



DO YOU NEED TO CREATE MORE FLEXIBLE AND DYNAMIC TRADE SHOW PRESENTATIONS?

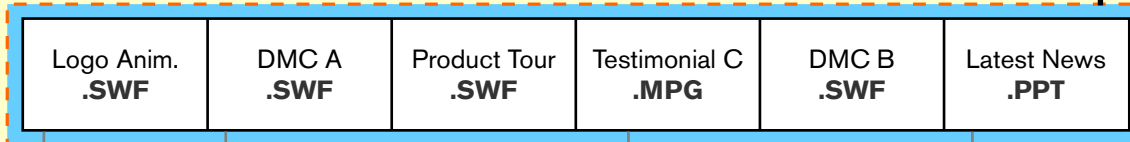
# Get Synamic.

Synamic is a new, easy-to-use digital presentation tool that creates more flexible, engaging, and dynamic trade show presentations than other tools. Think of Synamic as a "multimedia jukebox" that makes creating and customizing trade show presentations quick, easy, and very cost-efficient.

Use Synamic to produce effective signage [solutions](#) for:

- Trade Shows • Digital Signage
- Sales Presentations • 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

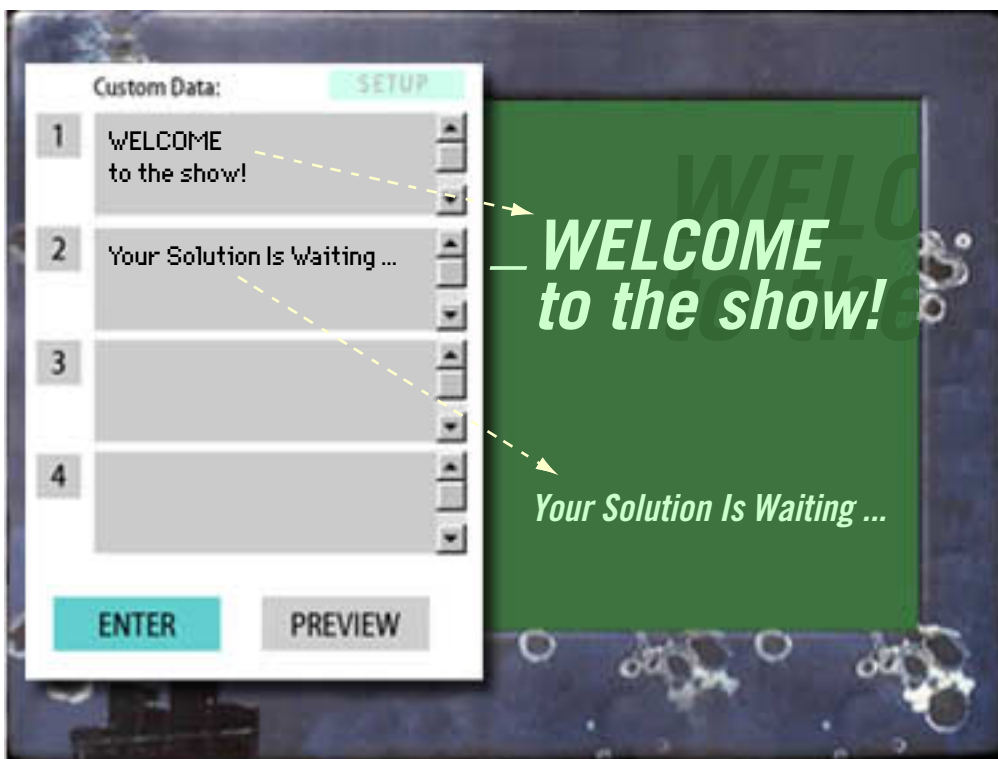
Quickly create high-impact signage by customizing the text and other aspects of [DMCs](#) (Dynamic Multimedia Clips). As shown in this "Matrix" DMC, Synamic easily adds impact with just a few clicks of the mouse. ▼

## 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.



## Breakout file

Once you have a prospect's attention, Synamic enables you to pause the sequence loop to play a Flash, PowerPoint, or other file. This convenient feature helps to deliver more targeted messages that can turn a passerby into a qualified lead.

