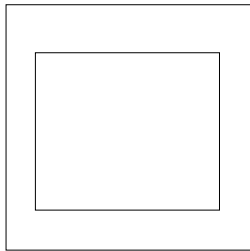


Apple Desktop Media

for the Professional Communicator

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

Let me start with congratulations.



Slide #1: Congratulations!

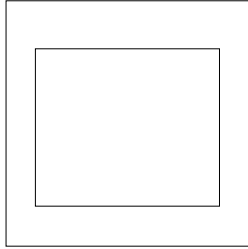
These are the kinds of reactions most of us would like to hear after we've presented our ideas to a group. "Congratulations. Great stuff. You've got yourself a deal. Run with it."

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

All of you here today are people who make a living creating and producing high-quality communications. And you're here looking for how new technologies can help you improve your communicating and the services you offer to your clients

Now with an exciting new combination of tools you can take control like never before. 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. We call these tools Apple Desktop Media

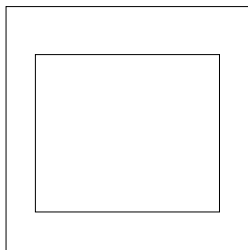
With these tools, you can communicate exactly what you want—in the way that's most appropriate for your ideas and your audience. You can ensure that your printed materials convey the same point as your slides and computer demo. You can save yourself a lot of money, speed up the schedule, and, along the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



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 the sale.

With Apple Desktop Media, you'll be able to communicate even more dynamically, in 3 main arenas: on the printed page, # in images projected on the wall by slides or overheads, and on the interactive computer screen, alive with animation, video, and sound.



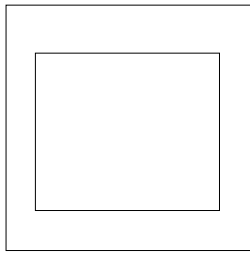
Slide #3: Apple Desktop Media—The Printed Page

Consider the printed page. Five years ago, Apple pioneered desktop publishing. The first edsktop 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 experiment quickly with a wide range of font styles, weights, and sizes... test special effects with display and three-dimensional type...and add and manipulate full-color graphics and photographs using a palette of 16 million colors, and generate four-color separations. Because you do the layout electronically, on your own Macintosh, you have more time to try out new ideas, without running up the budget. The “what you see is what you get,” or WYSIWYG, nature of the Macintosh lets you test the new ideas right on your computer screen, so you know how your page will look when it prints out.

And these tools take the midnight surprise out of comps; you get the effects you want, without having to “settle” for whatever the paste-up people hand you.

I.B. Apple Desktop Media—The Slide Medium



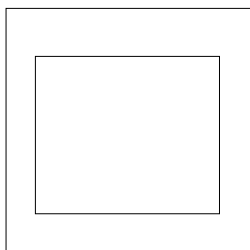
S#4: Apple Desktop Media—Slides and Overheads

You know the power of good slides and overheads: they're the second major medium used in communications business. 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 same computer you use for desktop publishing—the Macintosh.

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 without buying your own \$200,000 machine. You can lay in colors deliberately, so you're sure you've got the appropriate blue, in advance. Even kerning is up to you

No more waiting for the courier to come back with revisions, either—you can instantly fine tune any image you want to project.

With the use of Macintosh 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.

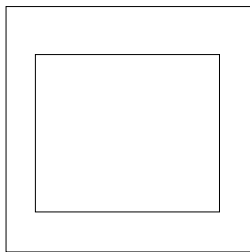


Slide #5: Apple Desktop Media—Live Animation, Sound, and Video on the Computer

Moving images and sound generated by a computer—this is the third medium you can use to deliver information and ideas. You can

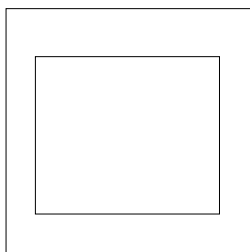
deliver a message with the impact of motion...full animation...voices... music—and interactivity. When you're presenting a process, or doing a product demo, you can allow people to investigate at their own pace, exploring the topics that interest them, interacting with your material. Unlike a paper report, 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.



