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Profile of an Internet Technology

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Profile: Presentation Tools & Multimedia Apps

Presentation Tools and Multimedia applications have been around since before the internet. Before the internet, presentation tools were a lot more primitive, and were used to create presentations via graphic slides, with charts and/or graphs. These slides would be computer generated, and would be considered Multimedia with the inclusion of text, images, and later, video. Today, Presentation tools and Multimedia apps such as Microsoft Office (including PowerPoint, Excel, and Word) and Prezi, are widely used in education around the world, and are indoctrinated into the common vernacular, with student presentations simply being called “Powerpoints”, or a professor putting up “slides”. Many take for granted the ease of use, and general accessibility of many presentation tools used today. Presently, it is easier than ever to go online and create a presentation or multimedia project within minutes, and for free. Users on any Multimedia site (such as Prezi) can arrange text, videos, moving and still images, as well as animations all together to form a single project. These Presentation tools make everyday presentations less boring, and at most, more interactive and enjoyable than a simple group of slides. Presentation tools and Multimedia Apps have many, many uses, but are more commonly used in either educational or professional settings. Many school projects are made on Presentation tools such as Microsoft Powerpoint, and Multimedia Apps such as Prezi. Prezi is also used by professionals in jobs across the world, in various circumstances. Jobs use presentations for hiring, as well as conferences.

According to the journal *Proceedings of the IEEE*, the first “presentation graphics company” was called VCN ExecuVision and was created in 1982. The advantage of online presentation graphics in 1982 was the ability to change your presentation last minute.  
 The most famous, and widely used Presentation tool is Microsoft Powerpoint. Powerpoint was originally launched in 1987, and was originally only for the Macintosh platform. Microsoft bought powerpoint for $13 Million dollars only three months after release. Microsoft Office was released in 1993, and powerpoint was bundled with it from day one. Powerpoint allows you to create custom slides, add text with any font, and even embed videos to the slides. Powerpoint, if utilized correctly, could be a very important and efficient Multimedia Application. Powerpoint and Microsoft Word are the most popular software included in the Microsoft Office bundle. Microsoft Word is the most famous and widely used word processing software used on computer devices. While you can import images into Microsoft Word, it primarily functions as a word processor, used to compose essays and countless different kinds of documents. Other software included in Office is Microsoft Excel, a spreadsheet maker, and Outlook, an email server application.

There are other famous Presentation tools, made by companies other than Microsoft. Apple Keynote is a direct competitor to Powerpoint, and comes free with any new Macbook brand of laptop, and even bundled with iPads. Benefits to using Keynote over Powerpoint include “themes”, a way to keep a similar color palette and aesthetic throughout your entire presentation, and an easier accessible menu for 3D animations and transitions.

Prezi is an online Presentation tool, instead of software. Prezi’s biggest draw is its fluidity. Instead of stoic slides that transition from one to another, Prezi’s presentations are instead constructed on a giant “map”, therefore the transitions are more fluid and creative. Prezi allows for more creativity in your presentation, with inclusion for videos, and animation. Prezi is both a Multimedia App and a Presentation tool.

Presentations using Multimedia Applications such as Powerpoint and Prezi have applications throughout almost every aspect of daily life. Advertisers use Multimedia Apps for marketing purposes, creating internet pop-ups, as well as commercials for billboards, as seen in Times Square, for example. Multimedia apps such as Adobe Suite, which includes Adobe After Effects, are responsible for many special effects seen in movies and television. It’s biggest application would be in education. Students from elementary school all the way through college use Prezi and Powerpoint to easily create presentations. Now with Google Docs as another Presentation tool/Multimedia app, sharing and creating projects have never been easier.

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