

We've made some powerful new enhancements to eXpertSystem based on your feedback. These few pages will cover some of the more salient ones for you:

A new **Start screen**, giving you and your clients a bit of direction and definition when they launch the program (we're hoping to avoid that blank-screen effect that keeps people from moving into the creative process).

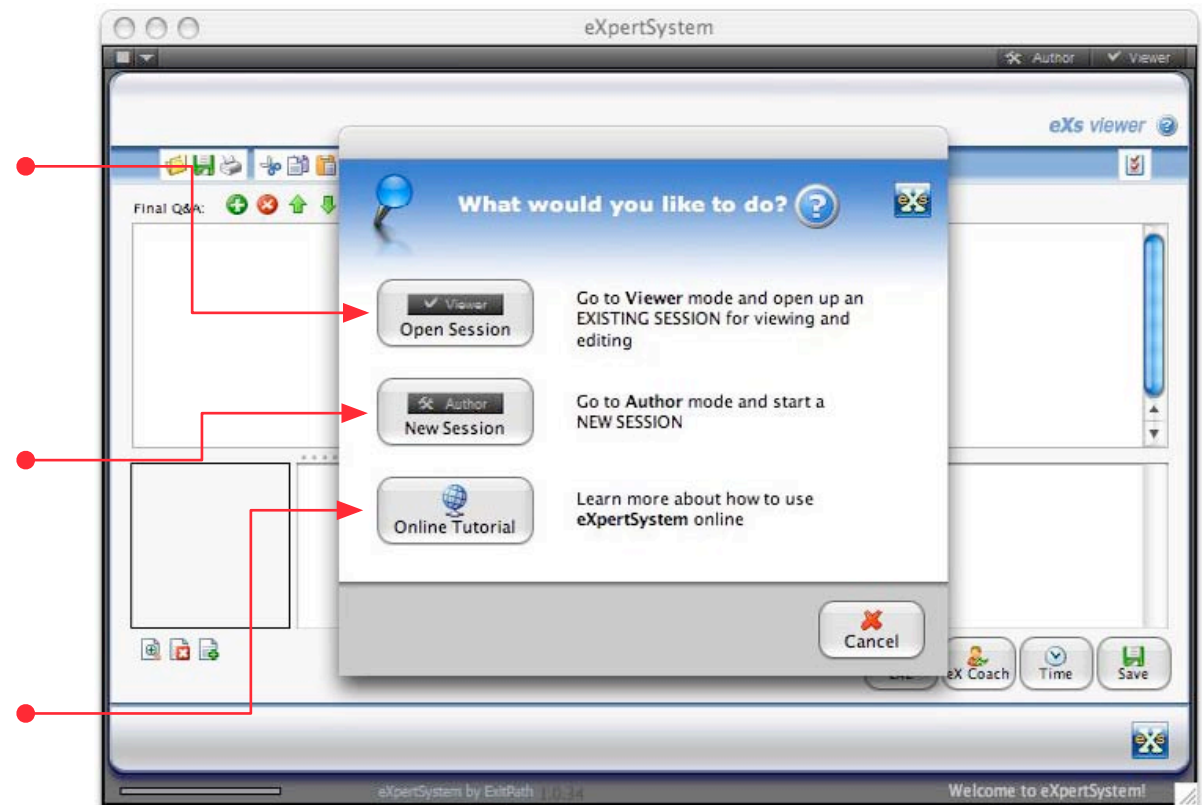
**1) Open Session** directs you to do just that: Open a Session file (it can be one you download off of our site, passed to you from a Coach or Consultant, or one you saved from a prior brainstorming session).

**2) Open Author Mode** and Create a Session (this is starting from a blank page. Easy to do, and in a follow-up blog posting, I'll cover how to speed the process. HINT: You don't need to fill any of the fields except the Title. You can do the rest at any time. Just zoom through the Wizard screens and save).

**3) Open Online Tutorial** – This is where we keep the instruction tidbits (though we'll also make them accessible from the main site as well). The right-hand margin has links to image galleries for training.

### New Features:

- **New Startup Screen & Process for Easier Operation**
- **Word Association Database Expanded from 144k to 1Million!**
- **Image Database Expanded from 250k to over 400k images!**
- **Faster Saves and Fastrack Wizard for Session Creation**



# 1,000,000 Word Associations eXpertSystem+eXpertLingo Update - 8-03-05

Since one of the most requested features in our eXpertSystem is the **Word Association** database, we HAD to look into how we could make this a blow-your-mind feature for you.

