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# Focus your presentation

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The site designers have plenty they could say. They could gush (truthfully) about the technical innovations, the 200 patents, the coolness of it all. Instead, they confidently show you the phone as a friend would, put it in your hand, explain how it works. They present the phone from your point of view, calmly, lightly, naturally. Result: You understand it, and you like it.

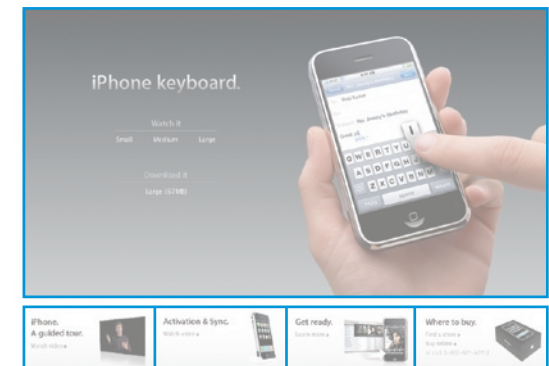
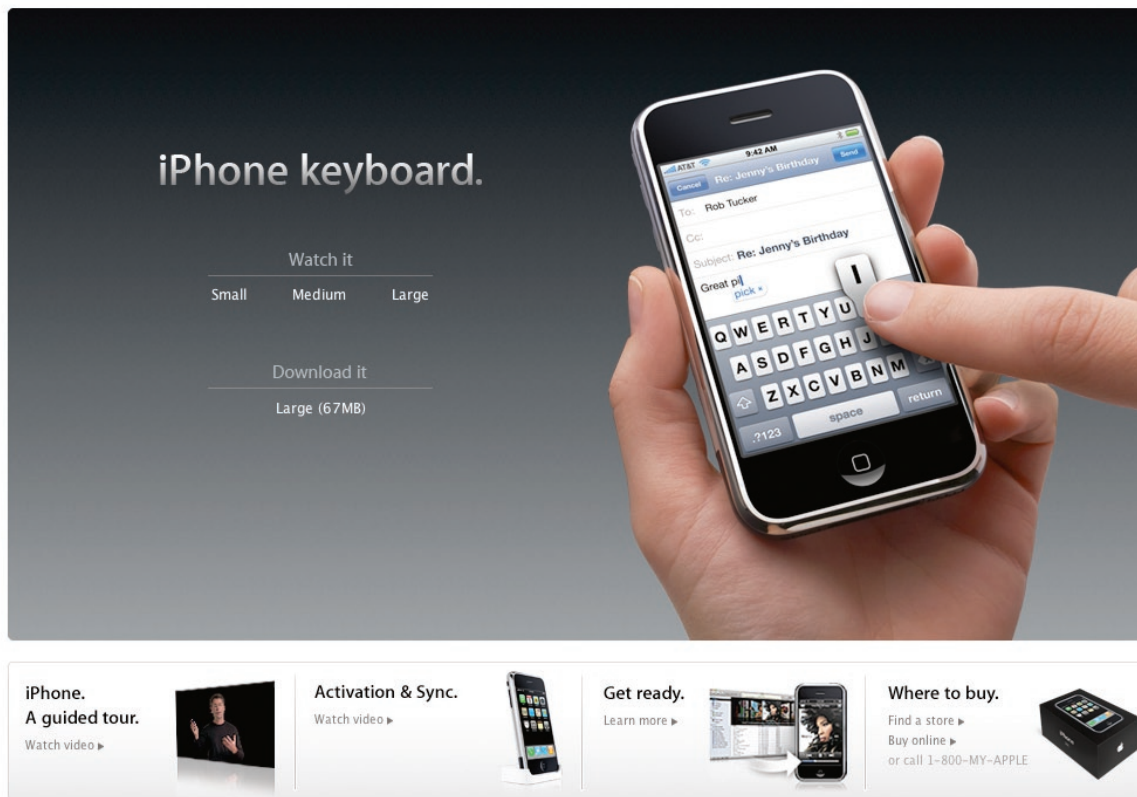
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## The basic structure

