



## DO YOU NEED MORE FLEXIBLE, DYNAMIC, AND EFFICIENT NEW BUSINESS PRESENTATIONS?

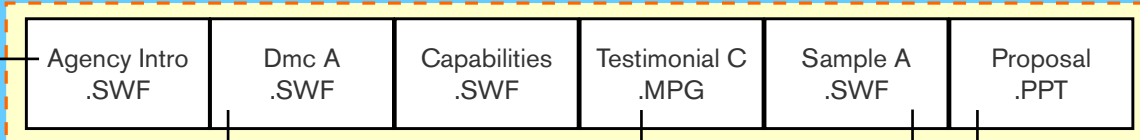
# Get Synamic.

Synamic is a "multimedia jukebox" that easily combines separate files into a seamless and flexible show that's perfect for your new business presentations. Its modular format makes customizing your presentation for different pitches quick, easy, and very cost-efficient.

With previous tools, you had to settle for

An Uneditable / "One Size Fits All" Show

but Synamic creates flexible and much more efficient shows by combining separate files



### Flash

Get more mileage out of your media investments by repurposing Flash files from your Web site and other projects.

### DMCs

Quickly create high-impact "chapter change" screens by customizing the text of [DMCs](#) (Dynamic Multimedia Clips). As shown in this "Matrix" DMC, Synamic easily adds impact with just a few clicks of the mouse. ▼

### Video

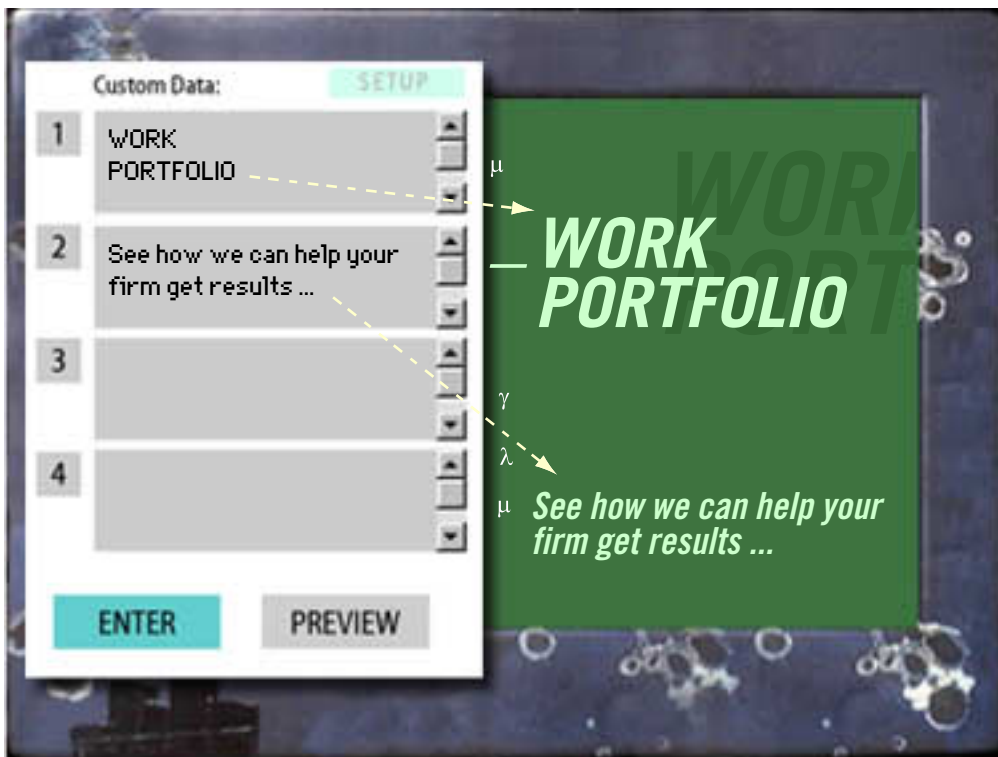
Easily incorporate Video work, media clips, and client testimonials in MPEG, AVI, or QuickTime format.

### PowerPoint

Quickly and easily integrate customized proposals or last-minute content, which is always a possibility in agency new biz shows.

### Work Samples

See the next page for ideas on how to effectively create a reusable library of your work samples to use with Synamic.