The result is our new (and regularly updated) **1,000,000 word and colloquialism database**.

Now you can not only get Definitions, Synonyms and Hypernyms from our 144,000 word and term reference... but you now have the power of over 1,000,000 word and phrase associations at your fingertips. Here's the inside skinny:

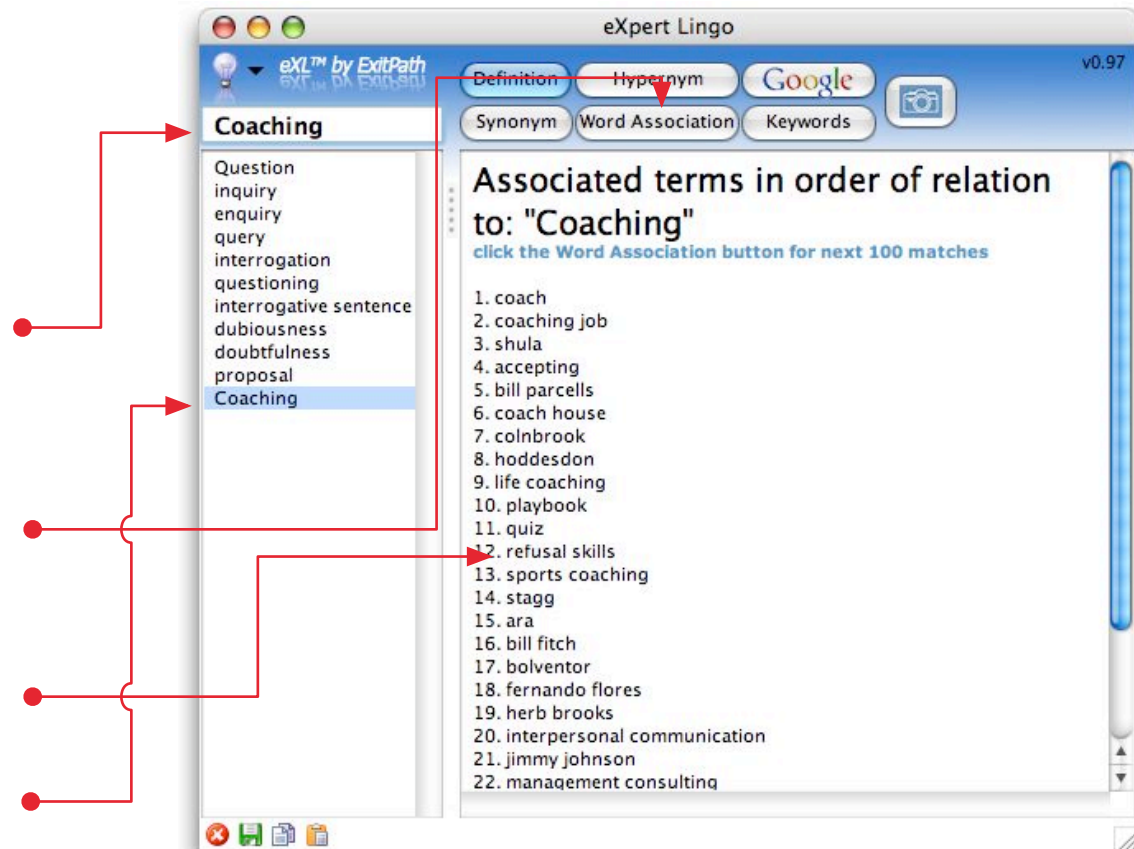
**1) Type a Term** in the Search Field (or, if you have eXpertSystem open, you can simply select a word in the Text Editing field).

**2) Click the Word Association button** and you'll be rewarded with groups of 100 Word and phrase associations. Simply click Word Association again to get the next group of 100 (if available).

**3) Click a Word** in the Word Association Results and hit Word Association again. That word will now trigger new associations, and add the prior word to the growing Word List to the left. Simple.

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# 400,000+ Images

Adding images to the brainstorming process isn't new. Adding keyword-searchable images that trigger from your word-association process is actually quite unique in the world of brainstorming applications.

