

# iPhoneのCM

ソンギタク

デリックルイズ

ミッチ リエン

ツエルメグ

# 2009年の携帯

# Steve Jobs



## 発表の注目 ポイント

iPhone 3のCMのメッセージ

iPhone 4のCMのメッセージ

iPhone 5のCMのメッセージ

# iPhone 3G



## メッセージ

**機能、使い方、デザイン中心のCM**  
全世界のスマホを使ったことがない人がターゲット

# iPhone 4



## メッセージ

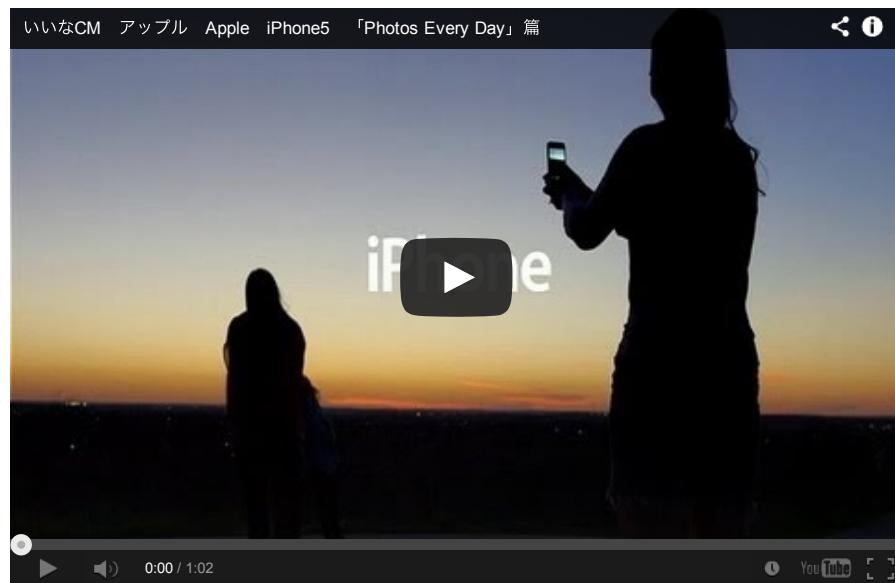
機能より**iPhone**のメッセージに中心  
**iPhone**がただ機械ではない  
人間の豊かな生活になるのを手伝ってくれる  
**iPhone**を使ってみようかなと思う人達がターゲット

# **iPhone 5C**



## メッセージ

**iPhone**はただスマホではない  
今の**iPhone**はあなたの身体の一部になった  
**iPhone**を使っている人にターゲット



**CM**というのは

メッセージを考えながら見てみましょう

ご清聴ありがとうございました

**hi@derick.at**

どこにある？

## 地図





derickis

Instagram





derickis

Instagram

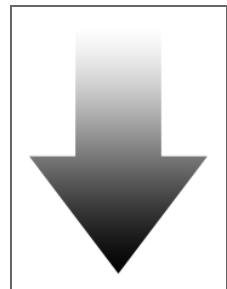


# ラーメン

ありがとう

## Vertical Slides

Slides can be nested inside of other slides, try pressing **down**.

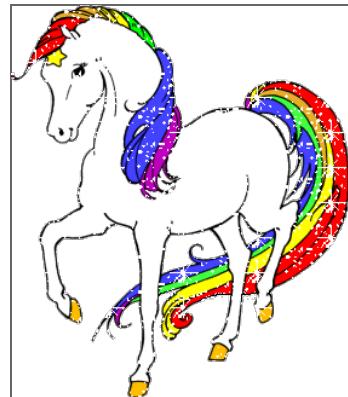


## Basement Level 1

Press down or up to navigate.

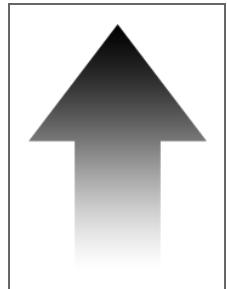
## Basement Level 2

Cornify



## Basement Level 3

That's it, time to go back up.



## Slides

Not a coder? No problem. There's a fully-featured visual editor for authoring these, try it out at <http://slid.es>.

## Point of View

Press **ESC** to enter the slide overview.

Hold down alt and click on any element to zoom in on it using **zoom.js**. Alt + click anywhere to zoom back out.

## Works in Mobile Safari

Try it out! You can swipe through the slides and pinch your way to the overview.

