



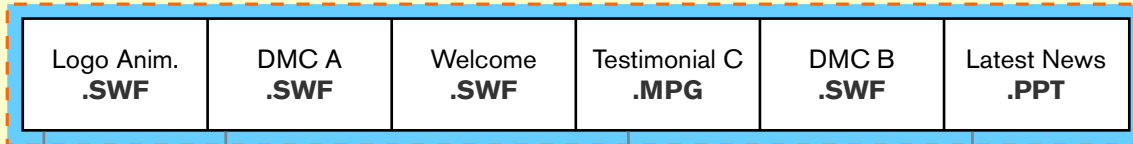
LOOKING FOR A BETTER DIGITAL SIGNAGE SOLUTION?

Get Synamic.

Synamic is a new, easy-to-use digital presentation tool that creates engaging, flexible, and dynamic digital signage. Think of Synamic as a “multimedia jukebox” that provides a much-needed solution to your presentation challenges.

- Use Synamic to produce effective signage [solutions](#) for:
- Reception Areas • Cafeterias • Trade Shows
 - Retail Displays • and more!

Synamic creates more flexible and 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 signage by customizing the text and other aspects 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 files in MPEG, AVI, or QuickTime format to present testimonials, media clips, and more.

PowerPoint

Integrate this popular format to quickly create last-minute additions to your show, and to repurpose your existing presentation content.



Why Get Synamic?

- Easy to learn and use interface
- ◀ Easily customizes previously uneditable Flash animations
- More engaging than PowerPoint alone; more flexible and easier to use than Flash alone
- Creates more targeted and effective digital signage and presentations
- Lower development and update costs
- Very affordable

KEY FEATURES

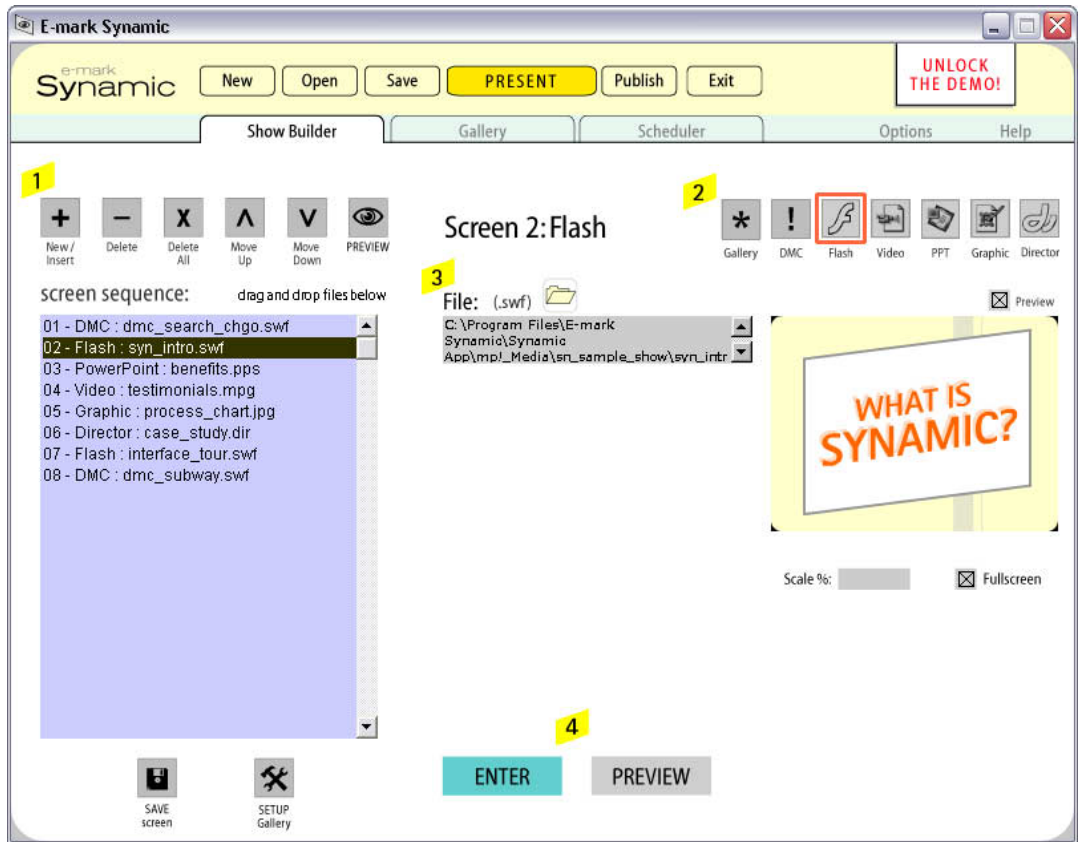


A Multimedia Jukebox

Synamic 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 Synamic 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 Synamic 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 Synamic, and you can also create your own!