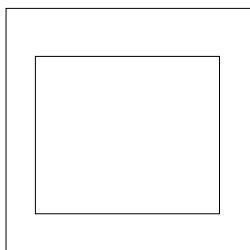
Slide #6: Card with a Big Graphic Button

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...



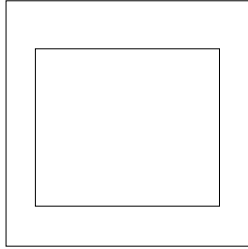
Slide #7: Next card

Or the button may lead to a video sequence...



Slide#8: Video Image

or to animation with sound effects.



Slide #9: Animation

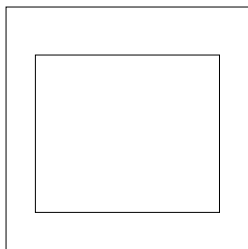
In this way, the viewer can pursue a personal interest, following paths that you have carefully prepared, jumping from fact to fact, from image to image. That feeling of being in charge, and interacting actively with the material, keeps people interested and alert—and helps you get your message across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

HyperCard lets you combine passages 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, video clips, and sound bites so you can adapt your presentation or demonstration as you go, taking people's questions into account and responding with just the facts they need, including appropriate graphics.

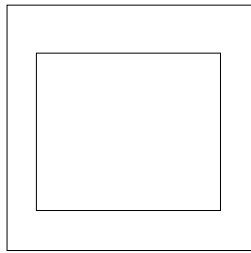
That's interactivity.

And all these media work together.



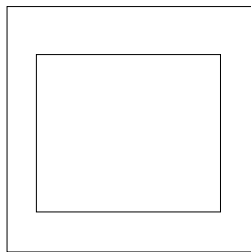
Slide #9: MacroMind Director

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 #10: 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 #11: 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 extend your media reach—because the Macintosh has been designed from the ground up to help you effectively communicate your ideas. It's built to let you bring together numbers, text, drawings, video images, music, and sound effects.

But where as a movie distributor 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.

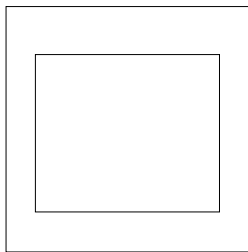
Everyone in business has to communicate, to keep people informed, to persuade people, to inspire them. That's why you're here. You've recognized that, to keep a few steps ahead of the competition, you constantly need to improve the way you produce and present your communications. Apple Desktop Media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

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 case histories that show what some of these people have been doing with Apple Desktop Media.

These are people like you; they earn their living creating, producing, and selling communications. They're professional communicators such as...

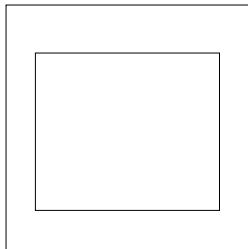
- Newspaper and magazine publishers and designers, like Roger Black.



Slide #12: Roger Black

He faced the challenge of putting together a new national magazine on a shoestring—a \$10 million job, on a \$250,000 budget. He did it using Apple Desktop Media—SMART!

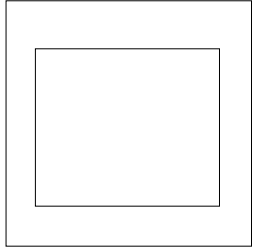
- Graphic artists, illustrators, and designers—like Michael Renner, of The Understanding Business. His assignment: to design and lay out more than 400 different Yellow Page directories a year.



Slide #13: Michael Renner

He and his team have used Apple Desktop Media to meet that challenge.

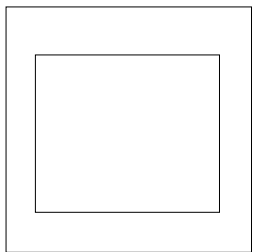
- General managers, professional presenters, marketing communications pros, analysts, and staff,—like Mary Peterson, of Arthur Young and Company...



Slide #14: 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.

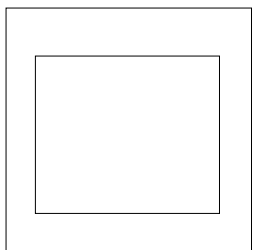
- People in advertising—like Cliff Hughes. While at the Jordan McGrath agency, Cliff developed CLIP, a..... He wanted to show clients, such as Quaker Oats, what their next commercial would look like, without relying on the same old storyboards.