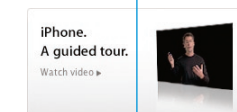
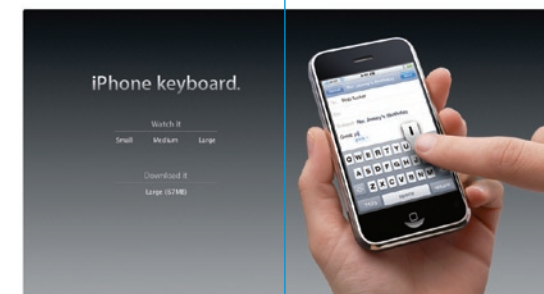
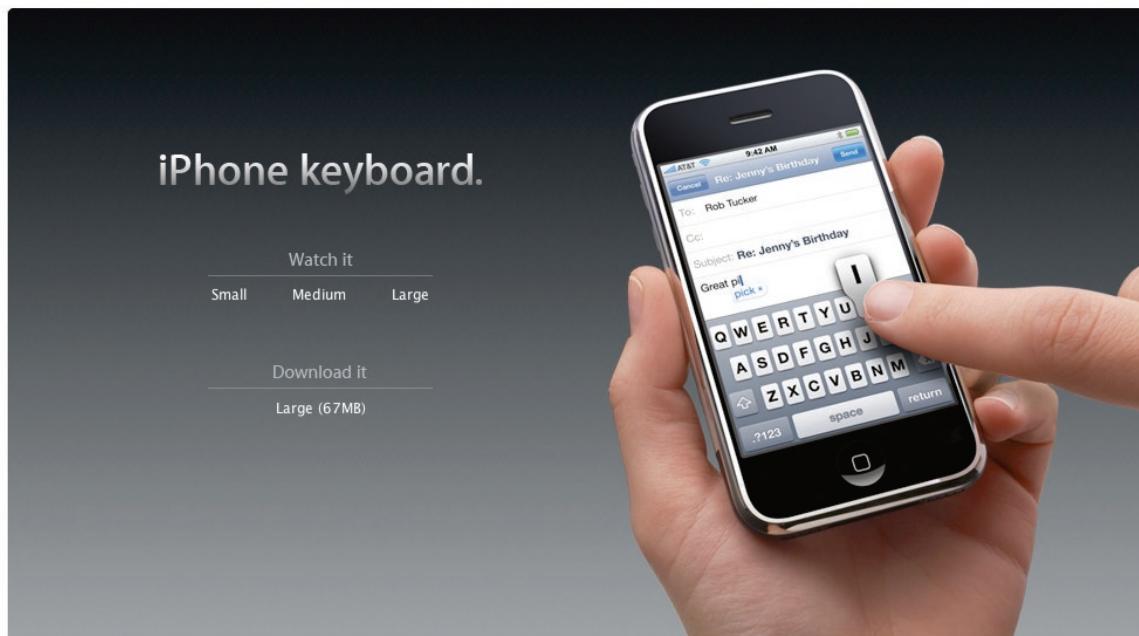
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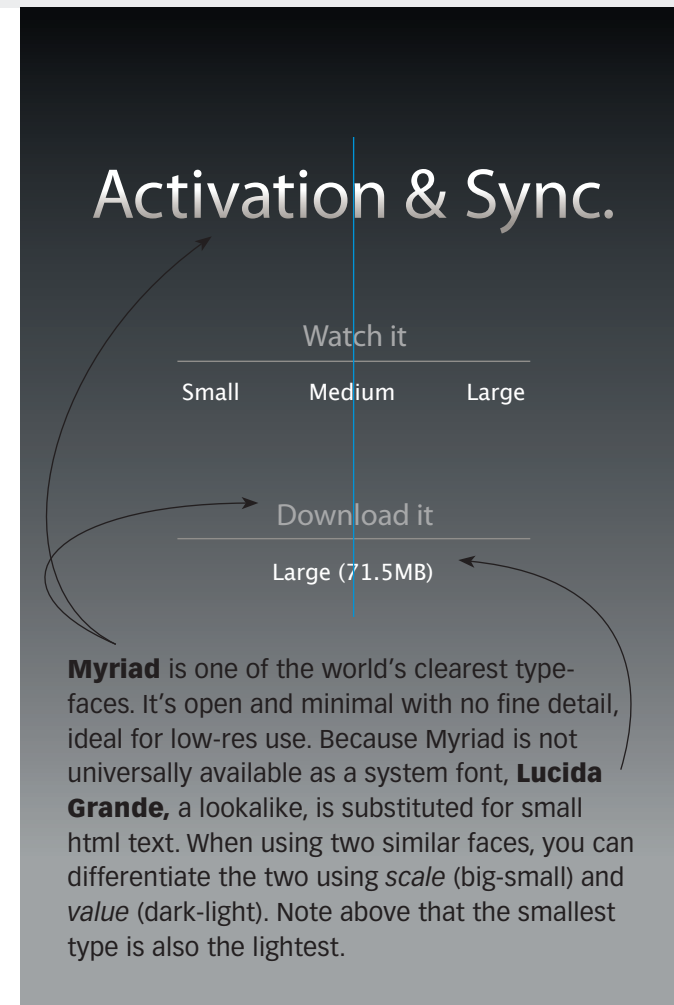


