



Flash Solutions

PROVIDING RICH AND INTERACTIVE MULTIMEDIA PRESENTATIONS

In this digital age, the quantity and frequency of advertisements being transmitted is overwhelming and as a result, capturing the attention of the consumer can prove to be difficult. Paramount to tackling this problem is the necessity for a solution that will provide a way to secure viewer attention. By offering rich and interactive multimedia presentations, stimulating environments can be created that unveil graphical expertise and assert a professional edge.

Flash is a unique authoring tool that is used to design interactive content for websites. It strengths afford animation, sound and interaction at a low bandwidth. As a communication tool, it maximises users' attention by employing video, audio and motion aspects together to deliver a well-rounded experience.

In the business sector, its dynamism lies in its ability to help shape and present a corporate identity. From the production of online brochures, showcasing web design graphics and tradeshows, to multimedia products and CD-ROM creation, games and general presentations, it is a very versatile technology. A well-designed Flash animation can create a buzz around your company and product, drawing public and even media attention.

Flash solutions can be developed for many different areas and uses such as introductions to websites, advertisements and CBL (Computer-Based Learning).

Other areas include:

- ▀ Professional product tours.
- ▀ Custom Flash animations.
- ▀ Dynamic websites.
- ▀ Interactive online brochures.
- ▀ Online product catalogs.