

New PowerPoint rival uses 3D animation to slash preparation time

Presentations that blend text with 3-D animation can now be created in minutes with Executive Impact - a new low-cost software package from www.wclass.com

World Class Solutions has just launched a new class of presentation software that combines the advantages of 3D graphics and animation with significantly reduced preparation time. The low-cost package is available from the firm's web site at www.wclass.com.

"It's called '*Executive Impact*' because it's possible to create a complete presentation from scratch in less than 7 minutes", explained CEO Pat Hough. "Most business people don't have enough time to create effective presentations because they're just too busy. This package will help them focus on their message – the most important part of any presentation. The graphics and structure are already built-in."

Executive Impact actively blends 3D graphics with text. "Our aim was to develop something new to give our customers a professional edge. I think they also enjoy the irony that the best-looking presentations now take the least time to create", said Pat Hough. Audiences agree that the results are exceptional - a departure from PowerPoint templates that use graphics only as a backdrop.

World Class Solutions also develops high-end custom presentations. All of the key points in those presentations are illustrated using 3D animated graphics. "First we profile the audience", Pat Hough explained. "Then we fine-tune the graphics to appeal specifically to the decision-makers in the audience. The sequence, the timing and the keywords all have to be carefully chosen for maximum impact. Custom presentations can take between four and six weeks to prepare but the same underlying technology is used in the new product."

Executive Impact is a stand-alone presentation package for Windows XP or Vista. It does not require Microsoft PowerPoint or other presentation software. Each package is based on a single theme and costs €25 + VAT (about US\$37).

More information is available at www.wclass.com/executive_impact.html