

Desktop Media: Presentations

Application Showcase

(Presenter: Demonstration instructions are indented and printed in italics; hardware and software requirements are listed in one of the initial Hypercard screens.)

Setup

(Open Next Generation Presentation folder.)

(Open Next Generation Presentation stack.)

(Make sure that VideoDisk player is connected to modem port, not the printer port.)

(Click on "Test VideoDisk" to confirm setup.)

(Click on white Apple logo to go to title card.)

Start Spinning Apple Animation

(Click on black Apple logo to start VideoWorks.)

(Click anywhere to return to HyperCard.)

Title

Hi. I'm _____ from Apple Computer. In the next 20 minutes, I'm going to demonstrate a more effective process for developing your own presentations—whether you give them informally at staff meetings or formally before clients and colleagues.

I'm also going to show you the full range of solutions available today for the Macintosh in the area of call **Desktop Media**, and what you'll be seeing in the future.

(Click on right arrow)

Business Communications

In business today, people take information, analyze it, and communicate it in many ways: on paper, by 35-millimeter slides, or in dynamic live presentations that include animation and sound.

As you know, Apple revolutionized print communications when we introduced the first desktop publishing system.

Now, with presentations from Apple Desktop Media, Apple has made it easier for everyone to more effectively communicate ideas by giving them a way to develop high quality and timely presentation materials in print, with 35mm slides, black and white or color overheads, or live with the computer itself. Using Apple Desktop Media, large numbers of general and professional communicators are taking advantage of multimedia techniques, such as animation and sound. We'll take a look at that later.

To give this presentation I'm using HyperCard images—which were created *on* a Macintosh—and projecting them *from* a Macintosh onto this large screen. I'm also using Hypercard to control the flow of the demonstration, including launching different software applications and accessing different hardware devices.

(Click on right arrow.)

Why Visual Aids are Important

Studies show that the quality of your visual aids *matters*. If you present your message in a way that your audience finds interesting, professional, and persuasive, you're going to be heard.

(Click on right arrow.)

Desktop Presentations Options

Sad to say, in the past it wasn't all that easy to create an interesting, professional, and persuasive presentation.

People either produced what I call fast-food visuals—overheads that were fast and cheap to make but generally looked like they'd been run over by the family car. Or people went to a service bureau and had professional-quality slides produced. They looked great but cost a lot—\$50 to \$100 per slide.

Today I want to show you another alternative: Presentations through Desktop Media.

(Click on right arrow.)

First Integrated Solution

Combining Macintosh personal computers, presentation

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software, and related equipment, Apple's Desktop Presentations was the *first*—let me emphasize *first*—system that integrated the entire presentation process, from organizing your ideas to producing visuals and even to producing speaker's notes and audience handouts.

You could even project your presentation directly from your Macintosh using an overhead projector.

(Click on right arrow.)

Technology Convergence

All this is now enhanced because of new technology that lets you manage the entire communication process.

- First, new technologies give you a way to bring information into the Macintosh from a variety of sources.
- Second, the Macintosh has outstanding graphics capabilities, and the Macintosh II family has the power to work effectively with full-color images. Also, new Desktop Presentations software lets you manage an entire presentation, not just one visual at a time.
- Third, Desktop Media gives you a range in choices of output. With electronic projection equipment, you can even deliver presentations directly from a Macintosh. With Hypercard, LaserDisks and CDs, you can put together stunning video and sound presentations.

(Click on right arrow.)

Range of Solutions

What's especially nice about presenting with Desktop Media is that you have the flexibility to create presentations for different situations. You can start with the equipment and software to facilitate working meetings and produce informal presentations, and then, as your needs change, upgrade with the tools you might need to produce formal or video presentations. There's a growth path from one kind of presentation to another, using materials you've already created.

Now let's look in on each of these types of meetings to see how Desktop Media improves them.

(Click on Meeting Facilitation.)

Meeting facilitation

Let's first go to a staff meeting and see how an Apple Desktop Presentation system helps streamline the development of a marketing plan.

Did you know that there are more than 30 million meetings like these *every day*?

(Click on right arrow.)

Meeting Facilitation Products

A Desktop Presentations system can make these meetings

more dynamic and more productive.

The hardware you'd need for a meeting like this would typically include a Macintosh computer, overhead projector, and an LCD display to project Macintosh screen images onto the wall or projection screen. You also might want to have a LaserWriter printer on hand to print out your ideas, new information, or action items at the end of the meeting.

