

Software has made the task of preparing your sales presentations much easier, and the options are many. Here's a breakdown.

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Now presenting

PROFESSIONAL IMAGE PRESENTATION MADE EASY

Taking pictures is just the first step for the professional photographer. Usually, the images need to be organized cohesively, particularly wedding and event photographs. Organization is also important for commercial, editorial and other kinds of images. One of the best ways to accomplish the task is to create an electronic presentation. It's become a lot easier to do that over the years.

Today's presentation software packages offer a variety of options to suit virtually every professional photographer, and his budget as well. Some high-end programs, such as Adobe Premiere and Director MX 2004, provide all the tools for creating impressive

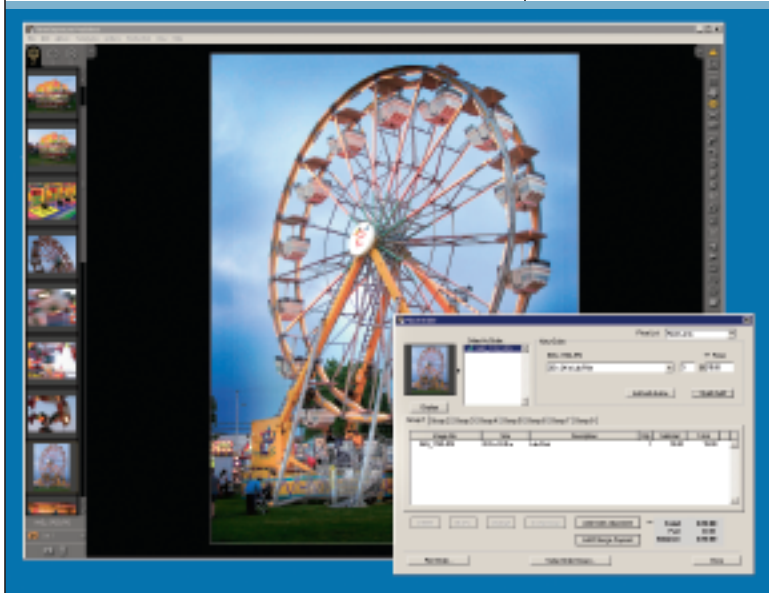
video and multimedia presentations, but for most situations that's overkill.

The following applications are more than adequate for creating professional-looking, dynamic slideshows. All incorporate transitions, text, objects and various audio capability, and all are easy to use first time out. Some include security features that set time limits on viewing. Some lock or watermark the images to hinder printing, while others require passwords for access. Some create stand-alone presentations that can be viewed on both Windows and Macintosh systems, others make it relatively simply to display the content on the Internet. Even the least expensive pack-

ages have some kind of animation capability for objects, text or even embedded video.

TIME EXPOSURE PROSELECT is one of several software packages for professional photographers marketed by the Australia company Time Exposure. The ProSelect Portrait Studio software, for example, is a user-friendly way for portrait photographers to create attractive presentations. This versatile application also features an image browser, ordering system, proofing tools and composite editor. It has configurable pricing/ordering and production features; supports albums and templates; and exports QuickTime slideshows with background music. ProSelect oversees the entire photographic workflow, from album layout to final production. Now in Version 3.1.6 for Macintosh and Windows systems, ProSelect has an MSRP of about \$269. www2.timeexposure.com

PHOTODEX PROSHOW GOLD 2.6 is one of the most popular presentation packages among professional photographers. In Version 2.6, it delivers outstanding powerful features, including drag-and-drop for content, support for over 100 file formats and more than 280 transitions. It lets you crop and fade



Time Exposure Proselect



Photodex Proshow Gold 2.6

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audio, pan and zoom into images, and control the timing of each transition. ProShow Gold supports unlimited undo and redo, integrated DVD authoring, MPEG 1 and MPEG 2 video files, and export output as streaming media or directly into a Web site. It also builds self-contained slideshow executables. The latest version has transparency support for PSD, PNG, TIFF and GIF files, additional optimization tools, audio and video trimmers, and additional captioning tools. For Windows only, the downloadable version of ProShow Gold 2.6 sells for \$69.95; boxed version, \$79.95. Version 3.0, which will include QuickTime and Flash output and multiple layers, will be released later this month. www.photodex.com

