

Overview

Rich Media, Real-Time

PitchSmart Presenter gives you the ability to deliver real-time, Web-based presentations to your customers' desktops, whether they're around the corner or across the country. But that's just the beginning — because PitchSmart was built with the Presenter in mind. Only PitchSmart gives you a presenter's Control Module that makes presenting easy. You control the order and flow of the presentation with the click of a mouse, tailoring your story to your audience and responding to customer questions as they arise. PitchSmart gives you the immediacy and impact of a personal presentation without the expense. And with PitchSmart, you can address entire groups or go one-on-one; the choice is up to you.

Engage your Audience

You're no longer limited to the features that PowerPoint® offers. PitchSmart Presenter is a true rich-media tool which can incorporate animations that support key concepts, graphics that enhance visualization, and interactivity that will engage your audience. Plus, you can incorporate streaming audio and video. And, by incorporating Intel's innovative 3D technology, your PitchSmart presentation can even include virtual worlds.

Extend your reach

PitchSmart allows you to reach customers and associates anywhere in the world. All you and your audience need are an Internet connection, a computer and a phone. And with PitchSmart, you can reach a thousand customers at once with the same ease that you reach one.

Keep the personal touch

Because PitchSmart's flexibility allows you to interact with your customer as the presentation unfolds, your presentation becomes a dialog, enabling you to build the rapport and trust that form the basis of long-term relationships.

Stretch your budget

Using PitchSmart can reduce the expense and downtime of travel. You can achieve higher levels of visibility, communicate more effectively, and make contact more often. And, by reaching more people in a day, you can shorten your sales cycle.

Get More Mileage

You can get double, or even triple, duty out of your PitchSmart presentation. You're not even limited to web browsers — a PitchSmart presentation can be distributed as an executable file on CD-ROM for "browser-less" viewing — and it still works with the same Control Module.

Plus, the same PitchSmart file can be transmitted as an email attachment or posted for download from a web site. You can even load it onto your laptop for on-site presentations.

Details

How PitchSmart Operates

Call your prospect and direct them to your PitchSmart web site or have them click on a hyperlink you send them in an e-mail. Then the show begins.

On your screen — your speakers notes (accompanied by a view of what your audience sees), a clickable outline of the entire presentation, and other easy-to-use navigation controls. All the audience sees is the image you want them to see. All they hear is you speaking. It's the most professional of presentations.

And you don't need to be an Internet expert to run a PitchSmart presentation. PitchSmart's intuitive interface allows you to tap the inherent power and flexibility of PitchSmart with minimal experience or training.

Under the Hood

If you have an IT Department, you know how protective they can be when it comes to adopting new technology. They'll be relieved to know PitchSmart is built on industry-standard technologies like Shockwave[®], Flash[™], and QuickTime[™] — robust, reliable programs, all available as a free download.

With PitchSmart there's no need to broadcast large graphic or animation files, so it's easy on a network. Files are quickly cached to the viewer's desktop so PitchSmart presentations are fast and responsive. Also, since Shockwave was built with security in mind, IT will be glad to know that a PitchSmart presentation doesn't pose a risk to their network — unlike presentations built on Java or VBScript. As reliable as the Internet is, servers do occasionally go down. So we've created a national network of redundant PitchSmart servers — supporting you 'round the clock.