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**Spacious simplicity** The presentation is minimal and spacious—just the iPhone and a couple choices alone in a whole screen. Result? Note how easy it is to “read” instantly.



## Dimension

Flat fields are given life by subtle gradients that mimic the sheen of aluminum and the ambience of real light. Reflections and angles convey surface and depth.



**Gradients mimic reality.** Look around at your desk and office walls. You'll see that light plays off all surfaces, so no surface is truly monotone. Reflections are everywhere. By mimicking this ambience with gradients, the site feels real and warm while at the same time remaining neutral.



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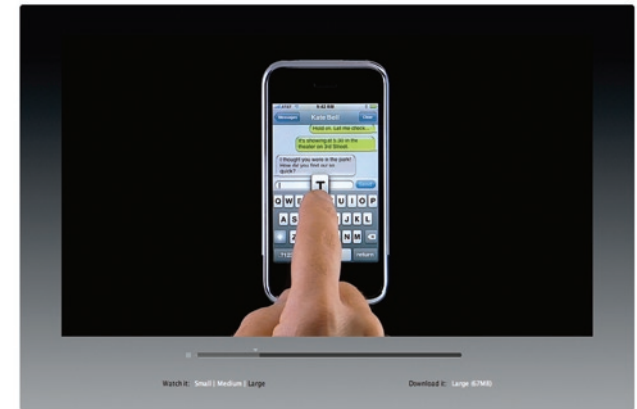
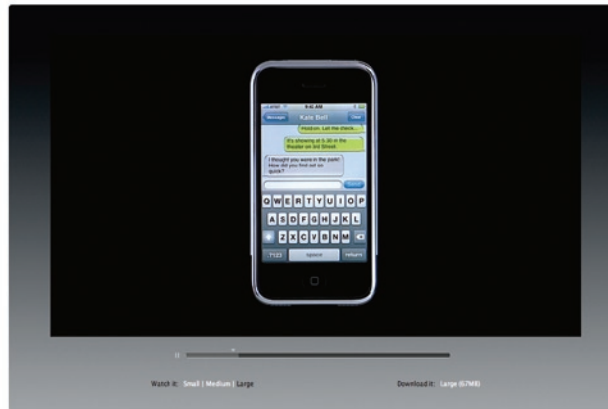
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## Quick tours, bite-size information

Efficient *Features* section splits the screen in two and adds text; this requires reading, but it's quicker than pure video for those who want the Cliff's Notes version.

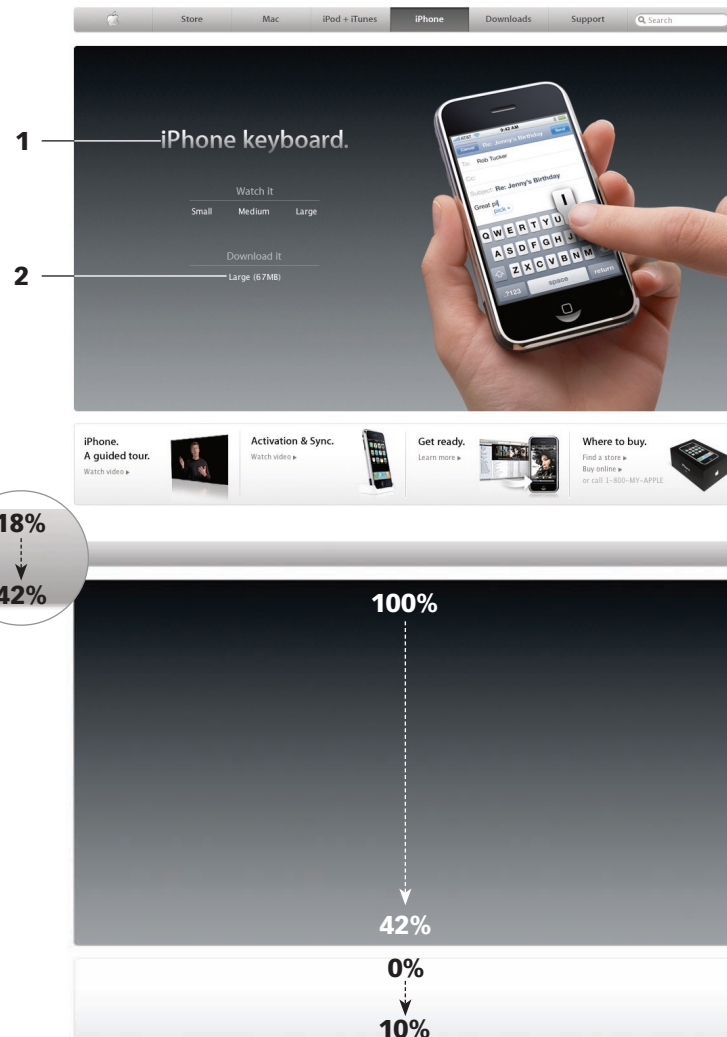
**Four icons** represent four main features. Color is brilliant against the gray. Nav triangle is *tiny* but is all it takes on the clean page.