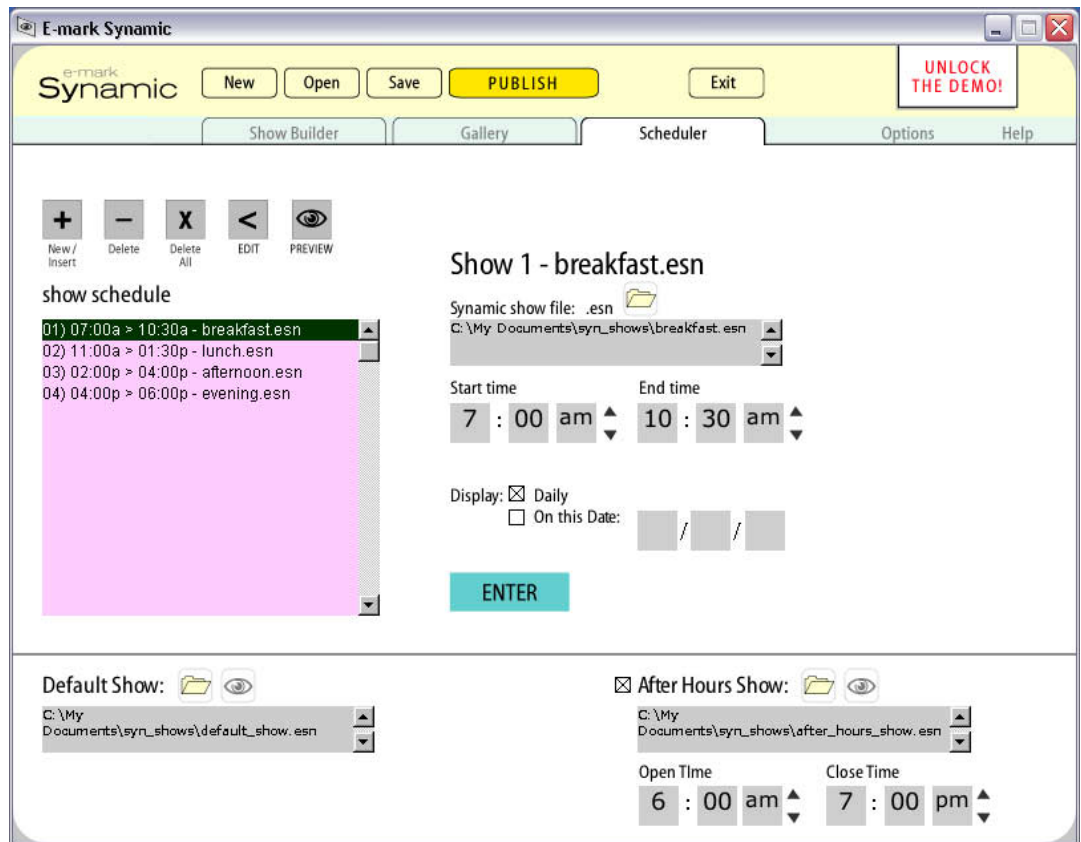


- Visit the [DMC Gallery](#) to try some samples
- Visit the [DMC Developer Center](#) to learn how to create your own DMCs using Macromedia Flash.

■ A Convenient Scheduler

Once you've created Synamic shows, use the convenient scheduler to create a timed playlist. This feature easily allows you to present a "breakfast" show from 7am to 10:30am, a "lunch" show from 11am to 1:30pm, a "Default Show" that plays in between show times, and an optional 'After Hours Show'.

Synamic's scheduling feature produces great digital signage solutions for reception areas, cafeterias, and trade shows.



■ Easy Publish Feature

Turn individual shows or playlist schedules into stand-alone presentations by using Synamic's publish feature.

Publishing compiles all your presentation's digital media into one folder. Just launch the renamed copy of the Synamic Player and your show or schedule playlist will start automatically.

Enter a presentation name:

Cafeteria Show

PUBLISH



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

Synamic 1.1

File Formats Supported:

- Flash (.swf; Flash MX and earlier)
- 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:

<http://www.synamic.com/download/>
(Windows and Macintosh versions available)

■ To purchase Synamic:

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

Get Synamic

www.synamic.com

Your New Signage Solution ...

Use Synamic to get the most out of your marketing investments. Recent success stories include OneChicago, who used Synamic to run their plasma displays at the FutureEXPO financial trade show. ▶



Need digital media to use with Synamic?

We can help!

E-mark also develops Flash, DMCs, Video, CD-ROMs, web sites, and other digital communications.

> [Click here](#) to learn more ...