

MULTIMEDIA BUSINESS PRESENTATIONS

Customized Applications

Put Multimedia to work for you!

With this complete guide, just about anyone can create customized, state-of-the-art multimedia presentations that will hold even the toughest audience spellbound. Authors David and Dorothy Heller cover every aspect of producing and giving effective presentations, from writing a script to setting up your equipment.

After providing numerous sample that illustrate how to apply multimedia in a variety of business or educational situations, the Hellers include essential information on the five basic types of multimedia presentations:

- One – on – one
- Seminar
- Continuous run
- Portable
- Self-paced computerized training

Detailed instructions explain how to integrate sound, animation, and video into the various software packages used to produce each type of presentation. In addition to comparing the latest multimedia hardware and software products, the authors demonstrate stylistic techniques that will add to the success of your presentation.

