

DMC OVERVIEW

DMCs (Dynamic Multimedia Clips) are pre-built multimedia files whose text, animation, and other aspects can be easily customized using **E-mark Synamic**, a new and innovative digital presentation tool. Much like stock photography and video, DMCs are a new breed of stock multimedia.

This powerful and unprecedented format is very easy to use, as DMCs can be customized with just a few clicks of the mouse. As shown in the "Matrix" DMC to the right, just select a DMC file, enter your own text or other data, and then click 'ENTER' to customize the high-impact animation.

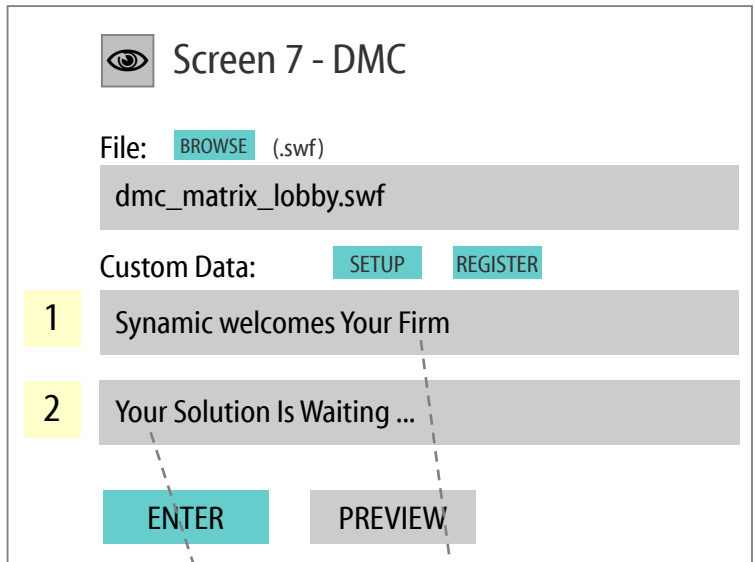
Now, without requiring high-level design or technical skills, you can easily create engaging and flexible chapter change screens, digital signage, tradeshow displays, training apps, and a wide range of other applications.

DMCs can produce simple text changes, or provide more complex functionality as shown in the "Game Show" DMC below. This 'mini-app' allows you to quickly create engaging quizzes for sales, tradeshow, or training presentations.

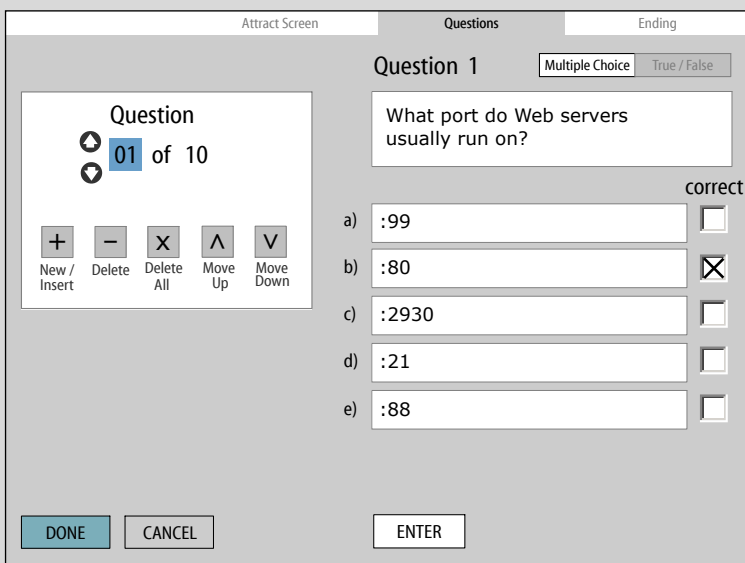
Synamic comes with several DMCs, and you can get more from the Synamic web site, DMC developers and vendors. You can also create your own DMCs with Macromedia Flash.

Discover how you can use DMCs by visiting the **DMC Gallery** at <http://www.synamic.com/dmcdemo/>

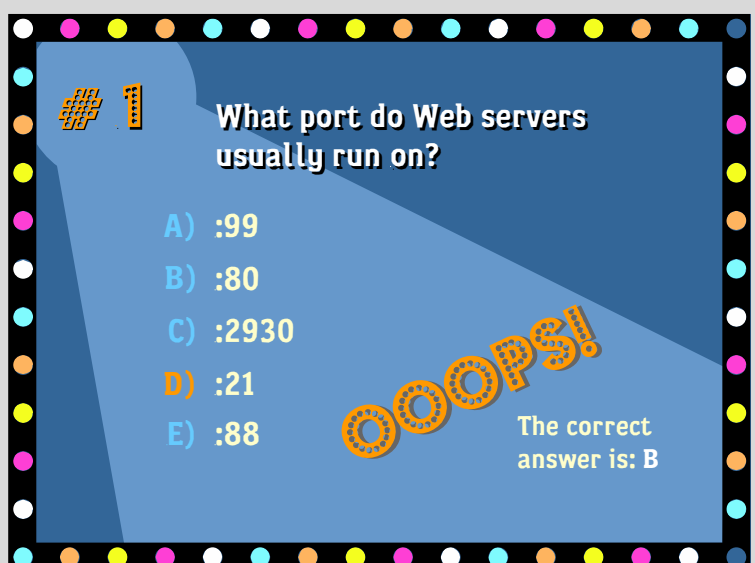
To learn how to create your own DMCs, visit the **DMC Developer Center** at <http://www.synamic.com/dmc/>



The "Game Show" DMC



Clicking the 'SETUP' button launches this custom interface



The resulting screen when presented