



Getting Started Guide v 1.1

<http://www.synamic.com>

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Overview

E-mark Synamic is an easy to use 'multimedia jukebox' that combines separate Flash, Video, and other digital files into a seamless show.

Synamic's modular format produces shows that are more flexible, dynamic, and efficient than previous methods.

Synamic bridges the gap between PowerPoint (easy to create and edit, but not so engaging) and Flash (very engaging, but no so easy to use) to give you an innovative solution to your digital presentation challenges.

Applications

Synamic creates engaging, yet flexible digital presentations that are perfect for a wide range of applications, including:

- Sale Presentations
- Sales Tools
- Digital Signage for
 - Corporate lobbies and hallways
 - Tradeshow displays
 - Retail applications
 - Kiosks
- Training
- and more

**Synamic combines separate digital files
into a flexible and dynamic show ...**

intro <small>.SWF</small>	service a <small>.SWF</small>	proposal <small>.PPT</small>	testimonial <small>.MPG</small>	module e <small>.DIR</small>
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**which is much more effective
and efficient than ...**

A Locked, Single-Use, "One Size Fits All" Show

Old way

- "one size fits all"
- customization not feasible
- shows are quickly outdated
- edits are slow & costly

Synamic

- multiple applications
- easily customized & targeted
- shows are flexible & dynamic
- edits are quick & cost efficient

Get Synamic	Synamic is available for download from the Synamic web site: http://www.synamic.com
Getting Started	The best way to get started with Synamic is to review the Sample Presentation and other materials in the 'Help' section of the Synamic app.
Limitations of the Demo	The 14-day demo of Synamic is fully-functioning, the only limitation is that all a "DEMO" banner appears on all screens, which may slightly affect the playback of certain media. This interference will disappear once you register your copy.
Purchasing Synamic	<p>To unlock the demo, from the opening screen, click the "PURCHASE" button to purchase a Synamic registration number from the online store at: http://www.synamic.com/store/. A registration number will be e-mailed to you immediately if you purchase via credit card.</p> <p>Once you have a registration number, enter it exactly into the name and registration # fields. Click 'Enter' and then app will be a fully functioning version with no restrictions.</p>
Support Options	Support is available via email at: syn_support@e-mark.com and on the Synamic web site: http://www.synamic.com/support/

**System
Requirements****WINDOWS**

- Intel Pentium processor
(P3 or better recommended)
 - Windows 98, NT4, ME, 2000, XP
 - 32 MB or more of installed RAM
(128Mb recommended)
 - 10 MB of available disk space
 - 256-color monitor capable of
800 x 600 resolution or more
- Optional:
- QuickTime 3.0 or higher
(required for QuickTime support)
<http://www.apple.com/quicktime/download/>
 - Microsoft PowerPoint or the PowerPoint
Viewer (required for PowerPoint support)
<http://office.microsoft.com/powerpoint/>

**MACINSTOSH**

- Power Macintosh PowerPC
(G3 or better recommended)
- Classic: OS 8.6 or later
OS X: 10.1.2 or later
- 32 MB or more of installed RAM
(100Mb recommended)
- 10 MB free disk space
- 256-color monitor capable of
800 x 600 resolution or more
- QuickTime 3.0 or higher
<http://www.apple.com/quicktime/download/>
- Synamic Macintosh does not
support PowerPoint files

**Gathering
Media**

Think of Synamic as a “multimedia jukebox” that plays digital files the same way a music jukebox plays music CDs. To create a Synamic show, first you'll need to gather existing media or create new files.

Synamic can utilize the following file formats:

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

You don't need to edit these files in order to use them with Synamic, they'll work fine just as they are. Synamic offers a great way to get more mileage out of your existing media by allowing you to repurpose Flash files from your web site, Video from CD presentations, and PowerPoint content from previous presentations.