FLIPALBUM 6 PRO gives professional photographers a quick and simple method of creating realistic-looking onscreen albums. Suitable for a variety of applications, including photo albums, proofing, scrapbooks and product catalogs, FlipAlbum supports unlimited pages, customizable buttons, embedded AVI or MPEG-1 video and MP3 tracks. The included copyright protection feature encrypts photos, disables printing, sets passwords and viewing expiration dates, and

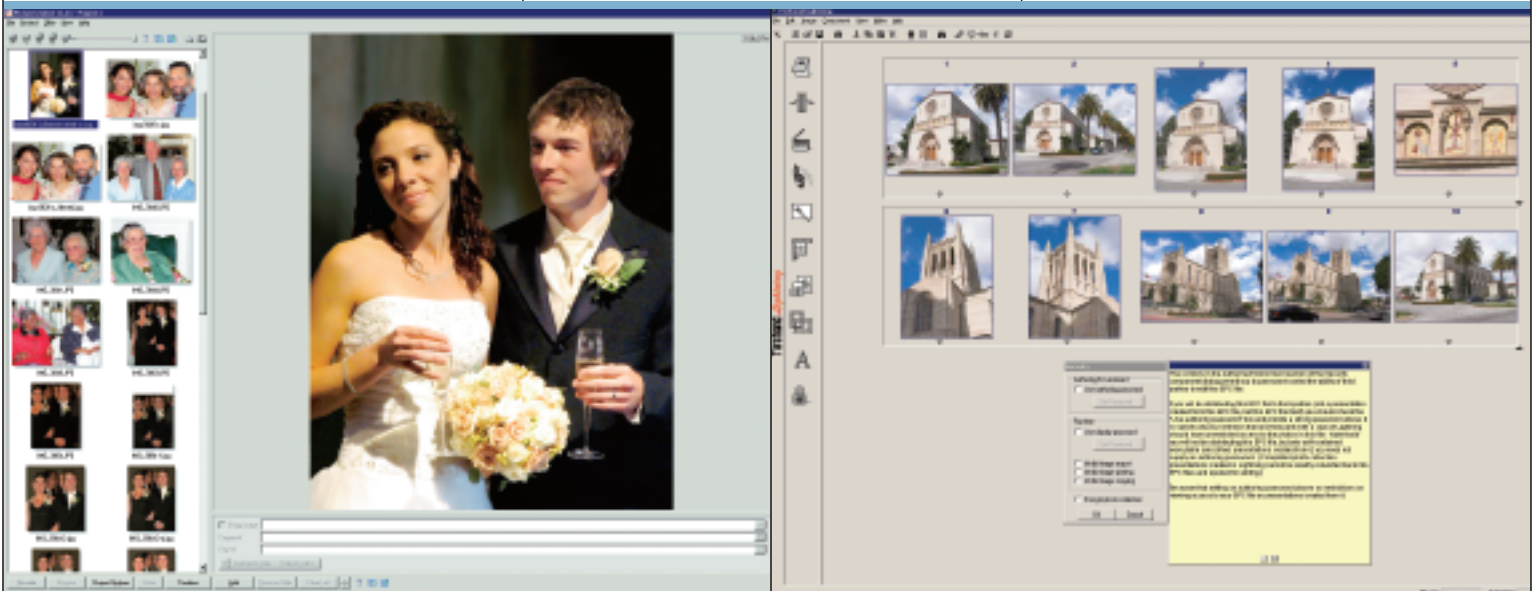
adds watermarks to every photo in the album. It ships with built-in themes for album covers, page/book backgrounds and separators, and it can burn stand-alone CDs compatible with both Windows and Macintosh computers. Made for both systems, FlipAlbum 6.0 Pro has an MSRP of \$159.95. www.ebooksys.com