**Short headline and description** give a brief summary. Flash demo on the far left shows the feature in action. Your eyes follow the animated dot. No sounds, no blinky lights.

**Visual chapters** Each of the four categories are broken down into short demos. Note the icons are simply small versions of the big demo window (left); black indicates active. The white triangle points to a short description, which is set in smaller type with tighter leading to differentiate it from the main description above. Nice.

**Keep them apart**  
Visual on the left, narrative on the right. Note the visual's black, the text white.

## Article resources



### Typefaces

- 1) [Myriad](#) (Apple uses a customized version called Apple Myriad that's minutely different.)
- 2) Lucida Grande (Lucida Grande is a screen version of [Lucida Sans](#).)

### Gradients

(Bottom, left) Values shown are for print. The actual RGB gradients are minutely different.

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### For presentation format

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Page Size: Fit to Page

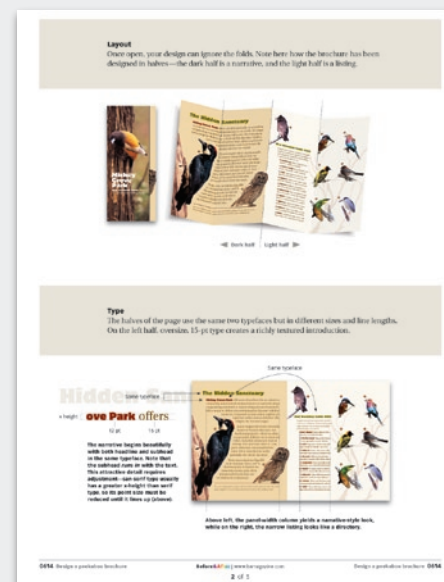


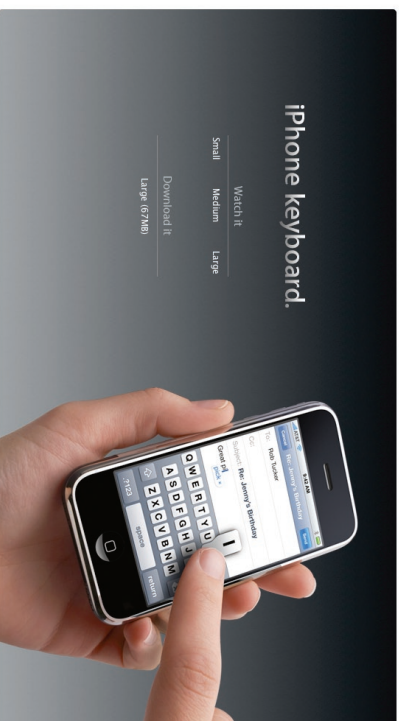
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Presentation format or  
Paper-saver format

