

Prologue

The PitchSmart Story

The story of PitchSmart is not simply about technology.

PitchSmart was created by creative perspectives, inc., a company with more than 15 years of experience in creating successful multimedia, web and print communications programs for results-oriented organizations including Broadslate Networks, WorldStrides, Bell Atlantic, Hitachi and Thomson Consumer Electronics. And while things have changed significantly in the past 15 years, the underlying strategies are not so different.

Tactics, however — now there's another story.

We had just delivered a new sales support CD-ROM to a client. *"This is perfect. It would be great if our sales people could deliver a multimedia presentation like this from their desks."* We thought it was a great idea, too. And, as we thought about it, we realized that we could deliver more. A perfect fit with some of the new Internet technologies we'd been working on, we saw an opportunity to create a "hands-off, lean-back experience" for people listening to the presentation. All they had to do was log on and listen. Nothing more.

And, we realized the Internet would let us deliver this for an audience of one thousand as easily as to one person.

Now, other companies couple web-based presentations with other collaborative computing services. Most are limited to delivering PowerPoint-like features, and frankly, aren't really built all that well for the web. So, when we created PitchSmart, we focused solely on delivering top-tier, rich media presentations and training over the Internet. But there's more to what we wanted to do.

Our goal wasn't to produce yet another "web-conferencing" product. We wanted to take web-based presentations to a whole new level.

We make presentations ourselves, so we started by recognizing that the needs of the presenter are different than those of the audience. So, we built the control module that we've always wanted: speaker's notes on the screen, an outline that lets you navigate just by clicking on it, screen thumbnails. Then we added tools for pointing and highlighting. So, while you get the ultimate control, your viewer gets the ultimate presentation: media-rich, real-time, controlled by you. Just like magic.

Strategy coupled with tactics. It's not about technology, but it's the foundation of what we do at PitchSmart and at creative perspectives.

creative perspectives

With over 15 years of experience in producing successful business communications, creative perspectives is uniquely qualified to produce your PitchSmart presentation. Not only will you be working with people who know PitchSmart inside and out, you'll be working with an award-winning company with a proven record of success based on three basic principles:

Insight

One of the core competencies at creative perspectives is our ability to identify the underlying patterns and relationships that distinguish your organization. We make sure we understand the factors that make your organization, your brand, and your products unique in the marketplace. It is this ability that enables us to produce work that is identifiably and intrinsically yours.

Innovation

Some design and communication firms find a format and stick with it, project after project. We're different.

Our job is to tell your story in ways that are compelling and meaningful to your audience, to take into account their knowledge, background, and level of technical expertise. Often it means developing a communications approach or visualizations from scratch. Other times it means tapping the latest technology. Or creating it, which is what led us to develop PitchSmart.

Implementation

At creative perspectives, we understand that creativity must be tempered by business sense. Spot-on execution is no easy trick, especially when projects call for meshing talents from a variety of fields and living within budget constraints. Sometimes it's meant watching the right ink go on the right paper on the right room-sized printing press, other times it's meant testing code at 3:30am. But since 1985, we've made ideas tangible, delivering to our clients business tools that build brand identity and corporate knowledge, and profit to their bottom line.

To see what we've done for others and imagine what we can do for you, visit us at www.creative-perspectives.com.

Management

Ellen White, President & Creative Director

Ellen Foth-White founded creative perspectives in 1985 and has guided the company's development from a small graphic design firm to one of the leading electronic media companies in the nation. As President, she guides a diverse staff of talented individuals. As Creative Director, she touches nearly every project, orchestrating complex productions while applying marketing know-how to visually “tell a client's story”.

Ellen holds a Bachelor of Fine Arts with a concentration in Graphics from James Madison University. In the late 1980s, she developed and taught “Graphic Design for the Desktop Publisher”. She has presented at several industry conferences including Macromedia’s International User Conference.

AV Video/Multimedia Producer magazine recently named Ellen to their annual list of the Top 100 multimedia developers in the industry.

Tom McCrystal, Chief Technology Officer

Tom McCrystal joined creative perspectives in 1989 and currently holds the positions of Vice President and Chief Technology Officer. He provides overall strategic technology assessment and planning to the company, serves as senior software architect, is involved in hands-on application development, and designs high-performance communications networks.

Tom is a frequent presenter at industry conferences, including presentations at three Macromedia International User Conferences, the Software Publishers Association Conference, and the Western Communications Forum. He is also an adjunct faculty member at Piedmont Virginia Community College, where he teaches several courses related to multimedia production.

AV Video/Multimedia Producer magazine named Tom to their 1996 list of the Top 100 multimedia developers.