

Technology Improving Lives

Three Keys to Better Presentations

(NAPSA)—Few of us are naturally born great presenters, which is why new tools that help elevate ordinary presenters and presentations to the extraordinary are so exciting.

One tool in particular lets you create business presentations—as well as training films, school projects, infomercials, personalized video greetings, video resumes and more—that grab attention as well as help you present better. Here's how:

Grab Their Attention

Effective presentations must first grab attention. This is often difficult with PowerPoint slides because they all look so similar. A proven solution is to use video to complement your presentation. And with Serious Magic's Visual Communicator it's easily possible. It's as quick as PowerPoint itself and requires no video experience. The result is that your presentations come alive with dynamic motion, supporting narration and dazzling TV-style transitions.

Make a Personal Connection

Making that all-important audience connection is crucial and you don't have to tell your life story to do it. In fact, it's as simple as adding a face and voice to your slides. Visual Communicator enables you to send your personal explanation of key points along with every presentation. It helps you turn PowerPoint slides, digital images, graphics and more into a compelling video presentation. And it only takes a few minutes and can be done at your desk using a Webcam or camcorder. The software walks you through each step. And because your presenta-



A new video creation tool lets you put on a top-notch presentation that shows your creativity.

tion is now in video, it can be viewed at any time, anywhere.

Video also ensures that viewers listen to each key point as you intended them to hear it. Gone are the days of e-mailing a presentation wondering if the viewers are focused on the crucial seventh slide when they are actually stuck on the unimportant third slide.

Stay On Point

Finally, you must convey your message concisely and with confidence. Visual Communicator helps you stay on point with its on-screen teleprompter just like TV newscasters use. As you record the presentation, you simply read your notes from the screen, yet you appear to be looking at the camera. The teleprompter ensures that you hit all your key points without memorization.

With the help of this easy-to-master video creation tool, your company can make great presentations and your club or family can feel like real stars. Even first-time users can create their own compelling videos in just 20 to 30 minutes. To download a free trial, visit www.seriousmagic.com/vc.