



“About AV” Presentation User Guide

November 2008

Delivering a Succinct Message About AV

InfoComm International has created a PowerPoint presentation for staff and members to use for meetings with people unfamiliar with the breadth of our industry. The presentation gives us a way to deliver consistent messages about the AV industry as we reach out to various audiences. It can be delivered in its entirety in about 10 minutes.

The 30-slide presentation, “Changing the Way the World Does Audiovisual,” brings the viewer up-to-date on AV technology, the professionals who comprise the industry, and the many vertical market applications of AV. A videowall-like animation with music illustrates the proliferation of AV in architecture, business, government, special events, education, worship, sports, healthcare, transportation, entertainment/hospitality and museums. **Please note: the timing of images to music will vary based on your computer speed, RAM and other factors. For best performance, play off your local hard drive and make sure no other applications are running.**

Formats

It is available in two formats:

Standard Version

16 x 9 Version

Customizing

In all versions, there is space for members to add their company logos to customize the presentation. To insert your logo into the presentation, go to VIEW/MASTER/SLIDE MASTER and replace the placeholder text in the bottom right hand corner with an appropriately sized logo.

PLEASE NOTE: deleting or moving slides may impact navigation links. If you choose not to use specific slides, simply HIDE SLIDE in PowerPoint’s Slide Sorter.

Navigation

The presentation was designed for all versions of PowerPoint. (2000, 2002, 2003) In “Slide Show” mode, Slide 11 offers navigation with hyperlinks on the icons so presenters can jump to any of six vertical markets and then go back to the navigation screen by clicking on the RETURN TO OPTIONS link. A CLOSE button on the lower left corner of the navigation screen allows you to proceed to the final eight slides covering the association and the integrity of its member companies.

Each of the vertical markets is treated in two slides with an initial slide covering typical applications and second slide featuring a testimonial statement.

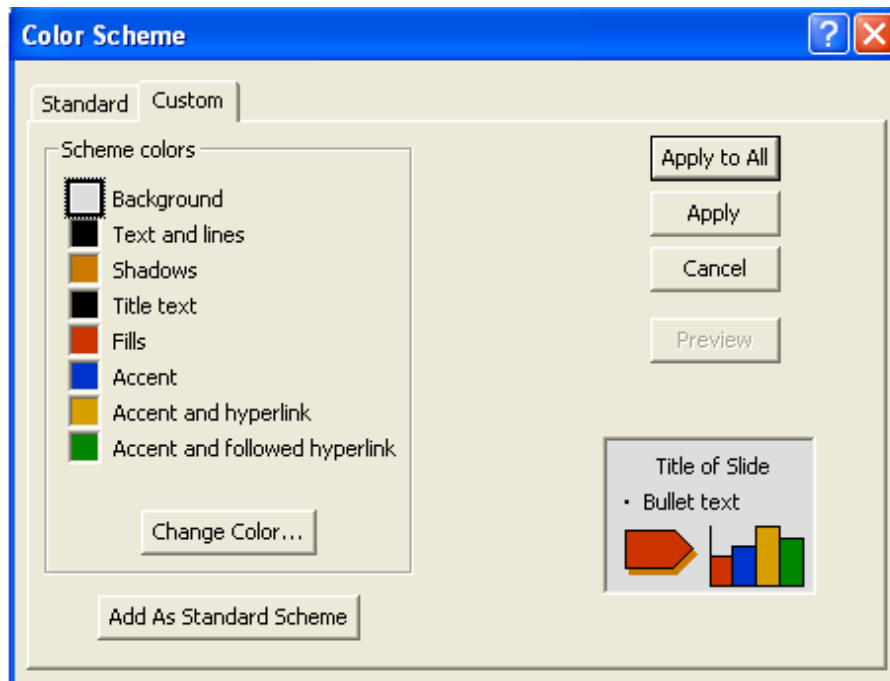
Style Guidelines

When customizing the presentation, keep these style guidelines in mind:

Titles - 32 Point Arial

Subtitles - 28 Point Arial

- Body text 26 point Arial regular
- Capitalization – generally sentence style
 - Limit sub-bullet text usage where possible
- Bullets generally represent talking points only
- Use **keyword highlighting** for added emphasis



How to Get a Copy

The presentation can be downloaded from InfoComm’s “Members Only” page. You can also contact Cheryl Regan, 703.279.6393 or cregan@infocomm.org for more information.