## Why Get Synamic?

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

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

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# KEY FEATURES

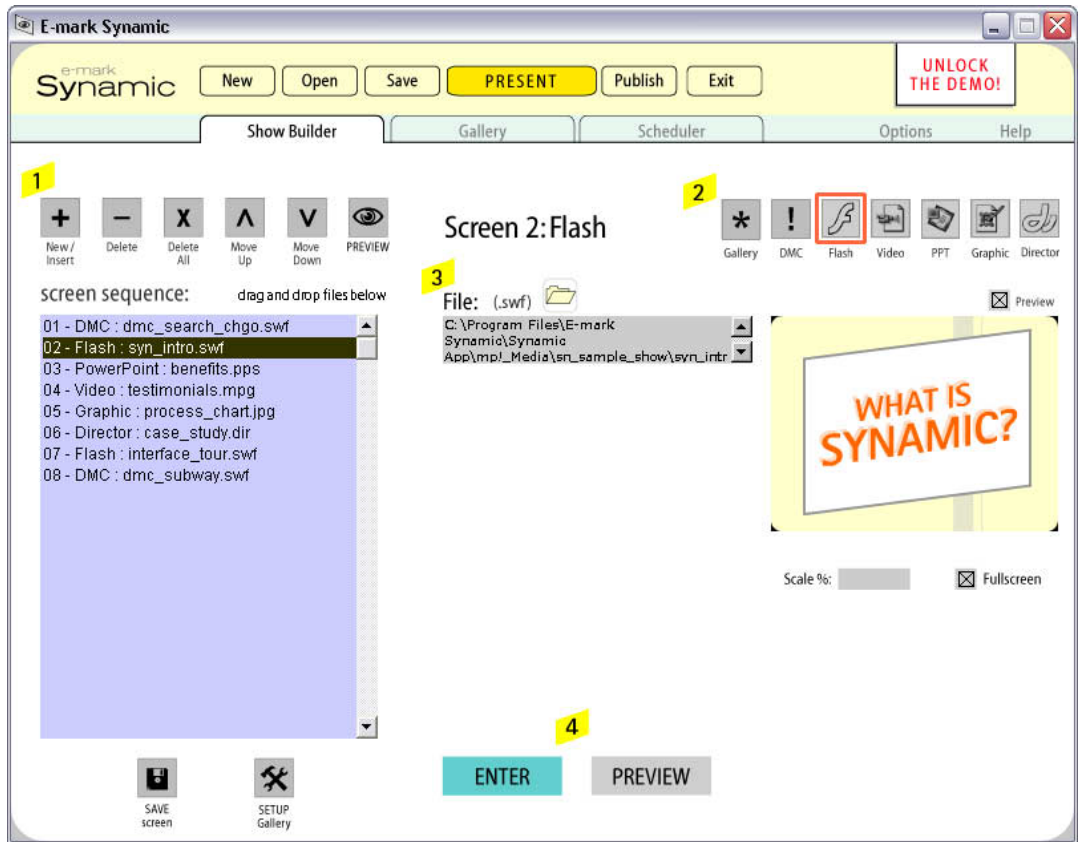


## A Multimedia Jukebox

Synergetic combines separate digital files into an integrated 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 Flash, Video, Director, PowerPoint, Graphic, DMC, or a saved screen (myGallery), (3) Click the 'Browse' button to select a file, (4) Click 'Enter' and preview your screen.

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



## Instant Impact

Synergetic quickly and easily adds impact to your trade show displays by customizing powerful DMCs (Dynamic Multimedia Clips). Several DMCs are included with Synergetic, and you can also [make your own](#).

This unprecedented feature provides the pizzazz you need, without requiring high-level design or technical skills.



