

VII deadly pricing sins

There are seven big that can be made setting prices. Are making any of the

PRODUCTS

PRESENTATION EQUIPMENT

Keep 'em toned in

Is there a way to add some of the fun of Saturday morning cartoons to your run-of-the-mill Monday afternoon sales presentation? The makers of Vox Proxy think so.

Right Seat Software's Vox Proxy 3D is a new application that lets the designers of sales presentations add colourful, moving and speaking computer animated characters to their slides. Using the software, presenters can bring one or more of the nearly 30 walking talking cartoon characters included in Vox Proxy into any presentation with surprising ease. The personalities can then act as sort of on-screen emcees throughout the presentations, taking audiences through the bullet points, cracking wise, or even appearing to interact with the real life presenter. Built-in AT&T Natural Voices text-to-speech functionality allows the user to import his or her own text scripts for the digital characters to recite verbatim throughout the presentation. Users can even choose from an assortment of voices, accents and even languages for selected characters to speak in, both male and female. North American English, Latino, British, East Indian, German, Spanish... you get the idea. While certainly an interesting twist on the classic tried, tested, and often tedious PowerPoint presentation, the idea of turning a major sales presentation over to a assortment of Teletoon wannabes might not sit well with many people - just think about

how quickly your own patience wore thin with that cartoon paper clip in MS Word. However when used on the right audience, in the right setting, and applied with some of your own creativity, Vox Proxy's pantheon of computer cartoon characters might make your next presentation the most memorable one you or your sales team has given yet.

Vox Proxy works on PCs running Windows 95 through XP with 64 MB RAM.

For more information, visit:
www.voxproxy.com



Digital whiteboard

Until very recently, the business presenter had two sets of tools as his or her disposal: high-tech gadgetry like digital projectors, electronic document cameras and PowerPoint; and the old-fashioned stuff like flip charts, whiteboards and magic markers. While the former lets presenters wow audiences with dynamic multimedia and colour graphics, the latter offer welcomed simplicity and ease-of-use. Now, U.S. presentation tool developer GTCO CalComp has fused the two in its line of electronic presentation equipment, giving users the multimedia functionality of high-tech with the simplicity of the old-fashioned whiteboards and markers. Simply dubbed MeetingBoard, the system looks like an ordinary large wall-sized whiteboard/projection screen.

Embedded technology lets presenters mark up and annotate any digital projection and onboard handwriting recognition and tracking technology will digitize the hand notations and embed them in the original presentation slides, spreadsheet, word processor file, or whatever application is the source for your presentation. When finished the screen wipes clean like any whiteboard. The screen can even act as a super-sized palm pilot, allowing users to launch applications, open Web pages or browse documents by touching the image area with an included electronic pen. A smaller tablet sized wireless version of the MeetingBoard, known as MeetingPad, features much of the same functionality as its white board cousin, in a handy portable package. All the MeetingSuite products come with InterWrite Software, an extremely intuitive and easy to use annotation program. It can be used to annotate, highlight or make notes in any Windows application. The presenter can save, print or even e-mail annotations and notes to members of the audience after the presentation.



For more information, visit:
www.gtcocalcomp.com

GIFT PRODUCTS

In the last issue of Sales Promotion, we gave you a few shopping ideas for the different types of people on your business gift giving list this holiday season. Well, with still a few more weeks to go before gift shopping season becomes gift shipping season, we thought we'd throw a few more ideas your way.

For the inner child

It's been said that grown-ups in the corporate world aren't a whole lot different than little kids in a sandbox. In both settings, there is the occasional pushing and shoving, people sometimes throw tantrums and occasionally someone stomps home in tears. But then again, it's not all that bad - in both cases, there are usually snacks and juice available. This notion might have been the motivation for the desktop sandbox, available as a holiday business gift this year from Hype Products. Measuring about 10 x 7 inches, each hardwood sandbox comes with its own grooming rake and real sand. Themes for the sandboxes include a beach motif, with sun umbrella, tiny beach chair and pail with shovel; a golf theme, with a miniature green, flag, club and tiny ball; or the classic model with dinky-car Tonka-style dump truck and backhoe. Hype also has smaller versions of the hardwood sandboxes that measure 4 square inches. For more information, visit:
www.hypeproducts.ca or call (905) 882-7070



For the bon vivant

Some business gift experts warn that giving alcohol related gifts can sometimes be problematic. However, anyone who says that has clearly never savoured the velvety magnificence of a 2002 Wolf Blass Gold Label Shiraz. So if there is someone on your shopping list who enjoys a nice bottle of wine, you can always go the extra mile and have a bottle (or bottles) you choose customized for the recipient with a logo or message from the artists at Blasted Bottles. Supply the company with the vintage and they go to work with their engraving, deep etching and glass painting equipment creating relief text and designs right onto the glass. And if you're having trouble finding the right words or want something more than just say your company logo engraved onto the wine bottle, buyers