**“Modularizing”
Your Media**

To get the most out of Synamic, you'll probably want to “modularize” your media. For instance, take your existing presentation and split it up into sections of smaller and more modular content. This way, you can use Synamic to compile these separate files into a more targeted and effective presentation.

**Creating
new media**

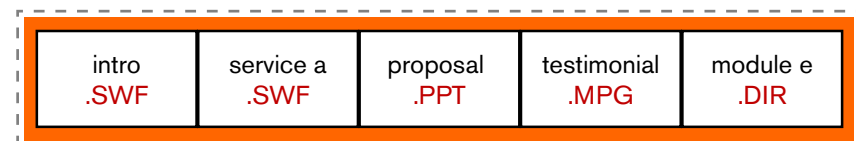
If you don't have files to use, you can create media using popular presentation tools such as Microsoft PowerPoint, Macromedia Flash, Macromedia Director, Adobe Premiere, Apple Final Cut Pro, Adobe Photoshop, and more.

**Need media?
We Can Help**

In addition to developing Synamic, E-mak also creates engaging Flash, Video and other digital media. For more information, visit <http://www.e-mark.com>

Instead of ...

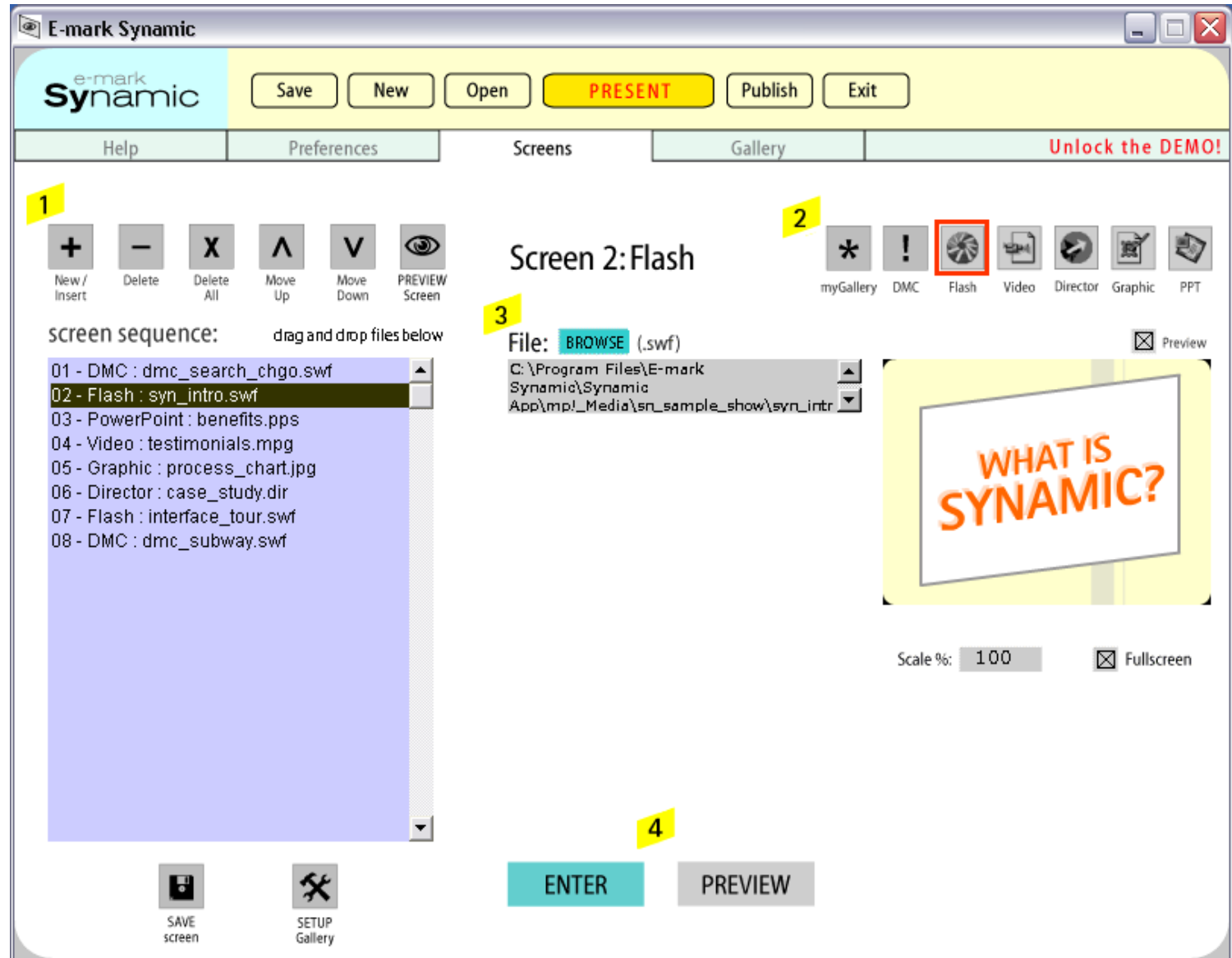
A Large, Single-Use, “One Size Fits All” Show

