



## **If Picture's Worth 1000 Words, Then What's An Entire Multimedia Presentation Worth?**

People today get their information in much more dynamic ways than a decade ago. Then the big choice was producing your message in color or black & white. Now your choice is color motion video broadcast around the world on the web or delivered as a multimedia CD-Rom overnight.

## **Tell Your Story Effectively**

Digital video, audio, images, and multimedia presentations deliver a whole new capability to corporate managers. SEDATA and our partners can help you

deliver your message using the newest, most effective video, audio, and imaging techniques. When you want to deliver a message that people will remember, teach a new concept, or even rollout a whole new product line, there are great new choices available to deliver that message.

## **Now Tell Your Story with Action, Sound, & Music**

Often it is easier to show someone than to have them read a long text explanation. In fact, your presentations can be instilled with the excitement usually only found in commercial television productions.

## **More Effective Because It's Personalized**

Better than the old "training films" a multimedia presentation, demonstration, or entire course can deliver the right information at the right time. Its delivery can be customized to the audience on the fly. The points addressed, the pictures shown, and even the language spoken can be changed to suit the individual in your target audience.

## **Get a Response**

One of the most exciting aspects of today's multimedia is that you can immediately get a response, give a test, or even *take an*

*order*. You can decide the interaction you need from the individual right on the spot.

## **Reach Your Audience the Way They Want to Be Reached**

Whether it's CD-ROM, video, tape, audio tape, DVD, email, or live on the web, we will help you form your message and deliver it to your audience.

## **Our Services**

We will assess the story you want to tell and recommend the media and delivery method that's right for you. Then we'll deliver it. We also offer workshops to train your people to produce dynamic multimedia presentations using the latest techniques.

## **Rapid Execution**

When time is of the essence, bring us in. We will show you how to maximize your results in time to meet your tightest deadlines.





Do You Need to

Deliver a Message that

- Has Impact?
- Will Be Remembered?
- Has a Call to Action?

#### **About SEDATA**

SEDATA (whose meaning is a loose Latin translation of “knowledge data”) provides Learning and Knowledge Management consulting. Principal Consultant at SEDATA is Rick Darby, architect of the eLearning Ecosystem and consultant to Fortune 1000 companies, mid-tier companies, and government organizations.

Using the latest digital media techniques, SEDATA provides solutions to compliance issues, performance issues, and change dynamics driven by new product rollouts, new service rollouts, new system rollouts, mergers, acquisitions, cutbacks, or rapid growth.

Whether these needs are a response to competitive pressure or government regulation SEDATA’s solutions typically provide more effective learning at lower cost and with faster implementation.

**Call for a free initial consultation.**

#### **SEDATA**

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# Multimedia Production & Delivery