Slide #15: Cliff Hughes

He uses the Macintosh to create animatics, complete with voice-overs and music tracks, to show clients what their commercials will look like—a step ahead of the competition.

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



Slide # 16: Terry Hall

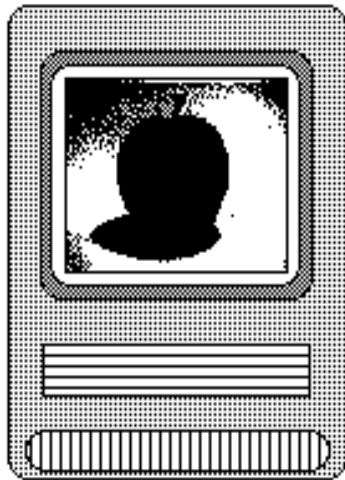
Despite budget cutbacks, Terry Hall must constantly update training for helicopter mechanics. He's begun using Apple Desktop Media to create interactive training, quickly simulating complex brake and engine systems—and saving hundreds of thousands of the dollars

he used to spend on 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.

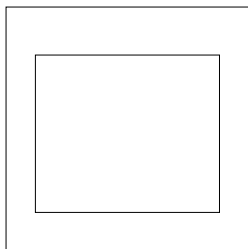
Here's a case study. Roger Black wanted to design and launch a slick national magazine on a few hundred thousand dollars—and with a staff of six.

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



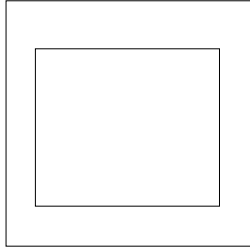
TOUR #1: Ads, Brochures, and Magazines

Roger Black and his team used the Macintosh for everything, it seems. They created their logo with Adobe Illustrator 88.



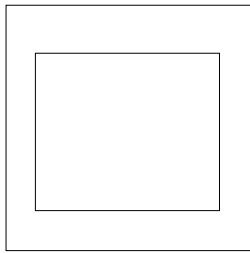
Slide #18: Adobe Illustrator

Adobe Illustrator 88 lets you trace over any image you've captured with a scanner, or traces it automatically, then lets you modify the drawing, reposition it, and add shadows. The result is finely controlled line art. You can then add Pantone colors to the drawing, and produce color separations.



Slide #19: OmniPage on the Apple Scanner

To capture text that's printed on paper, you can use OmniPage optical-character-recognition software. It allows a scanner like the Apple Scanner to recognize characters on paper—even in different typefaces, sizes, and columns, and, mixed with graphics. The text is placed in a word processing file, ready to put into your page-layout program.

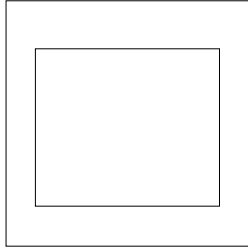


Slide #20: QuarkXPress

QuarkXPress let the SMART team lay out every page, including the cover, with precise control over typefaces, size, leading, kerning, and tracking, thanks to style sheets that let you adjust all number one heads at the same time. You can choose your colors from several palettes—process color, Pantone, RGB, or custom colors you create yourself, and send your files directly to a Scitex system, if you want, for a final polish.

The SMART story illustrates desktop power: a few individuals getting control of the media, individual creativity blossoming in a small workgroup—and a new business (with minimal capital) made possible by these capabilities.

Apple Desktop Media tools let you give an old business a bright new look, too.

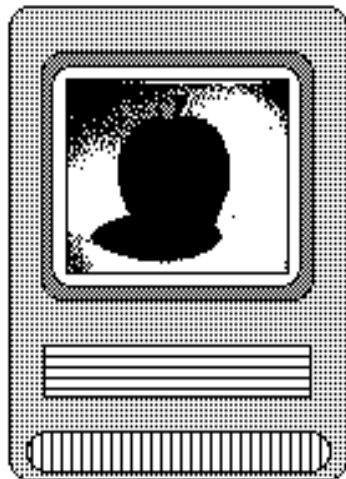


SLIDE #21: Yellow Pages or Pacific Bell

Illustration

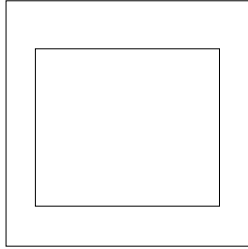
Michael Renner was busy designing more than 400 different telephone directories last year. He needed to be able to experiment with a lot of different layouts and illustrations, then produce camera-ready art quickly.