## Why Get Synamic?

- More engaging than PowerPoint alone; more flexible than Flash/Director alone
- Easily customizes previously uneditable Flash animations
- More targeted, effective shows
- Lower development and update costs
- Easy to learn and use
- Very affordable



## Direct Mail

### ◀ Editable Text

All text can be made editable for maximum flexibility and usage.



### ▲ Navigation

Create navigation to present more graphics or sections for this sample.



Direct Marketing Package  
for American Express



### ◀ More Details ...

This button can link to a more detailed case study.



## ■ Work Portfolio

The best way to showcase your work is to create separate Flash files, like the one above for the fictional ad agency, **YFI (Your Firm Inc.)** Once you have a collection of these files, you can then use Synamic to quickly and efficiently compile relevant samples into targeted and effective sales presentations. See an example by [downloading the YFI Demo Show](#).

See Synamic  
In Action!

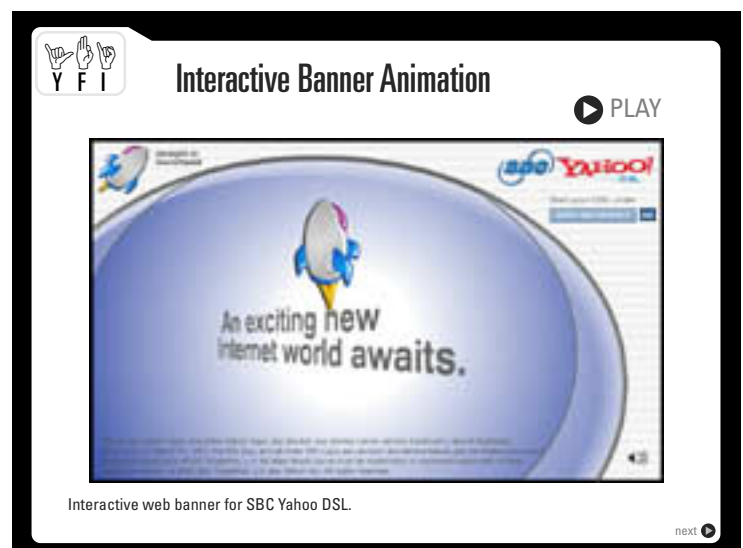
Download the  
**YFI Demo  
Show**

### Interactive Samples ▶

Synamic produces a richer experience by allowing you and your prospects to interact with your digital work. You can present banner animations, Flash work, and even Director files.

## ■ Got Flash?

E-mark can also turn your work samples into an engaging library of modular Flash files that you can use with Synamic. [Click here](#) for details.



Interactive web banner for SBC Yahoo DSL.