## Marvelous Unordered List

- No order here
- Or here
- Or here
- Or here

## Fantastic Ordered List

1. One is smaller than...
2. Two is smaller than...
3. Three!

## Markdown support

For those of you who like that sort of thing. Instructions and a bit more info available [here](#).

```
<section data-markdown>
  ## Markdown support

  For those of you who like that sort of thing.
  Instructions and a bit more info available [here](https://github.com/hakimel/reveal.js#markdown).
</section>
```

## Transition Styles

You can select from different transitions, like:

**Cube - Page - Concave - Zoom - Linear - Fade - None - Default**

## Themes

Reveal.js comes with a few themes built in:

**Default - Sky - Beige - Simple - Serif - Night**  
**Moon - Simple - Solarized**

\* Theme demos are loaded after the presentation which leads to flicker. In production you should load your theme in the <head> using a <link>.

## Global State

Set `data-state="something"` on a slide and "something" will be added as a class to the document element when the slide is open. This lets you apply broader style changes, like switching the background.

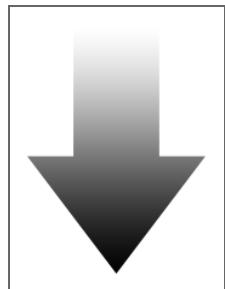
## Custom Events

Additionally custom events can be triggered on a per slide basis by binding to the `data-state` name.

```
Reveal.addEventListener( 'customevent', function() {  
    console.log( '"customevent" has fired' );  
} );
```

## Slide Backgrounds

Set `data-background="#007777"` on a slide to change the full page background to the given color. All CSS color formats are supported.



## Image Backgrounds

```
<section data-background="image.png">
```

## Repeated Image Backgrounds

```
<section data-background="image.png" data-background-repeat="repeat" data-background-size="100px">
```

## Background Transitions

Pass reveal.js the `backgroundTransition: 'slide'` config argument to make backgrounds slide rather than fade.

## Background Transition Override

You can override background transitions per slide by using `data-background-transition="slide"`.

## Clever Quotes

These guys come in two forms, inline: “*The nice thing about standards is that there are so many to choose from*” and block:

*“For years there has been a theory that millions of monkeys typing at random on millions of typewriters would reproduce the entire works of Shakespeare. The Internet has proven this theory to be untrue.”*

## Pretty Code

```
function linkify( selector ) {
    if( supports3Dtransforms ) {
        var nodes = document.querySelectorAll( selector );
        for( var i = 0, len = nodes.length; i < len; i++ ) {
            var node = nodes[i];
            if( !node.className ) {
                node.className += ' roll';
            }
        }
    }
}
```

Courtesy of [highlight.js](#).

## Intergalactic Interconnections

You can link between slides internally, **like this.**

## Fragmented Views

Hit the next arrow...

... to step through ...

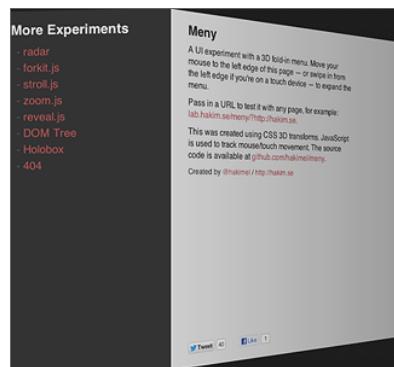
1. any type
2. *of view*
3. **fragments**

## Fragment Styles

There's a few styles of fragments, like:

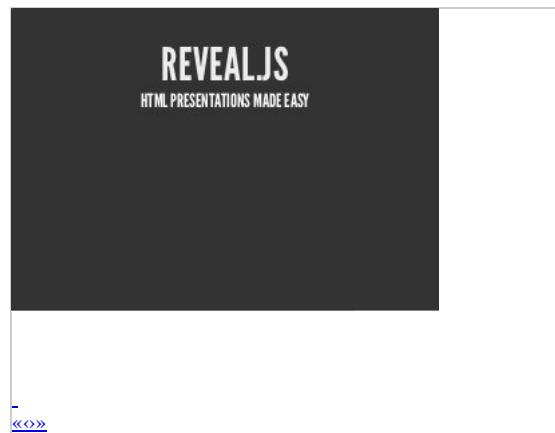
- grow
- shrink
- roll-in
- fade-out
- highlight-red
- highlight-green
- highlight-blue
- current-visible
- highlight-current-blue

## Spectacular image!



## Export to PDF

Presentations can be **exported to PDF**, below is an example that's been uploaded to SlideShare.



## Take a Moment

Press b or period on your keyboard to enter the 'paused' mode. This mode is helpful when you want to take distracting slides off the screen during a presentation.

## Stellar Links

- Try the online editor
- Source code on GitHub
- Follow me on Twitter

**THE END**

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