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



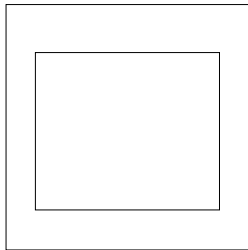
TOUR #2: The smart Yellow Pages

Michael Renner and his team found that with Apple Desktop Media, they could experiment more effectively, make changes, and keep tinkering and improving without raising the budget or extending the schedule. They could modify line weights at a command, and proof text on a LaserWriter IINTX, which comes with 35 fonts built in.



Slide #22: LaserWriter

The 300-dots-per-inch resolution of the laser writer is so crisp, some people use the output as originals for short-run print jobs. For color, the Pacific Bell team turned to the Tektronix ColorQuick printer.. (Confirm switch from QMS)

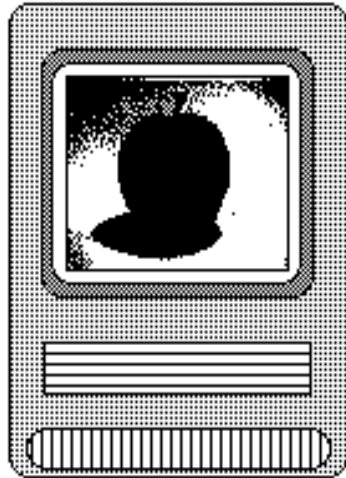


Slide #23: Tektronix Printer

The Tektronix Color Print Station printer keeps hairline rules sharp, keeps solid grays and blacks rich and solid, and prints color with the precision of an imagesetter. With proofing on the LaserWriter and Tektronix printers, you can tweak every dot to perfection—before you send anything to be typeset on machines such as the Linotronic 300, which produces camera-ready art. It's all handled automatically, so no operators need to come between you and your output.

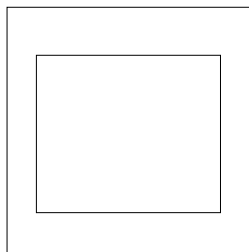
You can get the same high quality when you're making a slide presentation. Here's how the folks at the Big Eight accounting firm of Arthur Young use Apple Desktop Media to outline, rearrange, and adjust things right down to the day before a big meeting—then turn out crisp color slides. This flexibility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

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



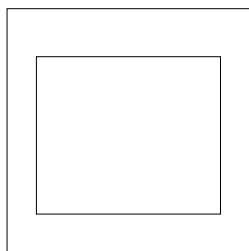
TOUR #3: Presentations

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, desktop presentation software such as Aldus Persuasion is the tool you need.



Slide #24: Persuasion

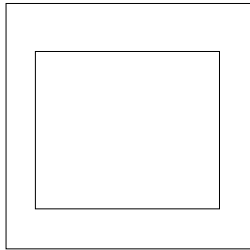
You start with an outline, then use prepared templates and color guides, if you wish, to produce overheads, 35mm slides, and even speakers' notes, all from the same easily modified outline.



Slide 24b: 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.

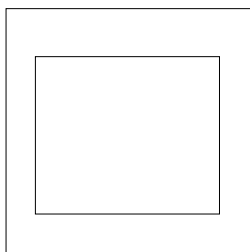
.....
Or send your finished slides to a desktop film recorder such as the
Presentation Technologies Montage.



Slide #25: 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.

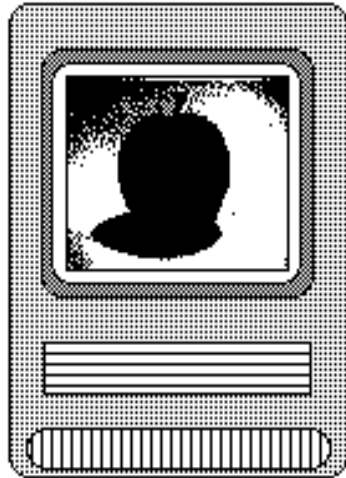


Slide #26: Kodak DataShow

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.