*(Click on **demo disks.**)*

Software I'm using today to demonstrate Macintosh in staff meetings includes MORE II from Symantec.

Demonstration

(Click on "MORE.")

MORE II : Introduction

MORE II is a great tool for organizing ideas in brainstorming or planning meetings because it acts like an "electronic whiteboard." Not only can you use it to look at and rearrange ideas as a group, you can easily print out a record of your session to avoid misunderstandings and be sure that action items are followed up.

In fact, the vice president of a Fortune 500 company has arranged it so that his directors and staff all use a Macintosh to facilitate meetings. He says that since Macintosh systems have been installed, he's seen a significant increase in

creative and effective meetings.

MORE II: Outline

In our meeting today, we've been discussing the strategy for a new product introduction. I've projected the agenda onto the wall; another person enters information into the Macintosh as people present ideas.

Here, under "Tactics," someone suggests a public relations effort.

(Select "Tactics")

(Press return, and tab)

(Below "Tactics" type "PR")

Others suggest a major advertising program, national tour, and a literature campaign.

(Type "Advertising"," National Tour," and "Literature")

MORE II : Prioritizing

We can also use MORE II to set our priorities. First, let's get a bigger picture by collapsing the subheads.

(Double click by "Tactics" to collapse subheads.)

(Double click by "Strategic Priorities" to show subheads.)

By collapsing and expanding subheads, it's easy to see your work in different levels of detail. After some discussion, people at our meeting reached a consensus that the priorities should be building the team, customer service, and new

product launch. So we just click on the appropriate subheads, and relocate them.

(Select and drag items to reorder them.)

MORE II : Action items

(Double click by Action Items" to expand subheads.)

Before we close the meeting, we can confirm our action items as well. That way, it's clear what everyone agreed to do. Everyone in the room can see their action items, and we can print them out as part of the meeting notes.

*(Go to File and Select "Quit." Do **not** save.)*

Now you've seen how MORE can help a group formulate ideas -- and confirm the group's decisions.

Another way you can improve meetings is by using traditional business software to evaluate different scenarios—say, for a budget meeting.

(Click on "Excel.")

Excel: Introduction

In our strategy meeting, for instance, we might use Excel to look at our marketing budget and decide how much to allocate to various marketing activities. In a meeting, Excel can be really useful to help people see what the alternatives

are, and come to faster agreement.

(Select "Font" from Options menu.)

(Select New York 18 pt.)

First, to make sure everybody can see, I'll beef up the type size in the spreadsheet I just opened. Virtually any Macintosh software will let you use larger, clearer fonts -- a great advantage when you're in a meeting.

Excel: Chart

Besides using Excel to perform "What if" analyses, we can quickly translate new data into charts that help visualize our forecasts, and then include the charts in our presentation visuals.

(Select Budget figures from Budget to Literature.)

(Go to File and select "New.")

(Select "Chart," and click on OK.)

That's all there is to it. Everyone can see how our proposed budget is shaping up.

Let's look at a pie chart of the same budget.

(Go to Gallery, select "Pie," and click on OK.)

(Go to Chart menu and select "Add Legend.")

Very fast. Very simple. Very clear.

Excel: What-if?

Now what if we played "What if?" with our budget? Suppose we spent twice as much on advertising?

(Click on spreadsheet, change "300" to "600")

(Click on chart to see change.)

The change is automatically reflected in our pie chart. After we've explored various scenarios we can print out the one for which we've reached agreement. That way, everyone knows what we've agreed to spend. There's no confusion.

*(Select "Quit" from File menu. Click on **NO**.)*

You get several important benefits when you use the Macintosh to facilitate meetings. First, when everyone in the room can see the consequences of decisions—and the alternatives—you're much more likely to have more creative, more focused meetings.

With better feedback, you also can expect better decisions, clear action items, and group ownership of results. Which, of course, leads to better productivity.

(Click on right arrow.)

Range of Solutions

Now let's consider those informal presentations where your purpose is to communicate information to a small group.

(Click on Informal Presentations.)

Informal Presentations

For example, you might be developing materials for a meeting on a marketing plan, budget proposal, status report, project summary, or for a training session.

(Click on right arrow.)

Informal Presentation Products

A Desktop Presentations system use for creating materials for informal presentations might include:

A Macintosh SE or Macintosh II computer and a graphics scanner. A LaserWriter printer for your black-and-white overheads and handouts. A color printer so you can produce color overheads. And AppleShare and AppleShare PC to integrate information from other members of your workgroup.