### For paper-saver format

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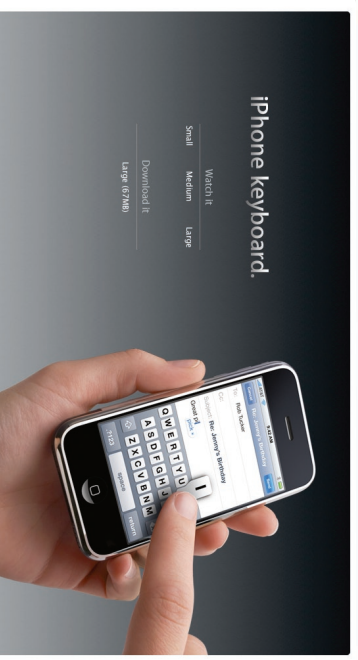
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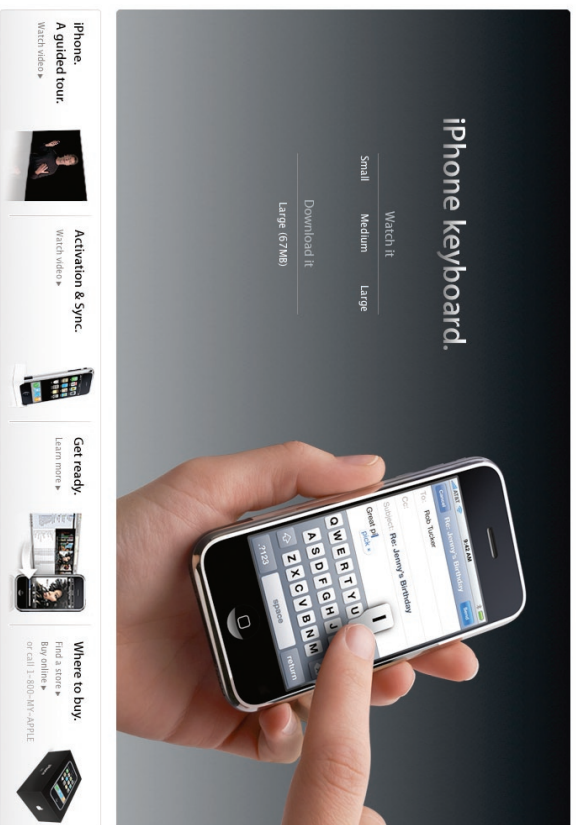