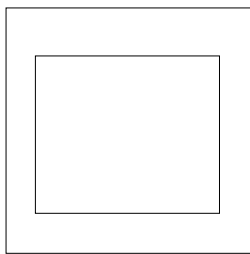
For even more sophisticated ways to deliver your message, consider how Cliff Hughes uses Apple Desktop Media in the advertising industry. His objective is to present his ideas for new commercials to clients in ways that let them imagine the real thing, keeping him a few steps ahead of his competitors.

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



TOUR #4: Animatics

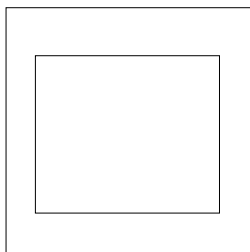
Cliff Hughes and his team created a mock-up that would have cost tens of thousands of dollars, and taken weeks to produce on videotape. He used HyperScan to collect images printed on paper.



Slide #27: HyperScan

Apple HyperScan brings images directly from the scanner into HyperCard

Hughes collected sound with software that acts like a tape recorder:

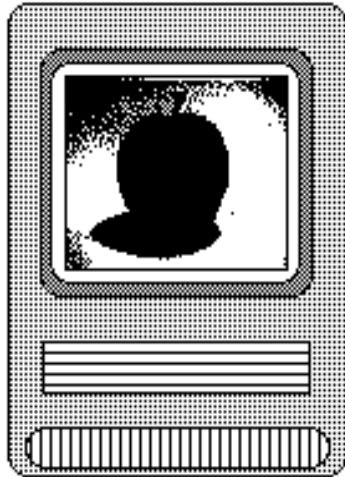


Slide #28: MacRecorder

Farallon's MacRecorder lets you record music, voice's and other sounds. You can then use the software program Sound Edit to change the pitch, timing, and effects.

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

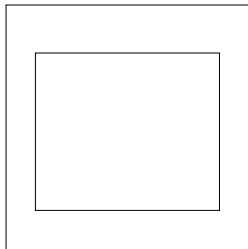
(Use the Macintosh II and AppleCD SC drive to run this tour.)



TOUR #5: Animation

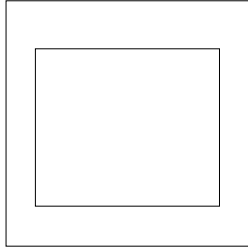
Before Apple Desktop Media appeared, the Coast Guard's Terry Hall found that teaching complex material was an expensive and slow process. Updating materials was even more difficult.

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



Slide #29: MacroMind Director

This software lets you mix and match your images, add color, reconstruct your drawings, and create frame-by-frame animation. You control the speed, rhythm, sound, and voice-over, too. Where appropriate, you can branch out and use other media, such as video or music on compact disks.



Slide #30: 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. 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. This gives readers a different experience, a more appealing entry into complex subjects.

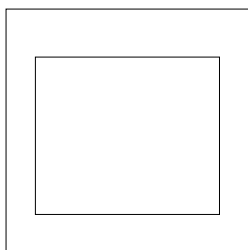
People preparing presentations can easily generate speaker notes, handouts, and slides from a single outline, on one Macintosh. And when the boss or client asks for changes, revisions are easily made to each medium.

People in production no longer 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 on one integrated platform, the Macintosh.

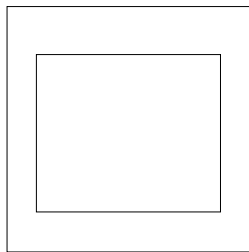
That's the Macintosh advantage.



Slide #30B: The Macintosh Advantage—Ease of Learning

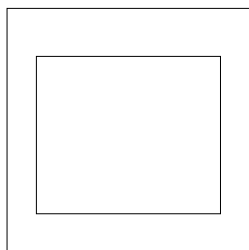
You communicate with the Macintosh by pointing and clicking, manipulating easily recognizable graphic images. Pointing and clicking is the the Macintosh alternative to recalling and typing complex computer syntax.