*(Click on **demo disks**.)*

For software, in addition to your favorite business applications, you'll need a presentation package such as PowerPoint from Microsoft , Persuasion from Aldus, or Cricket Presents from Cricket Software.

PowerPoint: Introduction

(Click on PowerPoint.)

Let's take a quick look at what's different about using a Desktop Presentations package for developing your

presentation visuals. Here's a presentation we've created to propose a new product introduction.

(Click through several slides.)

Not only is it uniform and looks professional, it includes a wide range of graphics. Now we can look at the entire presentation at once.

(Click on Slide Sorter icon.)

But wait. Let's move this slide to the end of the presentation, where it will have more of an impact.

(Select any slide and drag it to the end of the presentation.)

As you see, moving and reordering slides is quick and simple. As you rearrange slides, they are automatically renumbered to reflect the new order.

PowerPoint: output options

Macintosh makes it easy to produce my visuals. Using the LaserWriter printer, I could print black-and-white overheads, handouts, and speaker's notes. I also could use a color printer to produce color transparencies.

*(Go to File menu and select "Quit." Do **not** save.)*

Desktop Presentations software lets you work with an entire

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presentation, rather than a single visual at a time. You can see PowerPoint in more detail in the Desktop Presentations seminar, or here in the product view area.

(Click on right arrow.)

Range of Solutions

Now...what about that formal presentation where you have to sell your ideas?

(Click on Formal Presentations.)

Formal Presentations

Suppose you have to prepare materials for a client presentation, sales meeting, product introduction...or Apple Business Forum? The job can be a complicated one if you have to depend on other people and outside services to do it. Also, last-minute changes are usually expensive or not even possible.

(Click on right arrow.)

As an alternative, let's see how an Apple Desktop Presentation system can help you create more persuasive formal presentations.

Formal Presentation Products

Let's start with some of the tools that streamline this process.

Hardware includes a Macintosh II or IIcx with a color monitor, scanner, a LaserWriter for black-and-white materials,

AppleShare for information sharing, and a film recorder if you want to produce 35-millimeter slides in house. Film recorders, such as the Mirus FilmPrinter, can take almost any Macintosh file and produce extremely high-resolution slides in a full range of colors, and at a very reasonable cost.

If you don't want to produce your own slides, you might want a connection to a service bureau so you can send your presentation over a modem and get it back in slides overnight.

*(Click on **demo disks.**)*

Most of the business and presentation applications used to create informal presentation materials will also create more formal presentations.

*(Click on **PowerPoint.**)*

Demonstration

PowerPoint: adding color

I'll jazz up the visuals from a black-and-white presentation by adding color.

What's especially convenient is that I can set a color scheme for my entire presentation, automatically assigning colors to the elements of all slides.

*(Go to **Color** menu and select "**Color Scheme.**" Click on "**Choose a Scheme.**" Select **BU2** for the background,*

BG6 for the foreground, and select the 2nd color scheme. Click OK.)

That way, even my color presentation will look consistent and professional.

I'll also create a dramatic shaded background.

(Select Shade Background. Check Vertical. Move marker about 3/5 from the left. Click OK. Check on Apply to all slides. Click on Apply. Click on presentation frame.)

PowerPoint: colorizing an Excel graph

In addition, I can take a black and white image, such as a graph or drawing, and colorize it. Here's an Excel graph, for instance.

(Move forward to Excel pie chart. Click on graph.)

The Excel chart shows each expense item as a different pattern. But it's easy to convert the patterns to colors. My color scheme automatically give me a pleasing set of options. First I change the patterns to colors.

(Click on graph. Go to Color menu and select Recolor Picture. Click on Change Patterns. Check all patterns. Click OK.)

As you can see, the Macintosh lets me achieve professional

effects very quickly—and little artistic talent is required.

*(Go to File menu and select "Quit." Do **not** save.)*

PowerPoint: Output

I can also prepare a set of speaker's notes for the presentation.

To get 35-millimeter slides, I just send these to the film recorder right on my desk. Of course, I also could send my presentation to an outside slide-making service.

(Click on right arrow.)

(Click on right arrow.)

Success Stories

However you use a Desktop Media communication system, you'll be able to create more professional, more interesting, and more effective presentations. What's more, like Russ Chatham at Federal Express, you'll save time and money.

(Click on right arrow.)

But most important, because better meetings and presentations lead to better decisions, like Joe Cillo at BAIMCO you can enjoy an important competitive advantage.

