



## Fact Sheet

# Multi-Media on the Web

July 2007

**Interactive multi-media (audio, video, animation) on the web offers a new and effective way to communicate your business message to your customers.**

**Our E-Business Advisers discuss this new medium:**

### **1. What are the benefits of using Multi-media on your web site?**

Multi-media on your web site enables your business to deliver any combination of video, graphics, digital camera or scanner output, voiceover, music, sound effects, text, captions or animation to your visitors.

Innovative ideas, products, services and procedures can be simplified and visualised.

With the added dimensions of sound, video and animation, you can describe how your product is constructed, or how your service is delivered.

You can more easily illustrate its use and explain its features and benefits: your customers can see your range of products and services and make a more informed choice about their business or consumer purchases.

Interactive CDs, DVDs can be produced to complement the online multimedia presentations. These can combine text, graphics, narration and moving images to create a dynamic environment, which closely involves the viewer in a way no other presentation format can.

Whether you are demonstrating, selling or training, a multi-media presentation on your

website provides a consistent message that can be repeated until the information is clearly understood.

Full screen and full motion images make video the perfect medium to communicate with your audience using emotion and style.

### **2. Changing the way we do business:**

Multi-media, coupled with the Internet, allows a revolutionary new way to provide a wider and more engaging variety of services for your customers.

#### **Business Benefits:**

- High impact business presentations.
- Memorable training packages.
- Superior client communications.
- Effective marketing techniques.
- Structured sales messages.
- Digital brochures that speak volumes.
- Your customers react by you involving them.
- Audiences appreciate what you have to tell them - and they remember it!

Finally, cognitive research shows that by combining sight and sound, retention of information is doubled.

**Multi-media works!!**