And almost every application works in the same way, so when you've learned to run one, you're well on the way learning how to use the next one. 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 #31: The Macintosh Advantage—A Wide
Range of Options

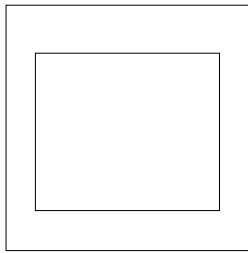
Macintosh has been helping people communicate their ideas for more than five years. There is a wide range of options from which you can choose the best tools for your audience, situation, and goals. Great typographic and graphic tools, top-quality color publishing tools available on any personal computer, 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 #32: The Macintosh Advantage—Easy
Integration

The Macintosh makes it easy for you to integrate information created in one application into another without retyping or redrawing.

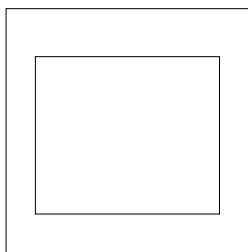
For example, what you learn in a word processing application will apply when working with more sophisticated desktop presentation programs. No matter what form your material is in—text, database records, spreadsheet, drawing, sketch, video sequence, or sound effect—you can pluck it out of it's original application and blend it with other material to form a single unified presentation.



Slide #33: The Macintosh Advantage—Growth Path

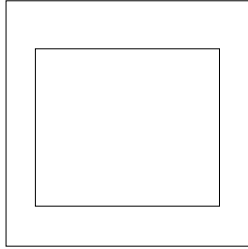
Another Macintosh advantage is that you can start simply, and get great results right away. Using a Macintosh computer, a word processor, and a LaserWriter printer, you can turn out excellent comps, layouts, mock-ups, package designs, and proofs.

Then you can add 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 sound effects, and stock photographs at your fingertips.



Slide #34: Macintosh Family—SE, SE/30

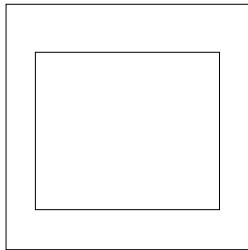
There is a family of Macintosh computers from which to choose. Here are two compact systems: the Macintosh SE and the Macintosh SE/30. Each is affordable, transportable, and complete in itself.



Slide #35: Macintosh Family— IICX, II, IIX

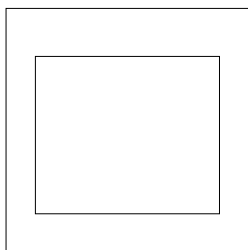
There are also three modular systems: the Macintosh IICX, Macintosh II, and Macintosh IIX. These are expandable, high-performance computers that can accommodate as much memory as you need, work with whatever monitor you like, and be connected to almost any network. Adding other equipment, you can put 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 #36: Macintosh Solutions—MacintoshIICX Configuration (Photo)

For work in black and white, you could use the Apple Macintosh Portrait Display, a 15-inch monitor that shows you a full 8.5 by 11-inch page, a Macintosh IICX which offers maximum Macintosh performance and flexibility, with 2 megabytes of RAM to run high-end graphics and the MultiFinder operating systems, and a 40 megabyte hard disk for storing of your graphics and text. To print crisp, high-resolution images on paper and film, you can use a LaserWriter IINT printer.



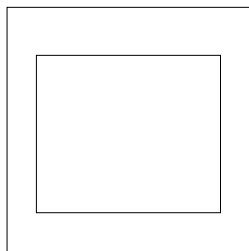
Slide #37: Macintosh Solutions—Macintosh IIX configuration (Photo)

For work in color, consider a Macintosh IIX computer, with the maximum Macintosh speed, expandability, and disk storage capacity, plus six expansion slots. Start with 4 megabytes of RAM and an 80 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 disk on your AppleCD SC player or a laserdisc player. These give you access to a wealth of clip art, graphics, stock photos, and sound libraries. Use the LaserWriter IINTX printer, with tons of built-in fonts, to print black-and-white originals.

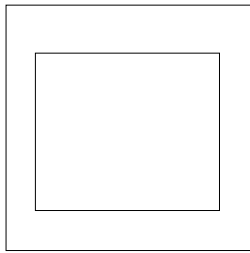
For simple color proofs, you might consider the HP PaintJet, or the Tektronix ColorQuick printer. For richer color palettes, consider the Tektronix ColorPhaser or the QMS color printer. For slides, you can use a film recorder such as the Mirus Film Printer, Presentation Technologies' Montage, or the Matrix ProColor Film Printer. 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.