# KEY FEATURES

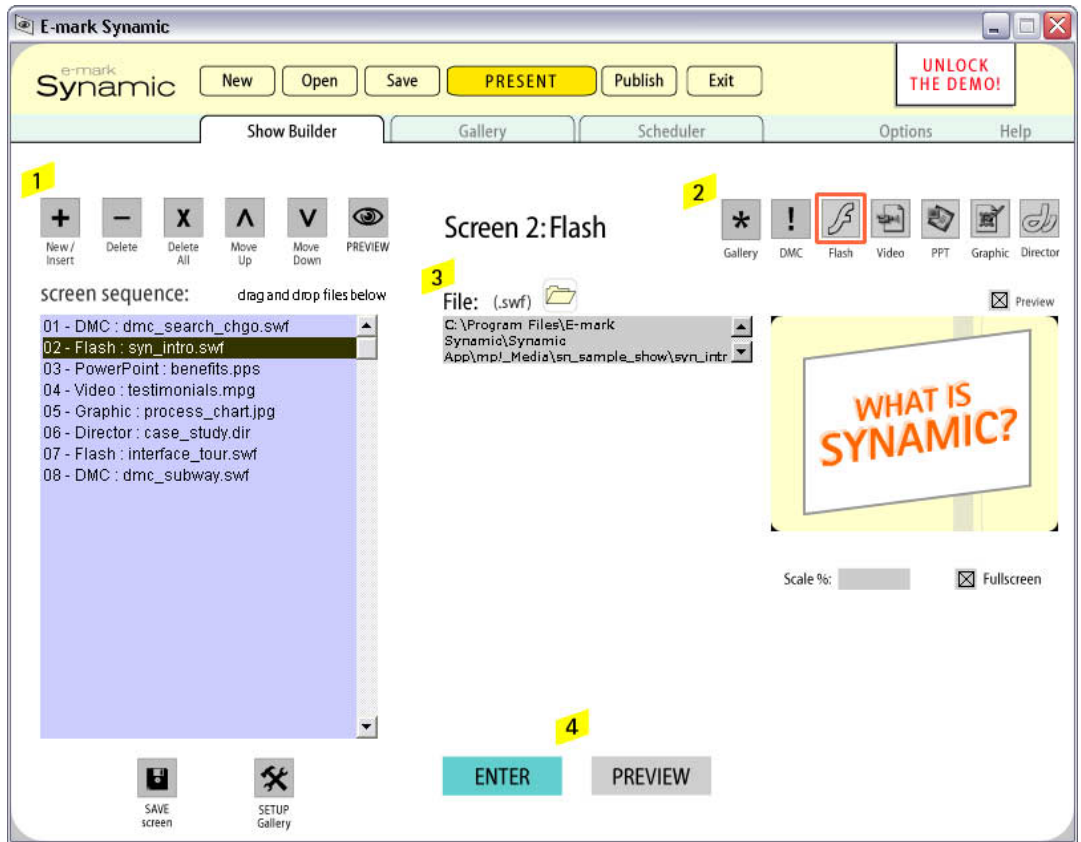


## A Multimedia Jukebox

Synergetic combines separate digital files into a flexible and dynamic show. The process is a snap thanks to an easy to learn and use interface.

To create screens, simply drag and drop files\* onto Synergetic or (1) Click the 'New/Insert' button. (2) Select a screen type from DMC, Flash, Video, PowerPoint, Graphic, Director, or a saved screen (Gallery). (3) Click the 'Browse' button to select a file. (4) Click 'Enter' and then preview your screen.

\* Drag and drop feature only available on Synergetic Windows.



## Customizable Flash Clips

Quickly create engaging signage screens by customizing stock multimedia files called [DMCs](#) (Dynamic Multimedia Clips). DMCs provide the impact you need without requiring high-level design or technical skills. Several DMCs are included with Synergetic, and you can also create your own!



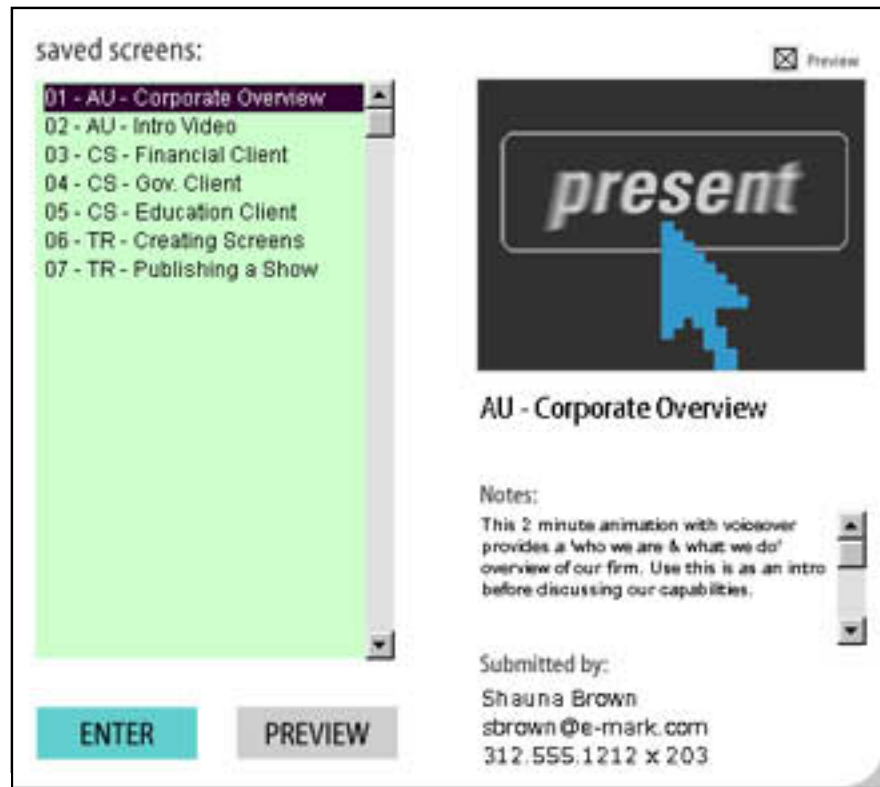
- Visit the [DMC Gallery](#) to try some samples
- Visit the [DMC Developer Center](#) to learn how to create your own DMCs using Macromedia Flash.