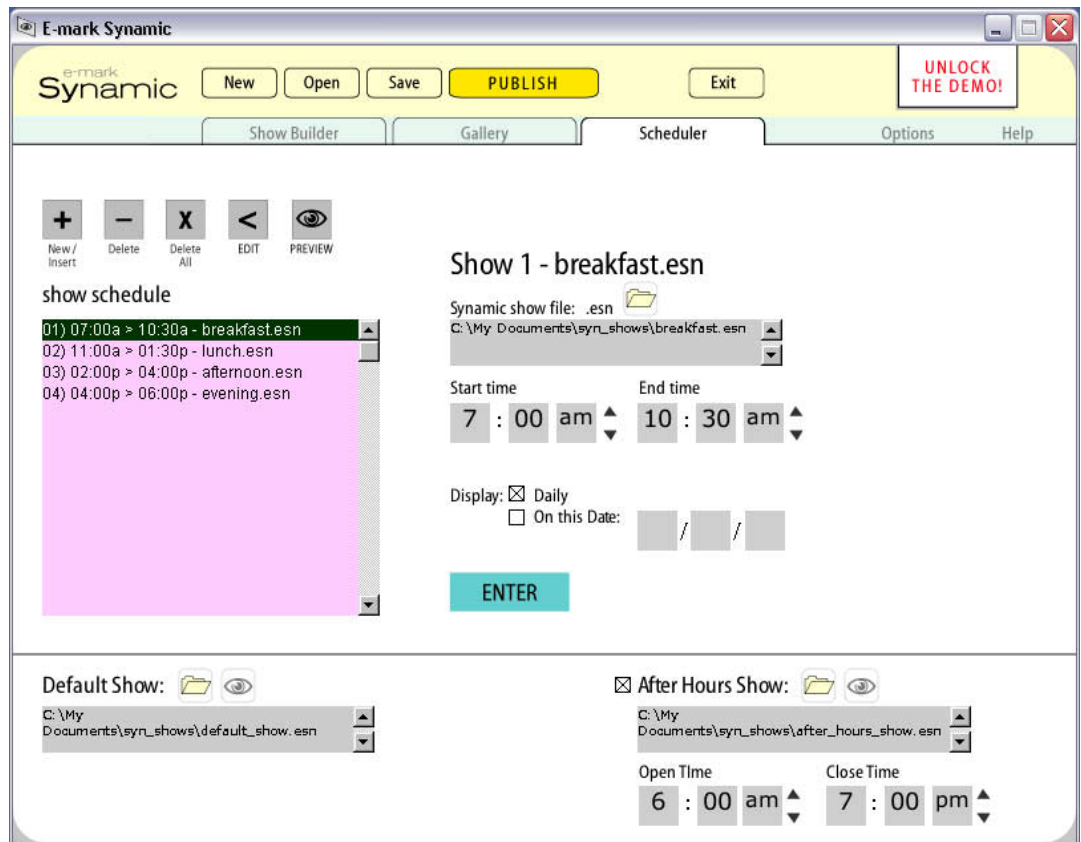
- Visit the [DMC Gallery](#) to try some samples
- Visit the [DMC Developer Center](#) to learn how to create your own DMCs using Macromedia Flash.

## ■ A Convenient Scheduler

Use Sydynamic's convenient scheduler feature to synchronize your digital signage to specific trade show events or times of day. Sydynamic can help you more effectively target prospects and attract more traffic.

For instance, you can present a "lunch" show from 11am to 1:30pm, an "afternoon" show from 2pm to 4pm, and a 'Default Show' that plays in between show times.

Sydynamic is a much more effective, efficient, and flexible than PowerPoint for running your Plasma displays, LCDs, laptops, and projectors.



## ■ Easy Publish Feature

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

This feature conveniently compiles your show's media into one folder. Just launch the executable and your show will start automatically; scheduled playlists will present the appropriate show based on the current time.

Enter a presentation name:

Trade Show Pres

PUBLISH



## ■ Save, Reuse, and Share Screens

## Synamic 1.2

### 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:

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

### ■ To purchase Synamic:

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

## Get Synamic

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

### Your New Tradeshow Solution ...

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



### Do you 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 ...