Philips Media

Press information

<u>For immediate release</u>
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<u>PHILIPS SHOWMASTER BUILDS QUICK AND EASY CD-I PRESENTATIONS</u>

Philips Media Professional today announced ShowMaster, the CD-i authoring software to build versatile and quick presentations. ShowMaster can combine photographs, slides, graphics, sound and video on a single CD-i. Each single disc can contain the equivalent of eighty 35 mm slide carousels (over 6000 slides) or over an hour of full screen motion video.

Sound, music or narration can be added to any visual, still or motion, enhancing the impact of the message. The user assembles new presentations using any of the materials contained on the disc. Slides, audio or video can be removed and added in any order. Once completed, the new show gets stored in the non-volatile memory of the machine. Several of these presentations can be stored, depending on the size of memory available in your machine. Each disc is capable of holding hundreds of pre-ordered standard presentations.

ShowMaster will be available from Philips Media Professional this month.

Philips Media Professional, uses CD-i for a variety of professional applications, such as point-of-sale, communications and advertising, presentations, telesales, education and training, reference and technical support. Philips Media Professional works wih clients, partners and production studios to create effective business solutions. The division also invests in authoring tools for the CD-i platform.

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