ENTER PREVIEW



## Save, Reuse, and Share Screens

Create presentations faster and more efficiently by saving and reusing frequently used screens. You can share this valuable knowledge base with other Synamic users to boost productivity and lower development costs.



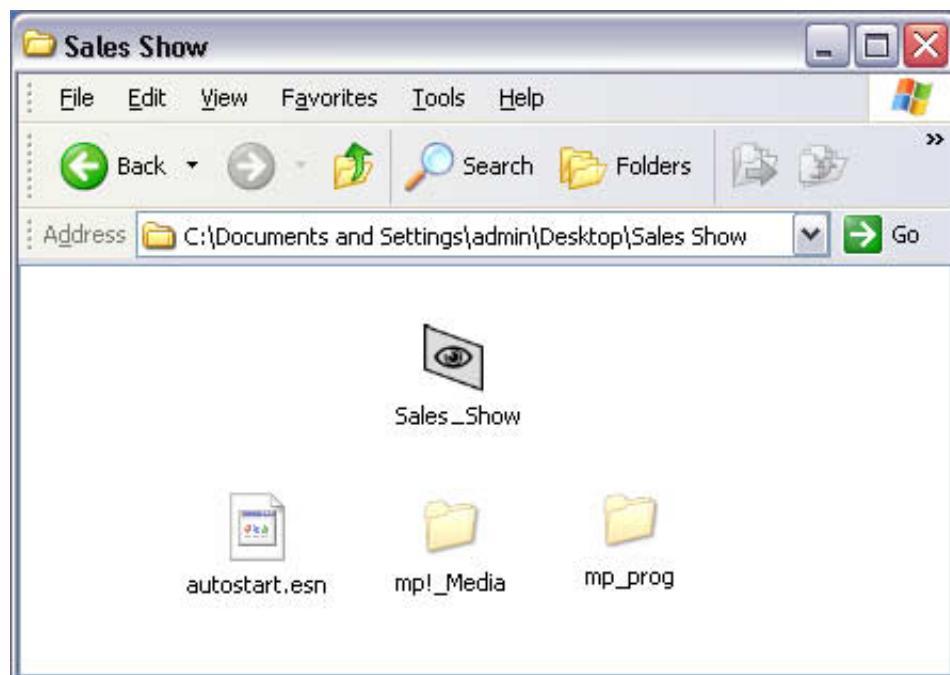
## Easy Publish Feature

Create powerful leave-behinds for sales presentations and tradeshow by publishing your Synamic presentation to business card-sized Minidiscs or CD-ROMs. For wider distribution, compress your published show folder as shown on the right and post it to the Web for download.

Enter a presentation name:

Sales Show

PUBLISH



[Click here](#) to see a screenshot tour on the Synamic web site.

## Synamic 1.0

### File Formats Supported:

- Flash (.swf; Flash MX and lower)
- Video (.mov, .mpg, .avi)
- PowerPoint (Windows only; .ppt, .pps)
- Graphics (.jpg, .gif, .bmp, .pct)
- Director (.dir, .dxr, .dcr)

### Windows

- Intel® Pentium® processor (III or higher recommended)
- Windows 98, 2000, Me, XP
- 32MB or more of available RAM
- 15 MB of available disk space
- 256-color monitor capable of 800 x 600 resolution

### Optional:

- QuickTime® 3.0 or later (6.0 recommended) (Required for QuickTime video support)
- Microsoft PowerPoint® or the Microsoft PowerPoint Viewer® (Required for PowerPoint support)

QuickTime is available from Apple at:

<http://www.apple.com/quicktime/download/>

The PowerPoint Viewer available from Microsoft at:

<http://office.microsoft.com/downloads/2002/ppView97.aspx>

### Macintosh

- Power Macintosh PowerPC processor (G3 or higher recommended)
- Mac® OS 8.1 or later
- 64MB or more of available RAM
- 15 MB of available disk space
- 256-color monitor capable of 800 x 600 resolution
- QuickTime 3.0 or later is REQUIRED (6.0 recommended)
- Synamic Macintosh does not support PowerPoint files

### ■ Download the Synamic Demo:

[Windows](#) and [Macintosh](#) versions available

### ■ To purchase Synamic:

Visit <http://www.synamic.com/store/>

## Get Synamic

[www.synamic.com](http://www.synamic.com)