

Overview

It's Showtime — 24 x 7

Sometimes the people you want to reach aren't available. That's where PitchSmart Theater comes in. It's your PitchSmart presentation available on the web 24 hours a day as a stand-alone, self-running application your audience can view on their schedule.

And, your Theater presentation can include all the dynamic elements of a rich media PitchSmart presentation — animation, graphics, even streaming video. Another advantage is that unlike other self-playing programs that require hefty downloads, PitchSmart Theater presentations are tuned for web delivery so they're speedy and efficient.

Cost-Effective

PitchSmart Theater is the ideal complement to PitchSmart Presenter, allowing you to present "one-on-one" to your main contacts who then share the information with their colleagues via PitchSmart Theater. Your marginal costs are minimal, your impact maximized.

Or, you can use PitchSmart Theater on its own — extending sales support, providing technical support services, or training people.

We can also tune your PitchSmart Theater presentation for CD-ROM so you can deliver it directly into the hands of the people you want to reach.

Easily Accessible

Your PitchSmart Theater presentation can reside on your server or ours, where your audience can view it at the click of a mouse. Simply send them an e-mail with an embedded link, call and leave a message, or put the web address in a letter or your printed materials. PitchSmart Theater doesn't miss return calls or go home at the close of business. It's there whenever your audience wants to see it.

Image Enhancing

Your PitchSmart Theater presentation will be first-class: smooth-running with a look and feel befitting your audience.

Theater presentations can be produced from an existing presentation, or we can custom produce a Theater presentation for you — bringing our wealth of experience in producing multimedia to bear on your project.

Built with your Customer in Mind

You'd be surprised at how many companies offer an archived presentation format that is awkward to use with no thought given to the user experience. But, PitchSmart Theater was built specifically for Internet-delivery and created with your audience in mind. File sizes are minimized and cached to the desktop, optimizing performance. After all, a good experience for your customer simply reflects well on you.

Details

How PitchSmart Theater operates

Your PitchSmart Theater Presentations are available around the clock, 24 x 7, on the Web. All you have to do is direct your audience to a specific web address.

The user interface is straightforward and uncluttered, with basic “VCR-like” control functionality. Plus, there’s a list of cue points that can take the viewer directly to the information they need, all at a single click of a mouse.

Presentations can either be viewed in a standard web browser or through a custom player that’s available for download.

Hassle Free for Your Viewers

PitchSmart Theater is built with your viewer in mind. In addition to being built on standard web-streaming technologies, there’s even a built-in “flight check” to confirm that the User’s browser is configured properly. And, we’ve even built in automated screen settings that detect a users screen set-up for optimal viewing.

Under the Hood

PitchSmart Presentations are built on industry-standard technologies like Shockwave®, Flash™, and QuickTime™: all robust and reliable and all available as a free download. With PitchSmart Theater there’s no broadcast of large graphic or animation files, so presentations are fast and responsive.

System Requirements

Simply Straightforward:

PitchSmart Theater requires only that the viewer have a computer and an Internet connection. It’s a format that’s compatible with almost every web browser your audience may use: Explorer, Netscape or AOL.

But what if you want to eliminate the distractions of a browser? No problem. Direct viewers to an executable file for download or you can even distribute your Theater presentation on CD-ROM.

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 the presentation involves video).

That’s it!

Pricing

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

Theater is our most affordable PitchSmart product. Working from as little as an existing Powerpoint presentation and a conference audiotape, we can create a streaming Internet presentation in as little as 5 business days.

The cost of developing a PitchSmart Theater presentation depends upon each presentation's specifications. If we are adapting an existing presentation, here are some things to consider:

- *How long is the "run time" of your presentation?*
- *Is a video of the presenter required, or will streaming audio do the job?*
- *What format do you need the video to be? (Quicktime or Real?)*
- *Are your slides simple text and graphics, or something more complex?*
- *Would you like to add rich media, like Flash animations of charts or graphs?*
- *Do you need a standalone version for distribution on CD-ROM?*

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

Hosting services for PitchSmart Theater productions on our distributed services network begins at \$50 per month, per set of theater files, and includes up to 500 MB of streaming file (audio or video) transfer. Additional transfer is \$2.50 per 100 MB. Hosting services are billed quarterly, in advance.