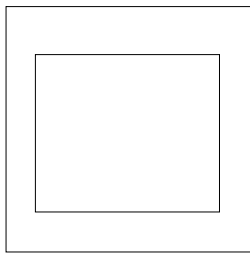
Slide #38: Software for Print—Word Processing

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.



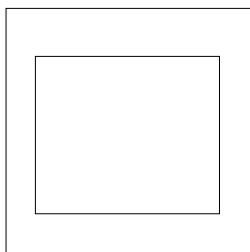
Slide #39: Software: for Print—Page Layout

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 #40: Software for Print—Graphics

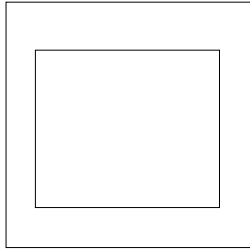
Graphics. Apple HyperScan brings images directly from the scanner into HyperCard. To create art, you can use painting programs such as MacPaint, precision-drawing programs such as MacDraw II, Aldus Freehand, and Canvas 2.0, tracing programs such as Adobe Illustrator and photo-retouching programs such 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 #41: Software for Slides—Presentations

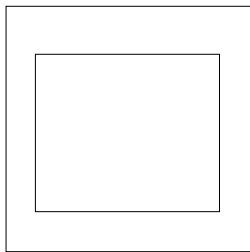
With presentations software such as Aldus Persuasion, Symantec's MORE, and Microsoft's PowerPoint, you can develop an outline and then turn that into a series of slides. Symantec's MORE II lets you

organize information for plans, projects, and presentations, then turn the outline into professional-quality slide shows, overheads, notes, and handouts.



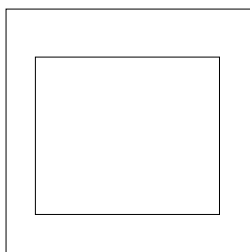
Slide #42: Hardware for Slides—Film Recorders

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

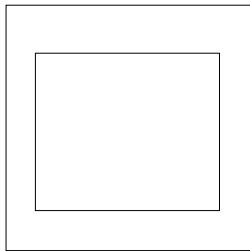
To produce full-color overheads you have a range of choices. The HP PaintJet is a color graphics printer that gives you an inexpensive way to create color reports and overheads for presentations. It prints at 180 dots per inch. The Tektronix ColorQuick printer prints 216 dots per inch, on media up to 12 by 18 inches in size. You can turn your ideas into color with these printers.



Slide #44: Software for Live Presentations

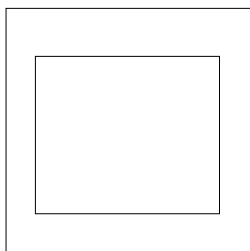
For live presentations, you've already seen how Apple's HyperCard and MacroMind's Director allow you to integrate text, graphics, and moving images into a single interactive presentation.

To make three-dimensional objects rotate in space, consider a three-dimensional drawing program such as Silicon Beach's Super 3D or Paracomp's Swivel 3-D—both are great for animation sequences.



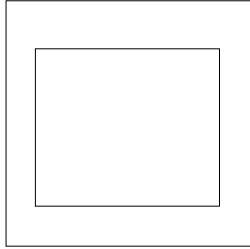
Slide #43: Service Bureaus for Slides

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.



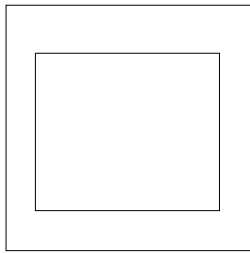
Slide #45: Desktop (build)

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



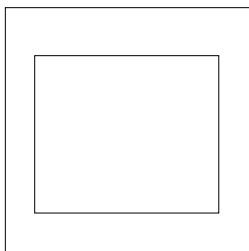
Slide #46: Desktop Media

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 that in others. Pages, slides, and interactive computer materials all work together easily because you create them on one platform: the Apple Macintosh computer.



Slide #47: Apple Desktop Media

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



Slide #48: 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.