Modularize your media for more flexibility.

Creating New Screens

To create a screen sequence, simply drag and drop* files onto Synamic or:

- (1) Click the 'New / Insert' button.
- (2) Select a screen format from Flash, PowerPoint, Video, DMC, a Saved Screen (myGallery), Graphic, or Director.
- (3) Click the 'Browse' button to select the file.
- (4) Click 'Enter' and optionally click 'Preview' to see the screen full-size.



* Drag and drop feature is only available in Windows version.

Using DMC Files

Synamic allows you to utilize a new file format named Dynamic Multimedia Clips, or DMCs. Much like stock photography and video, DMCs are stock multimedia. You can use Synamic to easily customize the text, animation, and other aspects of these files to create chapter change screens, digital signage, and more.

DMCs add impact to your show without the design and technical resources there previously required.

Acquiring DMC Files

Several DMCs are included with Synamic, and you can also get them from a variety of sources including the Synamic web site, and from other DMC developers. You can also create your own DMCs with Macromedia Flash. For help with developing your own DMCs, visit <http://www.getsynamic.com/dmc/>

Creating a DMC Screen

To create a DMC screen:

- Create a new DMC screen by dragging a DMC file to Synamic or by following the process explained in the previous section
- Default data and instructions are automatically loaded, if present
- Enter your custom data, or more complicated DMCs click the 'Setup' button if it's active
- Click 'ENTER' to save your data
- Optionally click 'Preview' to preview the screen full-size

Screen 1:DMC

Selecting a 'Breakout' File

If you're using Synamic to create digital signage for your tradeshow display, you may want to go to the Preferences section and select a 'Breakout' file. This feature allows you to hit the 'b' key and exit the self-running show to present a Flash, PowerPoint, or other file, and then go back to the self-running show when you're done.