PICTURESTOEXE 4.48 software creates stand-alone EXE files that run on Windows systems. Designed to incorporate JPEG, GIF and BMP format image files, it creates attractive presentations using a slideshow-like interface. A favorite with professional photographers, PictureToExe supports configurable fonts and backgrounds, manual and automatic sequencing, MIDI and MP3 soundtracks, WAV files and transitions between photos. It lets users synchronize images to music with an onscreen timeline. Among its other features are an objects editor, picture explorer, and support for many languages. A personal license costs \$24; business license \$30; advanced business license \$59. www.wnsoft.com

FIREHAND TECHNOLOGIES FIREHAND LIGHTNING 5 is another

favorite with photographers. It creates photo CDs that run automatically on the Windows OS. It supports photo albums, executable slideshows and screen savers that incorporate photos, voice annotation, animations and video clips. It includes a built-in HTML export module, USENET newsgroup support, and can generate image collections with embedded display software that requires no runtime software royalties. Firehand supports copy-protected and encrypted proof sets with designated expiration dates. Powerful yet easy to use, Firehand Lightning is priced \$59.95 for the personal version; \$109.95 for Firehand Lightning Max for professional applications. www.firehand.com

SHOWIT SOFTWARE SHOWIT WEB 2 is specifically designed for photographers. Users need not have experience with HTML, Flash or XML coding. Showit Web exports Macromedia Flash slideshows on both Windows and Macintosh systems. Online video tutorials make it fast and easy to get started and learn all the features. The software supports several advanced multimedia features, including a timeline



PicturesToExe 4.48

Firehand Technologies Firehand Lightning 5

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editor, custom timing and transitions, and customized music, text, colors, zoom and focal points. It also automatically resizes images and generates Flash SWF files, and it has improved Flash detection. Showit Web 2 has an MSRP of \$199. www.showitfast.com

VIEW MEDIAPRO 3 is a full-featured imaging application that not only generates high-quality video, Web galleries and slide-shows, but also includes all the digital asset management tools photographers need to catalog, archive, search and publish their work. It gives you the ability to manage thousands of images, no matter where they're saved. Now one of Microsoft's software products, MediaPro 3 supports over 100 file formats, including a wide range of digital image, audio and video formats. Its presentation tools support background soundtracks, individual and global timing, enhanced transitions and grids. MediaPro 3 has an MSRP of \$199. www.iview-multimedia.com

MICROSOFT POWERPOINT, long-time gold standard of presentation applications, is available as PowerPoint 2003. It's used extensively by business professionals to create a wide

variety of presentations that integrate images, graphics, animations and sound. Among its numerous features is the ability to display images that can be individually annotated. You can import clip-art and graphics, including specially created PowerPoint graphics and multiple animated objects from Microsoft's Office Online. The software can display full-screen video using on-screen controls. With extensive workgroup capabilities, it supports advanced file formats, including Windows Media Audio Redirector (.wax), Eastman Software Work Manager for Exchange (.wmx) and Advanced Stream Redirector (.asx). Available for both Windows and Macintosh, PowerPoint comes as either a stand-alone program or incorporated with Microsoft Office, with an MSRP of \$229. www.microsoft.com

APPLE KEYNOTE 3 for Macs only is available only as part of the iWorks 06 publishing and presentation software suite. Keynote 3 allows you to create high-quality presentations using storyboards, 3D charts, tables and sophisticated transitions. It supports flexible text animation, spotlighting text, and the inclusion of colorful objects

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that can be edited using Bézier curves. Keynote supports high-definition monitors with resolution up to 1,920x1,080 pixels, and it lets users apply sticky notes to photos that won't appear when the application is in the presentation mode. iWorks 06 includes text/graphics editor Pages 2 and Keynote 3. It has an MSRP of \$79. www.apple.com ■



Showit Software Showit Web 2



Apple Keynote 3