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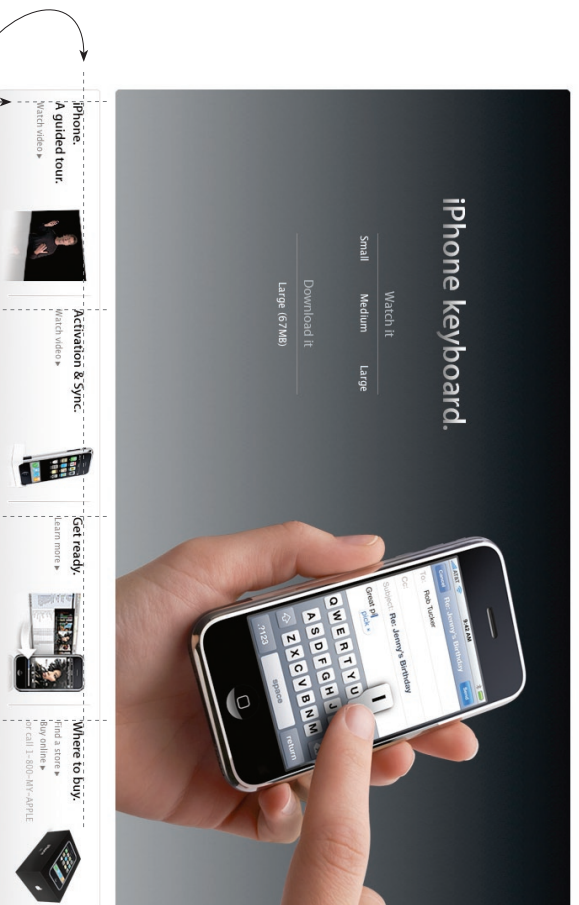
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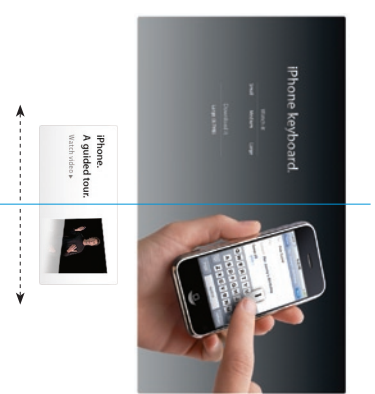
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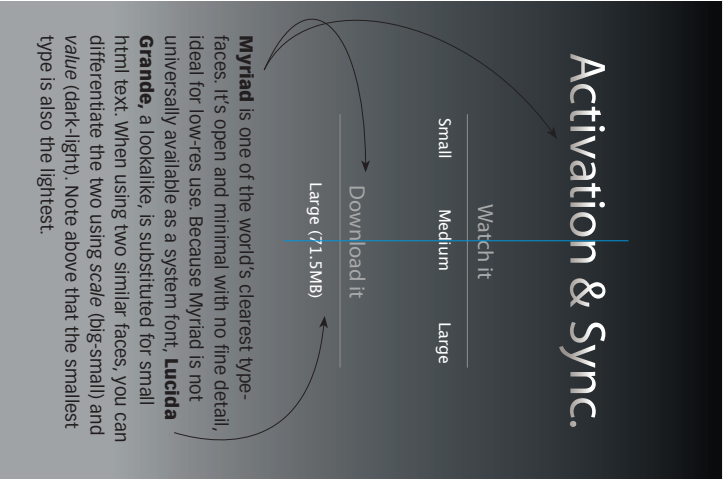
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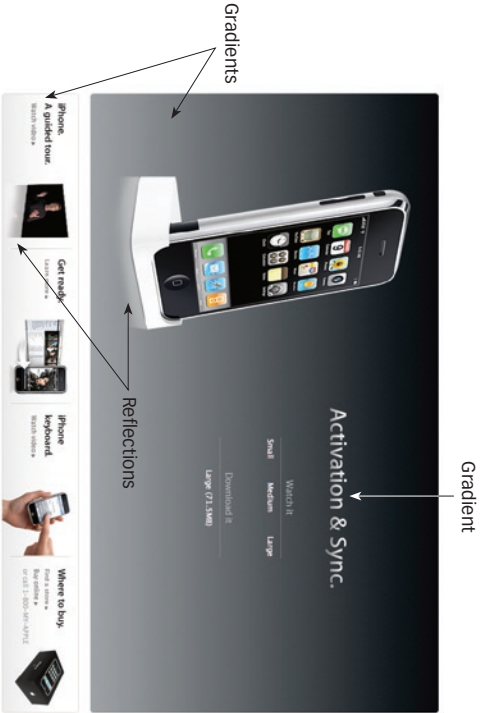


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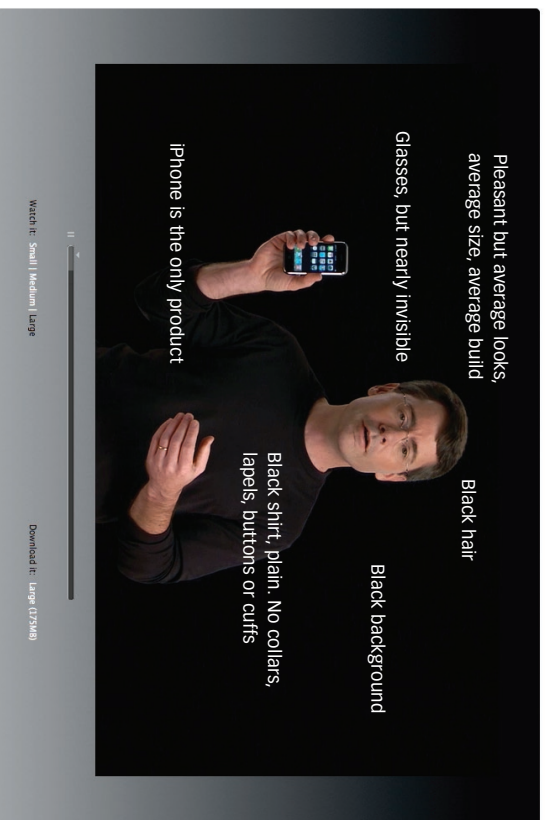


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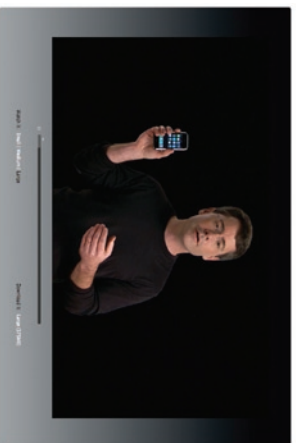
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