

## ISE: The safe and sexy Presenter

- **With the new VIOSO software, every presentation becomes a show. The program puts an end to boring Powerpoint slides.**
- **Free download version, VIOSO Presenter Free, along with more information, can be found at: [www.vioso.com](http://www.vioso.com)**

**Amsterdam/Düsseldorf, 26 January 2010** - At the "Integrated Systems Europe" (ISE) trade fair, VIOSO GmbH is unveiling a change in philosophy in presentation software. With VIOSO Presenter, the company is keen to offer users more than "just" safety and error correction, and instead enable them to significantly increase the visual quality of their presentations. The speaker will be able to make their presentations "sexy", offer the audience a real show, and set themselves apart from the previous speaker.

VIOSO Presenter enables all conceivable file formats, such as Powerpoint presentations, photos or videos, to be brought together and showcased easily via drag 'n' drop. The software offers a selection of spectacular 3D effects for displaying this content, allowing every presentation to appear in a whole new light. The integrated picture-in-picture effect, for instance, enables content to be visualised "floating" on a chosen background or logo.

"The days of these boring presentations, where the audience is tortured with the hundredth virtually identical Powerpoint slide, are over. It's tantamount to pollution of the visual environment! The time is right for presentations to be reinterpreted - it's about inspiration, not boredom!", explains VIOSO boss Benjamin Fritsch.

VIOSO is capitalising on the lasting positive impression that speakers – in sales, marketing, or at universities, for instance – make in this way. This impression goes far beyond the technological functions that the audience expects as a matter of course. The activation of the connected display and the creation of a flawless picture happen automatically, just like with the forerunner product smartprojecting.

Often, important content is only received just before the presentation is due, perhaps while the presenter is still sitting on the plane or train – or an eureka moment comes just at the last minute. Anyone who regularly creates presentations will recognize these scenarios. Often, the situation becomes embarrassing because the chart can't be integrated in the short time available, or the video can't be played. With VIOSO Presenter, it's still possible to create a fantastic presentation even at the last second.

"You have to imagine you're like a football team that so far has mainly focused on avoiding mistakes. Now, a new player has come along that's brought with him the really creative element. The team behind is safe, but can also offer the spectators a real visual treat", says Katja Beyer, Marketing Director at VIOSO GmbH.

The ISE is the largest European trade fair for audio-visual media and is being held from the 2nd to the 4th of February 2010 at the RAI Exhibition Centre in Amsterdam. VIOSO is represented hall 11 (stand number 11/29). VIOSO Presenter Pro will also be on display, which is geared towards the professional AV market with functions such as unlimited warping and projection onto unusual shaped and coloured surfaces.

**About VIOSO:** VIOSO started out in 2004 at the Bauhaus University of Weimar with the "smartprojector" project. When VIOSO GmbH was founded in 2007, the innovative idea of "projection onto any surface" was launched onto the market in the form of software and has developed constantly since. A growing team of currently 13 staff now work on turning VIOSO's goal into reality: to establish VIOSO software as the international software for presentations!

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