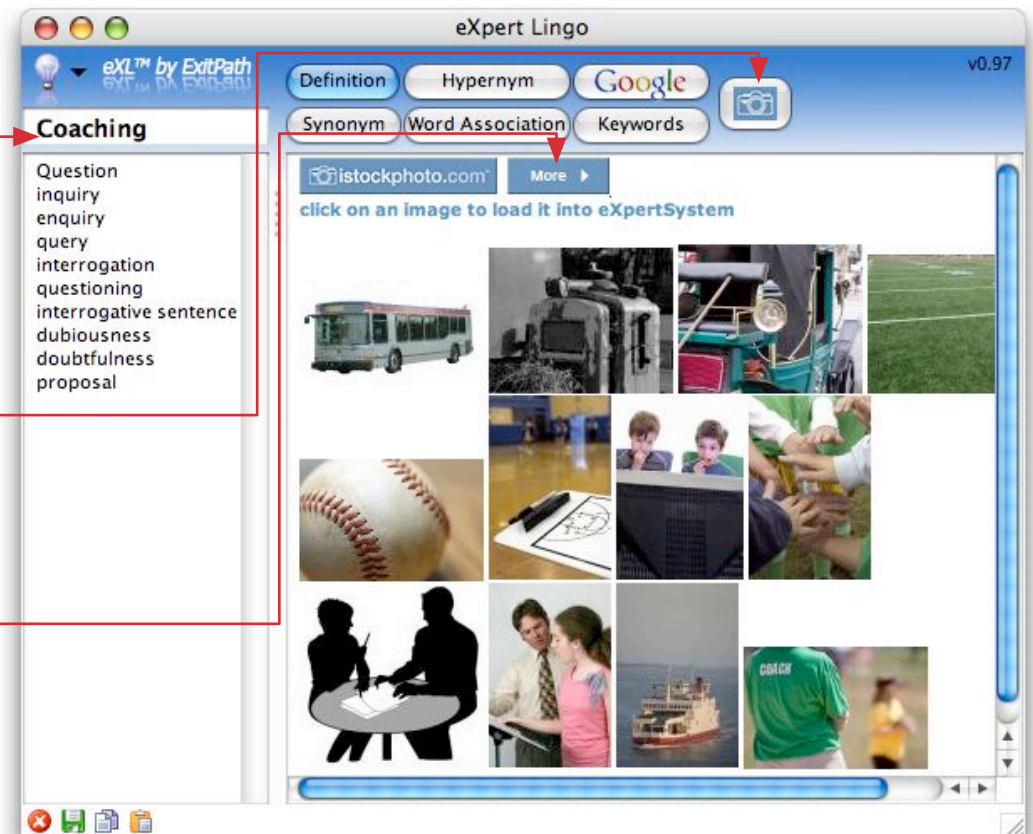
Thanks to our stock photo and illustration partner's continuous growth and improvements, our program now taps their over 400,000 images to provide you all the imagery you need to coalesce your ideas into professional-grade presentations. Here's how to tap the power of images:

- 1) **Type a Term** in the Search Field (or, if you have eXpertSystem open, you can simply select a word in the Text Editing field).
- 2) **Click the Camera button** and you'll be rewarded with groups of 12 Image thumbnails that are in some way associated with your search word or phrase.
- 3) **Click the Image** to add it to your Session outline... or click the More button to find additional image associations based on your keywords.

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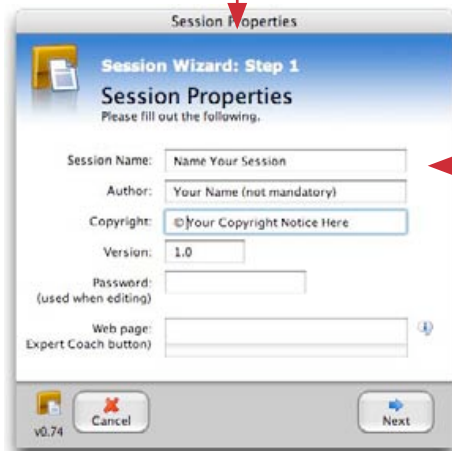


One of the more powerful features we developed to help your BRAND and PROTECT your creative process is the Session File.

But creating a Session BEFORE you begin brainstorming sometimes feels counterintuitive... sort of like those HP calculators that make you add the operand before you type the numbers.

So, Chipp, our development partner, streamlined the process so you could get to the CREATING without getting bogged down in branding. Here's how to do that:

**1) Start a Session** by launching the Session Wizard (click the Create New Session when you open eXpertSystem, or select Author >> Create Session)



**2) Name Your Session** something unique so you don't write over the top of another Session you've created (I typically number mine with a Version number).

**3) Fast-Forward** past the next two screens, using the Next button.



**4) Then click Save.** That's all there is to it. Simply LOAD the Session into your eXpertSystem before you get to work. That's where all of your thoughts and ideas "collect" as you brainstorm.

