephone lines—and turn them into 35mm slides, typeset film, or transparencies. If you don't need instantaneous turnaround, and you don't do hundreds of slides every month, or if your budget's low, hire a service bureau to take over after you've prepared each page or slide. That way, your cost is low, and you can leave the technical details of the equipment to their technicians. Some service bureaus focus on print—such as AlphaGraphics, Ben-Wal Printing, Brilliant Color, Kinko's, PIP, and Sir Speedy—while others—such as Autographix, Genigraphics, and MagiCorp—focus on slides.



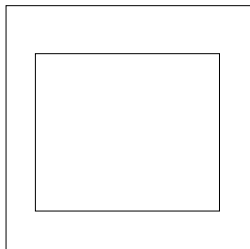
Slide #41: Desktop (build)

Let me sum up what all this means for you. This range of software allows you to work in every medium right at your desk, with your Macintosh. So you're in control.



Slide #42: Desktop Media

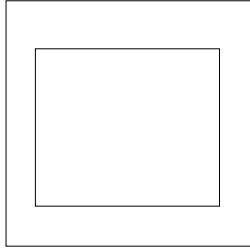
You're free to choose whatever medium is most appropriate for your message and your audience. As you work, you're saving time and money, too, because you can take what you create in one medium, or on one project, and use it in others. These media work together easily because you work with them on one platform: the Apple Macintosh computer.



Slide #43: Apple Desktop Media

With Apple Desktop Media, you're going to get people's attention. They'll see your point, hear what you have to say, understand—and, who knows?—they'll probably even enjoy your presentation. They'll certainly remember your ideas, and act on them.

This is how Apple Desktop Media can give you that competitive edge—to do things better, faster, and more effectively. Apple Desktop Media—the tools to make your work stand out above the crowd.



Slide #44: Apple logo

(Add a personal word here, saying how the audience can get to test-drive a Macintosh, learn about any special services you offer, and purchase a system. Tell people what they should do next, and hold up examples of any materials you have available for them to take away.)

So...if you'd like to get your hands on a Macintosh now and see how Apple Desktop Media can help you get your point across, let's talk.

Thank you.