(Click on right arrow.)

Multimedia Presentations

I've just shown you what's easy for you to do today using Apple Desktop Presentations technology. Now let's look at some of the more sophisticated technologies that advanced users are beginning to employ in the area of presentations. These combine animation, sound, and video images.

(Click on demo disks.)

First, let's look at a presentation created using VideoWorks from MacroMind. With VideoWorks, people can animate their presentations, deliver them right on the Macintosh, and capture their audience's attention with material that looks like it was created in a video studio.

Show Video

*(Click on **VideoWorks II.**)*

What I'm going to show you now *on* the Macintosh was created entirely *by* a Macintosh. We're displaying it here on the Macintosh II screen, and projecting that onto the large screen behind me.

(Click anywhere to return to HyperCard.)

Let me emphasize that advanced users are doing things like this *today*. The technology is in place. The software is available. In fact Videoworks has a new companion, MacroMind Director.

Now you've seen how the power of animation can capture an audience's attention. In this final segment, let's look at how HyperCard on the Macintosh and video laserdisks let you combine video and sound in an even more dynamic presentation. Video laser disks are like compact disks, only they store both sound and video images.

For this presentation, HyperCard was set up to access different parts of the laser disk—in the same way you can select which segment of a compact disk you want to hear. The images are then projected onto a TV monitor. Let's take a look at the kind of presentation you might want to create someday when you want to present the results of a very large project—such as the space shuttle project—to your investors.

(Click on Hypercard.)

Show Laserdisk Presentation

The most powerful aspect of Hypercard is that it lets you quickly navigate through a lot of information. I have many choices here. Let's look at launches first.

(Click on "Launch")

Let's see the shuttle take off.

(Click on "View from ground")

Now, with Hypercard, I can decide that I'd like to see the same action from a different angle. Let's listen to the astronauts narrate their view of the launch from inside the shuttle.

(Click on "View from cockpit")

(Click on "left arrow")

Now let's meet the astronauts.

(Click on "Shuttle Crews.")

There are three shuttle missions I could discuss. To call attention to one crew, I just click on their mission.

(Click on Mission 11 crew.)

Perhaps I'd like to call attention to one of the crew members who distinguished himself by performing an unusually courageous act.

(Click on Robert Gibson's head.)

I could go even further, and call up some snapshots of him in the shuttle.

(Click on In-flight pictures.)

Let's look at some of the other crew members.

(Click on Bruce McCandless' head.)

(Click on In-flight pictures.)

And one more.

(Click on Ronald McNay's head.)

(Click on In-flight pictures.)

This kind of tiered archiving has some real down-to-earth applications, too, in areas such as human resource management.

(Click on left arrow.)

(Click on left arrow.)

Now let's take a look at some of the world from a shuttle's eye view.

(Click on "Earth Views" .)

For our purposes today, we have just a few spots on the map to explore, but there could be thousands of images stored on the same map for fast and easy reference.

(Click on several buttons and read subtitles.)

(Click on left arrow.)

Here are some of the activities during the flight.

(Click on "Mission Highlights.)

Let's look at the deployment of the Palapa communications satellite. This satellite linked together over 6000 Indonesian islands. (Palapa means "fruit of efforts").

(Click on Satellite Deployment.)

Now let's see the astronauts on their first untethered space walk.

(Click on Space Walk 1.)

It takes an acrobatic effort to leave the shuttle.

(Click on Space Walk 2.)

Let's look back at where we've been.

(Click on Space Walk 3.)

Finally we're freely floating above the earth.

(Click on Space Walk 4.)

(Note: Continue talking during this silent segment.)

I hope it's clear by now that, by using an Apple Desktop Presentations system, the presentations you create can be more professional, more interesting, and more effective—no matter where in the world you have to give one. Out beyond

the gravity of the old, cumbersome tools for creating visuals, you're only limited by your imagination.

(Click on left arrow.)

(Click on right arrow.)

Summary: Spinning Apple logo

I'll close with another animated segment from VideoWorks.

(Click on black Apple logo to start VideoWorks.)

Thanks very much for your time today. If you have any questions, I'll be happy to answer them now.

Q: How did you do all this?

A: (Describe hw setup. Point out audio and video directly from Mac II. Mention graphics artist help w/animation.)

Thank you. Please be sure to take a look at some of the products I mentioned. You can also find out more about how you can use Desktop Media by seeing your local Apple authorized dealer.

(Click anywhere to return to HyperCard.)