Saving a Screen

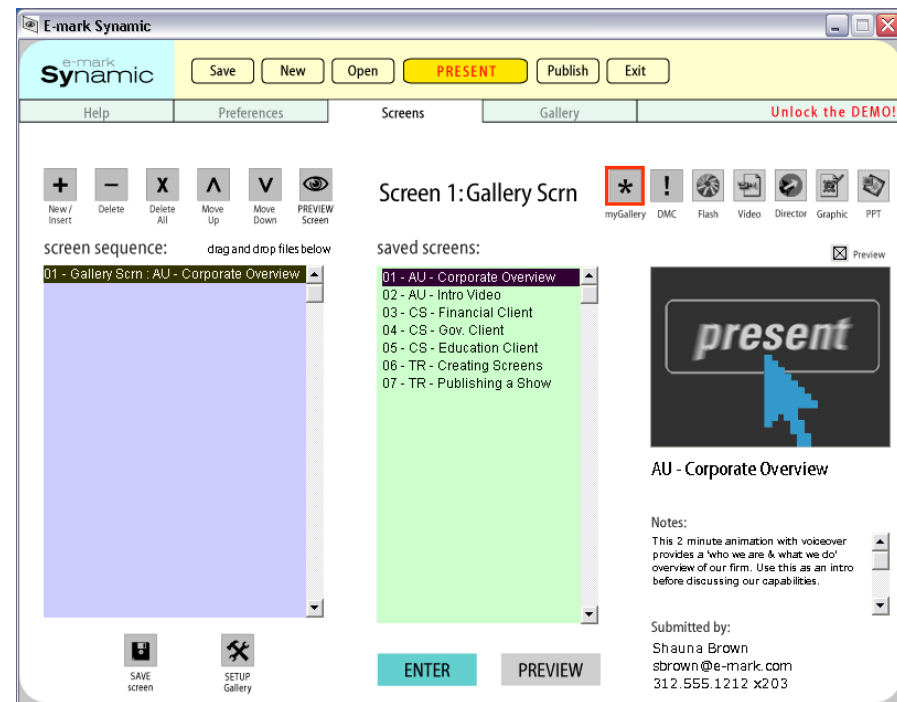
Synamic speeds development and increases productivity by allowing you to save and reuse created screens. You can also share saved screens with other Synamic users.

To save a created screen, click the 'Save Screen' button below the screen sequence to enter the 'Gallery' section. Here you can enter a screen title, author information, and a brief description.

Once in the Gallery section, you can also add other screens to your saved collection. You can share or receive saved screens with other users by clicking the 'Import / Export' button below the saved screen sequence. This feature easily creates a knowledge base of presentation content that can be quickly distributed and reused.

Reusing a Saved Screen

To add a saved screen to the current show, click the 'New / Insert' button to create a new screen. Then choose 'myGallery' from the screen type section and choose a saved screen to add to the current show.



**Presentating
a Show**

There are two ways to view a Synamic Presentation; (1) by clicking the 'Present' button or (2) by clicking the 'Publish' button to create self-contained presentation that can be copied to CD-ROM or compressed and transferred via the internet. The Publish feature is explained in the next section.

**Navigating
a Show**

In the Preferences section, you can choose to have the show auto-advance after playing files (for digital signage) or you can disable the auto-advance feature and navigate the show manually (for sales shows).

To navigate a Synamic presentation, you can use the on-screen navigation or the keyboard.

On-screen Navigation

Navigate by clicking invisible buttons in the:

- Lower Right to go Forward
- Lower Left to go Back
- Upper Right to view a clickable menu of screens

Keyboard Navigation

- Next Screen: Right Arrow, Space bar, Return key
- Previous Screen: Left arrow
- First / Last screen: Up / Down arrow
- Exit show: 'x' or Escape key

Note: Some Director, Flash, or DMC files may disable the keyboard, which will require you to use the on-screen navigation.

The Publish Feature

To distribute a presentation, use the Publish feature to create a stand-alone version of the show.

Once you've created and saved a presentation, you can publish a Synamic show by clicking the 'Publish' button in the upper right of the Synamic App. Enter a presentation name, then click 'Enter'.

Synamic then creates a new directory containing a re-named copy of the Synamic Player, and then copies all the files required for your show to mP!_Media folder.

To view the show, just launch the executable and the published show will automatically start, due to the 'autostart.esn' file.

You can then copy this directory to CD-ROM or other storage media. You can also compress this directory and post it to the Web for downloading.

Additional Notes On Distribution

- If your published presentation uses PowerPoint files, Microsoft PowerPoint or the PowerPoint Viewer must be installed on the computer running the published show. If not present, Synamic will skip these screens.

- On Windows, QuickTime video requires that QuickTime be installed on the presentation computer. MPEG and AVI video files require no additional software. On Macintosh, QuickTime is required to view any video format.

Enter a presentation name:

Sales_Show

Publish