The Control Module

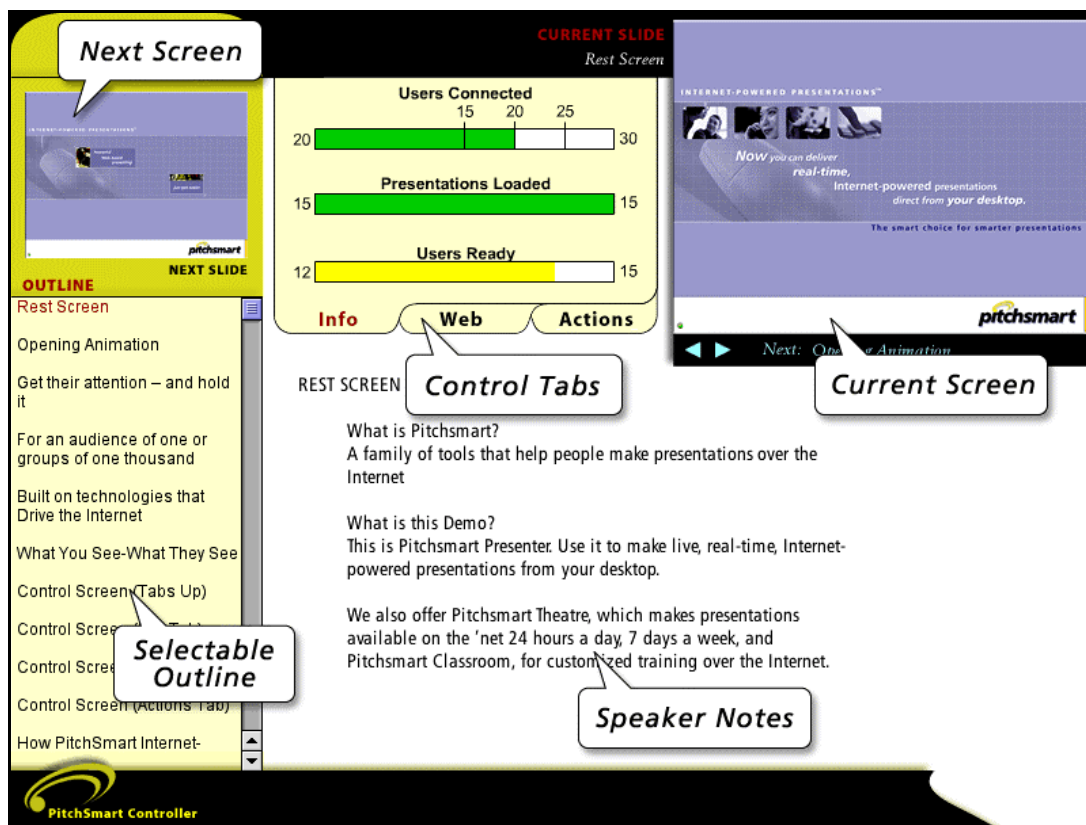
Built With the Presenter in Mind

Other web conferencing services offer PowerPoint-like features. Your view is mirrored to your audience's view which leaves you stumbling with notes, or reading directly from your slides. But PitchSmart gives you a unique presenter's Control Module that puts you in the driver's seat.

The PitchSmart Control Module lets you, the presenter, move seamlessly through your presentation. If you need to answer a specific question you simply point and click—it's that easy. All the audience sees is the image you want them to see. All they hear is you speaking. It's a completely new approach to presenting that gives you a unique advantage.

It's all at your fingertips

Your presenter's Control Module has on-screen speaker's notes and a "clickable" outline which allows you to control what the viewer sees—real-time. Plus, PitchSmart provides expanded functionality by enabling you to launch web pages as a part of your presentation. There's even a "Network Dashboard" that gives you immediate feedback on network status. It's your command center for any presentation or training program.



Custom built for each presentation, the Control Module puts all of the following features at your fingertips:

- **Speaker's Notes:** With PitchSmart, speaker's notes are always visible so you no longer have to memorize the presentation, read from the slides, or stumble through notes.
- **Navigation:** Along with standard forward and back buttons, there's an outline that lets you navigate just by clicking on it. If your customer has a question, a built-in "quick-key" command can take you directly to the information they need.
- **Screen view:** Next to your speaker's notes, a screen thumbnail displays the viewer's current screen. Plus, the "clickable" outline has rollover thumbnails for fast visual reference.
- **Emphasis:** PitchSmart offers highlighting features too. A pointer tool (which can be custom designed with your logo or other icon), and a screen highlighter—just click and drag to highlight portions of the screen.
- **Control:** Tabbed sections on the control module provide three distinct functionalities:
 1. **Web Tab:** Click on a web link and launch web pages on your viewer's screen, or key in a web address on the fly.
 2. **Info Tab:** You'll never worry that Internet congestion or a dial-up connection may interrupt the flow of your presentation. With PitchSmart Presenter's "Network Dashboard", you stay in control. From a single, easy-to-understand display, you see how many people are viewing your presentation, when they're ready for you to start, and which slides they are seeing. It's complete peace of mind.
 3. **Actions Tab:** PitchSmart Presenter brings you the power of interactive media, and like the presentation itself, that interactivity is under your full control. The Actions tab is context-sensitive to the content you've developed for each screen — whether it's a form, an interactive animation or streaming media.

System Requirements

Easy for You. Easy for Your Audience.

All it takes is a computer, an Internet connection and a phone. PitchSmart is compatible with almost every web browser your audience may use: Explorer, Netscape or AOL. There's even a built-in "flight check" to see that everyone's browser is configured correctly so there's no hassle for you. There's even a PitchSmart viewer that you can send by email, or distribute on CD-ROM for "browser-less" viewing.

Presenter and Viewer system requirements:

Operating System: Windows 95, 98, 2000 or NT, Macintosh OS 8.1 or higher

Web Browser: Internet Explorer, Netscape Navigator, or AOL. (Not currently compatible with Netscape 6.0)

Plug-ins: Shockwave®. QuickTime™ or RealPlayer® (if streaming video is required).

That's it!

Pricing

How Much Does it Cost to Develop a PitchSmart Presenter Production?

While PitchSmart Presenter is based on our standard technology platform, your presentation can be anything but “standard”. We hand-craft each production so that it best supports your communication needs.

The cost of developing a PitchSmart Presentation and Control Module depends upon each project’s individual specifications. While the lowest-cost option is to adapt an existing presentation to a PitchSmart file, many clients prefer to have us design and develop presentations for them.

We’ll start by consulting with you, then prepare and deliver an estimate, much in the same way you’d receive an estimate for a corporate brochure or web site. In many cases, the cost of brand-new PitchSmart Presenter production is only about 20% more than what you’d expect to pay for a custom-designed Powerpoint presentation.

Here are some of the things to consider:

- *How many screens are in the presentation?*
- *Are you starting from scratch, or do you have an existing presentation to build upon?*
- *Will your text slides be static or active?*
- *Do you need to have graphics or illustrations created?*
- *Do you need animations to help explain a process?*
- *Do you need interactivity?*
- *Do you need streaming audio or video?*

How Much Does it Cost to Host a PitchSmart Presenter Production?

Other providers base their web conference hosting services on a per-user, per-minute basis. While the per-minute rate may seem low, it can quickly add up, just like your long-distance telecommunications bill.

At PitchSmart, we think something more economical and predictable is in order. So, the network services required for PitchSmart Presenter are billed as a flat monthly rate, depending on the number of simultaneous presentations you need to make. We can even build in "overdraft protection" so you never have to worry about losing a viewer due to a hosting limitation. We even host your presentation file for free. And to make things even easier, your first three months (25 users) are on us. For the current hosting price matrix, see our website.